



सत्यमेव जयते

GOVERNMENT OF INDIA

OUTCOME BUDGET 2012-2013

MINISTRY OF INFORMATION & BROADCASTING

CONTENTS

EXECUTIVE SUMMARY.....	1
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Information Sector

Directorate of Advertising & Visual Publicity	2
Directorate of Field Publicity	3
Employment News/Rozgar Samachar	4
Indian Institute of Mass Communication	4
Photo Division	6
Press Council of India	6
Press Information Bureau	8
Publications Division	9
Registrar of Newspapers for India	10
Research, Reference and Training Division	10
Song and Drama Division	11
Main Secretariat's Information Wing Schemes	
(A) Construction of Soochna Bhawan	11
(B) Development Support to NE/J&K and Other Identified Areas	12
(C) International Media Programme	12
(D) Policy related Studies, Seminars, Evaluation etc. for All Three Sectors Including Media Units (Excluding Prasar Bharati)	12
(E) Training for Human Resource Development (Excluding Prasar Bharati)	13

Film Sector

Central Board of Film Certification	13
Children's Film Society, India	14
Directorate of Film Festivals	14
Film and Television Institute of India, Pune	15

Films Division	16
National Film Archive of India	16
National Film Development Corporation Limited	17
Satyajit Ray Film & Television Institute, Kolkata	17
Main Secretariat's Film Wing Schemes	
(A) Anti-Piracy Initiatives	18
(B) Centenary celebrations of Indian Cinema	18
(C) National Film Heritage Mission	18
(D) Promotion of Indian Cinema Through film Festivals and Film Markets in India and Abroad	19
(E) Production of Films and Documentaries in Various Indian Languages	21
(F) Setting Up of National Centre of Excellence for Animation, Gaming and VFX	22

Broadcasting Sector

Electronic Media Monitoring Centre	23
FM Cell	23
Prasar Bharati	25
Main Secretariat's Broadcasting Wing Schemes	
(A) International Channel	31
(B) Supporting Community Radio Movement in India	31

CHAPTER I

Mandate, Goals and Objectives, Policy Framework and Policy Statement

Information Sector

Directorate of Advertising & Visual Publicity	33
Directorate of Field Publicity	34
Employment News/Rozgar Samachar	34

Indian Institute of Mass Communication	35
Photo Division	38
Press Council of India	38
Press Information Bureau	39
Publications Division	41
Registrar of Newspapers for India	49
Research, Reference and Training Division	50
Song and Drama Division	51
Main Secretariat's Information Wing Schemes	
(A) Construction of Soochna Bhawan	52
(B) Development Support to NE/J&K and Other Identified Areas	53
(C) International Media Programme	53
(D) Policy related Studies, Seminars, Evaluation etc. for All Three Sectors Including Media Units (Excluding Prasar Bharati)	55
(E) Training for Human Resource Development (Excluding Prasar Bharati)	55

Film Sector

Central Board of Film Certification	56
Children's Film Society, India	56
Directorate of Film Festivals	57
Film and Television Institute of India, Pune	58
Films Division	59
National Film Archive of India	60
National Film Development Corporation Limited	60
Satyajit Ray Film & Television Institute, Kolkata	61
Main Secretariat's Film Wing Schemes	
(A) Anti-Piracy Initiatives	62
(B) Centenary celebrations of Indian Cinema	62
(C) National Film Heritage Mission	62
(D) Promotion of Indian Cinema Through film Festivals and Film Markets in India and Abroad	63

(E) Production of Films and Documentaries in Various Indian Languages	64
(F) Setting Up of National Centre of Excellence for Animation, Gaming and VFX	65

Broadcasting Sector

Electronic Media Monitoring Centre	66
FM Cell	66
Prasar Bharati	66
Main Secretariat's Broadcasting Wing Schemes	
(A) International Channel	75
(B) Supporting Community Radio Movement in India	75

CHAPTER-II

Financial Outlays, Projected Physical Outputs and Projected Outcomes.

Information Sector

Directorate of Advertising & Visual Publicity	76
Directorate of Field Publicity	78
Employment News/Rozgar Samachar	82
Indian Institute of Mass Communication	83
Photo Division	86
Press Council of India	88
Press Information Bureau	89
Publications Division	93
Registrar of Newspapers for India	97
Research, Reference and Training Division	99
Song and Drama Division	101
Main Secretariat's Information Wing Schemes	
(A) Construction of Soochna Bhawan	113
(B) Development Support to NE/J&K and Other Identified Areas	114

(C) International Media Programme	116
(D) Policy related Studies, Seminars, Evaluation etc. for All Three Sectors Including Media Units (Excluding Prasar Bharati)	118
(E) Training for Human Resource Development (Excluding Prasar Bharati)	119

Film Sector

Central Board of Film Certification	122
Children's Film Society, India	124
Directorate of Film Festivals	126
Film and Television Institute of India, Pune	128
Films Division	130
National Film Archive of India	133
National Film Development Corporation Limited	134
Satyajit Ray Film & Television Institute, Kolkata	135
Main Secretariat's Film Wing Schemes	
(A) Anti-Piracy Initiatives	138
(B) Centenary celebrations of Indian Cinema	139
(C) National Film Heritage Mission	140
(D) Promotion of Indian Cinema Through film Festivals and Film Markets in India and Abroad	141
(E) Production of Films and Documentaries in Various Indian Languages	142
(F) Setting Up of National Centre of Excellence for Animation, Gaming and VFX	143

Broadcasting Sector

Electronic Media Monitoring Centre	144
FM Cell	145
Prasar Bharati	146
Main Secretariat's Broadcasting Wing Schemes	
(A) International Channel	168
(B) Supporting Community Radio Movement in India	169

CHAPTER-III

Reforms Measures and Policy Initiatives

Information Sector

Directorate of Advertising & Visual Publicity	171
Directorate of Field Publicity	172
Employment News/Rozgar Samachar	172
Indian Institute of Mass Communication	173
Photo Division	173
Press Council of India	173
Press Information Bureau	174
Publications Division	175
Registrar of Newspapers for India	176
Song and Drama Division	177
Main Secretariat's Information Wing Schemes	
(A) Construction of Soochna Bhawan	178
(B) Development Support to NE/J&K and Other Identified Areas	178
(C) International Media Programme	179
(D) Policy related Studies, Seminars, Evaluation etc. for All Three Sectors Including Media Units (Excluding Prasar Bharati)	179

Film Sector

Central Board of Film Certification	179
Children's Film Society, India	179
Directorate of Film Festivals	180
Film and Television Institute of India, Pune	180
Films Division	180
National Film Archive of India	180
National Film Development Corporation Limited	181
Satyajit Ray Film & Television Institute, Kolkata	181

Main Secretariat's Film Wing Schemes

(A) Anti-Piracy Initiatives	181
(B) National Film Heritage Mission	181
(C) Promotion of Indian Cinema Through film Festivals and Film Markets in India and Abroad	182
(D) Production of Films and Documentaries in Various Indian Languages	182
(E) Setting Up of National Centre of Excellence for Animation, Gaming and VFX	182

Broadcasting Sector

Electronic Media Monitoring Centre	183
FM Cell	183
Prasar Bharati	183
Main Secretariat's Broadcasting Wing Schemes	
(A) International Channel	187
(B) Supporting Community Radio Movement in India	187

CHAPTER-IV

Review of Past Performance

Information Sector

Directorate of Advertising & Visual Publicity	188
Directorate of Field Publicity	194
Employment News/Rozgar Samachar	201
Photo Division	205
Press Council of India	207
Press Information Bureau	210
Publications Division	214
Registrar of Newspapers for India	219
Research, Reference and Training Division	223

Song and Drama Division	227
Main Secretariat's Information Wing Schemes	
(A) Construction of Soochna Bhawan	228
(B) Policy related Studies, Seminars, Evaluation etc. for All Three Sectors Including Media Units (Excluding Prasar Bharati)	228
(C) Training for Human Resource Development (Excluding Prasar Bharati)	230

Film Sector

Central Board of Film Certification	231
Children's Film Society, India	232
Directorate of Film Festivals	234
Film and Television Institute of India, Pune	237
Films Division	239
National Film Archive of India	244
National Film Development Corporation Limited	246
Satyajit Ray Film & Television Institute, Kolkata	247
Main Secretariat's Film Wing Schemes	
(A) National Film Heritage Mission	250
(B) Promotion of Indian Cinema Through film Festivals and Film Markets in India and Abroad	251
(C) Production of Films and Documentaries in Various Indian Languages	253
(D) Setting Up of National Centre of Excellence for Animation, Gaming and VFX	254

Broadcasting Sector

Electronic Media Monitoring Centre	255
FM Cell	255
Prasar Bharati	257

CHAPTER-V

Financial Review	307
-------------------------------	------------

CHAPTER-VI

Review and Performance of Autonomous Bodies

Information Sector

Indian Institute of Mass Communication	327
Press Council of India	327

Film sector

Children's Film Society, India	328
Film & Television Institute of India, Pune	329
Satyajit Ray Film & Television Institute, Kolkata	330

Broadcasting Sector

F.M. Cell	332
Prasar Bharati	332
Main Secretariat's Broadcasting Wing Schemes	
Supporting Community Radio	333

EXECUTIVE SUMMARY

The Ministry of Information and Broadcasting disseminates information on policies, initiatives, programmes and achievements of the Government by utilizing the publicity vehicles unique to the Media Units so as to reach out to all sections of the population at an optimum cost.

The mandate of the Ministry is to create an enabling environment and inform the potential beneficiaries particularly in the rural areas regarding flagship schemes of the Government. It includes direct contact to empower the ordinary citizens particularly from the rural areas with knowledge about the flagship programmes so that they can avail the benefits from these programmes and improve the quality of their life.

The Ministry liaises with key stakeholders in an effort to facilitate its activities. While providing quality information, the Ministry also facilitates the intellectual and entertainment needs of the people through innovative and commonly acceptable methods of communications. The various media use different programme formats keeping in view the needs and requirements of the target audience.

The Ministry coordinates, monitors and supervises media units under its purview to ensure the flow of quality information. It pools the various resources available with the media units to create synergies and ensure optimum delivery outcomes. While formulating policy guidelines, adequate care and attention is taken to ensure the functional autonomy of the media units. The purpose of this exercise is to ensure the convergence of advocacy, information and communication objectives of the ministry.

The Ministry is assisted and supported in its activities by 14 attached and subordinate offices and 6 autonomous organizations. The position in respect of attached and subordinate offices, autonomous bodies and various Plan Schemes has been summarized in the chapters that follow.

INFORMATION SECTOR

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 through Prasar Bharati and private 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 client Ministries/Departments release funds 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 Current Five Year Plan, 2007-12.

However, for the 12th Five year Plan (2012-17) DAVP has been provided an in principle outlay of ` 700 Crore under the Scheme- People’s Empowerment through Developmental Communication (Conception and Dissemination) and ` 15 Crore for Revamping and Restructuring of DAVP. The year-wise details are as under:

Proposed year wise allocation						(` . in crore)
(i) People’s Empowerment through Development Communication (Conception and Dissemination)						
	2012-13	2013-14	2014-15	2015-16	2016-17	Total
	100.00	120.00	140.00	160.00	180.00	700.00
(ii) Revamping & Restructuring of DAVP						
	2012-13	2013-14	2014-15	2015-16	2016-17	Total
	10.00	5.00	—	—	—	15.00

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 incharge 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.

Modernization of DAVP's structure and Services: A Detailed Project Report to modernize DAVP and the delivery of its services was carried out by an independent consultant. It shall now be implemented during the 12th Five Year Plan.

Impact Assessment: DAVP is now streamlining a method and procedure by hiring outside agencies to assess the impact of the Advertisement campaigns launched by it for various ministries and departments. A detailed proposal is being drafted for the approval of the Ministry and further action.

DIRECTORATE OF FIELD PUBLICITY

The main objective of Directorate of Field Publicity (DFP) is to disseminate information among the masses about the Government's plans, programmes, policies, schemes & achievements 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 improvements 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./DVD/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. Feed back Reports are obtained from all over India to know about the public reaction to 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.

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 publish 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.

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

The career weekly of the Government has a website under the domain name *www.employmentnews.gov.in*. The website has been tremendous success and has been very popular with the page hit of more than 20,000 per day.

INDIAN INSTITUTE OF MASS COMMUNICATION

The Government of India established the 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 the Government of India, through the Ministry of I & B, in the form of net annual grant-in-aid.

The post-graduate diploma course of IIMC are open for the general public and candidates are selected through written test/interviews. In addition, 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, State Government and international organizations. The Institute conducts research projects on various mass media related issues. Most of these studies are sponsored. It also publishes books and other publications on Journalism/Mass Communication, from time to time.

IIMC imparts skills needed by the media and communications industry. It needs to match international professional and academic standards. IIMC now needs to go beyond the start-up level of conducting basic training programmes and re-orient itself to enter the international academic world. It needs to conduct original research work, apart from strengthening its courses to bring them up to the level of post graduate degrees and initiating doctoral programmes. This would also help the Institute grow in fulfilling the function of a Think Tank for the Government and the Public Sector on Media, Information and Communication issues.

It is felt that the primary requirement in the present situation would be to upgrade the one year PG Diploma Courses currently offered by the Institute to 2 year Advanced PG Diploma courses and to have these declared equivalent to MA Degree courses. Strengthening of the Department of Communication Research would also be an imperative need in the upgradation of the present IIMC to the level of an International Media University. Advanced courses and Doctoral programmes can be commenced, after bringing an Act of Parliament to declare the IIMC an Institute of National Importance.

Plan Activities

Keeping in view the above aspects, Ministry of I & B approved the Plan Scheme "Upgradation of IIMC to International Standards" in the 11th Five Year Plan for a total outlay of ` 62.00 Crore with budget support of ` 51.50 Crore. However, the physical targets of the scheme will be achieved in a graduated manner i.e. within 7 years from 2010-11 to 2016-17. The Plan Scheme also envisages the opening of 4 new Centres in the States of J & K, Mizoram, Maharashtra (Vidarbha) and Kerala. A new Plan Scheme "Opening of New Regional Centres of IIMC" has been proposed in the 12th Five Year Plan, with a total Plan outlay of ` 129.20 crore and a net budgetary support of 125.00 crore.

Public Information System

The IIMC Website (*iimc.gov.in*) is in the public domain and the general public has access to its activities. An Admission Notice for admission to its diploma courses is published in several leading daily newspapers in the country. With a view to developing an effective instructional tool and discharging its social responsibilities, the Institute's Community Radio Station broadcasts community related programmes (at 96.9 Mhz). "Apna Radio" has tied up with NGOs, Government Departments, social services organizations and Deutsche Welle. Transmissions from the Community Radio Station presently take place daily from 3 to 5 p.m. with a repeat broadcast from 12 noon to 2 p.m. the next day. Efforts will be made to further increase the transmission hours.

Monitoring Systems

Physical and financial targets are also regularly reported to and monitored by the Ministry of I&B.

PHOTO DIVISION

Photo Division, a media unit is responsible for visual documentation and preparing photographs for internal and external publicity on behalf of the Government of India. Photo Division records photographically different aspects of development in the country and historical events thereby providing a complete photographic documentation for the country. It promotes young talents through photo contest 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 and Special Drive for North Eastern States' has been taken up for implementation during 12th Five Year Plan for providing better services, quality and to meet the present demands of users/clients and as a part of special emphasis for the development of North-East area

PRESS COUNCIL OF INDIA

The Press Council set forth this year the strong impact of pro-activeness on policy and decision. The pronouncements of Mr. Justice M. Katju who assumed charge of the Chair on October 5, 2011 set off debates and introspection by and among the media as well as the citizenry on the role expected of the media as the fourth estate in a growing democracy. Under his guidance, the Council not only gave a call to the media to recognize its strength and weaknesses and give direction to the common man through its ideas, but also strongly advised the authorities to ensure that the media was able to discharge its functions freely and fairly.

The 10th term of the Council came to an end on January 6, 2011. The eleventh term of the Council only came into being on June 15, 2011 and this newly constituted Council, till December 31, 2011 adjudicated 50 matters affecting both standards of media and its freedom through an inquiry whereas 524 cases were closed at threshold where they were not found to disclose sufficient grounds for action under Section 14(1) of the Press Council Act.

The Council rendered its opinion on the references received from Law Commission regarding astrology advertisement. Election Commission of India also approached the Council for providing some concrete parameters to adjudge paid news. It is also noteworthy that in pursuance of Council adjudication holding a newspaper liable for paid news, the Election Commission of India probed, the elections expenses of the affected candidates and having established that the expense on Paid News was not reflected in the expenditure statement, it disqualified a U.P. MLA

for three years from being chosen as being an MLA or MP. The action clearly demonstrates the positive impact of the collective action of two vital pillars of the country on clean democratic polity of the country.

Keeping in view the significance of the media related issues, the Council is studying trends emerging in media such as private treatise by media company, indecent representation of women in media and also hardship being faced by the journalists and small and medium newspapers in discharging their duties. These reports are expected next year covering every aspect so as to give concrete recommendations on the matters.

The Indian Press Council is also an active member of World Association of press Council (WAPC). WAPC Executive Council meet was held on April 26, 2011, New Delhi wherein WAPC members countries participated. This was followed by an International Colloquium hosted by the Council on April 28-29, 2011 at New Delhi on 'Freedom of Expression in Human Rights' wherein media organizations from various countries like Australia, Austria, Turkey, Israel, Tanzania, Nepal, Indonesia etc; besides UN and Indian representatives deliberated on the issue from the international perspective as well as those of their respective countries. The debates and presentations were published and circulated internationally.

The Council also initiated a process of consultation and dialogue with Press/Media Councils and similar bodies in different parts of the world for active encouragement to preservation of the press freedom and promotion of its standards and ethics worldwide. Interaction included visits to Kuala Lumpur, Malaysia on for consultation on establishment of Press Council in the country; Hong Kong and Indonesia. The Council also received the representatives from Afghanistan and South Africa.

In terms of targets and Outcome, the Council has in the past one year brought all its adjudications during the year into public domain through its Quarterly Reports in bilingual form. An updated index of these adjudications since 1966 and also index of orders of Press & Registration Appellate Board are under process for being uploaded on the Website alongwith Compendium of Adjudications and Annual Report for the year 2010-2011. The Prime Targets for 2012-2013 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 authorities.
3. Taking justice to the doorstep through Inquiry Committee/Council Meetings to adjudicate cases in different parts of the country.
4. Making the website content rich and disabled-friendly.
5. Updation of Index of adjudications rendered by the Council in complaints filed by the Press and against the Press.
6. Organizing discussion on media related issues.

7. Computerization of Library (Automation Library).
8. Computerization of the records w.r.t. newspapers levy fee.

The optimum performance of the Council in pursuance of its mandate is to a large extent dependent on investing 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.

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 cameramen and technicians. Till December, 2011, 1450 correspondents and 441 cameramen are accredited with Bureau's headquarters besides 86 technicians, 111 editors/media critic, 5 cartoonists and 13 correspondents cum cameraperson. 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.

Overall Performance

The approved outlay during the Annual Plan 2011-12 is ` 35.25 Crore. The expenditure incurred during the year under Plan upto December, 2011 is ` 24.73 Crore. The performance of the Press Information Bureau in financial terms during the year 2011-12 (upto December, 2011) is as follows:-

(` in Crore)

S.No.		Plan	Non-Plan	Total
1.	B.E. 2011-12	35.25	41.23	76.48
2.	R.E. 2011-12	44.75	36.33	81.08
3.	Actual Expenditure upto December, 2011	24.73	28.20	52.94
4.	B.E. 2012-13	26.00	38.33	64.33

PUBLICATIONS DIVISION

The Publications Division is one of the largest publishing houses in the public sector 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 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 2012-13 we aim at publishing 20 journals and 100 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 modernize all its sales emporia in a phased manner.
- (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 2012-13 are ` . 2270.00 lakh in respect of Non Plan and ` . 200.00 lakh in respect of Plan including Employment News.

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 and Telephoto Transmission and Reception System etc.

RESEARCH REFERENCE & 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 use by various Media Units.

It brings out two annual reference books 'India' and 'Mass Media in India'. It has a well stocked library having books on subjects of journalism, public relations, advertising etc. Physical targets are generally drawn in the shape of annual budget plans and are being monitored by the Ministry.

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-drama, folk - traditional recitals and puppetry etc. The Division also organizes theatrical shows on nation themes such as communal harmony, nation integration, secularism, promotion of cultural heritage, health, environment, education, awareness of Government's policies & schemes etc. through Sound and Light Programmes.

MAIN SECRETARIAT'S INFORMATION WING SCHEMES

(A) Construction of Soochna Bhawan

To obviate infrastructure constraint to meet the objectives of Ministry of Information & Broadcasting, construction of Soochna Bhawan is one of the major projects. For want of sufficient accommodation to the various media units of the Ministry, a decision was taken that the Ministry should construct its own building to accommodate the offices of different media units (Except DG: AIR & DG: Doordarshan) at one place, which are presently scattered at various places in Delhi. 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 phased manner. The construction of this building is being taken up by the Civil Construction Wing of All India Radio. Till date Phases I, II, III & IV have been completed. Under these four phases, 38% of the area (27,259 Sqm.) has been constructed. Construction of Phase-V (final phase) of Soochna Bhawan has already started wherein the balance 62% area (45,500 sq.mtr.) will be constructed. The progress of construction (physical/financial) are being monitored/examined at different levels regularly.

Development Support to NE/ J&K and Other Identified Areas

This is a new scheme under the XII Five Year Plan “Infrastructure Development Support to NE and J&K and other identified areas”. Under this Scheme, efforts will be made to develop infrastructure in these States and areas in the form of Sookhna Sadans, and Press Centres, equipment to the State Information Departments for modernization and strengthening of communication support to the Centrally Sponsored Schemes and equipment and programme support to the Media Units of the Ministry of I&B.

International Media Programme

The Components of the Scheme - International Media Programme- are Media Exchange Programme, Joint Working Groups & Agreement on cooperation in the field of Information & Film Sector and International Media Seminars/Workshops.

The Media Exchange Programme envisages exchange of media persons and facilitating visits to various media establishments and other organizations of relevance to media.

During the last few years, Joint Working Groups and Agreements in the field of Information and Mass Media have been signed with several countries. It envisages exchange of journalists and officials engaged in the dissemination of Government Information with these countries.

In order to enhance the visibility and image of India in the light of its central role in post liberalization phase at many international events, viz. BRICS, G-20, SAARC summits etc, it is proposed to organise seminars and workshops for media representatives separately in India and also to attend the same as well as organize it on the sidelines of such Conferences in India and abroad.

Policy Related Studies, Seminars, Evaluation etc. for All Three Sectors Including Media Units (Exculding Prasar Bharati)

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 to achieve the defined goals/objectives. Further, it is also essential to put in place a mechanism for regular monitoring and evaluation. The Scheme “Policy Related Studies, Seminar, Evaluation, etc. for all three sectors including media units (excluding Prasar Bharati)” will be implemented during 12th Five Year Plan (2012-17) 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.
- To conduct and participate in seminar, workshop, presentation of papers in national & international workshops in media and entertainment subject areas.
- To undertake activities for promotion of innovation in the media & entertainment sector.

Training for Human Resource Development

In order to transform the civil service, it is imperative to have a strategic human resource management system, to match individuals' competencies with the jobs they have to do and bridge competency gaps for current and future roles through training. Some of these competencies pertain to leadership, communication, financial and people management, information technology, project management etc. The other set of competencies relate to the professional or specialized skills such as media management etc. The Ministry of Information & Broadcasting is the nodal Ministry for information, broadcasting and film sectors. The Indian Information Service officers of the Ministry are posted in electronic, print and interpersonal Media Units during the course of their career. Similarly the officials of the Main Secretariat of the Ministry of Information and Broadcasting are engaged in policy making for the media sector and provide administrative facilitation to the various media units. It is imperative that all these officers are trained so that they are equipped to take up challenging responsibilities.

The 12th Plan proposal of Ministry of Information and Broadcasting includes a new scheme for Main Sectt "Training for Human Resource Development (excluding Prasar Bharati) with an approved outlay of ` 2.00 Crore for the year 2012-13.

FILM SECTOR

CENTRAL BOARD OF FILM CERTIFICATION

The Board of Film Censors, re-named as the Central Board of Film Certification in June 1983, was set by Central Government under Section 3 of the Cinematograph Act, 1952 for the purpose of certifying films for public exhibition.

The present Board consists of a Chairperson and 19 Non-Official members, which were nominated on 25th May, 2011. The board functions with its headquarters at Mumbai and 9 Regional Offices at Mumbai, Chennai, Kolkata, Hyderabad, Bangaluru, Thiruvananthapuram, Delhi, Cuttack, Guwahati.

Towards ensuring transparency in certification procedure, CBFC is in the process of on-line certification. The activities of the CBFC are publicized through press releases and its website <http://cbfcindia.gov.in/>.

CHILDREN’S FILM SOCIETY, INDIA

The Children’s Film Society, India (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 CFSI provides value-based entertainment for children as also fulfils 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. The Chief Executive Officer of the Society handles day-to-day functions such as Administration, Production, Marketing and Accounts. The Headquarters of CFSI is located at Mumbai with Branch Offices at New Delhi and Chennai.

The information about various activities of CFSI is distributed to public through regular press release through PIB, publication of information through booklets and through CFSI’s website www.cfsiindia.org.

DIRECTORATE OF FILM FESTIVALS

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 standard of Indian films.

DFF handles the following major events

- National Film Awards,
- Participation in foreign Film Festivals.
- Selection of Indian Panorama films
- Cultural exchange programmes
- International Film Festival of India

It is proposed to implement the recommendations of 'Expert Committee for Upgradation of International Film Festival of India' to set up a 'Special Purpose Vehicle (SPV)' for organizing International Film Festival of India. The activities relating to International Film Festival of India (IFFI), Selection of Indian Panorama films and Participation in foreign film festivals would inter-alia form part of the proposed new plan scheme under Main Secretariat of the Ministry 'Promotion of Indian Cinema through Film Festivals and Film Markets in India and Abroad.

Under the new scheme 'Upgradation of Siri Fort Complex', besides constant improvement of facilities at the Siri Fort Auditoria, DFF also proposes to construct preview theatres and create additional parking at the complex, so as to hire out the existing auditoria to the optimum and thereby facilitating generation of more revenue to the Government.

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

- (i) Regular Press releases through PIB
- (ii) Regular advertisements in Newspapers through DAVP
- (iii) Banners and posters are exhibited during the events through DAVP
- (iv) Festival Publications are released during the events
- (v) Information are released through Foreign Missions in India as Indian Missions Abroad
- (vi) Through Web Site, viz., <http://www.dff.nic.in>, <http://www.iffi.nic.in>

FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

Film and Television Institute of India, Pune is a premier Institute for imparting training in the art and technique of film making and television programming set up by the Ministry of Information and Broadcasting.

The subsequent Chapters discuss issues such as the structure and mandate of the Institute, its goals and policy framework, physical targets proposed for the year 2012-13, proposed policy initiatives, review of past performance, financial review and the overall review of the performance of the Institute.

The working of the Institute is monitored by the Government from time to time, while releasing instalment of Grants-in-Aid, and during monthly meetings in the Ministry and the meeting of the Governing Council, Standing Finance Committee etc., which inter-alia include Government representatives. The Annual Report and Audited Statement are placed before the Parliament for its review.

Courses and other academic activities conducted by the FTII are published on the website and advertised in the print media to achieve optimum level of transparency. The procurement of machinery and equipments is also made through public tender by issuing open advertisements.

FILMS DIVISION

Films Division was constituted in January 1948. Its Headquarters is in Mumbai with three production centres located at Bangalore, Kolkata and New Delhi apart from 10 Distribution Branch Offices located all over the country. Film Division produces documentaries ranging in theme and topic from agriculture to art and culture, from industry to international issue, healthcare, housing, science and technology, etc.

With a view to promoting production of documentary films in the country Film Division conducts biannual Mumbai International Film Festival (MIFF).

The information about various activities of Films Division is disseminated to public through the following methods:-

Regular press releases through PIB.

Information through Films Division's website www.filmsdivision.org.

NATIONAL FILM ARCHIVE OF INDIA

NFAI is the national organisation responsible for preservation of film heritage of the country. Towards achieving its objective NFAI implements various schemes which include acquisition of archival material and creation of infrastructure for preserving the same. During the 12th Plan (2012-2017) NFAI propose to introduce following two Plan Schemes:

Acquisition of Archival films & film material.

Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library.

Progress of NFAI's Plan Schemes are monitored through monthly/quarterly/half yearly physical and financial progress statements that are sent to the Ministry regularly. Information about progress of the various activities undertaken by the NFAI under various schemes/programmes are also available on NFAI's website 'nfai.pune.nic.in'.

NATIONAL FILM DEVELOPMENT CORPORATION

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

Encouraging new talent by undertaking 100% production of maiden film of a director;

Supporting development of new film scripts;

Co-production of commercially viable good quality films in partnership with Indian and foreign film makers;

Publicity campaigns of various Ministries and Departments;

Restoration of films;

Organizing Film Bazaar annually at Goa.

A budget of ` 60.00 crores has been proposed during 12th Plan period for “Film production in various regional languages” which will be part of an overall scheme titled “Production of Films and Documentaries in various Indian languages” with a overall proposed outlay of ` 142 crores. An annual outlay of ` 17.00 crores has been allocated during 2012-13 for this purpose. NFDC will also execute one of the components of 12th Plan scheme titled “Promotion of Indian Cinema through film festivals and film markets in India and abroad” namely “Participation in Film Markets”. Updates on the activities of NFDC can be viewed from its website www.nfdcindia.com.

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

Satyajit Ray Film and Television Institute is the second national level institute set up by the Ministry of Information and Broadcasting for education in the field of film and television in order to meet the growing demand for highly skilled manpower from the film and TV industries.

The working of the Institute is monitored by the Government from time to time, while releasing instalment of Grants-in-aid, during monthly meetings in the Ministry and the meeting of the Governing Council, Standing Finance Committee etc., which inter-alia includes Government representatives. The Annual Report and Audited Statements are placed before the Parliament for its review.

MAIN SECRETARIAT'S FILM WING SCHEMES

(A) Anti-Piracy Initiatives

There is an urgent need to create public awareness of the effects of piracy on the economy amongst consumers since consumers are passive participants in various forms of piracy. It is therefore proposed that an effective and all encompassing publicity campaign including multi media campaign would be carried out during the 12th Plan period involving all stakeholders from the film and music industry. At the same time, there is also a need to set up training programmes and undertake research and development to accurately estimate the impact of piracy on the Indian economy.

The Plan Scheme for anti piracy would aim at providing assistance to the following activities:

- (i) Dissemination of multi media campaigns on piracy;
- (ii) Training programmes and workshops to sensitize police, judicial and administrative officials about the Copyright Act;
- (iii) Conduct research on the effects of piracy and to enable development as well as implementation of public-private strategies to combat piracy.

(B) Centenary Celebrations of Indian Cinema | 1913-2013

In 1913, Dadasaheb Phalke made the first feature film in India, *Raja Harishchandra*, which was released on April 13, 1913. This was the first indigenous feature film in India and was rapidly followed by a spate of films across the country. With the advent of sound, filmmaking mushroomed in various Indian languages and embraced both regional and local flavours and also a national outlook. Films, over time, have been not only a source of entertainment, but post-independence, have reflected the socio-economic aspirations of the people and cultural form & sensibilities.

To celebrate 100 years of cinema in India, it is proposed to undertake a variety of activities that would commence from FY 2012-13.

(C) National Film Heritage Mission

Since the introduction of motion pictures in India, about 1300 silent films were made between 1930 and 1931 and more than 40,000 feature films made till 2010. In addition, at present, each year, about 900 short films and documentaries are made in India. The Government is to preserve the film heritage of the country through digitalization and restoration.

The goal of the Scheme is *preservation without errors, access without end*.

Accordingly it is proposed to set up a National Film Heritage Mission (NFHM) with the following objectives for implementation during 12th Plan period :

- (i) Restoration of 1500 feature films and 1500 short films;
- (ii) Digitization of 1000 feature films and of 2000 short films;
- (iii) Striking of inter-negatives of 1500 feature films and 1500 short films for archiving purposes;
- (iv) Construction of vaults of international standards for preservation of such restored material;
- (v) Conduct of training programmes in the fields of restoration and preservation.

The total proposed outlay for this scheme is INR ` 500.00 Crore. The Detailed Project Report for the NFHM has been prepared and approved by the Planning Commission.

(D) Promotion of Indian Cinema Through Film Festivals And Film Markets in India and Abroad

In order to support production of good films in the country and to promote these films in various International Film Festivals as well as film markets, Ministry of Information has envisaged a Plan Scheme during the 12th Plan. With a view to have a better coordination among various activities of various Media Units towards achieving the above mentioned goal and for effective organization of various events like International Film Festival of India (IFFI), Participation in Film Markets and various Film Festivals in India and abroad, Organizing of Mumbai International Film Festival (MIFF) for documentary films, International Children's Film Festival and exhibition of children's films all over the country, these activities have been merged into a single Plan Scheme titled 'Promotion of Indian cinema through film festivals and film markets in India and abroad' in XII Plan under Main Secretariat of the Ministry. The various components of the scheme are as under;

- (i) Participation and conduct of film festivals in India and abroad including Foreign Travel, Grant-in-aid to NGOs/State Government, and Organizations for organizing film festivals in the country and Grant-in-aid to FFSI for exhibition of films of artistic value, propagating film consciousness, publication of journals on film appreciation and organization seminars, conference etc;
- (ii) Organizing of International Film Festival of India (IFFI), selection of films under Indian Panorama, Striking of Indian Panorama films and setting up of Special Purpose Vehicle (SPV) for International Film Festival of India;

- (iii) .Participation in Film Markets in India and abroad;
- (iv) Organizing the biennial event of Mumbai International Film Festival (MIFF) for documentary films;
- (v) Organizing of National and International Children's Film Festivals biennially (in alternate years);
- (vi) Exhibition of Children's films in Schools throughout the country.

While the components at S.Nos.(i) and (ii) would be implemented through the Directorate of Film Festivals and IFFI Cell, till setting up of SPV for IFFI, the component at S.No.(iii) would be implemented through National Film Development Corporation, a Public Sector Undertaking under the Ministry. The component at S.No.(iv) would be implemented through Films Division and the remaining components at S.Nos.(v) and (vi) would be implemented through Children's Film Society, India.

Under the component 'Participation and conduct of film festivals in India and abroad', the activities of Directorate of Film Festivals would include promotion of Indian films in various International Film Festivals by not only entering those select movies but also encourage film movement in every corner of the country by supporting organization of film festivals on various themes.

The other component which will feature in the scheme is 'Setting up of Special Purpose Vehicle (SPV) for the purpose of organizing IFFI'. Considering the need for more effective organizing of IFFI and the need to review the performance, an expert committee was set up by the Ministry of I&B in 2010 to examine, review and make recommendations for upgradation of the event in order to make it a landmark international event. That Committee has recommended a number of measures to make the IFFI a global brand and be among the top film festivals of the world. The main recommendation is for setting up of Special Purpose Vehicle (SPV) for organizing IFFI annually. As a prelude to the setting up of SPV, the Joint Director, DFF has been designated as Director, IFFI. Besides organizing of IFFI-2012, it is proposed to take up further the necessary processes for setting up of separate SPV for IFFI.

Selection of feature and non feature films of cinematic, thematic and aesthetic excellence under Indian Panorama every year would continue. Likewise, the activity of striking of film prints of Indian Panorama every year would also be continued for promotion of film art through the non profit screening of these films in various film festivals in India and abroad.

National Film Development Corporation would be the implementing agency for promotion of Indian films through participation in Film Markets at various film festivals in India and abroad and thereby providing a fillip to Indian Film Industry.

Mumbai International Film Festival (MIFF) for documentary films would continue to be organized by Films Division under this Scheme. Films Division successfully organized MIFF from 02.02.2012 to 09.02.2012.

Children's Film Society, India (CFSI) successfully organised the International Children's Film Festival (ICFF) for the year 2011 at Hyderabad. The next edition of ICFF, a biennial event, would be held in the year 2013. CFSI would also be organizing National Children's

Film Festival, biennially, commencing from the year 2012, i.e. CFSI would organize one National and one International Festival in alternate years. CFSI has plans to take the National Children's Film Festival to other parts of the country so that children from all regions get equal opportunity to participate and enjoy films that are specially made for them.

The plan scheme 'Exhibition of Children's Films in Municipal Schools' visualizes exhibition of children's films free of cost for the benefit of the disadvantaged children in semi-urban and rural areas and children studying in Municipal/Zilla Parishad schools who are otherwise deprived of good quality children's cinema.

The information about these major events is disseminated to Public through the following methods:-

- (i) Regular Press releases through PIB
- (ii) Regular advertisements in Newspapers through DAVP
- (iii) Banners and Posters exhibited during the events.
- (iv) Festival Publications released during the events
- (v) Information through Web Sites, viz., <http://www.dff.nic.in>, <http://www.iffi.nic.in>,
<http://www.filmsdivision.org> and <http://www.cfsindia.org>

(E) Production of Films and Documentaries in Various Indian Languages

The Indian Film Industry is one of the largest in the world with more than 1000 being certified for public exhibition each year. In order to support production of good films in the country and to achieve better coordination in the production of feature films in regional languages, documentary films and children's films the activities of concerned organizations under the Ministry have been merged into a single Plan Scheme titled 'Production of Films and documentaries in various Indian Languages' in XII Plan under Main Secretariat of the Ministry. The various components of the scheme are as under:-

- (i) Production of films in various Indian Languages
- (ii) Production of Children's films
- (iii) Production of Documentary and Short Films

While the components at S.Nos.(i) would be implemented through the National Film Development Corporation, a Public Sector Undertaking under the Ministry, the components at S.No.(ii) and (iii) would be implemented through Children's Film Society, India and Films Division respectively.

The production of films in various regional languages aims to promote new talent and the multi-lingual diversity of Indian Cinema and to encourage international co-productions.

Children's Film Society has been producing children's films for children aged between 6 to 16 for their value based entertainment and education. The scheme would encourage production of children's film to provide healthy and wholesome entertainment and aid in shaping up of children into responsible citizens of India.

The information regarding films produced is disseminated to Public through the following methods:-

- (i) Regular Press releases through PIB
- (ii) Information through Web Sites, viz., <http://www.cfsindia.org> <http://www.filmsdivision.org> and <http://www.nfdcindia.com>
- (iii) Exhibition of children's films in schools throughout the country.

(F) Setting up of Centre of Excellence for Animation, Gaming And VFX

In the global entertainment space, animation and gaming has emerged as one of the successful areas of growth and success. While it is acknowledged in the industry that there is tremendous potential for growth in this sector, adequate manpower to fuel this growth is key to the future success of this industry. The demand for trained manpower for animation and gaming is far in excess of the current supply and non-availability of talent has become a key challenge for Indian companies. This area therefore needs to be addressed on priority particularly in view of the competition faced from other Asian markets.

It is therefore proposed to set up a Centre for Excellence in Animation and Gaming and VFX under the Ministry of I&B. A detailed project report for the same has been finalized and the Planning Commission has accorded 12th Plan Outlay for the scheme. Government of Punjab has allotted 12 acres of land for the center in Mohali, Punjab at free of cost.

The total outlay proposed for setting up of the Centre for Excellence in Animation and Gaming in the forthcoming Plan period is INR ` 52 Crore. The Government of India shall make the capital investment. The execution and running of the school shall be in partnership with the private sector.

BROADCASTING SECTOR

ELECTRONIC MEDIA MONITORING CELL

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.

Since its commissioned on 9th January 2008, it is continuously monitoring content of TV Channels (24X7). Presently, EMMC is monitoring 300 TV Channels. Outlay under Annual Plan (2012-13) for this scheme is ` 10.00 crore. Setting up of centralized FM Monitoring is under process.

FM CELL

FM radio sector was opened up for private participation for the first time in the country in July, 1999 when the Cabinet took a policy decision to expand FM Radio Network (Phase-I) through private agencies. Phase-I provided for selection of successful bidders through open auction. A total of 21 channels were operationalized in 12 cities under this Scheme. FM Phase-I Policy met with limited success and resulted in large scale default and court cases. Therefore, out of 108 channels put for option, only 21 channels could be operationalized.

Because of the limited success of Phase-I, the policy was further improved after considering the recommendation of Dr.Amit Mitra Committee and TRAI. A modified policy for Phase-II was notified on 13th July, 2005. Consequently, 337 channels were put on bid encompassing 91 cities. Cities with a population of 3 lakh and above were taken along with the State Capitals (even if the State Capitals had population of less than 3 lakh. The permission has been given for a period of ten years on the basis of a closed tender bidding system consisting of two stages.

FM Policy Phase-II has been well received by all stakeholders. It has resulted in huge growth in FM radio industry, opened up new areas for creating employment and has also created an unmet demand for FM radio in other cities. With a view to further expand the spread of these services to other cities particularly in J&K, NE States and island territories, and to address certain other issues which have been raised by the FM radio industry from time to time the Government has decided to amend the existing Phase-II policy issued on 13th July, 2005.

The Cabinet, in its meeting held on 7.7.2011, has approved the “Policy Guidelines on Expansion of FM radio broadcasting service through private agencies (Phase-III). The policy guidelines have been notified on 25.07.2011. Under the Policy, permission for FM radio channels will be awarded through ascending e-auction, as followed by Department of Telecommunication for the auction of 3 G and BWA spectrum, *mutatis-mutandis*, as recommended by the GoM on Licensing Methodology for FM Phase-III. FM Phase-III Policy extends FM radio services to about 227 new cities, in addition to the present 86 cities, with a total of 839 new FM radio channels in 294 cities, Phase-III Policy will result in coverage of all cities with a population of one lakh and above with private FM radio channels. Cabinet has also cleared the proposal of the Ministry for conducting ascending e-auction, as followed by Department of Telecommunications for the auction of 3G and BWA spectrum, *mutatis-mutandis*, for award of license of FM Channels, as recommended by the GoM on Licensing Methodology for FM Phase-III.

FM Cell is concerned with only one Plan Scheme viz. namely “Private FM Radio (Phase-II)” for setting up of co-location facilities in 7 cities (Delhi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad and Jaipur) for FM Radio stations through private agencies through M/s Broadcast Engineering Consultant India Ltd. (BECIL) approved with a total outlay of ` 18.18 crore under the 10th Plan to be completed by 31.3.2007 (as per original plan). Since AIR/DD towers subsequently became available for setting up of co-location facilities at Mumbai and Bangalore, the proposal for construction of new towers at these two places was dropped. As a result the total cost of the scheme was reduced from 18.18 crore to ` 13.11 crore. Out of the reduced total outlay of ` 13.11 crore, an amount of ` 9.73 crore has been sanctioned upto 2008-09. For the year 2009-10, an amount of ` 108.89 lakh was sanctioned against the approved Final Grant of the same amount. Therefore the total amount sanctioned/released so far for implementation of the scheme is ` 1081.89 lakh against the total revised/reduced outlay of ` 1311.24 lakh. Details of funds released to BECIL for construction of tower, year wise, against the Final Grant/BE approved for the purpose are given below :

Year	Final Grant/BE	Funds released/sanctioned
2005-06	800.00	800.00
2006-07	63.00	63.00
2007-08	100.00	100.00
2008-09	10.00	10.00
2009-10	108.89	108.89
2010-11	0.01	—
2011-12	0.01	—
Total		1081.89

As regards completion of the project which was originally approved for setting up of co-location facilities in 9 cities at an estimated cost of ` 18.18 crore under 10th Plan, but subsequently revised for setting up of similar facilities in 6 cities including Dehradun at the revised estimated cost of ` 13.11 crore, construction of towers has been completed in 5 cities except Kolkata. Out of the 6 towers constructed at 6 places as per the revised plan scheme, construction of 5 towers have been completed. Work relating to construction of tower in Kolkata could not be initiated due to time taken in identification of the site for purpose and even after identification of the site at DDK, Golf Green, Kolkata, construction work could not commence in absence of clearance from AIR authorities sought by BECIL was in August, 2009. BECIL has clarified that the tower material procured for Kolkata tower shall have to be provided to LOI holder in Kolkata and cannot be utilised for any other tower.

Till date the total amount released /sanction to BECIL is ` 1081.89 lakh against total revised outlay of ` 13.11 crore. In this connection it may be clarified that no expenditure has been incurred against the token provision of ` 0.01 lakh made under the Annual Plan 2010-11 and 2011-12 (BE)

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 to organize and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting in the country.

Organizational Structure

General superintendence, direction and management of the affairs of the Corporation vests with 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, which are headed by 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 and Finance. In addition, there are two News Service Divisions one each in both the Directorates.

ALL INDIA RADIO

All India Radio (AIR), an integral part of Prasar Bharati continues to perform the mandate as given in the Prasar Bharati Act, 1990. AIR informs, educates and entertains people through its programmes broadcast from its various stations over the country. It keeps the people all over the country informed about government policies, plans, programme and achievements through the medium of sound broadcasting by a variety of programmes relating to culture, education, science, health and hygiene social and economic issues important news and current events of topical interests. It presents diverse points of views to ensure that programmes are balanced and unbiased through its broadcasts, promoting education and national integration (Chapter-I).

The Direct Budgetary Support for AIR in the Annual Plan 2011-12 is ` 260.37 crore which includes Capital component of ` 243.37 crore mainly for Expansion of FM services, North-East spl. Package, Digitalisation of AIR network and Strengthening of AIR/DD coverage in border areas. ` 17.00 crore is meant for Revenue Misc. and Software. Capital Plan Schemes are financed through loan provided by Government, while grants are provided for Schemes under Revenue Plan.

The new proposal for the 12th Five Year Plan (2012 - 2017) has already been sent to the Ministry. Accordingly, the Annual Plan proposal for 2012-13 is given in Chapter-II. Various initiatives have been taken by All India Radio 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 North-Eastern region (Chapter-III).

The Scheme-wise details of Physical and Financial performance during the Annual plans 2010-11 and 2011-12 (upto December, 2011) are indicated in the Chapter-IV. The approved outlay during the Annual Plan 2010-11 was ` 183.48 crore and expenditure incurred was ` 86.93 crore subject to reconciliation. Similarly, total outlay for Annual Plan 2011-12 is ` 260.37 crore and expenditure reported up the end of December, 2011 is ` 97.07 crore.

Scheme-wise details of Budget Estimates and Revised Estimates for the financial year 2010-11 and expenditure for the current financial year 2011-12 (upto December, 11) are indicated in Chapter –V. Necessary utilization Certificates in respect of grants received upto financial year 2010-11 have been furnished by Prasar Bharati in accordance with the relevant rules and there is no pending UC.

Monitoring Mechanism

Progress of implementation of the Plan Schemes and their performances of both the Directorates are watched by the Ministry through the monthly expenditure statement furnished by them at the time of release of funds to Prasar Bharati. Releases of funds are effected on the basis of progress of expenditure and fulfillment of other conditions as laid down by the Ministry. Moreover, Half-Yearly Performance Report (HYPR) is furnished in the prescribed format of Planning commission as required.

DOORDARSHAN

Television broadcasting started in India in September 1959 with the start of an experimental transmission in Delhi, which was later on upgraded to a regular service in 1965. Doordarshan functioned as a part of All India Radio till April 1976, when it was delinked from AIR and a separate department called Doordarshan headed by an officer of the level of Director General, was formed. Colour TV and national networking were introduced in 1982. Since then, over the years Doordarshan has been expanding its network throughout the country with new technological development in the field of broadcasting. Doordarshan is presently operating 35 satellite channels and has a vast network of 67 Studios and 1415 transmitters providing TV coverage to about 92% population of the country. For A& N Islands, DTH service in C-band with a bouquet of 10 channels is in operation. Today Doordarshan is counted among the leading broadcasting organizations of the world.

Doordarshan's Satellite Channels

Doordarshan is presently operating 35 Satellite Channels. Breakup of the channels is as under:

All India Channels	:	DD National	DD Rajya Sabha	DD Urdu	DD Bharati
(7)		DD Sports	DD Gyan Darshan	DD News	
Regional Channels	:	DD Podhigai	DD North East	DD Odiya	DD Bangla
(11)		DD Keralam	DD Chandana	DD GirnarDD	Punjabi
		DD Saptagir	iDD Sahyadri	DD Kashir	
State Networks	:	Uttarakhand	Arunachal Pradesh	Bihar	Mizoram
(15)		Jharkhand	Himachal Pradesh	Tripura	Rajasthan
		Meghalaya	Madhya Pradesh	Manipur	Nagaland
		Chhattisgarh	Uttar Pradesh	Haryana	
		DD India			
International Channel	:				
(1)					
DD – HD	:	DD – HD			
(1)					

Terrestrial Network

Programme Production Centers

For Programme production, there are 67 Studio centres in the country. These include 17 major Studio centres at State capitals, a Central Production Centre at Delhi, a Regional Production Centre at Guwahati and 48 other Studio centres located at various places in the country. Out of the above, 67 Studio Centres, 23 are fully digitalized & 31 are partially digitalized, the remaining 13 Studio centres are on analog mode. With the completion of the ongoing projects, all the Studio centres will become fully digital with the exception of 4 Studio centres. The remaining four Studio centres are planned to be digitalized during 12th Plan.

Terrestrial Transmitters

For terrestrial coverage 1415 transmitters of varying capacity are in operation. DD 1 has 1242 transmitters (including 108 transmitters relaying Regional programmes during entire duration of transmission); DD News transmitters – 169; and Digital transmitters – 4. In terrestrial mode, DD 1 Channel coverage is estimated to be available to about 92% population of the country. Terrestrial coverage of DD News Channel is estimated to be available to about 49% population. Area-wise coverage of DD 1 and DD News Channels is 81% and 26% respectively.

Free-to-Air DTH “DD Direct +”

Doordarshan launched its free-to-air DTH service “DD Direct plus” in December, 2004 with a bouquet of 33 TV channels. This service was started with the primary objective of providing TV coverage to the areas hitherto uncovered by terrestrial transmitters. Capacity of DTH Platform was subsequently augmented to 59 TV channels. DTH signals can be received anywhere in the country (except Andaman & Nicobar Islands) with the help of small sized dish receive units. For A&N Islands, DTH service in C-band with a bouquet of 10 channels was started with effect from September, 2009. Action has already been initiated for further upgradation of DTH platform. All the channels would be free of cost and no subscription would be payable by the viewers.

Developmental activities during 2011-12

Studio projects

Fully digital, permanent Studio set up at DDK, Leh commissioned on 12.09.2011.

New Studio center at Tirupati operationalized w.e.f. 23.12.2011.

Projects of full digitalization of 31 partially digital Studios are under implementation and expected to be completed by March, 2012.

State Networks

Telecast of Regional service from all the 18 VLPTs in Leh district started w.e.f. 13.09.2011 during the time allotted for Regional service.

Automode LPTs (in replacement of old LPTs)

Following five automode LPTs (500 Watt in 1+1 configuration) commissioned:

Narnaul (Haryana)	Pilibhit (Uttar Pradesh)
Khargaon (Madhya Pradesh)	Jagdishpur (Uttar Pradesh)
Chittorgarh (Rajasthan)	

Apart from the above five locations, installation has been completed at the following six locations and these are expected to be commissioned by March, 2012.

Panna (Madhya Pradesh)	Bhind (Madhya Pradesh)
Coonoor (Tamilnadu)	Shoranur (Kerala)
Azamgarh (DD News) (Uttar Pradesh)	Chanderi (Madhya Pradesh)

HPTs

Tower at Kumbakonam erected to its full height of 150 M. HPT, Kumbakonam (permanent set up) is expected to be commissioned by March, 2012.

Tower at Amritsar erected to its full height.

Upgradation of Earth Stations

Projects of upgradation of 10 Earth stations from (1+1) configuration to (2+1) configuration at Gangtok, Imphal, Kohima, Itanagar, Agartala, Leh Chandigarh, Port Blair, Hissar, & Panaji are under implementation. Order placed for SITC of five Earth stations in North East region. These Earth stations are expected to be commissioned by Feb., 2012. Remaining 5 Earth stations will be upgraded by 2012. Upgradation of these Earth stations will enable the programme contribution and distribution simultaneously.

New Earth Stations

Projects for establishment of five new Earth Stations at Vijayawada, Indore, Gwalior, Rajkot & Gorakhpur have been taken up and are at the different stages of implementation. These projects are expected to be completed during 2012-13.

DSNGs

Orders have been placed for procurement of 6 DSNGs to replace the existing old DSNGs. 9 more new DSNGs are being procured to equip the stations for live coverage of important events

Miscellaneous Activities

Work of construction of Tower “C” building at Doordarshan Bhawan complex awarded and taken up.

In the terrestrial mode, Doordarshan coverage is available to about 92% population of the country. The mandate, goals and objectives, policy framework of Doordarshan have been given in Chapter-I.

The Direct Budgetary Support for the Annual Plan 2011-12 is ` 271.40 crore which includes ` 196.51 crore mainly for digitalization of transmitters, studios, HDTV etc. under Capital component and ` 74.89 crore under Revenue component for J&K and NE Special Package as well as Software acquisition (Normal). The Capital Plan schemes are financed through loan provided by Government while Revenue plan schemes are provided as grants-in-aid. The new proposal for the 12th Five Year Plan (2012 to 2017) has already been sent to the Ministry. Accordingly, the Annual Plan proposal for 2012-13 is given in Chapter-II.

Doordarshan has taken up various initiatives on the basis of policy decisions related to 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 North-East region, which is indicated in Chapter-III.

Scheme-wise details of Physical and financial performance during the Annual plan 2010-11 and 2011-12 (upto December, 2011) are indicated in the Chapter-IV. The approved Annual Plan 2010-11 outlay was ` 157.00 crore and expenditure was 129.37 crore. Similarly, total outlay in the Annual Plan 2011-12 is ` 271.40 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 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. Separate zone for North East with its headquarters 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 the major schemes of Doordarshan that are being closely monitored by the Zonal offices as well as Directorate to ensure their timely completion and contain 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. Ministry of I & B also convenes review meetings from time to time to oversee implementation of DD schemes.

Scheme-wise details of financial performance of Prasar Bharati are regularly monitored by Plan Coordination Cell, through a monthly statement.

A three Member special empowered Committee on finance was constituted on 03.02.2011. Subsequently, this Committee has been reconstituted on 07.06.2011 with the inclusion of more members and is now renamed as Empowered Committee on Finance with both the Directors General and Senior General Manager (B&A) of Prasar Bharati are the Members of the Committee besides 2 Part-Time Members of the Prasar Bharati Board. This Committee examines and resolves all issues related to finance.

Now, JS(B), MIB is closely monitoring the performances of each of the schemes and reviewing plan expenditure on weekly basis.

MAIN SECRETARIAT'S BROADCASTING WING SCHEMES

(A) 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.

(B) Supporting Community Radio Movement in India

Community Radios in India were started after the first policy for Community Radios was approved in the year 2002. This policy allowed only Educational Institutions to set up Community Radios. This policy was broad-based in 2006 when grass-roots organizations like NGOs and other Not-for-Profit organizations were also allowed to set up Community Radios in India. This policy brought a paradigm shift in the Community Radio Movement in the country. The Community Radios in the country have grown from strength to strength. Today, India has 130 functional Community Radio Stations and more than 200 stations are in the pipeline.

There is a need to provide greater push to this Scheme as Community Radios have the potential to strengthen people's perception in the development programmes. In a country like India, where every State has its own language and cultural identity, Community Radios also act as a repository of local folks, music and cultural heritage.

In spite of several efforts to streamline the permission process, the growth of Community Radios in the country has somewhat remained moderate. One reason for the slow growth in this sector can be attributed to the lack of funding to set up a Community Radio Station. If Community Radios have to flourish and reach every nook and corner of the country, it is critical to provide funding support to genuine organizations so that they can set up their radios.

Ministry of Information and Broadcasting proposes to provide financial support to the Community Radio Stations under the Plan Scheme "Supporting Community Radio Movement in India. The Plan Scheme will have two components namely Community Radio Support Scheme of India (CRSS) and IEC Activities for Community Radios. For both the components a total outlay of ` 170 Crore has been requested out of which ` 150 Crore will be for CRSS and remaining ` 20 Crore for IEC Activities.

CHAPTER I

MANDATE, GOAL AND OBJECTIVES, POLICY FRAMEWORK AND POLICY STATEMENT

INFORMATION SECTOR

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

Mandate: 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 TV spots; Radio Jingles etc.;
- (c) Emerging new media i.e. Digital Cinema Mobile Telephony and internet Social Networking site;
- (d) Printed literature – booklets, brochures, posters etc.;
- (e) Outdoor Media – Hoardings, Metro Rail Panels, Bus Panels, kiosks, Public Utilities, etc. and
- (f) Photo exhibitions on selected themes in rural and semi-urban areas at crowd points, including melas etc.

Policy Framework: 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.

Goals: 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, a Media unit of Ministry of I&B, has 207 Field Publicity Units under the control and supervision of 22 Regional Offices spread throughout the country. The aims and objectives focus on creating awareness on the policies, programmes and plans of the Central Government for uplifting the people with special emphasis on the under privileged through interpersonal communication. As such the activities are concentrated in rural, backward, border and tribal areas of the country.

The dissemination of the messages is done through various modes of interpersonal communication including multi-media campaigns, film shows, photo exhibitions, group discussions, special interactive programmes like 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.

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 plans, projects, 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.

EMPLOYMENT NEWS

I. INTRODUCTORY NOTE:

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, 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 midlevel career promotion opportunities (deputations). In addition to this, there is also an Editorial segment, which carries one or two main articles.

The targetgroup of the weekly is 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 and informed choice in their life and career.

It is pertinent to mention that besides fulfilling its social obligation for which the journal was started, Employment News/Rozgar Samachar have been earning substantial revenues regularly. The figures for the last three years is as follows.

S.No.	Year	Revenue	Net Revenue (In Lakhs of Rupees)
1.	2008-09	5765.85	3342.60
2.	2009-10	7157.01	4887.33
3.	2010-11	5425.33	2865.32

The journal, which has the distinction of being among the highest circulated weeklies, is available throughout the length and breadth of the country on every Saturday.

The website of EN/RS www.employmentnews.gov.in is also highly popular with an average page hit of 20000 per day.

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 44 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 media and communication.

The Institute endeavours 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 regional aspirations, the Institute opened a Regional Centre at Dhenkanal, Orissa in 1993 for catering to the demands of the eastern region. At present, the Regional Centre conducts two Post-graduate Diploma Courses – in Journalism (English) and Journalism (Oriya).

A new Regional Centre at Amravati (Maharashtra) has been made functional in temporary accommodation provided at Sant Gadge Baba Amravati University and courses have commenced from August 2011.

Similarly, a new Regional Centre at Aizawl (Mizoram) has been made functional in temporary accommodation provided at Mizoram University and courses have commenced from August 2011.

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 General 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 on the three central areas of teaching, training and research. In its endeavour to fulfil these objectives, it conducts the following courses:

1. Orientation Course for Officers of the Indian Information Service (Group A and B);
2. Post-graduate Diploma Course in Journalism (English) – New Delhi,
Amravati (Maharashtra), Aizawl (Mizoram) and Dhenkanal (Orissa);
3. Post-Graduate Diploma Course in Journalism (Hindi) – New Delhi;

4. Post-Graduate Diploma Course in Advertising & Public Relations – New Delhi;
5. Post-Graduate-Diploma Course in Radio and TV Journalism – New Delhi;
6. Post-Graduate Diploma Course in Journalism (Oriya) – Dhenkanal (Orissa); and
7. Diploma Course in Development Journalism for mid-career 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, 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 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, and more than 165 research and evaluation studies conducted by it in the past. Most of the research studies conducted by it are financed by sponsors.

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. Upgradation of IIMC to International Standards.
2. Setting up four IIMC Regional Centres in the States of J & K, Mizoram, Maharashtra (Vidarbha) and Kerala.

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.

Women/Gender Equality

It is observed that, on an average, about 60% of the students in the P G Diploma Courses of IIMC are women.

PHOTO DIVISION

The photo documentation of the developmental programmes undertaken by the Government and social changes taking place in the country are being done by Photo Division. The photographs are supplied for internal and external publicity. Press Information Bureau releases the Photographs to the newspapers in India, DAVP utilizes it for exhibitions and External Publicity Division of Ministry of External Affairs for Publicity abroad.

In addition to the above, Photo Division also supplies photographs on payment to the Central/State Government Department, Public Sector Undertakings and to the Public under “Pricing Scheme” to cater to their needs.

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 Akademi, University Grants Commission and the Bar Council of India.

The financial affairs of the Council are managed 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 provision of Section 13.

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 centres 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. Ministers/Secretaries and other senior officials hold press conferences to brief journalists/pressmen about the policies and programmes of the Govt. of India.

Over the years, two very major developments have occurred in the media scene the world over- the exponential growth of internet and the advent of 24-hour news channels. These developments have made 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, remain 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 for providing genuine feedback from the media to the various government departments to enable the latter 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 financial year 2012-13:

1. Setting up of National Press Centre at New Delhi : The Bureau is setting up a National Press Centre at New Delhi with 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 modern equipment. Due to increase in project scope and cost escalation, the project cost has been revised from ` 35.00 crore to ` 60.00 crore, which was approved by EFC on 15th September, 2009. A contract was signed between PIB and NBCC on 22nd March, 2010 in place of earlier MoU for construction of NPC. The amount of ` 7.00 crore & ` 4.00 crore was paid to NBCC in March, 2006 and March, 2010 respectively. An amount of ` 10.00 crore was allocated in B.E. 2010-2011 which was fully utilized. Upto December, 2011, ` 18 crore has been paid to NBCC in the three installments of ` 8.00 crore, ` 6.00 crore and ` 4.00 crore respectively. The project is scheduled to be completed by August, 2012. The construction work has reached the completion of RCC work, Brick work and Plaster work of 4th (Top) floor. The works of flooring, internal wiring, electrical, HVAC, Water supply/sanitary are in progress. An amount of ` 20.50 crore was allocated in B.E. 2011-12. At RE stage additional funds to the tune of ` 9.50 crore were proposed and allocated making the total provision of ` 30.00 crore for the financial year 2011-12 for implementing this scheme. This scheme has been proposed as an ongoing scheme to 12th Five Year Plan and the funds to the tune of ` 9.00 crore have been allocated for the next financial year 2012-13.

2. Media Outreach Programme and Publicity for Special Events : This scheme which is a combination of two earlier schemes of 11th Five Year Plan, has been proposed to be included in the 12th Five Year Plan as new scheme and it will comprise following three components:

(a) Media Outreach Programme - The aim of this scheme is to disseminate information about the flagship programmes of the Government by organizing 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 Five Year Plan was received on 16th November, 2007. During the year 2011-2012, ` 14.50 crore has been allocated under this scheme to organize 136 PICs etc. An expenditure of ` 6.6573 crore has already been incurred upto December, 2011 on organizing 89 PICs and 89 success stories. Revised Estimates 2011-12 were retained at BE level.

The 12th Five Year Plan is going to start from April, 2012 and this scheme has been proposed to be included in 12th Plan as a new Plan Scheme. Further the scope of this scheme is proposed to be expanded by adding Project Management Unit at Headquarters and Regional Offices of PIB with adequate Human Resources and periodic training in latest communication techniques and administrative and financial matters. During the year 2012-13 it is proposed to organize 136 PICs, 5 Media Interactive Session/seminars with local opinion leaders, success stories and 10 Press Tours. Funds will also be utilized on Human Resources and Transport for implementing this scheme. ` 11.90 crore has been allocated in Annual Plan 2012-13.

(b) 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 to facilitate journalists. During the year 2011-12 ` 1.25 lakh have been allocated. The Pravasi Bhartiya Diwas Samaroh was held during 7-9th January, 2012 in Jaipur.

This component has been proposed to be included in 12th Five year Plan as a component of Plan Scheme Media Outreach Programme & Publicity of Special Events. During the year 2012-2013, ` 1.00 lakh have been allocated for Pravasi Bhartiya Diwas to be held during January, 2013.

(c) **International Film Festival of India** - Media Centre is set up at the venue of the Festival and facilities have been 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 year 2011-12, Press Information Bureau (PIB) has been allocated ` 8.00 lakh for International Film Festival of India, 2011 which was held at Goa from 23rd Nov. to 3rd Dec., 2011. The allocation has been fully utilized. During the Annual Plan 2012-13, ` 9.00 lakh have been allocated for organizing IFFI in 2012.

3. Modernisation of PIB : This scheme has been proposed in 12th Five Year Plan as a new scheme. The objective of the scheme is to modernize and upgrade the communication and information dissemination systems in the PIB to fully utilize the modern technology and bring about a sea change in efficiency of PIB both at headquarters and its regional and branch offices. To achieve these objectives, it is proposed to have the following components under this scheme:

(a) **Modernisation of Communication and Information Dissemination Systems** - During the year 2012-13, ` 2.50 crore have been allocated for implementing this scheme. The objectives of this component are disseminating information on government policies and programmes, providing feedback on how these policies and programmes are received by target audience, providing crisis communication and emergency response support, advising the government on its IEC strategy, media facilitation and accreditation. During the year 2012-13 the proposed activities are upgradation of existing services relating to video conferencing, website maintenance, etc., creation of accreditation software, provision of mobile equipment to offices and officers, provision of modern HR in offices and initiating process of setting up social media cell.

(b) **24x7 Media Control Room for Emergencies** - This is a feedback and response system to deal with emergencies. News channels are to be monitored round the clock for providing feedback to Ministers and other senior officers of Government of India so as to enable them to formulate a response on developing issues/news stories on real time basis. Proposal for 24x7 feedback & response system consists of the following components:

- i) 24x7 monitoring of news channels at HQs
- ii) 24x7 monitoring of agencies tickers

During the Annual Plan 2012-13, ` 2.50 crore have been allocated for implementing this scheme.

PUBLICATIONS DIVISION

INTRODUCTION

The Publications Division is one of the largest publishing houses in the Public Sector 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 the national economy. 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 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 2010-11 and 2011-12 are given below:

TOTAL NO. OF TITLES PRINTED AND RELEASED FROM APRIL 2010 TO MARCH 2011

ENGLISH:

1. Babu Jagjivan Ram (BMI)
2. Jamshetji Tata (BMI)
3. Rajendra Prasad (BMI)
4. Children's Ramayana (Rep.)
5. India-2010 (Rep.)
6. C.N.Annadurai (BMI)
7. Prime Minister Dr. Manmohan Singh: Selected Speeches (Vol. V) (Delx.)
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. India-2011
17. Dadabhai Naoroji (BMI)
18. Badminton
19. Press in India: 2008-09
20. India-2011 (Rep.)
21. Annual Report 2010-11 (M/o I&B)
22. Outcome Budget :2011-12
23. C.N.Annadurai (BMI)- Rep.
24. K.Kamaraj (BMI) (Rep.)
25. Temples of India (Rep.)
26. A brief History of Water Resources in India
27. Chittaranjan Das (BMI)
28. Rajguru - The Invincible Revolutionary
29. Rabindra Nath Tagore (BMI)
30. The Gitagovinda (Rep.) Delx.

HINDI:

1. Lok Jeevan Ke Sadabahar Patra
2. Paheliya
3. Hamara Bharat
4. Sanyukta Rastra Bachho Ke Liye
5. Mere Adhikaron Ki Pahli Kitab
6. Soochna Bharati
7. Upbhokta Sanrakshan Adhiniyam Aur Upbhokta Ke Adhikar (Rep.)
8. Charles Darwin
9. Bhartiya Hockey Tatha Rastramandal Khel
10. Selected Speeches of PM Man Mohan Singh (Vol. –V) 2008-09 (Delx)
11. Bhartiya Bhojan Ki Parmpara Aur Vividhta
12. Ek Mahatma Ka Abhuday
13. Thakkar Baapa (BMI) (Rep.)
14. Prakash Bharati Vol. XIII
15. Bharat-2011
16. Catalogue-2011 (Bilingual)
17. Hamara Rashtriya Chinha (Rep.)
18. A Thought for the Day (Rep.)
19. Gram Vikas Aur Swadeshi Sansadhan
20. Sardar Patel Ki Anmol Vani (Rep.)

21. Subrahmaniam Bharti (Rep.)
22. Khudiram Bose
23. Bhartiyon Ki Samudri Yatravein
24. Adhunik Hindi Sahitya Ke Kirti Stambh
25. Murti Ka Rahsya (Rep.)
26. Jantu Vyavhar
27. Jabta Shuda Geet (Rep.)
28. Bihar Ki Lok Kathaen (Rep.)
29. Loh Purush Sardar Patel (Rep.)
30. Bheega Chandrama
31. Karban Copiyon Ki Karamat (Rep.)
32. Desh Bhakti Ke Natak (Rep.)
33. Boddh Dharm Ke 2500 Varsh (Rep.)
34. Swarajya Ke Mantra Data Tilak (Rep.)
35. Bharat Ke Mahan Shiksha Shastri (Rep.)
36. Vigyan Mein Mahanta Ki Or (Rep.)
37. Rahmat Chacha Ka Ghoda
38. Ravindra Nath Thakur (Rep.) (BMI)
39. Hum Bharat Ke Log
40. Radio Samachar
41. Pumpoo Aur Punpun

42. Himalaya Smriti, Swapan Aur Sach
43. Punjab Ke Prangan Mein
44. Rashtriya Ekta Mein Kavion Ka Yogdan (Pop.)
45. Vani Akashvani
46. Annual Report 2010-11 (M/o I&B)
47. Bharat-2011 (Rep.)
48. Outcome Budget 2011-12 M/o I&B
49. Rashtriya Ekta Mein Kaviyon Ka Yogdan (Delx.)

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)
9. Guru Nanak Se Guru Granth Sahib Tak (Guj.)
10. C.Rajagopalachari (BMI) (Tamil) (Rep.)
11. Jatak Kathayen (Tamil) (Rep.)

12. Our National Flag (Rep.) (Tamil)
13. National Parks of India (Rep.) (Tamil)
14. Dr. S. Radhakrishnan (Rep.) (Tamil)

TOTAL NO. OF TITLES PRINTED AND RELEASED FROM APRIL 2010 TO MARCH 2011

ENGLISH	30
HINDI	49
REGIONAL LANGUAGES	14
TOTAL	93

Publications printed and released from April 2011 to December 2012.

ENGLISH:

1. India 2011 (Rep.)
2. Wonderful Marine World
3. Bihari Satsai (Deluxe)
4. Our Scout & Guide
5. District Administration (Deluxe)
6. Nana Saheb Peshwa
7. Tatya Tope
8. Tree - The Inside Story

HINDI:

1. Bharat 2011 (Rep.)
2. Baal Natak
3. Netaji Sampurna Vangmaya (Vol. 12)
4. Lok Kalaien Aur Samajik Samvad
5. Chhatrapati Shivaji (Rep.)
6. Bharat Ke Boddh Tirth Sthal (Rep.)
7. Bhartendu Harishchandra Award
8. Khel Hai Vigyan
9. Manke : Bhaw, Sur, Lay Ke
10. Dakshin Bharat Ke Mandir (Rep.)
11. Krantijyoti Savitri Bai Phule (Rep.)
12. Aao Sune Kahani
13. Poorvottar Bharat Ke Nari Ratna (Rep.)
14. Sunder Lok Kathayen
15. Nelson Mandela
16. Bhartiya Muslim Tyohar Aur Riti Riwarz
17. Gandhiji : Jeevan Aur Darshan (Deluxe)
18. Gandhiji : Jeevan Aur Darshan (Pop.)
19. Bhartiya Lok Sahitya : Parampara Aur Paridrishya
20. Bhartendu Harishchandra Award 2010

REGIONAL LANGUAGE

1. Addhi Chunj Wali Chiri (Punjabi)
2. Yug Purush Sardar Swarna Singh (Punjabi)
3. Veer Kunwar Singh (Bangali)
4. Diabetes De Naal Jeen Di Kala (Punjabi)
5. Ajey Krantikarak Rajguru (Marathi)

Total number of Titles Produced during April 2011 to December 2012

ENGLISH	-	8
HINDI	-	20
REGIONAL LANGUAGE	-	5
TOTAL	-	33

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 with regard to import of 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 the 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 by the Media Units. The Division studies trends in Mass Communication Media and maintains reference and documentation service on the same.

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 maintains the **Diary of Events** 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 are following the stipulations laid down by the Government.

Reference Library

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 subjects pertaining to journalism, public relations, advertising and audio-visual media, prominent encyclopedia series, yearbooks and contemporary articles. Besides the senior officers of I&B, the library facilities are also available to accredited Indian and foreign correspondents. Only 7 new titles were added to the library during the year 2011-12 (up to December 2011) because of space constraints. The library was shifted from Shastri Bhawan to Sookhana Bhawan in 2008 in a temporary accommodation. It is planned to move it from the present arrangement to a full-fledged floor in Sookhana Bhawan on its completion .

The National Documentation Centre on Mass Communication

The National Documentation Centre on Mass Communication (NDCMC) was created in 1976 as 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 development in the film industry in India; '*Reference Information Service*' – Background papers on Subject 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 focuses on 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 43 services on various aspects of Mass Media during the year 2011-12 (Till December 2011). Twenty-third edition of Mass Media in India is likely to be released very soon.

Highlights of the year 2011-12

- INDIA – 2012 has been released.
- MASS MEDIA IN INDIA – 23rd edition is ready for release.
- The National Documentation Centre for Mass Communication (NDCMC) , a unit of RR&TD has brought out 43 services on various aspects of Mass Media during the year 2011-12 (till December 2011).

SONG AND DRAMA DIVISION

INTRODUCTION

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.

OBJECTIVE

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 and also to create awareness amongst the masses for developmental policies, programmes and schemes for the overall welfare of the society. Special publicity is undertaken by the Division in sensitive and inner line areas such as LWE areas, border areas, Jammu – Kashmir, Punjab and North Eastern Region.

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 Bangalore, 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. Besides, 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.

MAIN SECRETARIAT'S INFORMATION WING SCHEMES

(A) Construction of Soochna Bhawan

The expenditure incurred on the construction of Soochna Bhawan is met from the Plan Budget made available to this Ministry after the approval of Planning Commission. The available constructed space has been allotted to Civil Construction Wing and various media units such as Song

and Drama Division, Photo Division, Films Division, Publication 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 Soochana Bhawan, the available built up space will be utilized for accommodating the other media units viz DFP, RNI etc and balance, if any and the remaining portion, if any and will be leased out to other departments / organisations.

(B) Development Support to NE / J&K and Other Identified Areas

This Scheme has following two components - (a) Infrastructure Development Support and (b) Augmentation of normal programmes of PIB, DAVP, DFP and S&DD amounting to ` 15 crore and ` 10 crore respectively.

(a) Infrastructure Development Support will be provided to North-East and J&K, border and LWE affected areas in the form of Kendriya Soochna Sadans, Press Centres, Modernisation of State Information Departments by way of providing funds for equipment, financial assistance to media units of Ministry of Information & Broadcasting for these areas.

A total amount of ` 15 crore is envisioned to be spent for this purpose.

(b) Augmentation of normal programmes of PIB, DAVP, DFP and S&DD in these areas is as per the following fundings for 2012-17:

PIB- ` 1.0 crore

DFP- ` 2.0 crore

S&DD- ` 2.0 crore

DAVP- ` 5.0 crore

Total ` 10.0 crore

(C) International Media Programme

The Cultural Exchange Programmes/Media Exchange Programmes have the aims and objectives to strengthen the relationships and promote exchange of ideas between India and other countries in the sphere of Mass Media, Broadcasting and Films, The countries can explore the

possibility of mutual exchange of journalists, mass media experts as well as their participation in the specialized events. The main objectives of the programmes are as follows :

- Recognizing the vital role that Media play 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.
- Recognizing the critical role that media plays in the promotion of democratic values and tolerance in societies.
- The broad objective of this scheme is to strengthen the friendly ties with different countries by promoting better understanding 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.
- To strengthen the relationship between India and the other Countries.
- To promote exchange of ideas between India and the other Countries in the spheres of Mass Media, Broadcasting and Films
- Advanced Media Training
- Crisis Communications
- Social and Multi-media Training

The Components of the Scheme are as follows:

- a) Media Exchange Programmes.
- b) Joint Working Groups & Agreement on cooperation in the field of Information & Film Sector.
- c) International Media Seminars/Workshops.

(a) Media Exchange Programmes

Cultural Exchange programmes (CEPs) are signed between the Ministry of Culture, Government of India and Ministry of Culture of other countries having a common desire to establish and develop closer relations in the field of education, Art & Culture, Information and Mass Media, Youth and Sports. The process of implementation includes exchange of media persons and facilitating visits to various media establishments and other organisations of relevance to media.

(b) Joint Working Groups & Agreements in the field of Information & Mass Media

These are signed between the Governments of the two countries as these act as an instrument for mutual cooperation in the field of information and mass media. In the last few years, Joint Working Groups and Agreements in the field of Information and Mass Media have been signed with several countries. However] during last 3 years no agreement has been received by the bureau under Joint Working Group.

Scope: To ensure efficient implementation and fulfilment of basic objective of cooperation in the field of mass media, the programme will be directed more specifically towards:

Exchange of 5 journalists including 2 officers who are engaged in dissemination of Government information for a period not exceeding 2 weeks under the CEPs.

(c) International media seminars/workshops

In order to enhance the visibility and image of India in the light of its central role in post liberalization phase at many international events, viz, BRICS, G-20, SAARC summits etc, it is proposed to organise seminars and workshops for media representatives separately in India and also to attend the same as well as organize it on the sidelines of such Conferences abroad. The provision of the Scheme would also include organizing similar seminars/workshops on the sidelines of Prawasi Bhartiya Diwas/ National Science Congress etc. These would provide the skills necessary to communicate, promote the value of organization and also to tackle the issues of crisis involving sensitive issues, etc.

(D) Policy Related Studies, Seminars, Evaluation etc for All Three Sectors Including Media Units (Excluding Prasar Bharati)

The entertainment and media sector of the economy promises high growth potential during the 12th five year Plan 2012-2017. 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, seminars and evaluation of existing/new Plan Schemes in the media sector. Studies/seminars and evaluation undertaken/ conducted will help in policy designing, formulating and monitoring of new schemes.

(E) Training for Human Resource Development

In order to transform the civil service, it is imperative to have a strategic human resource management system, which would look at the individual as a vital resource to be valued, motivated, developed and enabled to achieve the Ministry/Department/Organization's mission and objectives. Within this transformational process, it is essential to match individuals' competencies with the jobs they have to do and bridge competency gaps for current and future roles through training.

2. Competencies encompass knowledge, skills and behavior, which are required in an individual for effectively performing the functions of a post. Competencies may be broadly divided into those that are core skills which Government servants would need to possess with different levels of proficiency for different functions or level. Some of these competencies pertain to leadership, communication, financial and people management, information technology, project management etc. The other set of competencies relate to the professional or specialized skills, which are relevant for specialized functions such as building roads, irrigation projects, taking flood control measures, civil aviation, medical care, media management etc.

3. The Ministry of Information & Broadcasting is the nodal Ministry for information, broadcasting and film sectors. Through its various Media Units, the Ministry is responsible for dissemination of information relating to various Government policies and programmes. The various media used in their process are electronic, print, films, interpersonal publicity, live arts and culture, public information campaigns etc. The Indian Information Service officers of the Ministry are posted in electronic, print and interpersonal Media Units during the course of their career. Similarly the officials of the Main Secretariat of the Ministry of Information and Broadcasting are engaged in policy making for the media sector and provide administrative facilitation to the various media units. It is imperative that all these officers are trained so that they are equipped to take up challenging responsibilities.

FILM SECTOR

CENTRAL BOARD OF FILM CERTIFICATION

The CBFC is mandated to certify films for exhibition in India in accordance with the Cinematograph Act, 1952, the Cinematograph (Certification) Rules, 1983 and the guidelines issued by the Central Government. .

The objective of CBFC is to ensure healthy entrainment and recreation to the public in accordance with the provisions of the Cinematograph Act.

The endeavour of the CBFC is to make the certification process transparent and responsible. Towards this end, CBFC adopts modern technology for certification process through computerisation. The CBFC also creates awareness among the advisory panel members, media and film makers about the guidelines for certification and current trends in films through workshops and meetings.

CHILDREN'S FILM SOCIETY, INDIA

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 language.

CFSI conducts and participates in Children's Film Festivals and also Organizes Shows as follows:

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

Participation in International Children's Film Festivals: CFSI's films name foundentry in various International Film Festivals and have won awards in the past. Such participation has helped to promote Indian children's films abroad.

Individual Shows: Many schools and individuals procure films for non-commercial screenings in theatres or in schools on payment of fixed rentals.

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 for the school going children largely from Govt./Municipal Schools/ZillaParishad schools.

In order to reach out to the rural and underprivileged children, CFSI also conducts free shows through non-Governmental organizations like Nehru Yuva Kendra Sanghathans and others under the Scheme, even children living in remand homes, orphanages etc. are covered.

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.

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.

Screening of films on Television: CFSI films are shown on Doordarshan National Network, Regional channels as also private channels including satellite channels.

Activities inNorth East & J&K: CFSI promotes films in regional languages including in the North Eastern States through production of films and conduct of workshops and exhibition.

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, interact and exchange their views and perceptions.

An expert committee was set up by the Ministry of I&B in 2010 to examine, review and submit recommendations for upgradation of the event in order to make it a landmark international event. That Committee has recommended various measures to make the IFFI a global brand and be among the top film festivals of the world. The main recommendation is for setting up of Special Purpose Vehicle (SPV) for organizing IFFI annually. To facilitate setting up of a Special Purpose Vehicle, the activities relating to IFFI would inter-alia form part of the proposed new XII plan scheme under Main Secretariat of the Ministry 'Promotion of Indian Cinema through Film Festivals and Film Markets in India and Abroad.

The following activities of the Directorate would also form part of aforesaid XII plan Scheme 'Promotion of Indian Cinema through Film Festivals and Film Markets in India and Abroad, under Main Secretariat of the Ministry, which inter-alia include the following components:-

- (a) Participation of Indian Panorama Films in Film Festivals in India and Abroad.
- (b) Selection/striking of prints of Indian Panorama Films.

Besides this, maintenance and upkeep of Siri Fort Film festival Complex is also the responsibility of the Directorate. Improvement of facilities/renovation of the Siri Fort Auditoria including construction of preview theatres and creation of additional parking space are proposed to be undertaken through the Plan Scheme 'Upgradation of Siri Fort Auditoria'.

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. In 1974, the Institute was renamed Film and Television Institute of India as an autonomous body under the Ministry of Information and Broadcasting with the added responsibility of imparting education in television. The FTIL, Pune is the premier Institute of its kind in the country for imparting high quality education in the field of film and television.

The primary objective of the Institute is to conduct various courses on Film and Television production with the main objective to provide trained manpower for the Film as well as the Television industry. The total annual intake is 424 students. The various courses run by the Institute are given below:-

Sr. No.	Name of the Course(s)	Present strength of students
(A)	Three year Post-Graduate Diploma Courses in Film & Television	
1	Direction	65
2	Cinematography (Film & Television)	65
3	Editing (Film & Television)	61
4	Audiography (Film & Television)	50
(B)	Two year Post-Graduate Diploma Courses	
1	Acting	61
2	Art Direction & Production Design	32
(C)	1½ year Certificate Course in Animation & Computer Graphics	35
(D)	One year Post-Graduate Certificate Courses in Television	
1	Direction	12
2	Electronic Cinematography	11
3	Video Editing	12
4	Audiography & Television Engineering	07
(E)	One year Post-Graduate Certificate Course in Feature Film Screenplay Writing	13
	Total	424

Apart from the basic diploma courses, the Institute also organizes various short-term courses for working professionals and for personnel with related interests.

PLAN SCHEMES

The Institute implements Plan Schemes primarily for augmentation and modernisation of the training infrastructure and training method with a view to increase the output of trained manpower, developing the available facilities with proper and modern infrastructure and making available the facilities wherever possible for film shooting etc. with a view to generate revenue for the Institute. The Plan Scheme also endeavours to create a suitable environment for film and television learning with modern technology.

FILMS DIVISION

The mandate of Films Division is 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.

Towards achieving the mandate, Films Division produces documentaries on various subjects. It also encourages production of documentaries by private producers. Towards enhancing the documentary movement in the country Films Division organizes the Mumbai International Film Festival which is a biennial event. The Festival enables documentary filmmakers from all over the world to come together and exchange their ideas.

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 (NFAI), a national organization having adequate resources and expertise. NFAI was set up as an independent media unit under the Ministry of Information and Broadcasting in February, 1964.

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

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

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.

2. 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.

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

4. 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.

5. A budget of ` 60.00 crore has been proposed during 12th Plan period for “Film production in various regional languages” which will be part of an overall scheme titled “Production of Films and Documentaries in Various Indian languages” with an overall proposed outlay of ` 142 crore. An annual outlay of ` 17.00 crore has been allocated during 2012-13 for this purpose. NFDC will also execute one of the components of 12th Plan scheme titled “Promotion of Indian Cinema through film festivals and film markets in India and abroad” namely “Participation in Film Markets”.

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

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 the main objective to provide trained manpower for the Film as well as the Television industry. The annual intake till 2010-11 was 40 students (10 students in each of the four departments). The intake has been increased by 2 students for each department raising the total capacity to 48 students for each batch / academic year.

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 twelve students in each discipline.

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

PLAN SCHEMES

With a view to creating adequate infrastructure to enable the Institute to cater to the needs of increasing number of students and to introduce new courses, the Institute has been taking up various projects under Plan Schemes. The major initiative of the XIth Plan was to create a new departments of Animation and Production Design which are nearing completion and these courses would begin from the academic year 2012-13. During the 12th Plan, it is proposed to create additional infrastructure such as girls’ hostel and TV centre.

MAIN SECRETARIAT'S FILM WING SCHEMES

(A) Anti Piracy Initiative

Piracy is a great menace in any creative sector especially the film sector. The main objective of the Scheme is, therefore to create awareness among all the stakeholders against the piracy and educate on the need to combat the same. The scheme proposes to carry forward the steps that have already been taken by the Ministry in this regard. The scheme envisages launching multi-media campaign involving all the stakeholders from film, broadcasting and music industry. Personalities from film and media would be requested to campaign asking people to refrain from buying pirated goods. These campaigns would be carried on Doordarshan/AIR and private TV channels and private FMs. Training programmes, workshops in different parts of the country for police, judicial and administrative officials would be conducted to sensitize about the Copyright Act. Research on the effects of piracy would be conducted to enable development as well as implementation of public private strategies to combat piracy.

(B) Centenary Celebration of Indian Cinema – 1913 to 2013

In 1913, Dadasaheb Phalke made the first feature film in India, *Raja Harishchandra*, which was released on April 13, 1913. This was the first indigenous feature film in India and was rapidly followed by a spate of films across the country. With the advent of sound, filmmaking mushroomed in various Indian languages and embraced both regional and local flavors and also a national outlook. Films, over time, have been not only a source of entertainment, but post-independence, have reflected the socio-economic aspirations of the people and cultural form & sensibilities.

The new scheme envisages celebration of 100 years of Cinema in India. The Scheme proposes variety of activities including production of non-fiction films on various facets of Indian cinema, display of a tableau on 100 years of Indian cinema in Republic Day Parade, printing a Coffee table book on the subject, TV serial on Unsung heroes of Indian cinema, launch of film clubs for students, release of postage stamp to commemorate 100 years of Indian cinema, signature line of collectibles like T-Shirts, Mugs, theme song of the highest standards, production of a documentary on the oldest operating theatres, holding of film festivals, etc. A Detailed Project Report is being worked out for implementation of the Scheme.

(C) National Film Heritage Mission

The scheme proposes to preserve on film heritage with the goal of “preservation without errors, access without end”. The proposed activities in the Plan Scheme are as follows: (a) Restoration of 1500 feature films and 1500 short films; (b) digitalization of 1000 feature films and of

2000 short films; (c) striking of inter-negatives of 1500 feature films and 1500 short films for archiving purposes; (d) construction of vaults of international standards for preservation of such restored material; (e) conduct of training programmes in the fields of restoration and preservation.

The whole project will be taken up as a Mission under the direct supervision of Ministry of Information & Broadcasting.

(D) Promotion of Indian Cinema Through Film Festivals and Film Markets in India and Abroad

The new XII plan scheme 'Promotion of Indian cinema through film festivals and film markets in India and abroad' aims at promoting Indian films in various International Film Festivals and in film markets. The scheme also aims at encouraging production of documentaries and children films in the country by conducting national and international film festivals for documentary and children films. The Scheme also envisages setting up of a Special Purpose Vehicle for the purpose of raising the standard of the festival at par with reputed international film festivals, organization of IFFI annually, selection of films of cinematic, thematic and aesthetic excellence, for the promotion of film art and through participation in various film festivals in India and abroad. The scheme will also promote the export of Indian films through participation in Film Markets at various film festivals in India and abroad and thereby providing a fillip to Indian Film Industry. The scheme also proposes to organize Mumbai International Film Festival for documentary films and National & International Children's film festival biennially. Children's Film Society, India will organize screening of children's film, free of cost, in Municipal Schools throughout the country, especially for the benefit of disadvantaged children in rural areas. The scheme also aims at encouraging film movement in every corner of the country by supporting organising of film festivals on various themes.

The scheme 'Promotion of Indian cinema through film festivals and film markets in India and abroad' under Main Secretariat would be implemented jointly through the Directorate of Film Festivals (DFF), Films Division (FD), National Film Development Corporation (NFDC), Children's Film society, India (CFSI) as per their mandate. The details regarding various components of the scheme and the respective implementing agency are as under:

S.No.	Components of scheme	Implementing Agency
(i)	Participation and conduct of film festivals in India and abroad including Foreign of Officers of Directorate of Film Festivals, Grant-in-aid to NGOs/State Govt. Organizations and Grant-in-aid to FFSI for exhibition of films of artistic value, propagating film consciousness, publication of journals on film appreciation and organizing seminars, conferences etc.	Directorate of Film Festivals
(ii)	Organizing of International Film Festival of India (IFFI), Selection of films under Indian Panorama, Striking of Indian Panorama films and setting up of Special Purpose Vehicle (SPV) for International Film Festival of India	IFFI Sectt in DFF till SPV for IFFI is set up.

(iii)	Participation in Film Markets in India and abroad	NFDC
(iv)	Organizing the biennial event of Mumbai International Film Festival (MIFF) for documentary films	Films Division
(v)	Organizing of National and International Children's Film Festivals biennially (in alternate years)	Children's Film Society, India
(vi)	Exhibition of Children's films in Schools throughout the country	

(E) Production of Film and Documentaries In Various Indian Languages

The new XII plan scheme 'Production of Films and Documentaries in various Indian Languages' would be implemented jointly through the National Film Development Corporation (NFDC), Children's Film Society, India (CFSI) and Films Division as per their mandate. The details regarding various components of the scheme and the respective implementing agency are as under:

S.No.	Components of scheme	Implementing Agency
(i)	Production of films in various Indian Languages	National Film Development Corporation (NFDC)
(ii)	Production of Children's Films	Children's Film Society, India (CFSI)
(iii)	Production of Documentary and Short Films	Films Division

NFDC is mandated for promoting excellence in cinema and also promoting the diversity of its culture by supporting and encouraging films made in various Indian languages. The objective of the first component of the plan scheme is to produce films in various Indian/regional languages with a view to promoting new talent, showcasing the multi-lingual diversity of Indian cinema, and to encourage international co-productions.

CFSI is mandated to strengthen the children's film movement within India and promote children's films produced in India across the globe. The objective of the second component of the plan scheme is to develop Children's Cinema in the country, to provide children healthy and wholesome entertainment that encourages reflection and understanding of the world they live in, and to help in shaping them into responsible citizens of modern India.

Films Division is mandated to produce and distribute documentaries, animation and short films required by the Government of India for public information, education, motivation and for instructional and cultural purposes. The objective of the third component of the plan scheme

is to encourage production of more and more documentary films not only by Films Division but also support production by private producers to give a fillip to documentary film movement in the country.

(F) Setting Up of Center for 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 game, 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. 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 manpower shortage of trained professionals. The projected growth of the industry is executed to 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 standard 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.

It is proposed to set up the Institute under Public-Private Partnership Model.

BROADCASTING SECTOR

ELECTRONIC MEDIA MONITORING CELL

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. As the number of private satellite TV channels is increasing day by day, there is always a scope of its further augmentation. Necessary action has been initiated for FM monitoring mechanism. Setting up of the scheme and further augmentation is fully Government funded.

FM CELL

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.

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 Akashvani and Doordarshan when these were part of MIB. The general superintendence, direction and management of the affairs of the Corporation shall vest with 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 sum 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 the 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 of 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 a wider and more diverse community. The goal of Prasar Bharati is to make needed information available at doorstep of everyone with its appeal, 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 fulfil 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 aims 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.

On the engineering side a lot of initiatives have been taken. Major Programmes contain digitalization of the existing network, setting up HPTs/LPTs at the Border areas of J&K and implementation of E-Governance. Government of India has allocated ` 1718 crore to All India Radio during 11th Plan: ` 466.80 crore for the schemes of 10th Plan to be continued in 11th Plan and ` 1251.20 crore for the New Schemes introduced.

As per road map given, Digitalization of AIR Network is scheduled to be completed by 2017. In the first phase, ` 924.20 crore was allocated during 11th Plan. Part schemes amounting to ` 54.78 crore were approved in 2008 and rest of the schemes amounting to ` 843.54 crore were approved in April, 2010. ` 133.77 crore was allocated during 2011-12 for digitalisation. 6 Nos. of 10 kW MW DRM Mobile transmitter have been procured and set up at 5 zones for training purposes. Some of the Digital studio equipment have also been procured and are under installation. Equipment worth ` 105 crore have been ordered and equipment for about ` 200.00 crore are under process of ordering during 2011-12. First phase of Digitalisation is expected to be completed in 2013-2014.

This scheme of setting up of HPTs/LPTs at the Border areas of J&K was approved in August, 2011 at a cost of ` 100 crore and it is in process of implementation.

Under this scheme, 10 kW FM transmitters & 10kW TV the transmitters are to be installed at three locations:- one each in three regions of J&K. Site has been acquired at two places and process is going on to acquire the third. In addition, 100 W FM transmitters are to be installed at 4 existing places, 10 kW FM transmitter at an existing DD site and 2 nos of 5 kW TV transmitters at the existing AIR site. Procurement of equipment for these projects are under process. This scheme will strengthen the coverage in the Border areas of J&K.

The scheme E-Governance by implementing ERP was introduced during this plan for automation of functioning of AIR. This scheme has been formulated for AIR only. The Planning Commission desires to include requirements of Doordarshan also. The revised scheme is under formulation but the approval of the scheme is not expected during the current financial year.

The XII Five Year plan will commence from April 2012. This plan is very crucial and important for effective development of broadcasting as the second phase of digitalization is proposed to be completed during this plan. Completion of digitalization will bring significant improvement in quality of broadcasting services. It will further supplement the schemes initiated during the XI Plan. In order to make broadcasting more effective and efficient, the schemes proposed in XII Plan are covered under - (i) Broadcasting Infrastructure Network Development and (ii) Content Development at an estimated cost of ` 4811 Crore (iii) Special projects. Under Broadcasting Infrastructure Network Development various schemes proposed are - (i) Digitalisation of broadcasting network, (ii) Expansion and replacement of FM broadcasting, (iii) Strengthening of coverage in border areas, (iv) Broadcasting on alternate Platforms, (v) Consolidation of existing infrastructure and (vi) E-Governance.

The Government of India has allocated ` 2932 crore to Doordarshan during 11th Plan, ` 1078 crore for the schemes of the 10th Plan to be continued in 11th Plan and ` 1854 crore for the New Schemes which have been introduced.

The emphasis is on Digitalization of Doordarshan Network, Introduction of HDTV and modernization & Augmentation of existing TV network. An outlay of ` 620 crore was approved in 11th plan, for digitalization of DD network. Out of 67 Studio centers, 23 have been fully digitalized, and 31 are partially digitalized. With the completion of 11th Plan, all the studio centers would be fully digitalized, except 4 analog studio centers, where equipment have not served its useful life. These 4 studio centers would be fully digitalized in 12th Plan. For digitalization of terrestrial network, 40 transmitters are under the process of procurement. In the first phase, tenders have been invited for 19 digital transmitters and are under evaluation. In the 12th Plan, 590 transmitters are proposed for digitalization of terrestrial network. Under the HDTV scheme, an outlay of ` 165 crore was approved in 11th Plan. Tenders are under evaluation for procurement of HDTV transmitters, to be set up at Delhi, Mumbai, Kolkata & Chennai. Play-out facility in HD format has been completed at Delhi. Satellite uplink facility in HD format is already available in DTH platform of DD Direct+. Action for procurement of HD equipment for ENG based field production, Post production, OB Vans for outdoor production etc are under process. Upgrading DTH platform from 59 to 97 channels is under the process of implementation. Replacement and modernization of transmission facilities at various DDKs is a continuous process. As a part of 11th Plan, Modernization, Augmentation and Replacement of studio, transmitter & satellite broadcast equipment are at different stages of implementation. Doordarshan has been assigning priority to TV coverage in border areas, in its expansion plans. Special packages for expansion and improvement of Doordarshan Services in NE and J&K have also been implemented. For further improvement of TV coverage in J&K, 5 HPTs have been approved during 11th Plan and are under implementation.

Digitalisation of DD

All the 35 Satellite channels are operating in digital mode. DTH platform is also digitalized. Out of the 67 Studio Centres, 23 are fully digitalized & 31 are partially digitalized. The remaining 13 Studio centres are on analog mode. Doordarshan's scheme of digitalization involving an outlay of ` 620 crore was approved in April 2010. Major projects approved, as part of this scheme are as under:

Full digitalization of 39 Studio centres (31 partially digital & 8 analog Studio centres).

Establishment of digital HPTs at 40 places. Implementation of the above projects has been taken up. Studio centres are expected to be made fully digital by 2012. Digital HPTs are expected to be installed in phases, by 2014.

Scheme of "Modernization, Augmentation and Replacement of Transmitter and Studio equipment" involving an outlay of ` 299 crore was approved in February, 2011. Major projects approved, as part of this scheme, are as under:

Replacement of existing old High Power Transmitters (HPTs) at 15 locations.

Replacement of existing 60 Low Power Transmitters (LPTs) by automode (1+1) 500 Watt LPTs.

Modernization of 20 Studio centres by way of replacement of aging equipment like Camera chains, Production Switchers, Logo Generators & Colour monitors etc.

Implementation of the above projects have been taken up.

Programme: In Doordarshan, the historic epic on Maharaja Ranjit Singh 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.

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 was 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 pan 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, Doordarshans 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 channel to portray the rich cultural heritage of the country. It plays 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 telecasts live a number of live programmes on Music and Dance, Festival, Special Events, Mushairas, Kavi Sammelan etc. With the change of the fixed point chart, number of new programmes were introduced to increase the viewership of the channel and fresh acquisition of the programmes has been taken up to improve the quality and variety of the programmes and fresh commissioning is proposed for further improvement of the programmes especially on cultural heritage.

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, Chattisgarh, MP, Rajasthan, Haryana and Himachal Pradesh. From 3.00 pm 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 networks 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 from 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 the broadcasting channel 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 owned by Doordarshan can be utilized for telecast on its other channels also and the scheme is earning a good revenue during the prime time of telecast.

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.

Commissioning of software

In-house production activities through Kendras like Hyderabad, Lucknow, Mumbai, Patna, Jaipur, Srinagar, Jammu etc.

MAIN SECRETARIAT'S BROADCASTING WING SCHEMES

(A) 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 like 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.

(B) Supprting Community Radio Movement in India

The Government of India approved policy guidelines for grant of license to set up Community Radio Stations (CRS) by recognized Educational Institutions 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. 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 fulfilment of the eligibility conditions. The Ministry has constituted a Working Group to deliberate the issue of providing funding support to genuine organizations so that they can set up their radios. The Working Group has suggested that Government should establish a professionally administered Community Radio Support Scheme (CRSS) to provide financial support to the genuine organizations.

CHAPTER II

Financial Outlay, Projected Physical Outputs And Outcomes

INFORMATION SECTOR

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

(` In Crore)

Sl.No.	Name of the schemes / programme	Objective / Outcome	Outlay 2012-13			Quantifiable/ Deliverables/ Physical Outputs	Projected Outcomes	Process/ Timelines	Remarks/ Risk Factor
1	2	3		4		5	6	7	8
			4(i)	4(ii)	4(iii)				
	Name of the plan Schemes		Non-Plan Budget	Plan Budget	Complementary Extra Budgetary Resources				
1	People's Empowerment through Development communication	1. Establishment	27.66					Publicity on communal harmony, National intergration, Socio-economic upliftment through various media ; Exhibition , Outdoor publicity ,Radio/ TV,	The jobs are to be publicised within the stipulated
		2. Exhibition	1.85	4.00			500		
		3. Display Classified	32.42	38.00			15000		
		4. Radio Spot	2.00	45.00			4800		

1	2	3		4		5	6	7	8
	(conception and Dissemination) DAVP	5. Printed Publicity Printing Distribution 6. Outdoor Publicity	2.40 1.00	7.00 6.00			180 250	Newspapers and Posters/brochers, will create awareness, among the masses and encourage their participation in development	timeframe requirement
	Total (1)		67.33	100.00					
2	Revamping & restructuring of DAVP							Computerization and digitalisation, Office Infrastructure & Human Resource Development	
		1. Computerization and Digitalisation 2. Office Infrastructure 3. Human Resource Development	10.00						
		Total (2)		10.00					
	Total (1&2)		67.33	110.00					

DIRECTORATE OF FIELD PUBLICITY

(` in Crore)

Sl.No.	Name of Scheme/ Programme	Objective/Outcome	Outlay 2012-13			Quantifiable Deliveredables/ Physical Outputs	Projected Outcomes	Process/ Timelines	Remarks	
	2	3	4			5	6	7	8	
			4(i)	4(ii)	4(iii)					
			Non-Plan Budget	Plan Budget (Proposed)	Complementary Extra- Budgetary Resources					
				Revenue	Capital					
I	Special Outreach Programme	Under this component, during the 12th plan period, DFP proposes to organize special outreach programmes on flagship schemes of Government of India throughout the country involving the Line Ministries. In the year 2012-13, 600 special programmes are planned. Two Field Publicity Units of DFP would be deployed to remote, media-shadow area for taking the information on the Governments schemes.		1.62	0.00		600 special programmes (1 programme to be conducted by combining 2 Field units each)	Intensive campaign of Flagship schemes of GOI. Approx 600 progs and immediate direct, quantifiable, actionable feedback i.r.o implementation of the scheme/s to be collected for analysis(10 feedbacks per programme Approx)	2nd half of 2012-13	
II	Information at Peoples' Convenience	Under this component, DFP proposes to make effort to create information/guidance delivery mechanism at some of the present establishments of DFP in many parts of the country making information delivery system two ways. This system would function on week-days to provide information and guidance to people including relevant local inputs requested for by anybody on the most important schemes, programmes, programmes of the Government of India like flagship programmes. For this purpose, outsourced and trained IT-enabled persons, under supervision of DFP staff would be deployed in two shifts each day between 0800 am to 0800 pm at 95 establishments of DFP		3.14	0.00		Information delivery mechanism to be setup at 95 establishment of DFP.	Information and guidance to be given to people at their convenience on week days on important schemes of GOI.	2nd half of 2012-13	

Sl.No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliveredables/ Physical Outputs	Projected Outcomes	Process/ Timelines	Remarks	
	2	3	4			5	6	7	8	
			4(i)	4(ii)	4(iii)					
			Non-Plan Budget	Plan Budget (Proposed)	Complementary Extra- Budgetary Resources					
				Revenue	Capital					
III	Conducted Tours and Skill Upgradation	Under this component, opinion leaders at village levels from one region would be exposed to the development taking place in another region. It helps these prominent personalities from grass root-level to make best use of what they learnt during these tours towards the development of their own areas by adopting new techniques and methods. In the year 2012-13 eleven Conducted Tours have been proposed at a cost of ` 5.00 Lakh each.		0.55	0.00		Information delivery mechanism to be setup at 95 establishment of DFP.	Information and guidance to be given to people at their convenience on week days on important schemes of GOI.	2nd half of 2012-13	
IV	Covering 5000 villages through 30,000 visits through outsourcing	In view of the present resources and infrastructure of DFP, even under ideal conditions, it would take DFP over 23 years to re-visit a village by the present 207 FPU's. This inordinate time gap washes out the benefits of interpersonal communication. DFP proposes that during a five year period, at one important schemes, selected by the government, would be taken to the people in one thousand villages through outsourcing. For this end,it is proposed to set up communication teams at Block-Levels to reach out to a group of about 100 villages every month. By this mode, it is proposed to cover all villages in that area once every six months. In view of the magnitude of the scheme and available resources, it is proposed that the scheme may begin with covering 1,000 villages in Maharashtra in 2012-13.		1.04			States to be converted-1 District to be covered-1 Village to be covered-1,000 No. of Field visit-1200	Sensitization of people on 1 important scheme selected by Govt. Immediate direct feedback @ 10 per visit i.e 24,000/- approx would be collected for analysis and action by line Ministry.	2nd half of 2012-13	

Sl.No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Process/ Timelines	Remarks
	2	3	4			5	6	7	8
			4(i)	4(ii)	4(iii)				
			Non-Plan Budget	Plan Budget (Proposed)	Complementary Extra-Budgetary Resources				
				Revenue	Capital				
V	Infrastructure support for Direct Contact Programme	This component is designed to provide infrastructure and resources support to the Directorate by modernization of technology. In the 12th Five Year Plan, the establishments of DFP would be armed with latest technology in the form of multi-media projectors, DVD Players, Wireless PA Systems, Digital still cameras, Photo Copier machines, projector phones, mini-exhibition kits, outsourced manpower, etc. for improved functioning by its offices. This component would help DFP in implementing the other components properly.		1.66		Procurement of 60 Multi-Media Projectors, 12 HD DVD Players, 26 Wireless P.A System, 30 Digital Still Cameras, 40 Generators Sets, 34 Digital Video Cameras, 40 Box Office Projector Phones, 10 Laptops, 10 Vehicles, 3 Photocopiers, Engagement of 13 DEOs and Shifting of HQ from R.K. Puram to Soochna Bhawan, and 2 trainings for DFP officers.	AV equipments would enhance the work potential of Field Units. Vehicles would add to better mobility of Field Units. Engagement of DEOs would be for training DFP staff in computer operations/internet.	2nd half of 2012-13	
(B)	Kendriya Soochna Sadans Under Media Infrastructure Development Programme	This component is designed to bring all media units of Ministry of Information & Broadcasting in the State Capitals under one roof for the purpose of better coordination and effective use of infrastructure and projecting a brand image of I&B Ministry at state capitals. It is proposed to begin in the XIth plan period with Five "KENDRIYA SOOCHNA SADANS" in five backward states . In the year 2012-13 two locations will be identified and civil clearances and land acquisition arranged.		0.00	2.00	Approval and other sanctions to be worked out during the year			
		Grand Total		8.00	2.00				

(` In lakh)

S.No.	Name of the Scheme/ Programme	Objective / Outcome	Outlay 2009-10			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Process / Timeline	Remarks
			4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra-Budgetary Resources				
1	2	3		4		5	6	7	8
1.	Minor Works	Construction / repair work of offices in North East Region.	44.00	-	-	Provision kept for repairs etc. of Audio Visual Equipments of DFP would be met out during the year.	This would help in smooth running/ functioning of all equipments to be used in the publicity activities of the DFP at the field level.	The works will be completed during the year after finalizing estimates and obtaining sanction of the competent authority.	
2.	Other Charges	The Directorate of Field Publicity is engaged in the task of publicizing various programmes and policies of the Government with its network of 207 Field Publicity Units under the control and supervision of 22 Regional Offices through the medium of film shows, interactive programmes and special programmes on selected themes.	74.50	-	-	Organizing 46,500 Film Shows, 4,968 Special Programmes	The Programmes would create awareness among people and educate them on social issues and Government policies and schemes. This in turn would assist them to avail of the benefits of various Government programmes.	Preparing the Action Plan for organising the programmes. Conduct of programmes and obtaining feedback reports. The programmes will be implemented during the year.	
3.	Petrol, Oil and Lubricants	As above	176.35	-	-	To provide Mobility to field staff for travel to organize programmes in remote, backward and tribal/ border areas.	As above	Normal activity during the course of the year.	
4.	Domestic Travel Expenses	As above	158.00	-	-	As above	As above	As above	

EMPLOYMENT NEWS

(` in crore)

S. No	Name of Scheme/ Programme	Objectives/ Outcomes	Outlay 2012-13			Quantifiable Deliverables/ physical outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i)	4(ii)	4(iii)				
			Non Plan Budget	Plan Bud get	Complimen- tary Extra Budgetary Resources				
1	Salaries OTA Med.Exp Dom.TA OE RRT S&M Advtg & Pub Prof. services	Publication of Employment News/Rozgar Samachar	26.90	Nil	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 out- comes. i) Give information on vacancies of Central & state Governments, PSUsM admission Notices/examination notices and result sof organizations like UPSC, SSC, Nationalised Banks, Railway re- cruitment Board and recognized univer- sities and Institutes. ii) Disseminating information on the Em- ployment prospects by giving a series of articles on self entrepreneurship and ca- reer in various emerging fields and con- ventional fields. iii) Through the website of Employment News, information about job vacancies in Govt. sector is being disseminated	Annual Basis	
	Total		26.90						

INDIAN INSTITUTE OF MASS COMMUNICATION

OUTCOME BUDGET 2012--13

(` in crore)

S. No	Name of Scheme/ Programme	Objectives/ Outcomes	Outlay 2012-13			Quantifiable Deliverables/ physical outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i)	4(ii)	4(iii)				
			Non Plan	Plan	Complimentary Extra Budgetary Resources				
					04.25	To conduct P.G.			
	i) Training & research in Mass Communication:	Providing specialized training for personnel engaged in the Media and Mass Communication Sector and conducting research studies in the field.	11.42	-		<p>Diploma Courses in :</p> <p>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); (M-155 F-170)</p> <p>Diploma courses in Development Journalism 40-45);(M-20 F-25)</p>	<p>To conduct PG Diploma courses in:</p> <ul style="list-style-type: none"> - Journalism (English) 124 (62+62) - Journalism (Hindi)(62) - Journalism (Oriya) (23) - Advertising and Public Relations (70) - Radio & TV Journalism (46) - Two Diploma Courses in Development Journalism (40-45) <p>Short-term Programmes</p> <ul style="list-style-type: none"> - Short term courses/ work-shops (600-700) - Completion of continuing in-service courses for IIS Officers. - Research studies (4 to 5 Studies). 	<p>Admission process (through entrance examinations on all India basis) for Diploma courses will be completed by July 2012 and these courses will be started immediately thereafter.</p> <p>Conducted as per demand and schedule agreed to with sponsoring organizations</p>	<p>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.</p>

S. No	Name of Scheme/ Programme	Objectives/ Outcomes	Outlay 2012-13			Quantifiable Deliverables/ physical outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
		<p>which will help remove imbalances & facilitate the study of Mass Communication in various regions of the country, Scheme has been approved for a total outlay of ` 62.00 crores with Govt. grant of ` 51.50 crores</p> <p>To create permanent Campuses for 4 new Regional Centres.</p>	--	10.00	--	<p>- Commencement of construction of Addl. Bldg. at IIMC New Delhi.</p> <p>- Commencement of Construction of addl. Bldg. at Dhenkanal.</p> <p>- Opening of Regional Centre in the State of J & K.</p> <p>- Opening of Regional Centre in the State of Kerala.</p> <p>Pre-investment activities like survey, Fencing conceptual drawings leveling of land at Aizawl.</p> <p>Pre-investment activities like survey, Fencing conceptual drawings leveling of land at Amravati.</p>	<p>Will be completed by Aug. 2012.</p> <p>Will be completed by March 2013</p> <p>Will be completed by March 2013</p>	<p>Construction of new building at IIMC Dhenkanal will commence by June 2012. Consultants for Project management, Engineering, structural drawings and contractor will be appointed by March 2012.</p> <p>Will be completed by March 2013</p> <p>Will be completed by March 2013</p>	<p>Subject to provision of necessary funds by Min. of I& B.</p> <p>Subject to transfer of land for permanent Campus by Maharashtra Govt.</p>
		Total	11.42	11.00	4.25				

Note : Figures within brackets indicate number of students to be admitted

PHOTO DIVISION

NON-PLAN

(` in crore)

S.No.	Name of Scheme/ Programme	Objective/Outcome	Outlay 2012-13 (Proposed)	Quantifiable Deliverable/ Physical Outputs	Projected Outcomes	Processes/ 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	Photographic documentation of the developmental programme of the Government and the resultant changes thereof..	Non-Plan 4.06	Photo documentation helps in retrieval, at any point of time, the progressive changes that had happened over a period of time in the country. These photographs will be one of the most important record for the use of future generation.	Retrieval of the progressive changes over a period of time through cross referencing etc.	During the year 2012-13,	- -

PLAN

(` in crore)

S.No.	Name of Scheme/ Programme	Objective/Outcome	Outlay 2012-13	Quantifiable Deliverable/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/Risk Factors
1	2	3	4	5	6	7	8
1.	National Centre of Photography and Special Drive for North Eastern States (Photo Division)	Photo documentation of flagship programmes of the Government of India, uploading of digital image data into the server, facilitating the easy access of entire collection of photo images online, conferring National Photo Awards to professional and amateur photographers.	0.50	To streamline photo archives on line, access of the entire collection online, to dissemi- nate its technical know how by conducting workshop and conference and improving digitalization and documenta- tion of photo images in the North-eastern States.	Photo documentation of flagship programmes of the Government of India as well as online retrieval of archival photo images.	Annual	

PRESS COUNCIL OF INDIA

(` in crore)

S.No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Process/ Timelines	Remarks/Risk Factors
1	2	3	4			5	6	7	8
			4(i)	4(ii)	4(iii)				
			Non-Plan Budget	Plan Budget	Complementary Extra-Budgetary Resources				
			` in Crores						
	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.	` 5.32	N.A. because No proposal for Plan Budget is made	The Council collects levy of fee from Registered New papers/periodicals and News agencies under Section 16 the Press Council Act 1978 and earns interest on funds deposits. In year 2011-12 Council aims to collect ` 119.50 lakhs 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.	As stated in Col-5	It depends on full filling of the requirements by the litigates and completion of Inquiry performance by the Council	No Risk is involved in disposal of Complaint Cases.

PRESS INFORMATION BUREAU

PLAN

(` in crore)

S. No.		Objective/ Outcome	Annual Plan 2012-13	Quantifiable Deliverables	Projected Outcomes	Process/ Timelines	Remarks
1	2	3	4	5	6	7	8
ONGOING PLAN SCHEMES							
1.	Setting up of National Press Centre at New Delhi.	Construction of National Press Centre at Raisina Road, 7-E, New Delhi to create facility of international standard for media persons at Delhi with separate building of its own and to provide media facilities to national & international journalists at one place which will have state of the art facilities.	9.00	The project is scheduled to be completed & ready to occupy basis by August, 2012	As in column 5	31-08-2012	-
NEW SCHEMES							
2.	Media Outreach Programme & Publicity for Special Events. This scheme comprises of 3 components :-		9.00				

(i)	Media Outreach Programme	To disseminate information about the flagship programmes of the Central Government by organizing Public Information Campaigns, Media Interactive Sessions, Dissemination of Success Stories and conducting Press Tours.	11.90	To hold 136 Public Information Campaigns, 5 Media Interactive Sessions, Dissemination of 136 success stories and to conduct 10 press tours.	100%	Yet to be finalized	-
(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.	0.01	To depute its officers for grant of special accreditation to journalists during Pravasi Bhartiya Diwas Samaroh and hire of computers for Media Centre to facilitate journalists.	As in col. 5	4th Quarter - All activities mentioned in col. 5 will be undertaken during 4th Quarter as the samamroh is held during January every year.	-
(iii)	International Film Festival of India (IFFI)	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.	0.09	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.	As in col. 5	3rd Quarter - All activities mentioned in col. 5 will be undertaken during 3rd Quarter as IFFI is held in Goa during Nov-Dec. every year.	-
3.	Modernisation of PIB. This scheme has following 2 components :-		5.00				

(i)	Modernisation of Communication and Information Dissemination Systems	Strengthening IT in PIB.	2.50	<p>(a) Upgradation of existing services relating to video conferencing, website maintenance, etc.</p> <p>(b) creation of accreditation software (c) Provision of mobile equipment to offices and officers</p> <p>(d) Provision of modern HR in offices.</p> <p>(e) Initiating process of setting up social media cell and providing IT infrastructure to offices.</p>	<p>Increase IT empowerment of officers for delivery of information and connectivity.</p> <p>Update office IT infrastructure</p> <p>Starting of new media services and</p> <p>Technological updation of websites and software.</p>	Continues	-
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(ii)	24X7 Media Control Room for Emergencies	To set up 24X7 feedback systems for emergencies in New Delhi to track national dailies, websites, national radio and national TV news channels. It also involves tracking of prominent regional channels/ newspapers by deploying adequate resources for the purpose and setting up of Media Control Room which will function in three shifts 24X7.	2.50	To set up 24X7 feedback systems for emergencies in New Delhi to track national dailies, websites, national radio and national TV news channels. It also involves tracking of prominent regional channels/ newspapers by deploying adequate resources for the purpose and setting up of Media Control Room which will function in three shifts 24X7.	As in Col. 5	Throughout the year	-
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PUBLICATIONS DIVISION

(` in crore)

No.	Name of the Scheme/ Programme	Objectives / Outcomes	Outlay 2012-13		Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4		5	6	7	8
			4(i)	4(ii)				
			Non-Plan Budget	Complimentary Extra-Budgetary Resources				
1.	Bringing out Journals & Books		22.70		Bringing out :- 20 Journals, More than 100 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	—

FINANCIAL REQUIREMENTS — OBJECT-WISE CLASSIFICATION

(` in Crore)

Sl.No	Unit of Appropriation	Actuals for 2010-2011			Sanctioned Budget Grant 2011-2012			Revised Estimates 2011-2012			Budget Estimates 2012-2013		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1	Salaries	-	1329.11	1329.11	-	1350.00	1350.00	-	1280.00	1280.00	-	1380.00	1380.00
2	Wages	-	Nil	Nil	-	NIL	NIL	-	NIL	NIL	-	NIL	NIL
3	Overtime Allowance	-	3.27	3.27	-	6.00	6.00	-	4.00	4.00	-	6.00	6.00
4	Medical Expenses	-	15.92	15.92	-	15.00	15.00	-	15.00	15.00	-	15.00	15.00
5	Domestic Travel Expenses	-	12.50	12.50	-	15.00	15.00	—	16.00	16.00	22.00	17.00	39.00
6	Foreign Travel Expenses	Nil	NIL	NIL	Nil	15.00	15.00	-	10.00	10.00	12.00	15.00	27.00
7	Office Expenses	9.82	171.49	181.31	10.00	140.00	150.00	10.00	130.61	140.61	155.00	140.00	295.00
8	Rents, Rates and Taxes	-	10.95	10.95	-	19.00	19.00	-	80.39	80.39	-	15.00	15.00
9	Publication	-	403.00	403.00	-	353.00	353.00	-	353.00	353.00	6.00	355.00	361.00
10	Other Administrative Expenses	-	25.26	25.26	-	25.00	25.00	-	25.00	25.00	10.00	30.00	40.00
11	Supplies & Materials	-	15.95	15.95	-	14.00	14.00	-	10.00	10.00	-	14.00	14.00
12	Advt. & Publicity	-	210.77	210.77	-	163.00	163.00	-	163.00	163.00	9.00	165.00	174.00
13	Prof. Services	-	41.58	41.58	-	45.00	45.00	-	45.00	45.00	6.00	50.00	56.00
14	Other Charges	-	89.42	89.42	-	55.00	55.00	-	56.00	56.00	-	60.00	60.00
15	Information Technology Office Expenses	-	7.98	7.98	-	8.00	8.00	-	8.00	8.00	-	8.00	8.00
16	Machinery & Equipment	13.80	—	13.80	85.00	-	85.00	44.00	-	44.00	-	-	-
	Total	23.60	2337.20	2360.82	95.00	2223.00	2318.00	54.00	2196.00	2250.00	220.00	2270.00	2490.00

OUTCOME BUDGET 2012-13

(` in Crore)

No.	Name of the Scheme/ Programme	Objectives / Outcomes	Outlay 2012-13		Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4		5	6	7	8
			4(i)	4(ii)				
	Revitalization, Upgradation And Modernisation of Publications Division & Employment News		Plan Budget 2.00	Complimentary Extra-Budgetary Resources				
1	Commissioning books on specific topics	Improving the content and quality of our publications		-	Provide 5 book	Original, research based books on specific topics.	Annual basis	_____.
2	Creating a Digital Archive and preparation of e-book of publications	Digitization and e-book of publications.		-	Digitizing 60 books	Creating a Digital Archive and preparation of e-book of publications.	Annual basis	_____.
3	Computerization of inventory management, royalty and other activities of the business-wing for improved business operations of the Division	Computerization of inventory management, royalty and other activities		-	Installation of software, hardware for computerized inventory management, royalty payment etc.	To tide over the staff crunch. To enable efficient accounting. To enable quick and effective decision making regarding printing/ reprinting of books. Improve business operations of the Division.	Annual basis	_____.

4	Modernization of Office Infrastructure and maintenance	Upgradation and modernization of the infrastructure		-	3-5 Sections/Rooms will be upgraded and modernization	The final outcome of the development is to strengthen the capabilities of the organisation in face of the rising competition in the Sector.	Annual basis	_____.
5	Making Employment News, available Digitally and creation of the Digital archives of EN	Digitally and creation of the Digital archives		-	Making EN, digitally available on subscription and creating a digital archive of the EN old issues	Making Employment News, digitally available on subscription and creating a digital archive of the EN old issues.	Annual basis	_____.
6	Participation in International Book Fairs	Showcase this Division's publications		-	Participation in 5 major international book-fairs.	Explore the possibility of having trade ties with foreign publishers and to learn international trends in the field of publishing and marketing. Also, to establish the presence of the Publications Division as a major publisher, especially of Gandhian literature, in the world.	Annual basis	_____.
7	North-East component -Book Exhibitions and Organising Book Fairs & Organising Special Programmes for book promotion- Seminars, Workshops for students and authors, scholars etc.	Book Exhibitions and Organising Book Fairs & Organising Special Programmes for book promotion- Seminars, Workshops	-	-	Book Exhibitions & Organising Book Fairs- Three(3) Programmes Organising Special Two (2) Programmes for book promotion- Seminars, Workshops for students and authors, scholars etc.	The programme would be worked out in a manner that it generates maximum visibility to the Division's books and journals and the need to cultivate reading culture among public.	Annual basis	_____.
		Total	2.00	Nil				

REGISTRAR OF NEWSPAPERS FOR INDIA

NON-PLAN

(` in Crore)

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2012-13		Quantifiable deliverables/ Physical Output	Projected Outcome	Process/ Timelinits	Remarks/ Risk factor
			Non Plan Budget	Complementary 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.	4.17	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	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 SCHEMES

(` in Crore)

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2012-13		Quantifiable deliverables/ Physical Output	Projected Outcome	Process/ Timelinits	Remarks/ Risk factor
			Plan Budget	Comple-mentary Extra-budgetary Resources				
1.	Strengthening of RNI Headquarters	With a view to providing prompt, efficient and transparent service to the newspapers and ensuring effective implementation of the PRB Act Digitalisation of records, e-filing of annual statements and on line registration process are proposed to be implemented.	0.30	NIL	The publishers will be benefited a lot by saving time by using online registration process and e-filing of annual statements.	The end user i.e. the public who deals with RNI would be immensely benefited as they can get the Registration Certificates on line and can file annual statements online without visiting RNI's Headquarter at New Delhi.	As per the norms fixed .	N.A.

RESEARCH REFERENCE AND TRAINING DIVISION

(` in Crore)

Sr. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/Physical Outputs	Projected Outcomes	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		200.00	-	-				
1.	A) Bringing out Documentation Services relating to diverse aspects of mass media	Collection, interpretation and dissemination of information about the events and trends in Mass Media through its periodical services	No specific budget. The expenditure met generally from office Expenses (0.28)	-	-	Under this scheme the division has targeted to bring out 56 documentation services during 2011-12	All the physical outputs outlined in Col.5	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 - 23rd edition	As in Column 5	As per periodicity of Annual	-do-
	c) Compilation of 'India-A Reference Annual'	To serve as a valuable source of information on diverse aspects of the country, its geography and demography features, polity, economy, society and culture.	-do-	-	-	To bring out 'India-A Reference Annual - 2013'	-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 targeted to bring out 24 fortnightly 'Diary of Events'	All the physical outputs outlined in Col.5	As per the schedule	

Sr. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2009-10			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	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				
	PLAN		-	0.25	-				
1.	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, 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.	-	0.25	-	Under this scheme the division has projected to institute 14 National Media Awards ONE EACH IN Hindi and English in seven categories in Print Media.	All the physical outputs outlined in Col.5	-do-	-do-

SONG & DRAMA DIVISION

(I) Target and achievements for the year 2010-2011

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

(` in lakh)

FINANCIAL

Budget Estimate- 2010-11			Actual	Expenditure	2010-11
Plan	Non-Plan	Total	Plan	Non-Plan	Total
627.00	2224.00	2651.00	599.18	2187.85	2787.03

*Inclusive of ` 150.00 Lakhs for North East Region.

Physical performance of **Annual Plan 2010-11** is as under :

(` in lakh)

Sl. No.	Name of scheme/ programme	Objective/ outcome	Outlay 2010-11	Quantifiable deliverable	Achievements w.r.t. Col(5) as on 31.3.11	Remarks (financial achievement)
1	2	3	4	5	6	7

1	Live Art & Culture For Rural India	Publicity programmes I	627.00	8685	116.39	599.18
COMPONENT WISE BREAK-UP						
A	ICT activities in Hilly/ Tribal/ Desert/ Sensitive & Border areas	Publicity programmes	271.00	4200	4971	262.33
B	Activities in LWE areas/ identified 83 districts	- do -	44.00	880	1680	43.31
C	Publicity on Common Minimum Programmes	- do -	40.00	620	1274	39.78
D	Special activities in J&K and North East	- do -	156.00	2920	3678	155.87
D	Presentation of theatrical shows(Light & Sound) on national/ social themes	- do -	100.00	65	36	94.38
E	Research Dev. & Training.	- do -	07.00	-	-	-
F	Impact Assessment By IIMC	- do -	04.00	-	-	-
G	Modernization of S&DD (CAPITAL)	- do -	05.00	-	-	03.51
	Total		627.00	8685	11639	599.18

PLAN/NON-PLAN/OTHER MINISTRIES/DEPARTMENT

Physical Targets and achievements during **2010-11** are given below:

Sl. No.	Particulars A (programmes for I&B Ministry)	Targets progs.	Achievements progs.	Remarks
1	Non plan	5100	5415 + 1051 progs. on voter awareness	
2	plan	8685	11639	
	B (programmes for other Ministries/ Departments)			
3	(i) H&FW (IITF, Pragati Maidan, New Delhi).	82	82	
4	National Iodine DDC Prog.	3015	4526	
5	Vatsalya Mela(Malnutrition)	856	1127	
6	NFSM	2060	2097	
(II) Budget allocation for the year 2011-12 (R.E)				
Plan		Non-Plan	Total (` In Lakhs)	
600.00*		2274.00	2874.00	

*Inclusive of ` 115.00 Lakhs for NE region.

(A) Physical performance–Plan

Statement of outlays & outcomes/targets (2011-12) (as per the outcome Budget 2011-12) and actual achievement

(` in lakh)

Sr. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2009-10	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks
1	2	3	4	5	6	7	8
1	Live Art & Culture For Rural India	Publicity programmes	600.00	8800	2011-2012	11524	-
COMPONENT WISE BREAK-UP							
A	ICT activities in Hilly/ Tribal/ Desert/ Sensitive & Border areas	Publicity programmes	277.00	4400	2011-2012	5934	-

B	Activities in LWE areas/ identified 83 districts	-do-	46.00	920	-do-	1631	-
C	Publicity on Common Minimum Programmes	-do-	43.00	670	-do-	861	-
D	Special activities in J&K and North East	-do-	115.00	2745	-do-	3042	-
D	Presentation of theatrical shows(Light & Sound) on national/ social themes	-do-	100.00	65	-do-	56	-
E	Research Dev. & Training.	-do-	10.00	-	-do-	56	-
F	Impact Assessment By IIMC	-do-	04.00	-	-do-	56	-
G	Modernization of S&DD (CAPITAL)	-do-	05.00	-	-do-	56	-
	TOTAL :	Publicity programmes	600.00	8800	2011-2012	11524	-

(B) PLAN/NON-PLAN/OTHER MINISTRIES/DEPARTMENTS (2011-12)(up to Feb-2012)

Sl.No.	Particulars	Targets progs.	Achievements progs.
1.	Non plan	5100	5483
2.	Plan	8800	11524
3.	National Rural Health Mission(NRHM)	7065	9908
4.	Iodized salt(National IDD Control Programme)	1600	1778
5.	Vatsalya Mela(W&CD)	30	30
6.	H&FW (IITE, Prgati Maidan, New Delhi).	164	164
7.	LWE(Chhattisgarh State only)	1400	1778
8.	Rural Development (RD)	1091	1217

(III) Target for the financial year 2011-12

Revised Estimates

Plan	Non-Plan	Total (` In Lakhs)
600.00	2274.00	2874.00

*Inclusive of ` 115.00 Lakhs for NE areas.

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

Sl.No.	Particulars	Financial (` in lakhs)
1.	Non plan	2224.00
2.	Plan	600.00
3.	NRHM	420.25
4.	Vatsalya Mela(W&CD)	01.45
5.	IITF	14.09(` 14,09,360/-)
6.	National IDD Control Programme	120.00
7.	LWE (For Chhattisgarh State)	73.50
8.	Rural Development (RD)	82.00

Annual Plan 2012-13

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. 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 for their participation in the ongoing developmental activities around 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 7270 programmes with specific programme packages during the year 2012-13. 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 mobile based being taken from place to place for fixed slot of performances. The programme has a component of 25 to 30 technicians belonging to various disciplines of theatrical productions besides hired vehicles. This is the effective visual medium used to educate the masses in general and youth in particular about the cultural heritage of the country, lives, teachings and philosophy of great personalities and imparting knowledge on the major historical events happening in the country. 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 60 such performances through two of its sound and light units at Delhi and Bangalore.

(iii) Modernization of Song & Drama Division :

Earlier the Division proposes ` 5.00 lakhs for Modernisation of Song and Drama Division under Capital but it has been withdrawn while communicating the Annual Outlay by the Ministry.

(iv) Activities in 83 Identified Districts(LWE areas).

The Division proposes for a sum of ` 75.00 Lakhs to continue the coverage in 83 identified districts/LWE areas to organize 2070 live shows. National Integration, Communal Harmony, Anti Terrorism and Patriotism, PM's 15-point programmes for the welfare of the Minorities etc. will 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 1000 programmes during 2012-13. The Division proposes to focus on core issues such as health, family welfare, mother & Child care, institutional delivery, women empowerment, education, rural development and employment under NCMP. An allocation of ` 70.00 Lakhs has been proposed for this purpose.

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

The Division proposes to organize a total number of 1600 programmes during 2012-13 under this component with an allocation of ` 80.00 Lakhs as per the Govt. directives.

Annual plan 2012-13

(` In Crores)

S1. No.	Name of schemes/ programme	Objective/ Outcome	Annual plan 2012-13	Quantifiable deliverables Programmes	Process/ timelines	Remarks
1	2	3	4	5	6	7
	Live Art and Culture for Rural India	Publicity programmes	8.00	12000	2012-13	

COMPONENT WISE BREAK-UP

PLAN

S.No.	Name of the Scheme/Programme	Objective/ Outcome	Outlay 2012-13	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes in Programme	Processes/ Timelines
1	2	3	4	5	6	7
(A)	ICT activities in Hilly/ Tribal/ Desert/ Sensitive & Border areas (including DTE & OE) Activities in identified 83 districts. Publicity on Common Minimum programmes	Publicity programmes	4.20	7270	2012-13	
(B)	Special activities in J&K and North East.	-do-	0.75	2070	2012-13	
(C)	Presentation of theatrical shows on national/ social themes	-do-	0.70	1000	2012-13	
(D)	CAPITAL (Modernization of S&DD).	-do-	0.80	1600	2012-13	
(E)	Research Dev/ & training Impact assessment	-do-	1.40	60	2012-13	
(F)		-do-	0.00	---	2012-13	
(G)		-do-	0.10	---	2012-13	
(H)		-do-	0.05	---	2012-13	

Sr. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i)	4(ii)	4(iii)				
			Non-Plan Budget	Plan budget ` in Crores	Complementary Extra Budgetary Resources				
			23.24						
1.	Live Art and cluture for Rural India	Publicity programmes	-	8.00	-	12000	2012-13		
	Total		23.24	8.00					

PROJECTED OUTCOMES

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

MAIN SECRETARIAT'S INFORMATION SECTOR SCHEMES

(A) Construction of Sookna Bhawan

Sr. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2009-10			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i) Non-Plan Budget	4(ii) Plan Budget (In Crores)	4(iii) Complementary Extra Budgetary Resources				
1.	Construction of Sookna Bhawan, Phase-V at CGO Complex, Lodhi Road, New Delhi.	Execution of civil as well as electrical works	-	15	-	<p>1. Foundations as well as superstructure work</p> <p>2. Electrical works simultaneously with civil work.</p> <p>3. Brick work, flooring, finishing & other misc. items of wood, steel, W/S & sanitary.</p>	<p>Civil Works:</p> <p>1. Superstructure work in D-Pkt.</p> <p>2. Brick work, flooring, wood, steel, W/S, sanitary & finishing items in all pockets.</p> <p>3. Ext. sewerage drainage & water supply i/c rain water harvesting.</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>	As per flow chart	<p>(a) The work could not be completed during the current 11th five year plan period due to some technical reasons and thus will spill over to next financial year (2012-13).</p> <p>(b) If projected fund is not allotted then work cannot be completed within current financial year i.e. 2012-2013.</p> <p>(c) If any additional works desired beyond sanctioned scope of work, the work will spill over to next years.</p>

(B) Development Support to NE/J&K and Other Identified Areas

Financial Outlays, Projected Physical Outputs and Projected Outcomes.

Name of the Scheme : Development Support to NE/ J&K and other identified areas

Outlay for the XIIth Plan : ` 25 Crore & Annual Plan 2012-13 ` 2 crore

Year	XIIth Plan Outlay
2012-2013	2
2013-2014	6
2014-2015	6
2015-2016	6
2016-2017	5
Total	25

S. No.	Name of the Scheme	Objective/Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	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.	Development Support to NE/ J&K and other identified areas	<p>(a) Infrastructure Development Support to North East and J&K, border and LWE affected areas in the form of Kendriya Sookhna Sadans, Press Centres, Modernisation of State Information Departments by way of providing funds for equipment, financial assistance to media units of Ministry of Information & Broadcasting for these areas.</p> <p>(b) Augmentation of normal programmes of PIB, DAVP, DFP and S&DD in these areas.</p>	-	2.0	-	<p>* Augmented infrastructure and support for media units in difficult areas of the region.</p> <p>* Developing communication infrastructure in these areas.</p>	Enhanced communication reach and infrastructure development support.	This being a new Scheme in the Ministry, the proposal is at initial stage and the firm timelines will be assessed in due course of plan period.	

(C) International Media Programme

Name of the Scheme : International Media Exchange Programme

Outlay for the XIIth Plan : ` 2.50 Crore & Annual Plan 2012-13 ` 0.20 crore

Year	XIIth Plan Outlay
2012-2013	0.20
2013-2014	0.60
2014-2015	0.60
2015-2016	0.60
2016-2017	0.50
Total	2.50

S. No.	Name of the Scheme	Objective/Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	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.	International Media Programme	The main objective is to strengthen the cultural and media relationships, exchange of ideas, recognizing the vital role that Media can play in promotion of better understanding among nations and to strengthen friendly ties by promoting exchange and understanding in the fields of information, films and print media	00	0.20	00	Signing of Agreements through cultural exchange programmes through print and broadcast media. Exchange of media persons and facilitating visits to various media establishments and other organization of relevance to media. Mutual cooperation in the field of information and mass media through Joint Working Groups and Agreements. Exchange of journalists and to organize and participate International Media and Seminars/Workshops.	Better partnership and learning on issues related to media between India and other countries	This being a new Scheme in the Ministry, the proposal is at initial stage and the firm timelines will be assessed in due course of plan period.	

(D) Policy Related Studies, Seminar, Evaluation, etc. for all Three Sectors Including Media Units (Excluding Prasar Bharati)

(₹ in crore)

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2012-13		Quantifiable Deliverables/ Physical Output	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4		5	6	7	8
			4(i) Plan Budget	4(ii) Complementary Extra-Budgetary Resources				
1	Policy Related Studies, Seminar, Evaluation, etc for all three sectors including media units (excluding Prasar Bharati)	<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; To conduct and participate in seminar, workshop, presentation of papers in national & international workshops in media & entertainment subject areas.</p> <p>- To undertake activities for promotion of innovation in the media & entertainment sector.</p>	₹ 1.00 Crore	-	<p>- MIS Development</p> <p>- Policy Related Studies to be Conducted</p> <p>- Seminars to be Conducted</p> <p>- Appraisal/evaluation of continuing/new schemes (Mid Term Appraisal)</p>	<p>i) It will add to the existing knowledge base about the media and 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>	This being a new Scheme in the Ministry, the proposal is at initial stage and the firm timelines will be assessed in due course of plan period.	

(E) Training for Human Resource Development

Outcomes/targets in the Outcome Budget for 2011-12

Name of media unit : Main Sectt.

(` in crore)

S. No.	Name of the Scheme	Outlay	Physical Output	Projected Outcome	Remarks/ Risk Factor
1	2	3	4	5	7
1	Training for Human Resource Development	1.50	Approximately 57 (46 domestic & 11 abroad) officers have been nominated for different training.	Capacities and capabilities building of officers, skill upgradation leading to efficient functioning of Media Units.	No specific risk.

The approved Annual Plan outlay for the year 2012-13 for this scheme is ` 2.00 Crore. Being specific for training of officers of the Ministry & officers of 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 is kept in mind while nominating officers of training courses.

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i) Non-Plan Budget	4(i) Plan Budget	4(ii) Complementary Extra-Budgetary Resources				
1.	Scheme III								
	– Human Resources Development: Training for Human Resource Development (excluding Prasar Bharati) (Main Sectt.)	<p>This is a continuation of the earlier scheme on HRD but the scope has been enlarged. In particular the following is proposed:</p> <ul style="list-style-type: none"> • Human Resource Development in respect of officers of the Ministry by enhancing their working skills. • To train officers of the Ministry in reputed institutions relating to various aspects of the Media/ Administration. • To impart a global outlook and an international perspective through participation in various training programmes being conducted by institutions abroad. 	0.00	2.00	-	<p>During 2012-13, the 1st year of this Scheme under XIIth Five Year Plan it is targeted:</p> <ul style="list-style-type: none"> • to give training to 100-150 officers of this Ministry and its Media Units., at reputed institutions in the country as well as abroad. • to put in place a structured training programme for in-service training of IIS officers (including probationers as well as mid-career). 	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.

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i) Non-Plan Budget	4(i) Plan Budget	4(ii) Complementary Extra-Budgetary Resources				
		<ul style="list-style-type: none"> 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. 							

Notes:

- Items in Column 2 shall be as per Statement of approved outlay for Annual Plan 2012-13.
- Figures in Column 4(i) and 4(ii) as per Statement of approved outlay for Annual Plan 2012-13.

FILM SECTOR

CENTRAL BOARD OF FILM CERTIFICATION

PLAN

(` in crore)

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i) Non-Plan Budget	4(i) Plan Budget	4(ii) Complementary Extra-Budgetary Resources				
1.	Establishment of Computerized Management System and Modernization of Certification Process (CBFC).	1. Speedy transmission of data among the Regional offices. 2. Online system of application of films and minimum interface between Trade and Officers. 3. Computerised system of generating of censor certificates and creation & maintenance of modern and functional website of CBFC and its maintenance. 4. Having quarterly Board meeting to deliberate upon the functioning of CBFC offices to discuss ways to make Indian Certification process user friendly and trade friendly.	6.50	1.50	NIL	1. On line system of application of films to minimize interface between the industry and Regional Offices of CBFC. 2. Computerised system of generating of censor certificates and creation of modern and functional website of CBFC. 3. Quarterly Board meetings. 4. Region wise workshop for Advisory Panel Members.	1. Speedy transmission of data among the Regional offices. 2. On line system of application of films and minimum interface between Trade and Officers. 3. Computerised system of generating of censor certificates and creation of modern and functional website of CBFC and its maintenance. 4. Quarterly Board meeting to deliberate upon the functioning of CBFC offices to discuss ways to make Indian Certification process user friendly and trade friendly.	Annual basis	The work of computerisation is in progress in all regional offices.

		<p>5. To have Samvaad kind of interactions with Trade bodies and across India to reach both the audience and the film industry for a better working relationship and improved public image.</p> <p>6. To hold workshop for Advisory panel members of different regions to educate them on the purpose of and certification on films appreciation.</p>					<p>5. Samvaad kind of interactions with Trade bodies and across India to reach both the audience and film industry for a better working relationship and to improved public image.</p>		
2.	Upgradation and Expansion of Infrastructure of CBFC offices	<p>1 Acquiring building spaces for CBFC offices, new newcinematograph equipment, making small preview theatre for CBFC for certification of Digital films All civil/electrical/ furniture/computers and other infrastructure work related to making of new offices and maintenance of whole offices.</p>		1.50		<p>1 Acquiring building spaces for CBFC offices, new newcinematograph equipment, making small preview theatre for CBFC for viewing of Digital films.</p>	<p>1 Acquiring building spaces for CBFC offices, new newcinematograph equipment, making small preview theatre for CBFC for viewing of Digital films all civil/ electrical/furniture/ computers and other infrastructure work related to making of new offices and maintenance of offices.</p>	Annual basis	-
		Total:	6.50	3.00	NIL				

CHILDREN'S FILM SOCIETY, INDIA

(` In Crore)

Name of Scheme/ Programme	Objective / Outcome	Outlay 2012-13			Quantifiable Deliverables / Physical Output (2012-13)	Projected Outcome	Processes / Timelines	Remarks/ Risk Factors
		4 (i) Non- Plan	4 (ii) Plan Budget	4 (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.		10.00	Nil	5 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.	Finalization of Scheme. Seek necessary approval and completing the Scheme. 31.03.2013	To develop appreciation for the art of the children film and to reach a large audience through dubbing/subtitling in various Indian languages.
Exhibition of Children’s Films in Municipal Schools	1) Objective:To reach out to children all over the country with the help of state and district administrations,Nehru Yuva Kendras,NGOs and exhibit our films in schools and other places. 2) Outcome: By arranging approximately 30,000 shows.		2.00	Nil	To organise 5,000 shows benefiting nearly more than 25 lakh children.	To reach as many children as possible in remote areas of the country.	Finalization of Scheme. Seek necessary approval and completing the Scheme. 31.03.2013	Depends upon feed back from State/ district authorities.

Name of Scheme/ Programme	Objective / Outcome	Outlay 2012-13			Quantifiable Deliverables / Physical Output (2012-13)	Projected Outcome	Processes / Timelines	Remarks/ Risk Factors
		4 (i) Non- Plan	4 (ii) Plan Budget	4 (iii)Compl- ementary Extra- Budgetary Resources				
Festivals								
1	2			3	4	5	6	7
a) Organisation of CFSI's ICFF	To provide a platform for ex- change of ideas between Indian and foreign film markets and to expose Indian children to the best of cultures of foreign countries.	1.55	1.00	NIL	No ICFFI will be held in 2012-13 as CFSI's ICFFI is held biennially.			
b) Participation in ICFF	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 and to conduct National Festival				To participate in 15 recognised ICFFs.	To explore the possibility of marketing and co-production with prospective film makers.	Finalization of Scheme. Seek necessary approval and completing the Scheme. 31.03.2013	Depends upon suitability of a recognised foreign festivals.
TOTAL		1.55	13.00					

DIRECTORATE OF FILM FESTIVALS

NON-PLAN

(` in Crore)

S.No.	Name of Scheme	Objective/ Outcome	Outlay 2012-13			Quantifiable deliverables/ Physical Outputs	Projected outcomes	Processes/ Time	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	-	-	-	-
1.	Minor Works	Salaries, Wages, OE, DTE etc.	2.45	-	Nil	-	-	-	-
2.	Establishment Related expenditure	Maintenance & upkeep of Siri Fort Cultural Complex	4.00	-	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.	0.22	-	Nil	To Organize 06 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.	0.22	-	Nil	Conferring 59th National Film Awards for the year 2011 on 3rd May, 2012 and conduct of Jury Screenings for announcement of 60th National Film Awards for 2012	To recognize and encourage outstanding talent & to improve Indian art and culture resulting in betterment of Indian cinema.	One year	-
		Total	9.20						

S.No.	Name of Scheme	Objective/ Outcome	Outlay 2012-13			Quantifiable deliverables/ Physical Outputs	Projected Outcome	Processes/ Time	Remarks/Risk Factors
1	2	3	4			5	6	7	8
			4(i) Non- Plan Budget	4(ii) Plan Bugdet	4(iii) Comple- mentary Extra- Budgetary Resources	-	-	-	-
1.	Upgradation of Siri Fort Auditoria [Plan Capital]	Improvement of facilities and renovation of Siri Fort Complex to ensure that the facilities in the complex are of international standards.	-	1.00	Nil	Equipping the Siri Fort 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	-
	Total		9.20	1.00					

FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

Outcomes/Targets in the Outcome Budget for 2012-13 (Non-Plan)

(` in Crore)

S. No.	Name of Scheme	Objective/ Outcome	Outlay 2012-13			Quantifiable deliverables/ Physical Outputs	Projected outcomes	Processes/ Time	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i)	4(ii)	4(iii)				
			Non-Plan Budget	Plan Budget	Complementary Extra-Budgetary Resources	-	-	-	-
1.	Grant-in-Aid to Film and Television Institute of India, Pune (Non-Plan)	The objective of Non-Plan allocation is towards pay and allowances of the faculty, technical and administrative staff, maintenance of the infrastructure equipment and day to day running of the Institute, expenditure towards conduct and completion of courses including expenditure on project work. The Institute conducts post-graduate diploma courses in the field of film and television which enables provision of highly skilled manpower on a regular basis to the Film and Television industry. Every year 275 students (approx.) pass out from the PG Diploma Courses namely, Direction, Cinematography (Film & Television), Editing (Film & Television), Audiography (Film & Television), Acting, Art Direction & Production Design and Certificate Courses in Animation & Computer Graphics, Video Editing and Audiography & Television Engineering.	13.50	--	1.50 (anticipated revenue generation during the financial year 2012-13)	The Institute conducts PG Diploma Courses namely, Direction, Cinematography (Film & Television), Editing (Film & Television), Audiography (Film & Television), Acting, Art Direction & Production Design and Certificate Courses in Animation & Computer Graphics, Video Editing and Audiography & Television Engineering. The curriculum includes various students projects like Continuity, Short Film, Documentary, Playback & Diploma Film etc. following the 3-year or 2-year training (PG Diploma) or 1-year training (Certificate Course) in the Institute, the Institute every year passes out 275 students (approx.) who are highly skilled in their respective fields such as Direction, Cinematography Editing, Sound Recording etc.	The projected outcome is passing out of approximately 275 students from the main 3-year PG Diploma Courses, 2-year PG Diploma Courses and 1-year Certificate Courses. Apart from this, there are short courses to meet the requirement of different organisations. The outcome of the effort of the Institute is not only to meet the requirement of the industry but also developing creativity in the field of cinema and television.	Passing out of the students from the Institute. 3-year P.G Diploma (i) 42 Students of 2006 batch will be completing their courses by March, 2012. (ii) 43 Students of 2007 batch will be completing their courses by December, 2012. (iii) 50 students of 2008 batch will start their 3rd year from 27th February, 2012. 2-year P.G. Diploma (i) 21 Students of 2009 batch will be completing their course by July, 2012.	1. Achievement of projected outcome/output depends on availability of funds. 2. Any other factor beyond control of the Institute.

2	Grant-in-Aid to FTII, Pune - Upgradation and Modernisation of FTII	The basic objective is to develop the infrastructure setup of the Institute keeping in view the advances on Film & Technology. This will enable the Institute to have access better physical facilities and advance technologies which in process will bring in academic excellence. The manpower component comprises student, faculty and staff are to be trained in tune with the new developments.	--	7.00	--	The infrastructure development will comprise a series of construction related activities and upgradation of infrastructure and equipments like construction of new Main Theatre, Class Room Theatres, Augmentation of facilities of various Departments, Men's Hostel, Main Kitchen and Upgradation of equipment for imparting training.	The proposed new constructions and upgradations will provide the Institute with better infrastructure facilities in tune with the modern development in film, television and media technology. The proposed trainings for students, faculty and staff will create well trained manpower in modern technologies resulting in value addition synchronizing with the new infrastructural developments.	(a) Finalisation of SFC approval. (b) Design and planning of construction and renovation work. (c) Civil construction and electrical installation work.	1. Achievement of targets of the scheme depends on availability of funds. 2. Receipt of statutory clearance on case to case basis. 3. Any other factors beyond control of the Institute.
		Total	13.50	7.00	1.50				

FILMS DIVISION

OUTCOME BUDGET 2012-13 (NON-PLAN)

(` in Crore)

Sr. No.	Name of Scheme/ Programme	Objective/ Outcome	Financial Outlay (B.E. 2012-13)	Physical Outputs/ Quantifiable Deliverables	Projected Outcome	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 for public information, education, motivation and for instructional/ cultural purposes. The outcome would be sale of such documentaries all over the country.	13.42	36 Films	This will enhance dissemination of information, education & motivation of the people towards Government plans and programmes as well as issues of importance.	1.4.2012 to 31.3.2013	It is expected to produce more documentaries through Outside Producers & In-house Production. However, private agencies are also providing to the exhibitors at less than 1% rental which is a risk factor.
2.	Distribution of documentaries to theatres	Distribute documentary films through a network of ten Branch Offices. The outcome is the collection of rentals from exhibitors, revenue in the form of sale of stock shots VCDs etc.	19.01	Distribution to 13000 theatres /cinemas.	-do-	1.4.2012 to 31.3.2013	
3.	Administration	The main objective of Administration is to take care of the service matters of the personnel, controlling and providing manpower support to the operations of Films Division as well as planning the human resource development.	4.85	Providing manpower to the operations of Films Division and administration of the service matters of the personnel and their deployment to ensure efficient utilization of manpower.	Efficient functioning of the organization.	1.4.2012 to 31.3.2013	
	Total		37.28				

(*) Expenditure on Non-Plan apportioned:

Production: 36%, Distribution: 51%, Administration: 13%

OUTCOME BUDGET 2012-13

Plan

(` in Crore)

Sr. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13 (Plan Budget) Proposed	Physical Outputs/ Quantifiable Deliverables	Projected Outcome	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 2 film festival in the 12th plan period.	0.05	To complete the residual work of the 12th MIFF' 2012 organised during 3-9 Feb., 2012 and conduct of festival of award winning films of MIFF in the State Capitals of India. Finalization of Plan Scheme and seek necessary approval to enable release of funds.	Screening of award winning films of MIFF-2012 in the State Capital to the people.	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.	
2.	Webcasting of Film Archives	Preserving of Films Division's collection of archival films in digital format for posterity and upload them for access to public.	0.90	To transfer films in digital format and webcast the films of Films Division for greater access to public.	This will ensure preservation and greater accessibility of Films Division's films.	1.4.2012 to 31.3.2013	
3.	Production of documentaries	To harness the film making talent in the country and showcase the work of film makers of the country. Providing opportunity to upcoming/talented film makers of the country.	8.00	Finalization of the Plan Scheme and seek necessary approval to enable release of funds.	To give a fillip to documentary film movement in the country with the participation of talented producers.	Documentary film proposals are invited through newspaper advertisement and through advertisement on the website of Films Division. The proposals received are examined by a committee constituted by the Government and it is further scrutinized by a Cost Committee and finally the film proposals are selected. Agreement is signed with the Directors of the selected films and the production process begins. 01.04.2010 to 31.03.2012	

4.	Setting up of National Museum of Indian Cinema (Museum of Moving Images) (NMIC)	<p>To encapsulate the socio-cultural history of India as revealed through the evolution of cinema;</p> <p>To develop a research centre focusing on the effect of cinema on society;</p> <p>To exhibit the work of the noted directors, producers, institutions etc. for the benefit of visitors/film enthusiasts;</p> <p>To arrange seminars, workshops for the upcoming film makers;</p> <p>To generate interest in the future generation in the field of documentary film movement.</p>	1.00	<p>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</p>	Setting up of a Museum dedicated to Cinema.	Completion by May, 2013.	
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NATIONAL FILM ARCHIVE OF INDIA

(` in Crore)

S. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i)	4(ii)	4(iii)				
			Non-Plan Budget	Plan Budget	Complementary Extra Budgetary Resources				
1.	NEW SCHEMES Acquisition of Archival films & film material.	Acquisition of films for preservation.	-Nil-	2.00	-Nil-	Finalisation of Plan Schemes, . Obtaining necessary approvals and initiating the programme To acquire 70 Films/ Inter-negatives/DVDs and ancillary film material.	Acquisition of films and preservation.	2012-13	Subject to SFC approval and budget allocation.
2.	Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library.	Upgrade the existing infrastructure for future requirement and to set up digital library for better management of the archival activity.	-Nil-	3.00	-Nil-	Finalisation of Plan Schemes, . Obtaining necessary approvals and initiating the programme To begin the existing infrastructure including replacement of air conditioners and to begin process for preservation of Jayakar Bungalow.	Upgradation of existing infrastructure for better management of the archival activities.	2012-13	Subject to SFC approval and completion of the govt. formalities.

NATIONAL FILMS DEVELOPMENT CORPORATION

Financial Outlay, Projected output and projected Physical outcome

(` in Crore)

S. No.	Name of Scheme/ Programme	Objective/ Outcome	Financial Outlay (BE 2012-13)	Physical Outputs/ quantifiable deliverables	Projected Outcome	Processes/ 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	17.00	5 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	
2.	Participation in Film Markets	To participate in film markets in various international film festivals to promote indian cinema	4.00	5 markets	This wil increase the visibility of indian films in the international festival / markets	Obtaining of necessary approvals and participation in film markets as per schedules worked out	

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

Outcomes/Targets in the Outcome Budget for 2012-13 (Non-Plan)

(` in Crore)

S. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i)	4(ii)	4(iii)				
			Non-Plan Budget	Plan Budget	Complementary Extra Budgetary Resources				
1.	Grant-in-Aid to Satyajit Ray Film & Television Institute, Kolkata (Non-Plan)	The objective of Non-Plan allocation is towards pay and allowances of the faculty, technical and administrative staff, maintenance of the infrastructure equipment and day to day running of the Institute. The Institute conducts post-graduate diploma courses in the field of film and television which enables supply of highly skilled manpower on a regular basis to the Film and Television industry. Every year 40 students (approx.) pass out from the three PG Diploma Courses namely, Direction & Screenplay Writing, Motion Picture Photography and Editing and Sound Recording.	7.00	-	0.87 (anticipated revenue generation during the financial year 2012-13)	The Institute conducts PG Diploma Courses on Direction, Cinematography, Editing & Sound Recording. The curriculum includes various students projects like like Continuity, Short Film, Documentary, Play back & Diploma Film etc. following the 3-year training in the Institute, the Institute every year passes out 40 students (approx.) who are highly skilled in their respective fields such as Direction, Cinematography Editing and Sound Recording.	The projected outcome is passing out of approximately 40 students from the three PG Diploma Courses. Apart from this, there are short courses to meet the requirement of different organisations. The outcome of the effort of the Institute is not only to meet the requirement of the industry but also developing creativity in the field of cinema and television.	39 students of final year batch (8th batch of 2008-11 session) will be completing their final project. 10 short films (Diploma Films) of 30 minutes duration are to be produced during the projected period. The junior batches (9th batch of 2009-13 session and 10th batch of 2011-14 session) will be pursuing their courses of studies including project works, as per schedule. New admission for fresh batch of students (11th batch of 2012-15 will be undertaken during the noted period.)	1. Achievement of projected outcome/ output depends on availability of funds. 2. Any other factor beyond control of the Institute.

2.	Grant-in-Aid to Satyajit Ray Film & Television Institute, Kolkata (Plan) {on-going scheme}	The objective of the Scheme is to continue this XIth Plan Scheme and complete the construction of new film studio with one film vault.	--	8.00	--	50% of remaining work relating to construction of film studio and film vault to be completed.	The outcome of the Scheme is to augment the infrastructure required for the Institute to discharge its mandate and also to preserve the film prints of the Institute. The new studio will enhance the in-house facilities in film shooting as a part of the mainstream academic course. During lean period and conducive situation floors can be hired out to emphasize the basic objective of industry-academic interface.	(a) Architectural design and planning. (b) Civil construction and electrical installation work (to be done by CCW) (c) Purchase and installation of equipments.	Risk factors (1) Achievement of targets of the scheme depends on availability of funds. (2) Receipt of permission from local authorities for construction activities (3) Any other factor beyond control of the Institute.
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3.	Infrastructure development in SRFTI	The basic objective is to develop the infrastructure setup of the Institute keeping in view the advances on Film & Technology. This will enable the Institute to have access better physical facilities and advance technologies which in process will bring in academic excellence. The manpower component comprises student, faculty and staff are to be trained in tune with the new developments.	--	7.00	--	The infrastructure development will comprise a series of construction related activities and up gradation of equipments like construction of building to house class room theatre-cum Seminar-room, Common storage area and common laboratory for all academic departments, construction of girls' hostel, setting up of digital library, renovation of main theatre and preview theatre. Construction of new building for editing department. Up gradation of equipment of MPP department, up-gradation of audiography department	The proposed new constructions and up gradations will provide the Institute with better infrastructure facilities in tune with the modern development in film, television and media technology . The proposed trainings for students, faculty and staff will create trained manpower resulting in value addition synchronizing with the new infrastructural developments.	(a) Finalisation of DPR and SFC approval. (b) Design and planning of construction and renovation work (c) Civil construction and electrical installation work (to be done by CCW)	Risk factors 1. Achievement of targets of the scheme depends on availability of funds. 2. Receipt of statutory clearances from local authorities. 3. Any other factors beyond control of the Institute.
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MAIN SECRETARIAT'S FILM WING SCHEMES

(A) Anti-Piracy Initiatives

(` in Crore)

S. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i)	4(ii)	4(iii)				
			Non-Plan Budget	Plan Budget	Complementary Extra Budgetary Resources				
3.	Anti-piracy initiatives	There is an urgent need to have an effective legal mechanism in place to combat piracy and at the same time there is a need to create public awareness of the affects of piracy on the economy amongst consumers. The consumers are passive participants in various forms of piracy. Therefore, an effective and all encompassing multi-media campaign to be carried out during the 12th Plan period involving all stake holders from the film and music industry. It is also felt that there is a need to set up training programmes and to undertake research and development accurately estimate impact of piracy on the Indian economy.	-	0.10	-	i) Finalization of Detailed Project Report. ii) Obtaining the approval of the Competent Authority. iii) Commencement of development of public -private strategies specially through multi-media campaign to combat piracy.	Initiation of activities towards creation of awareness regarding anti-piracy.	Approval by SFC and release of funds for implementation of the targets cited in column 5 during 2012-13.	-

(B) Centenary Celebration of Indian Cinema

(` in Crore)

S. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i)	4(ii)	4(iii)				
			Non-Plan Budget	Plan Budget	Complementary Extra Budgetary Resources				
4	Centenary Celebration of Indian Cinema - 1913 to 2013.	To celebrate 100 years of Cinema in India.	-	3.00	-	i) Finalization of Detailed Project Report. ii) Obtaining the approval of the Competent Authority. iii) Working out and conducting various activities to commemorate the centenary year.	Finalisation of activities for celebration of centenary of Indian cinema.	Approval by SFC and release of funds for implementation of the targets cited in column 5 during 2012-13.	-

(C) National Film Heritage Mission

(` in Crore)

S. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i)	4(ii)	4(iii)				
			Non-Plan Budget	Plan Budget	Complementary Extra Budgetary Resources				
2	National Film Heritage Mission	To archive the films produced with the goal of "preservation without errors, access without end."	-	20.00	-	i) Finalization of Detailed Project Report. ii) Obtaining the approval of the Competent Authority. iii) Commencement of digitalization of feature films and short films	Commencement of a digitalization/ restoration of old feature films.	Approval by EFC/ Cabinet and release of funds for implementation of the targets cited in column. 5 during 2012-13.	-

(D) Promotion Of Indian Cinema Through Film Festivals And Film Markets In India And Abroad

(` in Crore)

S. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i)	4(ii)	4(iii)				
			Non-Plan Budget	Plan Budget	Complementary Extra Budgetary Resources				
1.	Promotion of Indian Cinema through film festivals and film markets in India and abroad (Plan --Revenue)	Promotion of good Indian films in International Film Festivals and Markets. Creation of an SPV for conduct of International Film Festival of India in an effective manner. Promotion of documentary movement in the country. Promotion of quality children films. Visibility of Indian films in all major film festivals and creation of opportunities for Indian films in film markets. Creation of opportunity for Indian film makers to interact with film makers from different parts of the world for understanding the latest trends in film making.	-	15.00	-	(i) Organising International Film Festival of India 2012. (ii) Taking up the processes for setting up of SPV for IFFI (iii) Selection of films under Indian Panorama, 2012 (iv) Participation/ conduct of 20 film festivals in India and abroad (v) Participation in 05 film markets (vi) To organize around 5000 shows for the benefit of more than 25 lakh children. (vii) To organize National Children's Film Festival.	(i) Increase in export of Indian films (ii) Spreading rich and diverse Indian culture abroad (iii) Expected rise in the standard of IFFI at par with reputed international film festivals upon establishing a separate SPV. (iv) Opportunities for children from rural areas to enjoy good films that are specially made for children. (v) Enable film producers and other film professionals of our country to showcase their films and also interact with the best of their counterparts all over the world, thus paving way for production of films through joint venture, exchange of technology and export of Indian films.	Finalisation of SFC and release of funds for implementation of targets cited in Col.5 during 2012-13	---

(E) Production Of Films And Documentaries In Various Indian Languages

(` in Crore)

S. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i)	4(ii)	4(iii)				
1.	Production of Films and Documentaries in various Indian Languages (Plan --Revenue)	<p>(i) Production films in various Indian/regional languages with a view to promoting new talent, to promoting the multi-lingual diversity of Indian cinema, and to encourage international co-productions.</p> <p>(ii) To advance education and culture through the medium of films and develop among children an appreciation of films for healthy entertainment</p> <p>(iii) Encouraging production of more and more documentary films by the outside producers to boost up documentary film movement in the country and provide value based information to the public</p>	-	35	Nil	<p>(i) Production of 05 feature films in various regional languages by NFDC</p> <p>(ii) Production of 03 feature films and 02 short films, 14 dubbings, etc.by CFSI</p> <p>(vii) Production of 100 documentary films by Films Division.</p>	<p>(i) Promotion of new talent</p> <p>(ii) Spreading rich and diverse Indian culture abroad</p> <p>(iii) Production of films which provide healthy and wholesome entertainment for children.</p> <p>(iv) Production of documentaries and news magazines for publicity of Central Govt. Programmes and also encouraging production documentary films by the outside producers to boost up documentary film movement in the country.</p>	Finalization of SFC and release of funds for implementation of targets cited in Col.5 during 2012-13	---

(F) Setting Up of National Centre of Excellence For Animation, Gaming And VFX

(` in Crore)

S. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i)	4(ii)	4(iii)				
1.	Setting Up Of National Centre Of Excellence For Animation, Gaming And Special Effects	To set up a Centre for Excellence in animation, gaming and special effects under public - private participation mode to address the problem of manpower shortage.	-	1.00	-	i) Obtaining the approval of the Competent Authority, i.e. EFC/ Cabinet. ii) To select Financial Consultant. iii) Selection of Private Partner. iv) Forming/ Registration of SPV/ JV for running the Centre. v) Constitution of Governing Structure of the Institute.	To be in a position to launch the Institute - design various courses, commencement of operationalisation of the institute in the next financial year.	--do--	---

BROADCASTING SECTOR

ELECTRONIC MEDIA MONITORING CENTRE

Under Annual Plan 2011-12 there is an allocation of ` 2.18 crore for EMMC Project. Under Non-Plan Budget 2011 -12 there is an allocation of ` 4.50 crores. Outlay for 2012-13 is ` 10.00 crore (Plan) and ` 4.38 crore (non-Plan). Details are given in the following table.

BUDG ET (2012-13) (Plan/Non-Plan)

(` in Crore)

S. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
			4(i)	4(ii)	4(iii)				
			Non-Plan Budget	Plan Budget	Complimentary Extra-Budgetary Resources				
1.	Setting Up of Electronic Media Monitoring Centre (EMMC)	Monitoring of content of (i) satellite TV Channels w.r.t. violation of Programme and Advertising Codes enshrined in Cable Television Networks (Regulations) Act 1995 and Rules framed there under and (ii) FM channels w.r.t. licence conditions	4.38 crores	10.00 crore (ap-proved outlay)	-Nil.	Since it is a monitoring facility, the yield cannot be quantified. Its monitoring capacity has been augmented to 300 TV Channels. Necessary machinery and equipments has been installed. FM monitoring mechanism is underway.	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. 5th January 2011. Necessary steps are being taken towards further augmentation including FM monitoring mechanism.	Monitoring capacity of EMMC has already been enhanced to 300 TV Channels. Content monitoring mechanism for private FM Channels is under process.	Presently, EMMC is monitoring content of 300 TV Channels. Approximately 700 licenses have been issued and it may further increase in coming years. Therefore further augmentation is required in coming days. FM monitoring mechanism is under process.

FM CELL

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. The Outcome Budget (2011-12) of the project 'Private FM Radio' is given in the following table:

(` in Crore)

S. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
			4(i)	4(ii)	4(iii)				
			Non-Plan Budget	Plan Budget	Complementary Extra-budgetary Resources				
1.	Private Fm Radio (Setting Up Of New Towers 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	00	00	00	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 and court case is pending in the High Court of Kolkata.	NIL	N.A	

PRASAR BHARTI

ALL INDIA RADIO - ANNUAL PLAN (2012-13)

(` in crore)

S. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13 (Plan Budget)	Quantifiable Deliverables/ Physical Outputs	Processes/Timeliness (Qrly Targets)	Remarks
1	2	3	4	5	6	7
	Scheme: I - Broadcasting Infrastructure Network Development					
1	Digitalisation of existing Network-Capital	Improvement of quality of Transmission, recoding and connectivity through digitalisation. To improve efficiency, automation and generating extra revenue through renting out extra facilities accrued through digitalisation	225.60			
	Revenue		27.00			
1.1	Digitalisation of Transmitters					
a	MW Transmitters		95.00			
i	Replacement of 1000 kw MWTR by 1000 kW MW DRM Transmitter at Rajkot		2.00	Completion of installation of 1000 KW MW Tr. at Rajkot	Q 1-Commissioning of projects	
ii	Replacement of 1 kw MWTR by 10kW MW Digital compatible Transmitter at Kavarati		0.50	5. Kavaratti-10 KW MW Tr.Completion of installation.	Q 1- Completion of Installation. Q 2- Testing & measurements.	
			0.60	Hostel accomadation at Kavarati	Q 1- Progress of works Q 2- Completion of works	
iii	Replacement of 1000 kw MW TR by 1000 kW MW DRM Transmitter at Chinsurah (WB)		2.30	4.Chinsura –1000 KW MW Tr.- Completion of installation	Q 1- Progress of Installation Q 2 Commissioning of Project.	

iv	20 kW MW Transmitters at 6 places (Delhi VB, Barmer & Bikaner (Raj), Chennai (TN) VB], Guwahati 'B', Tawang)		11.00	1. Procurement, Installation and commissioning of 20 kW MW DRM transmitter	Q 1- Receipt of equipments. Q 2- Installation of equipment. Q 3- Test and measurement. Q 4- Commissioning of equipment.	
			1.00	Completion of Civil works	Q 1- Completion of all Civil works	
			3.00	Procurement of Zonal equipments and completion of Departmental works.	Q-1 to Q-4:- Completion of all procurement of Zonal equipment and Departmental works	
v	• 100 KW - 12 Nos. [Vijayawada (AP), Patna (Bihar), Panaji (Goa), Ranchi (Bihar), Mumbai 'A' (Mah), Mumbai 'B' (Mah), Pune (Mah), Tiruchirapalli (TN), Varanasi (UP), Kolkata 'A' (WB), Mumbai C (50 kW) and Passighat (10 kW by 100 kW)		8.00	1. Procurement, Installation and commissioning of 100 kW MW DRM transmitter (Order Value: ` 43.00 Cr) and 80% payment on procurement of part supply.	Q3- Inspection of equipment. Q4- Receipt of part supply.	
			2.50	Completion of Civil works	Q-1 :- Progress of civil works. Q-2 :- Completion of civil works at 10 places and progress of works in remaining two. Q-3 :- completion of Civil works.	
			5.00	Procurement of Zonal equipments and start of Departmental works.	Q-1 to Q-4 :- Completion of procurement of all Zonal equipment and start of Departmental works	
vi	• 200 KW -10 Nos. [Delhi 'A', Ahmedabad (Guj), Bangalor & Dharwad (Kar), Jabalpur(MP), Ajmer (Raj), Chennai 'A'(TN), Siliguri, Kolkata 'B'(WB) and Itanagar (replacement of 100 kw MW by 200 kw MW DRM)		15.00	1. Procurement, Installation and commissioning of 100 kW MW DRM transmitter (Order Value: ` 49.51 Cr) and 80% payment on part supply.	Q3- Inspection of equipment. Q4- Receipt of equipment.	
			2.00	Completion of Civil works	Q-1 :- Progress of civil works. Q-2 & Q-3 :- completion of Civil works.	
			5.00	Procurement of Zonal equipments and start of Departmental works.	Q-1 to Q-4 :- Completion of procurement of all Zonal equipment and start of Departmental works	
vii	• 300 KW -6 Nos. [Dibrugarh (Assam), Rajkot (Guj), Jammu (J&K), Jallandar (Punjab), Suratgarh (Raj), Lukhnow (UP)]		12.00	Procurement, Installation and commissioning of 100 kW MW DRM transmitter (Order Value: ` 38.00 Cr) and 80% payment on part supply.	Q3- Inspection of equipment. Q4- Receipt of part supply.	
			2.00	Completion of Civil works	Q-1 :- Progress of civil works. Q-2&Q-4 :-completion of Civil works.	

			3.00	Procurement of Zonal equipments and start of Departmental works.	Q-1 to Q-4 :- Completion of procurement of all Zonal equipment and start of Departmental works	
viii	Conversion of 36 Existing DRM compatible MW Tr. to DRM		5.00	Procurement of equipment	Q-1 :- Issue of order for equipments. Q-3 to Q-4 :-Receipt of equipment	
			0.50	Procurement of Zonal equipments and start of Departmental works.	Q-1 to Q-4 :- Completion of procurement of all Zonal equipment and start of Departmental works	
ix	Other procurements under replacement of MW transmitters		4.40	Procurement of DRM receiver (36 professional) & 144 general purpose.	Q-2 :- Ordering of equipment Q-4 :- Receipt of equipment.	
			9.00	C-band RN Terminal at 69 places	Q3- Receipt of equipment, Q4-installation of equipment.	
			1.10	Audio analyser (35 nos.), File is to be submitted for recommendation of IFA.Order is to be placed. (order value Rs ` 1.10 Cr). Order placed.	Q-3 :- Receipt of equipment	
x	Replacement of 35 MW Transmitters		0.05	Approval of scheme, Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of specifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 - Sanction of estimates, preparation of specifications Q-3 :- Award of Civil works. Q-4. Issue of NIT, start of Civil works.	
xi	Conversion of 1 Existing DRM compatible MW Tr. to DRM		0.05	Approval of scheme, Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of specifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 - Sanction of estimates, preparation of specifications Q-3 :- Award of Civil works. Q-4. Issue of NIT, start of Civil works.	
(b)	SW Transmitters		24.00			
i	SW DRM Trs. Replacement of 5 SW Transmitters (Delhi-2 Nos., Aligarh-2 Nos., Bangalore-1 No.)		14.50	Procurement of 500 kW SW Transmitter (Order value ` 16.33 Cr.)	Q2- Inspection of equipment Q3- Receipt of equipments Q 4 - Installation of equipments.	

			0.10	Procurement of 250 kW SW Transmitter.	Q-1- Issue of NIT Q-2- Techniccal evaluation Q-3- Ordering of equipment	
			0.10	Procurement of 100 kW SW Transmitter (Order value ` 15.50Cr.). Payment of 80% on receipt of material at site)	Q-1- Issue of NIT Q-2- Techniccal evaluation Q-3- Ordering of equipment	
			1.20	Completion of Building works	Q-1- Completion of civil works at 2 places and progress of works at 1 place. Q-2- Completion of civil works at all the places.	
			4.00	Procurement of Zonal equipments and start of Departmental works.	Q-1 to Q-4:- Completion of procurement of all Zonal equipment and start of Departmental works	
ii	Conversion of compatible External Services SW Trs. to DRM (Delhi- 250 KW SW Trs.- 2 Nos. & Aligarh - 250 KW SW Trs.-2 Nos.).		4.00	Completion of SITC work	Q1. Start of receipt of equipment at sites. Q2- Start of SITC work (Supply, Installation, Testing & Commissining of eqpt.). Q3-Completrion of SITC work	
iii	Replacement and upgradation of 38 nos SW Transmitters under XII plan		0.10	Approval of scheme, Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of spacifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 :- Sanction of estumates, preparation of specifications Q-3 :- award of Civil works. Q-4 :- Issue of NIT, start of Civil works.	
(C)	FM Transmitters		40.10			
i	Expansion		35.25			
	FM Expansion under X Plan schemes		0.10	Acquisition of sites at Haldwani, Rae Bareily & Champawat.	Q 1&Q-2- Taking over of site at Haldwani & Champavat. if state government reduce the premium rate. Payment for Raibareli site if demand note is received. Q 3- Taking over of site at Raibareli.	
			0.10	Procurement of 20 KW FM Trs. (4 nos.) Fazilka, Amritsar, Chautanhill &Rae-Bareily	Q1- Ordering of equipment, Q4-inspection of equipment,	

			12.10	Procurement of Panel Antenna at 11 places. (Mumbai, Patna, Balurghat, Vijayawada, Mehboobnager, banda, Maunathbhanjan, Fazilka, Amritsar, chautanhill & Srinager)	Q 1- inspection of equipment. Q-2:- Receipt of equipment. Q 3- installtion Q-4 :-commissioning of equipment.	
			0.10	Procurement of 10 kW FM Transmitter at 6 places(Dhanbad, Bardhman, Balurghat, Coochbehar, Haldwani & Darjeeling	Q1- Ordering of equipment, Q3-inspection of equipment, Q4-receipt of equipment	
			0.35	RF coaxial cable with dehydrator at Dhandbad, Bardhman, Coochbehar, Darjeeling & Haldwani:— Formal A/T-319 placed on 26.08.2011,	Q1- Receipt of equipment, Q2-installation of equipment.	
			2.00	Procurement of RN terminal	Q1&Q-2- Receipt of equipment, Q3&Q-4-installation of equipment.	
			0.10	SITC of 100 meter tower at Suryapet, Bhadhman & Dhanbad	Q1- Ordering of equipment, Q4- receipt of material at site and progress of works	
			2.00	3. Completion of building works at Amritsar, Chautanhill, Darjeeling, Dhanbad, Bardhman, New Tehri, Suryapet, Raebarelli, Champavat, Haldwani	Q 1- completion of building works at darjeeling & Progress in other projects. Q 2-Progress of building works. Q 3- Complition of Building works at Amritsar, Bhardhman Dhanbad, Chautanhill.& progress in others Q 4- Sanctioning of estimate for Raebareilly, Haldwani, champavat & Proress of building works at Suryapet	
			0.16	Receipt of 1 kw FM transmitter for New Tehri	Q 1- Receipt of equipment Q 4- Installation after completion of building works.	
			0.80	Completion of SITC of Diplexer at seven places.	Q1- Completion of SITC.	

			0.10	CES at Dehradun	Q1- issue of purchase order. Q3- Receipt of equipment Q4- Start of installtion & Completion of installtion works.	
			0.50	Completion of installation of Bagheshwar 5 KW FM Tr., Ujjain 5 KW FM Tr.,	Q 1- Completion of project.	
			0.50	Zonal purchase of equipment (Installation of 50 meter in Gairsain & new Tehri, other equipment and departmental works	Q-2- Completion of Project.	
			0.10	Taking over of 3 pending sites out of 19 nos. of 1 KW FM Trs. at Anini (Arunachal), Tamenglong & Ukhul (Manipur).	Q-1 & Q-2:- Identification of sites Q-3&Q4:- Taking over of sites.	
			1.50	Completion of civil works at the 16 sites which have been finalized. Building works at 8 places have been completed. Building works at 8 places are in progress.	Q1 -Completion of civil works at Changlang, Khonsa, Cherrapunjee, Phek & Wokha and award of Civil work at Zunheboto Q2&Q-3- Completion of works at Karimganj, Bomdila, and start of Civil work at Zunheboto. Q4-Completion of Tr. building at Zunheboto.	
			0.50	Completion of installation of 1 K FM Trs. works at 6 Places.	Q-1:- Installation of 50 meter tower at 6 places. Award of works at 10 places. Installation of 1 kW FM transmitter at 10 places. Q2- Progress of installation in 10 places. Q3- Completion of installation Q4- Test & measurement at all 16 places.	
			2.00	Procurement of panel Antenna for Silchar & Gangtok	Q 1- inspection of equipment. Q-2:- Receipt of equipment. Q 3- installtion Q4-commissioning of equipment.	
			0.35	Procurement of Studio Transmitter links for Silchar & Gangtok	Q1-Ordering of equipment Q3- Inspection and receipt of equipment Q4- Installation, Testing & measurement and commissioning of equipment.	

			1.50	Procurement of RN terminal for 19 nos of 1 kw FM transmitters, silchar, Gangtok and Chinsurah	Q1- Receipt of equipment, Q2-&Q-3 :- installation of equipment.	
			0.40	Hostel accomadation at Gangtok	Q 1.-Progress of works Q2- Completion of works	
			0.10	Hostel accomadation at 19 places	Sanctioning of estimate, award of works and start of works depend upon actual requirement of hostel accomadation after posting of operational and maintenance staff.	
			0.10	Completion of 10 kW FM Transmitter at Kohima	Q 1-Issue of order for Tower erection Q 4- Completion of Tower.	
			0.50	Installation and commissioning of remaining 100 watt FM transmitter	Completion of Project.	
	FM Expansion at existing 24 AIR/TV sites &100 Watt FM Trs. at existing 100 LPTs of DD/AIR under XI plan.		1.74	Procurement & installation of 1 kw FM transmitters at 12 places	Q 1- Receipt of equipment Q 3- Installation Q-4 :- commissioning	
			2.50	Procurement & installation of 5kw FM transmitters at 12 places	Q-1 :- Inspection of equipment Q 2- Receipt of equipment Q 3& Q-4 :- Installation and commissioning	
			2.00	Completion of Building works	Q-1 :- Progress of civil works. Q-2 :- Completion of civil works at 12 places and progress of works in remaining 12. Q-3 :- completion of Civil works.	
			1.00	Procurement of Zonal equipments and start of Departmental works.	Q-1 to Q-4 :- Completion of procurement of all Zonal equipment and start of Departmental works	
			1.00	Procurement of 100 watt FM transmitter	Q 1- Receipt of equipment Q 2-Q4 :- Installation and commissioning	
			1.00	Procurement of Zonal equipments and start of Departmental works.	Q-1 to Q-4 :- Completion of procurement of all Zonal equipment and start of Departmental works	

	Introduction of DRM+FM Transmitters at 50 major existing AIR Kendra		0.03	Approval of scheme, Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of specifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 - Sanction of estimates, preparation of specifications Q-3 :- award of Civil works. Q-4. Issue of NIT, start of Civil works.	
	FM expansion proposed by setting up various Power of Transmitters at 323 places with studio facilities at 148 places in XII plan		0.03	Approval of scheme, Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of specifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 - Sanction of estimates, preparation of specifications Q-3 :- award of Civil works. Q-4. Issue of NIT, start of Civil works.	
ii	Replacement of FM/MW Transmitters		4.85			
	Repl. of FM/MW Transmitters by higher power at 40 Existing Stations under XI plan		0.10	Procurement of 27 nos of 5/6 kW FM transmitter	Q1- completion of Technical evaluation Q2- Ordering of equipment. Q-4:- Inspection of equipment.	
			0.10	Procurement of 10 kW FM Transmitter for 13 places.	Q1- Ordering of equipment, Q3-Inspection of equipment, Q4-Receipt of equipment	
			1.00	Completion of Building works	Q-1 :- Completion of civil works at 27 places and progress of works at 13 places. Q-2 :- Completion of civil works at all the places.	
			0.10	Procurement of Zonal equipments and start of Departmental works.	Q-1 to Q-4 :- Completion of procurement of all Zonal equipment and start of Departmental works	
	Other procurements under replacement of FM transmitters		0.10	100 meter self supporting tower (Adilabad & Keonjhar).	Q1- Ordering of equipment, Q4- receipt of material at site and progress of works	
			1.40	RF coaxial cable with dehydrator at 27 paces.	Q 1- Receipt of equipment Q 2- Installation	
			2.00	Procurement of FM mono and stereo modulation monitor	Q 2- Receipt of equipment Q 3- Installation	

	Proposed Replacement of old FM Transmitters at remote and border areas at 74 locations & 28 nos. MW transmitters by FM Transmitters under XII plan		0.05	Approval of scheme Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of specifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 - Sanction of estimates, preparation of specifications Q-3 :- award of Civil works. Q-4. Issue of NIT, start of Civil works.	
1.2	Studio & Networking		46.20			
i	Installation of High end Server at 48 locations under X plan		12.00	Completion of installation of High end servers at 48 stations. (Order value ` 29.00 Cr	Q 1- Ordering of equipment Q-3 Receipt of equipment at some of the stations & start of SITC works. Q 4- Receipt of equipment of remaining stations,	
ii	Setting up 4 studios under X plan		0.50	Pending works at 4 studios	Q-1 Completion of Projects	
iii	Digitalisation of 98 Studio, Networking, Automation of RNU, Creation of 7 New RNU, Augmentation of Archival facility at Delhi & Creation at 4 places under XI plan		10.00	SITC of servers with centralized storage and system software (Data content server 38+10, Digital workstation 643+138+94), DOT opening 21.10.2011, Date of assurance 30.09.2011. Order value ` 23.30Cr	Q1- Order of equipment Q4-Receipt of equipment	
			8.00	Procurement of consoles	Q1- Order of equipment Q4-Receipt of equipment	
			4.20	SITC of servers, workstations and system software for RNU. Assured of 2.09.2011. Order value ` 4.2Cr. Order is to be placed.	Q1- Receipt of equipment Q2- Progress of installation Q3- Completion of installation.	
			2.30	Procurement of Zonal equipments and start of Departmental works.	Q-1 to Q-4 :- Completion of procurement of all Zonal equipment and start of Departmental works	
			0.10	Networking of studios	Q1- Issue of NIT Q-2 :- Tender opening and Technical evaluation Q-3 :- ordering of equipment Q-4 :- Receipt of equipment	

			4.00	Augmentation of Archival facility at Delhi & creation of Archival facility at Chennai, Mumbai, Kolkata & Hyderabad	Q1- Issue of NIT Q-2 : - Tender opening and Technical evaluation Q-3 :- ordering of equipment Q-4 :- Receipt of equipment	
			3.00	Refurbishing of studios	Q-1 to Q-4 :- Progress and completion of works	
			2.00	3. Up-gradation of News-on-Phone Service at 13 places and introduction of this service from 16 new places (29 nos.)	Q1- Receipt of equipment Q3- Progress of installation Q4- Completion of installion.	
iv	Digitalisation of 116 Studio, Neworking, Creation of 1 New RNU, Creation of Archival facility at Guwahati and refurbishing of studios under XII plan		0.10	Approval of scheme Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of spacifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 - Sanction of estumates, preparation of specifications Q-3 :- award of Civil works. Q-4. Issue of NIT, start of Civil works.	
1.3	Connectivity		15.10			
i	Procurement of DSNGs & MSS terminals under NESP Scheme		3.25	Completion of the project	Q-1 :- Receipt of equipment.	
ii	Procurement of STLs for 4 stations under Automation of Studio facilities & Misc Scheme		0.50	Procurement of STL	Q1- Ordering of equipment, Q3- inspection of equipment, Q4- receipt of equipment	
iii	Replacement of 80 STL and procurement of 35 New STL		4.60	Replacement of STL connectivity	Q1- Ordering of equipment, Q3-inspection of equipment, Q4-receipt of equipment	
	Procurement of 44 C -Band RN Terminal		3.50	C-band RN Terminal- at 44 places	Q2- Receipt of equipment, Q3&Q-4 -installation of equipment.	
	Installation of Captive Earth Stations		3.00	CES at 3 places	Q 3- Receipt of equipment Q 4-Start of installtion works.	
	Augmntation of DTH		0.15	Augmentation of DTH	Q1. Balance payment	
iv	Augmntation of telecom facility:Replacement of 2 pole to 4-pole feeds & dishes - 24 Replacement of SCPC by MCPC-		0.10	Approval of scheme Preparation of Civil estimates for renovation of existing building, sanction of estimates,	Q-1 :- Approval of scheme Q-2 - Sanction of estumates, preparation of specifications Q-3 :- award of Civil works.	

	32 Codecs for OBs & standby to STL -650 Mobile V-Sats - 32 New STL - 12 Augmentation of DTH to 40 Under XII plan			Start of works, Preparation of specifications for procurement of equipments and NIT	Q-4. Issue of NIT, start of Civil works.	
1.4	Strengthening of Staff Training Institute		3.10			
	Augmentation of STI(T) and STI(P) including regional training institutes.		0.10	Delhi STI(T)-Construction of Auditorium/conference hall & reception room	Q1- Receipt of estimates, Q2- Process for AA&E/S from competent authority. Q3- Award of work. Q4- Progress of works	
			0.20	Costuction of meditation hall, library at STI(T), Delhi	Q-1 :- Progress of works Q-2 :- proress of works. Q-3:- completion of works	
			2.70	Procurement of varios equipments under the scheme	Q-1 to Q-4 :- Receipt of various equipment under the scheme, Few equipments would be received alongwith the equipment under other scheme for whice procurement action is in process.For others, action is being taken for procurement	
	Procurement of Digital broadcast equipment, including DRM+ & DTT Trs, for Delhi & Bhubneshwar Under XII plan		0.05	Approval of scheme Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of spacifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 - Sanction of estumates, preparation of specifications Q-3 :- award of Civil works. Q-4. Issue of NIT, start of Civil works.	
	Major Renovation of Hostels, fencing, roads etc for Delhi & Bhubneshwar Under XII plan		0.05	Approval of scheme Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of spacifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 - Sanction of estumates, preparation of specifications Q-3 :- award of Civil works. Q-4. Issue of NIT, start of Civil works.	

1.5	Strengthening of Research & Development	to carry out propagation studies on digital transmission like DRM/DRMz, DVB, FM, VHF, UHF, CW etc. to develop monitoring system for digital transmission to development comprehensive Interactive broadcasting Services	2.10			
			0.10	Procurement of 1 KW MW DRM Transmitter	Q1- Ordering of equipment, Q2-inspection of equipment, Q4-receipt of equipment & installation	
			0.50	Procurement of FM DRM+ transmitter	Q1- Ordering of equipment, Q2-inspection of equipment, Q4-receipt of equipment & installation.	
			0.20	Procurement of 26 MHz SW DRM transmitter	Q1- Ordering of equipment, Q2-inspection of equipment, Q4-receipt of equipment & installation.	
			0.20	Procurement of crossfield antenna	Q1- Ordering of equipment, Q2-inspection of equipment, Q4-receipt of equipment & installation.	
			1.00	Other works and procurement of equipment	Q-1 to Q-4 :- Receipt of various equipment under the scheme, Few equipments would be received alongwith the equipment under other scheme for which procurement action is in process. For other, action is being taken	
	New Proposal for R&D in XII plan		0.10	Approval of scheme Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of specifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 - Sanction of estimates, preparation of specifications Q-3 :- award of Civil works. Q-4. Issue of NIT, start of Civil works.	

1.6	Programme Management Unit		27.00	Approval of scheme Recruitment of staff for implementation of scheme on contract basis		
2	Strengthening of Border area		11.00			
i	Setting up HPT/LPT in J&K:- Installation of 3 nos. of 10 kW FM Trs and 3 nos. of 10 kW TV Trs. Setting up 10 kW FM Tr at existing DD Site Setting up 2 nos. of 5 kW TV Trs at AIR Site. Setting up 4 nos of 100 Watt FM Trs		0.50	Procurement of 100 watt FM transmitters (4No)	Q 1- Receipt of equipment Q 2-Q4 :- Installation and commissioning	
			0.50	Acquisition of third sites	Q-1 :- acquisition of Site	
			0.10	Procurement of 10 kW FM Tx (1+1) at Naushera	Q1- Ordering of equipment, Q4-inspection of equipment,	
			5.80	Procurement of 2 nos of 5 kW TV transmitter at Rajouri	Q1- Ordering of equipment, Q3-inspection of equipment, Q4-receipt of equipment	
			0.10	Procurement of 10 kW FM Transmitter(1+1) and 10 kW Tv Transmitter (1+1) for DD at three places	Q1- Ordering of equipment, Q4-inspection of equipment,	
			2.00	Zonal purchase and departmental works	Q-1-Q-4:- Progress of procurement and works.	
			1.00	Civil works	Q-1-Q-4:- Progress of works.	
i ii iii iv v vi vii viii	Setting of FM Transmitters under XII plan at: Indo-Bangladesh Border Indo-Myanmar Border Indo-China Border Indo-Bhutan Border Indo-Nepal Border Indo-Pakistan Lakshdweep & Minicoy Islands Andaman & Nicobar Islands		1.00	Approval of scheme Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of specifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 - Sanction of estimates, preparation of specifications Q-3 :- award of Civil works. Q-4. Issue of NIT, start of Civil works.	
3	Broadcasting on alternate platforms	To enable Internet users to have access to AIR channels; To provide diversified means of receiving AIR channels	0.10	Approval of scheme Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of specifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 :- Sanction of estimates, preparation of specifications Q-3 :- award of Civil works. Q-4 :- Issue of NIT, start of Civil works.	

4	Consolidation of Infrastructure	to improve efficiency, effectiveness and quality of broadcast by replacement and improvement of existing facilities to provide corporate working environment wherever required; To provide facilities for staff welfare	10.10			
	I.O.F. at Existing Centres under XI plan		0.10	Provision of 5 Mobile FM Trs. at 5 zonal offices for emergency situation	Q1- Ordering of equipment, Q4-inspection of equipment,	
			1.00	Provision of measuring equipment for studios	Q1- Ordering of equipment, Q2-inspection of equipment, Q3-receipt of equipment & installation, Q4-Testing & measurements	
			0.50	Provision of telemetry at MW Trs. for remote control at 23 places.	Q1- Ordering of equipment, Q2- inspection of equipment, Q3- receipt of equipment & installation, Q4- Testing & measurements	
			2.00	Provision of UPS at existing FM Stations 80 places.	Q1- Ordering of equipment, Q2-inspection of equipment, Q3-receipt of equipment & installation, Q4-Testing & measurements	
			0.50	Refurbishing of Studios at Gwalior, Ratnagiri & Sangli	Q1- Ordering of equipment, Q2-inspection of equipment, Q3-receipt of equipment & installation, Q4-Testing & measurements	
	Office Accommodation/Staff Quarter at Guwahati including hostel accommodation at Srinagar		1.50	Work for Hostel Accommodation at Srinagar has been sanctioned in Oct 2010 (Rs. 3.68 cr). Work could not be awarded by CCW due to delay in providing the approval of demolition of existing building. Now demolition of building has been approved in June 2011. Work would be awarded.	Q-1 :- Progress of works Q-2 :- proress of works. Q-3:- Progress of works Q-4:- Completion of works	

			2.00	Staff quarters at Guwahati have been sanctioned on 19.10.2010 (` 7.14 cr). Work has been awarded in Feb 2011.	Q-1 :- Progress of works Q-2 :- Progress of works. Q-3 :- Progress of works Q-4 :- Progress of works	
			2.40	Zonal office at Guwahati - Sanction issued on 03.03.2011 (` 7.67 cr by AIR & 1 Cr by DD).	Q-1 :- Progress of works Q-2 :- Progress of works Q-3 :- Progress of works Q-4 :- Progress of works	
	Community Centres at Delhi & Mumbai		0.03	Approval of scheme, Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of specifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 :- Sanction of estimates, preparation of specifications Q-3 :- award of Civil works. Q-4. Issue of NIT, start of Civil works.	
	Holiday Homes at 10 places		0.01	Approval of scheme, Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of specifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 - Sanction of estimates, preparation of specifications Q-3 :- award of Civil works. Q-4. Issue of NIT, start of Civil works.	
	Portable FM Broadcasting set ups along with hydrolic tower & antenna - 5		0.01	Approval of scheme, Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of specifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 - Sanction of estimates, preparation of specifications Q-3 :- award of Civil works. Q-4. Issue of NIT, start of Civil works.	
	Major renovation of buildings, toilets, entrance foyer & office rooms at 50 locations		0.01	Approval of scheme, Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of specifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 - Sanction of estimates, preparation of specifications Q-3 :- award of Civil works. Q-4. Issue of NIT, start of Civil works.	

	Major renovation of buildings, central air conditioning & power supply of Akashwani Bhawan Delhi		0.01	Approval of scheme, Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of specifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 - Sanction of estimates, preparation of specifications Q-3 :- award of Civil works. Q-4. Issue of NIT, start of Civil works.	
	Improvement of power factor equipment at 90 places		0.01	Approval of scheme, Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of specifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 - Sanction of estimates, preparation of specifications Q-3 :- award of Civil works. Q-4. Issue of NIT, start of Civil works.	
	Moder fire fighting equipment at 300 locations		0.01	Approval of scheme, Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of specifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 -Framing of teams for software requirements, Study of requirements & framing of system Specs, Framing of DTEs Q-3 :-Preparation of procurement proposals for items available on rate contract, Issue of NIT, Procurement of Minor items Q-4. Development of system software, Issue of NIT for major items	
	Strengthening of security fencing, towers & roads		0.01	Approval of scheme, Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of specifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 - Sanction of estimates, preparation of specifications Q-3 :- award of Civil works. Q-4. Issue of NIT, start of Civil works.	
5	E- Governance	to facilitate faster dissemination of information to media units by providing network based on-line management systems and ERP solutions for management of the vast network of AIR & DD stations to provide video conferencing,	0.10	Approval of scheme, Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of specifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 - Sanction of estimates, preparation of specifications Q-3 :- award of Civil works. Q-4. Issue of NIT, start of Civil works.	

		e-tendering, website presence by all stations of AIR and grievance redressal system				
	Scheme: II - Content Development and Dissemination		25.00			
(i)	Software (DBS)	To generate Software of high quality so as to attract and sustain AIR listenership in a competitive media environment.	25.00	1. New & fresh Content creation 2. Radio Workshops, Sangeet Sammalen, concerts etc. 3. Coverage of national & international events 4. Flagship programme production 5. Digitalization of AIR Archives	Utilization of funds for Software production/ Acquisition & for content creation, flagship programmes, digitalization of archives etc.	
	Software (IEBR)	To generate Software of high quality so as to attract and sustain AIR listenership in a competitive media environment.	150.00	1. New & fresh Content creation 2. Radio Workshops, Sangeet Sammalen, concerts etc. 3. Coverage of national & international events 4. Flagship programme production 5. Digitalization of AIR Archives	Utilization of funds for Software production/ Acquisition & for content creation, flagship programmes, digitalization of archives etc.	
	Scheme III: Human Resource Development		0.00			
	Scheme IV: Special Projects		0.10			
(i)	Renovation of Auditorium at Delhi	To construct an Auditorium as AIR, does not have any Auditorium in Delhi; to provide facility for arranging programmes before invited audience; To organize live programme with participation of large groups.	0.10	Approval of scheme Preparation of Civil estimates for renovation of existing building, sanction of estimates, Start of works, Preparation of specifications for procurement of equipments and NIT	Q-1 :- Approval of scheme Q-2 - Sanction of estimates, preparation of specifications Q-3 :- award of Civil works. Q-4. Issue of NIT, start of Civil works.	
	Total (Capital)		247.00			
	Total (Revenue)- DBS		52.00			
	Total of AIR		299.00			

PRASAR BHARTI

DOORDARSHAN - ANNUAL PLAN (2012-13)

Statement of Outlays & Outcomes/Targets (2012-13)

(` in crore)

S. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13 (Plan Budget)	Quantifiable Deliverables/ Physical Outputs	Projected Outcome	Processes/Timeliness (Qrly Targets)	Remarks
1	2	3	4	5	6	7	8
	Continuing Scheme						
1	Ongoing schemes of X Plan (Spilled over XI and XII Plan)	completion of Projects sanction Prior to XI Plan	45.00				
				Commissioning of DD1 and DD (News) HPTs at Amritsar with antenna mounted on 300 M Tower	Increase of TV coverage in border areas of Punjab & across the border.	Installation of DD1 and DD (News) Transmitter at new site and commissioning:- 2 nd Quarter.	Tower erected to full height. Building constructed.
				Staff Quarter Patna		Completion of work 3 rd Quarter	
				Metro Staff Quarter Mumbai		Completion of work 4 th Quarter	
				Automode LPTs-50	Improvement of quality in terrestrial transmission and coverage area	Placement of order for transmitter equipment -2 nd QuarterInstallation and commissioning of automode LPTs at 35 locationsin phases -4 th Quarter	
				HPT Mehboob Nagar (interim setup)	Increase of TV coverage to the targeted areas.	Installation of 10 KW Transmitter at Mahboobnagar and commissioning in interim set up -2 nd Quarter.	Transmitter equipment supplied.

				Tower at Cannanore	Increase of TV coverage to the targeted areas.	Placement of order for erection of tower- 2nd Quarter.Tower erection to be in progress - 4 th Quarter	
				Procurement of Camera Chain (59 Nos)		Placement of order for Camera chain 1st QuarterEquipment supply - 4 th Quarter	
				TV Studio Dehradun (permanent setup)	Enhancement of program production capacity	Completion of building work 2 nd Quarter Completion of installation work - 4 th Quarter	Revised Cost Estimate of project to be approved
2	Digitalisation of Terrestrial Transmitter Network		69.79				
	a) Digitalization of Transmitter	Digitalisation of terrestrial transmission.		Digital HPTs-19	Digitalization of Terrestrial Transmission	Placement of order for 19 digital HPTs 2 nd Quarter.Part supply of digital transmitters -4 th Quarter.Supply and installation of antenna sysetm including strengthening of towers -4 th Quarter.	Tenders invited for procurement of 19 digital HPTs and under evaluation. Order placed for SITC of antenna system including strengthening of tower.
	b) Digitalization of Studio	Full digitalisation of production, post production, editing and archiving facilities		Full digitalization 8 analog Studios	Digitalization of Production Facility.	Supply of equipment for digitalization of 8 analog studios 3 rd QuarterFull digitalization of 8 analog Studios. 4 th Quarter.	Equipment under procurement for full digitalization of 8 analog Studio centers in progress. 10 equipment items ordered

3	Modernisation, Augmentation & Replacement of Transmitter and Studio Equipments		26.00				
	a) Modernisation, Augmentation and replacement of transmitter equipments	Modernisation, Aug. and repl. of transmitter equipment which have served its useful life and due to technological compulsion.					
				Replacement of 15 HPTs	Improvement in coverage area and quality of terrestrial transmission	Placement of order for HPTs and their antenna system 2 nd Quarter Part Supply of equipment 4 th Quarter	Tenders have been received and under evaluation
				500 W automode LPTs (60 nos)	Improvement in the quality of terrestrial transmission	Placement of order for transmitter equipment -2 nd Quarter	Tenders have been received and under evaluation
	a) Modernisation, Augmentation and replacement of studio equipments	Modernisation, Aug. and repl. of production related equipment with its digital counter part which have served its useful life and due to technological compulsion.					
				Procurement of Studio equipment viz camera chains, colour monitors, SD OB van, Logo Generators etc.	Enhancement in technical quality and system reliability	Supply of equipment in phases.Part supply of equip.- 2 nd Quarter Part supply of equip. - 4 th Quarter	
				Replacement of essential service equipment viz. Power supply, AC plants, Lighting grid,accoutic and floring	Enhancement in system reliability	Replacement of essential service equipmenet at various DDKs, in phases. - 4 th Quarter	

4	Expansion of DTH	Increase of channels in DTH platerform from 59 to 97.	25.00	Increase of channel capacityin DTH Platform	Increase in the number of DTH channels.	Placement of order 1 st Quarter Upgradation of DTH platform to 75 channels - 2 nd Quarter	
5	Modernisation, Augmentation and replacement of satellite broadcast equipments	Modernisation, Aug. and repl. of satellite broadcast related equipment with its digital counter part which have served its useful life and due to technological compulsion. Aug. of News Gathering Facility	25.00				
				Upgradation of Earth Station (5 Nos)	Enhancement in the capacity and improvement in system reliability	Upgaradtion and commissioning of 5 Earth Staions - 3 rd Quarter	
				Replacement of Earth Station compression equipment at 2 locations	Improvement in system reliability	Placement of order 2 nd Quarter Replacement of Earth station compression equipment at 2 locations -4 th Quarter	
				Replacement of DSNG units-6 locations	Increase in system reliability	Supply of DSNGs (6 nos):- 1 st Quarter	DSNGs ordered.
				Replacement of Existing IRDs with DVB-S2 based IRDs		Placement of order for DVB-S2 based IRDs -4 th Quarter	
				New DSNGs-9 nos	Increase in the capacity of News coverage and current affairs programs.	Placement of order for 9 DSNGs 4 th Quarter	
				New Earth Stations -5 nos	Increase in News feed contribution.	Establishmenet of New Earth stations at 4 locations - 3 rd Quarter	Order for 4 Earth stations placed.

6	High Definition TV	HDTV production, post production facility and transmission.	25.00	HDTV Production facility at Delhi and Mumbai		Order for SITC Job - 2 nd Quarter SITC of HDTV Studio at Delhi and Mumbai to be in progress. - 4 th Quarter	Tenders received and under evaluation.
				Multi-Camera mobile equipment for Outdoor Production facilities at Delhi and Mumbai		Placement of order for HDTV Vans at Delhi and Mumbai - 4 th Quarter	Tenders received and evaluated. Commercial bids also opened. Further action in progress.
				Fly away Production set up at Delhi	Production of program, uplinking and terrestrial transmiision in HDTV format	Placement of order for equipment -4 th Quarter	
				HDTV Transmitters at Delhi, Mumbai, Kolkata, Chennai		Order of Transmitters -2 nd Quarter Supply of transmitters 4 th Quarter Strengtheing of tower and installation of antenns system 4 th Quarter	Tenders received for procurement of HDTV transmitters and under evaluation. Antenna and feeder cable received.
7	Staff Quarters and other misc Scheme	Provision of housing facility for staff. Augmentation of infrastructure/strengthening of security at various stations	10.00	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 BhawanComple 7. Augmentation and improving the infrastructure and security of existing Doordarshan offices		Construction of staff Quarters at 4 locations. Construction of Guest House at 4 locations. Construction of community center at 3 locations.Construction of DMC buildings at 7 locationsWork of Tower “C” building to be in progress.	
	New Scheme		0.19				
1	Scheme-I-Broad-casting Infrastructure Network Development						12 th Plan allocation yet to be approved
2	Scheme-IV-Special Projects		0.02				12 th Plan allocation yet to be approved
	Total (Capital)		226.00				
	Total (Revenue)		60.00				
	Total of DD		286.00				

MAIN SECRETARIAT'S BROADCASTING WING SCHEMES

International Channel

Financial Outlays, Projected Physical Outputs and Projected Outcomes.

(` in Crore)

S. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
			4(i)	4(ii)	4(iii)				
			Non Plan Budget	Plan Budget	Complementary Extra-budgetary Resources				
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.	-----	.01	-----	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 approval stage.	-----

Supporting Community Radio Movement In India

Ministry of Information & Broadcasting proposes to award grants to existing and new community radio stations for infrastructure/equipment/training/capacity building/content development and operational cost etc. Grant size to stations will be in the range of ` 1 to 15 lakh, depending on the purpose for which the grant is sought. Over a period of 5 years, 500 new CRS and 300 on air CRS will be supported.

Ministry also proposes to create awareness about the policy and build capacity of the permission holders by organizing a number of awareness/capacity building workshops and National Sammelan & Exhibition etc. in various parts of the country. In addition, other major activities under IEC activities will be designing and conducting technical training modules for CR operators, study visits to successful CRS models in India & abroad, undertaking impact studies before and after CRS, development & maintenance of online portal for CRS management system & content sharing, publicity/ printing of IEC materials/Kits for distribution to Panchayats and Supporting innovations in community Radio field.

In the BE 2012-13 ` 5 crore has been allocated for the plan Scheme “Supporting Community Radio Movement in India”. Out of it, Rs.3 Crore has been earmarked for CRSS and ` 2 crore for IEC Activities. The Outcome Budget (2012-13) of the scheme **“Supporting Community Radio Movement in India”** is shown in the table that follows.

S. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2012-13			Quantifiable Deliverables/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
			4(i)	4(ii)	4(iii)				
	"Supporting Community Radio Movement in India"		Non Plan Budget	Plan Budget	Complementary Extra-budgetary Resources				
1.	Component I "Community Radio Support Scheme"	Strengthen both new and existing CR Stations with resources, capacity and technology, in order to fulfil their community responsibilities.	-----	3.00	-----	Growth of CRS especially in remote, rural and poverty stricken areas	Increase in number of operational CRS	Constitution of CRSS for making grants and to evaluate manage and document them	
1.	Component II "IEC activities for Community Radio"	Grant of permission for Community Radio Broadcasting	-----	2.00	-----	Create awareness amongst the NGOs/community based organizations about the policy and capacity building of letter of intent holders & existing Community radio station operators. Advocacy with ministries/Govt. Departments to use potential of CRS to reach out to masses.	Community development through education, health & environment awareness, cultural & social homogeneity of the society.	Organising Workshops for Publicity in various parts of the country. Designing of training modules, presenting National Awards, undertaking impact studies & study visits and support innovations in CRS.	-----

CHAPTER III

REFORMS, MEASURES AND POLICY INITIATIVES

INFORMATION SECTOR

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, software have been evolved in house, which would allot advertisements on the basis of various criteria, such as circulation, cost, and 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 initiatives 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.

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 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, remote and backward areas.

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

EMPLOYMENT NEWS

OUTPUTS & FINAL OUTCOMES

NON-PLAN:

Total Revenue & Surplus

Employment News has earned a revenue of ` 5425.33 lakh in 2010-11. The surplus after the expenditure for 2010-11 is ` 2865.32 lakh. The revenue up to December, 2011 is ` 3994.77 lakh and the surplus over expenditure is ` 2414.00 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 2010-11. Advertisement revenue is ` 3432.64 lakh in 2010-11 and the revenue from circulation is ` 1992.69.00 lakh.

Average No. of pages

Average no. of pages being printed in Employment News has steadily increased from 39.55 pages in the year 2000-01 to 65.23 pages in the year 2010-11. .

Network Extension

Employment News largely depends upon its own network of distributors for reaching out to its readers. Direct subscription facility is also available to readers to ensure coverage in remote areas. Employment News intends to expand the network further by appointing new distributors.

vi) Interactive Website:

The foremost success of EN has been the "launch of interactive website under the domain *www.employmentnews.gov.in*" both in English and Hindi which is attracting a page hit of more than 20000 per day making it one of the highest in the government sector.

INDIAN INSTITUTE OF MASS COMMUNICATION

The Institute equips 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. It is found that, generally, about 60% of students in the various PG Diploma Courses of IIMC are women, thus furthering the cause of women's empowerment in the media and communication field in India.

In a major thrust to promote greater decentralization, IIMC has opened 2 new Regional Centres at Aizawl (Mizoram), Amravati (Maharashtra). It is in the process of opening 2 more Regional Centres at Jammu (J & K) and Kottayam (Kerala). These are in addition to its existing Regional Centres at Dhenkanal (Orissa) and its Headquarters at New Delhi.

Transparency in the admission process through the conduct of an all-India entrance examination is ensured by uploading all results of the written test, as well as interview and final list on the Institute's 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 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 the 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.

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.

Amendment of the Press Council (Delegation of Financial Powers) Regulation, 1983

Policy Measures

During the period under review the Council has constituted four High Powered Committees to make recommendations so as to frame the policy relating to following matters:-

- (a) 'Private Treatise by Media Companies' (Reference received from SEBI).
- (b) To examine the issue of safety of journalist in discharging their duties
- (c) To examine the issue of threats/problems being faced by the small and medium newspapers for non adoption of Model Accreditation Advertisement Rules framed by the Council.
- (d) To draw an opinion in the matter relating to Indecent Representation of Women (Prohibition) Amendment Bill, 2011-Draft Cabinet Note.

Transparency

- (a) Implementation of RTI Act, 2005.
- (b) Putting of adjudications and other measure/action on website.
- (c) Putting levy collection arrears on website.
- (d) Vigilance set up in place
- (e) Citizen's Charter of the Council available in public domain

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 Mahatma Gandhi National Rural Employment Guarantee Act, National Rural Health Mission, Sarv Shiksha Abhiyan, Jawahar Lal 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. 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 upto the completion of RCC work, brick and plaster work upto 4th (top) floor. The works of flooring, Internal electrical work, HVAC, Water supply/sanitary are in progress.

Apart from the above, PIB deputs its officers for grant of special accreditation to journalists during International Film Festival of India and Pravasi Bhartiya Diwas Samaroh. 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.

The scheme **Modernisation of PIB** has been proposed to be included in 12th Five Year Plan as a new scheme. The objective of the Scheme is to modernize and upgrade the communication and information dissemination systems in the PIB to fully utilize the modern technology and bring about a sea change in efficiency of PIB both at headquarters and its regional and branch offices. To achieve these objectives, the following components have been proposed under the scheme :

Modernizing communication and information dissemination systems To modernize and upgrade ICT infrastructure and utilize modern technology to bring about greater efficiency, strengthen communication information dissemination system and improve service delivery.

24x7 Media Control Room for Emergencies To set up a 24x7 feedback & response system for emergencies in the Press Information Bureau, which will monitor news channels round the clock for providing feedback to Ministers and other senior officers of Government of India so as to enable them formulate a response on developing issues/ news stories on real time basis.

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) Panel of printers is under review to include more printers equipped with the latest machines & technology 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.

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) A series of books are being brought in 2011-12 on the life and work of great literary personalities of Hindi whose centenary is being observed in 2010, 2011 and 2012. Books on Agyeya, Gopal Singh Nepali, Faiz Ahmed Faiz, Nagarjun & Kedarnath Agrawal are some of the personalities on whom books are being published in 2011-12.
- (c) 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) Expand the Home Library membership base to include new members.
- (c) Tie up with on-line book stores has been initiated to expand the reach of our publications.

Yojana

The covers of Yojana and Kurukshetra were redesigned to make them more appealing and reflecting the main theme of the issue

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 have been reviewed with a view to making the Act relevant in the present scenario of the print media. Accordingly, PRB Amendment ACT, 2011 has been drafted and it is in the final stage of legislation. 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 have been opened during 11th Plan Period 2007-12. During 12th Plan Period 2012-2017, three activities namely (i) digitalisation of records (ii) Online Registration process and (iii) e-filing of Annual Statements will be taken up for implementation.

SONG & 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.

MAIN SECRETARIAT'S INFORMATION WING SCHEMES

(A) Construction of Soochna Bhawan

In 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, the Expenditure Finance Committee meeting was held on 12.3.2008 for the construction of Phase-V of Soochna Bhawan. The EFC approved the project limiting the cost to ` 74.60 crore stipulating that there should not be cost overrun. Subsequently, on the advise of IFD of this Ministry, the contingency amount, which was earlier included in the cost was deducted from the project cost and consequently, the total cost of the project sanctioned was ` 72,88,55,919/-. The details of budget allocated during the 11th Five Year Plan Period (2007-2012) are given below:

` in Crore

S.No.	Name of Project	Allocated Budget	Fund Released	Annual Plan
1.	Construction of Phase-V of Soochna Bhawan at CGO Complex, Lodhi Road, New Delhi.	` 1.00 crore	` 1.00 crore	2007-08
2.	-do-	` 3.53 crore	` 1.76 crore	2008-09
3.	-do-	` 10.00 crore	` 10.00 crore	2009-10
4.	-do-	` 18.00 crore	` 18.00 crore	2010-11
5.	-do-	` 31.30 crore	` 21.30 crore	2011-12 (Till Feb. 2012)
	Total	` 63.83 crore	` 52.06 crore	

The construction of Phase-V of Soochna Bhawan is expected to be completed during the next Annual Plan Year i.e. 2012-13. The total funds to be released in the Financial year 2011-12 is ` 31.30 crore.

(B) Development Support of NE/J&K And Other Identified Areas

This is a new scheme conceptualized with the objective of developing communication infrastructure in NE/ J&K and other identified areas.

(C) International Media Programme

As the scheme is new and the objective of introducing the same is to bring about sharing of experience between India and other countries in the domain of media and development.

(D) Policy Related Studies, Seminar, Evaluation, etc. for all three sectors including media units (excluding Prasar Bharati)

The scheme provides for undertaking policy related studies, seminars and evaluation of continuing/new (Mid Term Appraisal) Plan Schemes of the Ministry in media sector. These studies will help in understanding the dynamics of development in this sector to initiate appropriate policy reforms.

FILM SECTOR

CENTRAL BOARD OF FILM CERTIFICATION

To address the present day requirements of the certification process, the Cinematograph Act, 1952 is proposed to be amended. The certification process is being made on line. This will ensure transparency in the certification of films.

CHILDREN'S FILM SOCIETY, INDIA

An appeal was made to the Government of Maharashtra for sanctioning land in Film City for construction of a Children's Film Complex 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, had offered 1600 sq.mtrs. of land at the entrance of the Film City at Goregaon, Mumbai. CFSI is now awaiting Government of Maharashtra's approval.

A periodic follow-up on the Complex with the Government of Maharashtra is being done by CFSI.

CFSI's aim is to construct a modern Children's 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 FILM FESTIVALS

Organizing of 59th National Film Awards function on 3rd May, 2012 at New Delhi. Conduct of jury screenings to enable announcement of 60th National Film Awards for the year 2012.

Selection of films under Indian Panorama for the year 2012, Organization of International Film Festival of India 2012 and processes for setting up of Special Purpose Vehicle (SPV) for International Film Festival of India.

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.

FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

A proposal to introduce an Act of Parliament to declare FTII as an Institute of National Importance is being processed. This Act of Parliament will give recognition to the diploma courses being offered by the Institute and enable the Institute to effectively undertake various measures towards accomplishment of its mandate.

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

FILMS DIVISION

Documentaries are also now produced through outside producers and NGOs. This has been done to ensure quality output and creativity in documentary film production in the country. This measure also aims at giving an opportunity to the talent available in the country and thereby giving a fillip to the documentary movement of the country.

NATIONAL FILM ARCHIVE OF INDIA

From the year 2012-13 NFAI proposes to acquire inter-negatives of film also. The Heritage Building Jayakar Bunglow is proposed to be preserved and to be used as a digital library, where digitalized versions of archival material would be viewed by research students.

NATIONAL FILM DEVELOPMENT CORPORATION LIMITED

It has been decided to provide Government support to NFDC during the 12th 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.

NFDC will also be the Executing Agency for implementing one of the components namely, Participation in Film Market of the composite 12th Plan Scheme titled “Promotion of Indian Cinema through film festivals and film markets in India and abroad”.

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.

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

A proposal to introduce an Act of Parliament to declare SRFTI as an Institute of National Importance is being processed. This Act of Parliament will give recognition to the diploma courses being offered by the Institute and enable the Institute to effectively undertake various measures towards accomplishment of its mandate.

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

MAIN SECRETARIAT’S FILM WING SCHEMES

(A) Anti-Piracy Initiatives

With the view to combating the growing menace of piracy especially in the film sector, Ministry of Information & Broadcasting proposes to implement a Plan Scheme towards creating awareness among the stakeholders.

(B) National Film Heritage Mission

Ministry of Information & Broadcasting proposes to implement an ambitious project under the Scheme to preserve our film heritage for the posterity on a Mission mode.

(C) Promotion of Indian Cinema Through Film Festivals and Film Markets in India and Abroad

- (a) Directorate of Film Festivals/IFFI Sectt.
- (i) Participation and conduct of 20 film festivals in India and abroad.
- (ii) Selection of films under Indian Panorama for the year 2012.
- (iii) Organization of International Film Festival of India 2012 and processes for setting up of Special Purpose Vehicle (SPV) for International Film Festival of India.
- (b) Children's Film Society, India would organize National Children's Film Festival during the year 2012-13.
- (c) National Film Development Corporation would participate in 05 International Film Markets and also carry on its activities for promotion of film exports.
- (d) CFSI proposes to organise exhibition of children's films in Schools throughout the country.

(D) Production of Films in Various Indian Languages

During XI Plan, the activities relating to production of films were being undertaken separately by the concerned Organizations under the Ministry. In order to synergize the production of films in regional languages, children's film and documentary films and to encourage new talent, the activities of NFDC, CFSI and Films Division have been merged into a single scheme entitled 'Production of Films in various Indian Languages' in the XII Plan ' .

(E) Setting Up of National Centre of Excellence for Animation, Gaming and VFX

Ministry of Information & Broadcasting proposes to set up a National Centre of Excellence for Animation, Gaming and Visual Effects to address the industry needs of the animation and gaming sector of the Industry.

BROADCASTING SECTOR

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 2011-12 there is an allocation of ` 2.18 crore which has already been utilised. 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. Setting up of monitoring mechanism for private FM Radio is under process.

FM CELL

Private FM Radio was opened up by the Government 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.

PRASAR BHARATI

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 91.87% area and 99.19% 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.

The infrastructure, primarily, includes land, building, tower, transmitters, studios Satellite Earth Stations, Archiving facility, Staff Training Institute (Technical), Research and Development etc. 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 are generating/can generate revenue through Public Private Participation (PPP) during the next 10 to 15 years, through following Schemes:

- Sharing of Prasar Bharati (PB) infrastructure such as Tower (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 tower 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 setup. Operation and maintenance of IGNOU transmitters is also being done by AIR/DD station. For future IGNOU transmitters also Prasar Bharati Plan 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 of AIR

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

At a cost of ` 843.54 crore and strengthening of AIR/DD coverage in border areas at a cost of ` 100 crore 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.

Digitalization

All the 35 Satellite channels are operating in digital mode. DTH platform is also digital. Out of the 67 Studio Centres, 23 are fully digital & 31 are partially digital. The remaining 13 Studio centres are analog. Doordarshan's scheme of digitalisation involving an outlay of ` 620 crore was approved in April 2010. Major projects approved, as part of this scheme are as under:

Full digitalisation of 39 Studio centres (31 partially digital & 8 analog Studio centres), Establishment of digital HPTs at 40 places. Implementation of the above projects has been taken up. Studio centres are expected to be made fully digital by 2012. Digital HPTs are expected to be installed in phases, by 2014.

Modernization of Studio and Transmitter equipment.

Scheme of Modernization, Augmentation and Replacement of Transmitter and Studio equipment involving an outlay of ` 299 crore was approved in February 2011. Major projects approved, as part of this scheme, are as follows:

- (i) Replacement of existing old High Power Transmitters (HPTs) at 15 locations.
- (ii) Replacement of existing 60 Low Power Transmitters (LPTs) by automode (1+1) 500 Watt LPTs.
- (iii) Modernization of 20 Studio centres by way of replacement of aging equipment like Camera chains, Production Switchers, Logo Generators & Colour monitors etc.

Implementation of the above projects have been taken up.

HDTV

HDTV refers to video having resolution 5 times higher than traditional television systems (Standard-Definition TV). Main features of HDTV are - Crystal clear & noise free picture; more realistic colors; wide screen picture and more viewing realism.

Following HDTV Projects are under implementation, as part of 11th Plan:

- (i) HDTV Studios at Delhi and Mumbai
- (ii) HDTV Field production, Post production and Preview facilities at Delhi Kolkata, Mumbai & Chennai
- (iii) HDTV transmitters at Delhi, Mumbai, Kolkata and Chennai.
- (iv) Multi-Camera OB van (2 nos.) for outdoor production at Delhi and Mumbai.

The above mentioned projects are at different stages of implementation and are expected to be completed by 2013, in phases.

Training

Doordarshan has undergone a sea change in last two decades. TV technology is changing very fast. Analog equipments, which have ruled over so far, are fast becoming obsolete. Digitalization is talk of the day. Doordarshan is also digitalizing its network. Doordarshan has been laying emphasis on training of its staff especially in view of fast developments taking place in broadcast technologies. Training Programmes for new recruits as well as for upgrading skills of existing personnel in tune with new emerging technologies besides management programmes are conducted at the in-house training institutes viz STI (T) Delhi, DTI Lucknow, RSTIs (T) at Shillong, Bhubaneswar and Malad (Mumbai). Training courses are also conducted at IIT Kanpur, IIM Shillong and certain other outside institutes. In addition, training is provided by the equipment manufactures at their works. About 760 engineering officers have been provided training during April to November 2011 and about 440 engineering officers are proposed to be trained during 1st December 2011 to 31st March 2012. About 75 engineering officers have been trained during 2011 against various A/Ts by the equipment manufacturers, for new equipment being inducted into network. Workshops have been organised for the repair of defective equipment in different zones.

MAIN SECRETARIAT'S BROADCASTING WING SCHEMES

(A) International Channel

As per rough estimates, expenditure is of the order of ` 100 crore. The proposal for starting an independent channel has been sent to planning commission for consideration under 12th Five Year Plan.

(B) Supporting Community Radio Movement in India

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 67 eligible institutions and 45 have signed License Agreement. At present 130 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. Since 2006, 155 permission have been issued to Community based Organisations and out of them 130 have operationlised their stations.

CHAPTER IV

REVIEW OF PAST PERFORMANCE

INFORMATION SECTOR

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

Target and achievements for the year 2010-2011: The targets and achievements, both in financial and physical terms for 2010-11 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

(` In lakh)

(Budget Estimate- 2010-11)			(Actual Expenditure 2010-2011)		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
4949.00	6227.99	11176.99	4947.32	6663.75	11611.07

*During Annual Plan 2010-11 approval outlay ` 4450.00 lakh enhanced to ` 4949.00 lakh at RE/FG stage.

Annual Plan 2010-11 was formulated with one ongoing scheme i.e. Developmental Publicity Programme: Conception & Dissemination having ` 4450.00 lakh as approved Outlay. While additional funds were further provided upto ` 4949.00 lakh at the stage of Revised Estimate/ Final Grant and a sum of ` 4947.32 lakh were incurred upto March 2011 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 2010-11, many prestigious exhibitions were set up all over the country, such as ‘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 Organizations 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 , Hoardings , Bus Panels , 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 2010-11 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.

Target and Achievements for the year 2011-2012 : The targets and achievements for the current year, i.e. 2011-12 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 crore)

Plan	Non-Plan	Total
55.00.00	67.33	122.33

Physical Performance: - Annual Plan 2011-12 has been formulated with two schemes (i): Developmental Publicity Programmes; Conception & Dissemination (ongoing scheme) having approved outlay of ` 5400.00 lakh. (ii): 'Modernization of DAVP' which is new scheme included in the 11th Final having an approved outlay of ` 100.00 lakh in the Annual plan 2011-12. A sum of ` 10383.93 lakh has been incurred upto 31.12.2011 under Plan and Non Plan. Achievements are listed below:

Scheme: Developmental Publicity programme: Conception & Dissemination

Exhibition: During the Annual Plan 2011-12, the following prestigious exhibitions were set up to cover the country. Such as 'Swasth Bharat', Resurgent India, Flagship program 'Bharat Nirman', H1N1- exhibition, National Rural Health Mission (NRHM), etc.

Display & Classified: As many as 12,693 ads have been released so far for all the Ministries/Departments/Autonomous Organizations put together, out of which a record 1120 have been display advertisements. The rest of these have been Classified ads, of which 94 have been of UPSC.

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

Outdoor Publicity: Campaign for Consumer Affairs, Indian Navy, BIS, Census, Income Tax, Health & Family Welfare, BEE, WCD, MHA (NDMA), Bharat Nirman and public utilities.

Printed Publicity: Prestigious Booklets printed in various language consisting of 146 jobs and 302 items.

Scheme: Modernization of DAVP

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 2011-12 is given in the following table:

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

Sl. No.	Particulars	Targets	Achievements Upto 31.12.2011	Anticipated Achievements Upto 31.03.2012
1	Exhibition	500	462	130
2	Display / Classified Advtg.	15000	12,693 Overall (1140 Display, rest classified, out of which 94 UPSC)	16,000
3	Advertising on Radio/TV(@)	4800	3740	1200
4	Printed Publicity	189	146	38
5	Outdoor Publicity	500	375	150

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

Target for the year 2012-2013

Financial

Budget Estimates

(` in crore)

PLAN	NON-PLAN	TOTAL
110.00	67.33	177.33

Physical Targets

PLAN/NON-PLAN/OTHER MINISTRIES/DEPARTMENTS (2012-13)

Sl. No.	Particulars	Targets
1	Exhibition	500
2	Display/Classified Advtg.	15000
3	Advertising on Radio/TV	4800
4	Printed Publicity	180
5	Outdoor Publicity	250

ANNUAL PLAN 2011-12

The Annual Plan 2011-12 has envisaged with 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 Recourses Development'.

DIRECTORATE OF FIELD PUBLICITY

Review of Performance During Annual Plan 2010-11

PHYSICAL PROGRAMMES ACTIVITIES

2010-2011			2011-12		2012-13
	Target	Achievement Annual	Target (upto Dec.'11)	Achievement Annual	Target
TOUR DAYS :	23568	15972	23568	15917	23568
FILMS SHOWS :	46500	28401	27900	22091	27900
SPECIAL PROGRAMMES :	4968	7688	2484	4899	2484

In the Annual Plan 2010-11, 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 ` 5.55 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's.' 15 Multi Media Projectors; 20 Wireless P.A. Systems; 16 DVD players; 6 Digital Video cameras, 100 Digital Still cameras, 9 Digital photocopiers were procured, One Programmer and One Asstt. programmer engaged, and 4786 VCD/DVDs of 35 films from Films Division and CFSI worth ` 5.73 lakh were procured.

Financial performance of the Directorate is as follows:-

(` in thousand)					
		2010-11	2011-2012		2012-2013
	Target	Achievement (upto Dec.'11)	Target	Achievement	Target
PLAN:	55500	9048	40000	19022*	100000
NON- PLAN :	357200 (SBG)	312776	413500 (SBG)	295607**	531855 (S.B.G.)
Total :	412700	321824	453500	314629	631855

* Actual expenditure upto December, 2011

** Actual expenditure upto November, 2011.

11th Plan outlay

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

(` in lakh)

S.No. Name of Scheme	Proposed 11th Plan outlay 2011- 12(RE)	Approved outlay for Annual Plan
Revenue 1 CONDUCTED TOURS/ SKILL UPGRADATION	230.00	79.00
Capital 2. MODERNISATION & UPGADATION OF SOFTWARE AND HARDWARE AT REGIONAL OFFICES AND FPU's	1102.67	200.00
Total:	1332.67	279.00

ORGANISATION

The Directorate of Field Publicity started functioning with 32 Field Publicity Units and 4 Regional Offices in 1953 as Five Year Plan Publicity organization under the control of 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 2011-12

Ministry of I&B has provided a fund of ` 2.79 crores in RE 2011-12. ` 79 lakh for the scheme "Conducted Tours/Skill Upgradation" and ` 2.00 crore for "Modernisation and Upgradation of Software & Hardware at Regional Offices & FPU's. This provision is for conducting 17 Conducted Tours; procurement of 31 nos. Multi Media Projectors, 10 nos. DVD Players, 15 Wireless P.A. Systems, 8 nos. Digital Video Camera; Hiring of One Programmer. One Asstt. Programmer and 100 Data Entry Operators; 25 Digital Cameras, purchase of 26 Vehicles.

PLAN SCHEMES 2011-12

(` in lakh)

S.No	Name of the Scheme	Outlay for	Targets 2011-12 (RE)	Expenditure 2011-12	Achievements incurred Upto Dec.11	Head of Account
1.	Conducted Tours/ Skill Upgradation	79.00	17 Conducted Tours	60.11	6 Conducted Tours were organized	Demand No. 60, “2220” Information & Publicity (Major Head)-60-Others, (Sub Major Head), 60.106 Field Publicity 01-Directorate of Field Publicity, 01.01 Establishment, 1.00.21-Supplies & Materials for the year 2010-11 (Plan)
2.	Modernisation & Upgradation of Software and Hardware at Regional Offices and FPU's.	200.00	31 nos. Multi Media Projectors, 10 nos. DVD Players, 15 Wireless . P.A Systems, 8 nos. Digital Video Camera;	130.11	Payment made to NICSi for engagement of programmer, Asstt. Programmer DEO's. 7	Demand No. 60 “4220- Capital outlay on Information & Publicity (Major Head), 60-Other (Sub-Major

			Hiring of One Programmer. One Asstt. Programmer and 100 Data Entry Operators; 25 Digital Cameras, purchase of 26 Vehicles.	Vehicles and 31 MMPs procured.	Head), 60.052- Machinery and Equipment, (Minor Head), 02- Aquisition of Equipment for Dte. of Field Publicity, 01.01 Establishment 02.01.52- Machinery and Equipment the year 2011-12 (Plan)
	Grand Total	279.00		190.22	

ANNUAL PLAN SCHEMES 2012-13

The physical and financial projections in respect of Plan Schemes for the year 2012-13 are as follows:

(` in lakh)

Name of Scheme	Physical Targets for 2012-13	Proposed Outlay for 2012-13
(A) DIRECT CONTACT PROGRAMME		
Under Development Communication & Dissemination		788.60
(1) Special Outreach Programme	600 Special Programme	150.00
(2) Information at Peoples' Convenience	95 information/ guidance delivery mechanism to be set up at present establishment of DFP	324.90
(3) Conducted Tours/ Skill Upgradation	11 Conducted Tours	55.00
(4) Covering 5000 villages through 33000 visits through outsourcing	One State, One District and 1000 villages to be covered through 1200 visits	103.88
(5) Infrastructure Support for Direct Contact Programme	Procurement of 60 Multi Media Projectors; 12 HD DVD Players; 26 Wireless P.A. Systems; 40 Generator sets ; 30 Digital Still Cameras ; 34 Digital Video Cameras; 40 Box Office Projectors; 10 Laptops; 3 Photocopiers; 10 Vehicles and 2 trainings of DFP Officers.	166.22
(B) KENDRIYA SOOCHNA SADANS		
Under Media Infrastructure development Programme		200.00
	Total :	1000.00

EMPLOYMENT NEWS

The performance during 2010-11 was extremely satisfactory as Employment News managed revenue of ` 5425.33 lakh against the target of ` 4700.00 lakh.

INDIAN INSTITUTE OF MASS COMMUNICATION

PHYSICAL ACHIEVEMENTS FOR THE YEAR 2010-11 AND 2011-12 AND TARGETS FOR THE YEAR 2012-13 (NON-PLAN)

Name of Scheme/activity	Financial year 2010-11		Financial year 2011-12			Financial year 2012-13
	Target	Achievements	Physical targets	Achievements	Reasons for variations	Physical Targets
Training/ Teaching and Research in Mass Communication.	To conduct PG Diploma courses in: - Journalism (Hindi)(62) - Journalism (English) 129 (67+ 62) - Journalism (Oriya) (23) - Advertising and Public Relations (75)- Radio & TV Journalism (51) - Two Diploma Courses in Development	Following training courses have been completed: - Journalism Hindi (62) (M-52 F-10) - Journalism English (66 + 49) (M-43, F-72) - Journalism Oriya (21) (M-11 F-10) - Advertising and Public Relations (73) (M-27 F-46) - Radio & TV Journalism (50) (M-21 F-29)	To conduct PG Diploma courses in: - Journalism (Hindi)(62) - Journalism (English) 129 (67+ 62) - Journalism (Oriya) (23) - Advertising and Public Relations (75) - Radio & TV Journalism (51)	Courses in: - Journalism (Hindi)(56) (M-39 F-17) - Journalism (English) (102) (M-49 F-53) - Journalism (Oriya) (16) (M-5 F-11) - Advertising and Public	Some seats in all Courses remained vacant due to less response from O B C candidates.	Courses in: - Journalism (Hindi)(62) - Journalism (English) 129 (67+ 62) - Journalism (Oriya) (23) - Advertising and Public Relations (75) - Radio & TV Journalism (51)

Note : Figures within brackets indicate number of students

	<p>Journalism (40-45) Short-term Programmes - 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). - To bring out journals Communicator (in English) and Sanchar Madhyam (in Hindi) Lab Journals of students and Annual Report. - During the year 3rd and final phase of OBC reservation quota will be implemented.</p>	<p>- Two Diploma Courses in Development Journalism (48) (M-20 F-28) - Short term Courses/ Work-shops (470)</p> <p>Research Studies completed (4)</p> <p>- Completed</p> <p>- Completed</p>	<p>- Two Diploma Courses in Development Journalism (40-45) Short-term Programmes - 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). - To bring out journals Communicator in English and Sanchar Madhyam (in Hindi) Lab Journals of students and Annual Report</p>	<p>Relations (71) (M-25 F-46) -Radio & TV Journalism (44) (M-18 F-26) -Two Diploma Courses in Development Journalism (47) (M-19 F-28) Short-term Programmes - Short term courses Work-shops (435) - Completed continuing in-service courses for IIS Officers and start new batch.</p> <p>- Research studies (5). - The English Journals Communicator issue 2007 was published. - About 60% of students in the various PG Courses of IIMC are women.</p>		<p>- Two Diploma Courses in Development Journalism (40-45) Short-term Programmes - 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). - The bring out journals 'Communicator' in English and 'Sanchar Madhyam' in Hindi) Lab Journals of students and Annual Report. - Trend of women Participation in the courses is likely to continue</p>
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Physical & Financial Targets And Achievement of Plan Scheme of IIMC of 11th Five Year Plan

(` in Crore)

	2010 - 11				2011 - 12				2012 - 13	
Scheme	B E 2010- 11	Actual Exp. 2010- 11	Targets	Actual Achievem ents	B E 2011- 12	R E 2011- 12	Targets	Actual Achievements	Proposed B E 2012-13	Targets
Upgradation of IIMC to International Standards	3.70	3.60	50% Construction work of addl. Floor over existing bldg. at IIMC New Delhi Procurement of Teaching aids equipmentsfor two Regional Centres.	Completed Completed	20.00	4.90	- 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-	Construction of addl. Floor over existing Bldg. at IIMC New Delhi completed in December 2011. -Bldg. Plan for New Delhi submitted to DDA for approval. Construction work at Dhenkanal will commence by March 2012	10.00	Commencement of construction of addl. Bldg. at IIMC New Delhi subject to approval by DDA and other civic authorities. Commencement of construction of . Bldg. at IIMC Dhenkanal. Making functional the Regional

ii) Opening of new Regional Centres of IIMC							aids and equipments for Regional Centres.- Opening of 2 Regional Centres of IIMC in the States of Mizoram and Maharashtra (Vidarbha).	Some teaching-aids and other equipments procured and will be completed by March 2012. Regional Centres at Aizwal (Mizoram) and Amravati (Maharashtra) became functional in August 2011.	01.00	Centres in the State of J & K and Kerala, subject to providing of temporary accommodation and land for permanent Campus by respective State Govts. Commencement of pre-investment activities for permanent campus at Aizawl and Amravati
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PHOTO DIVISION

FINANCIAL TARGETS & PERFORMANCE

2010-11

(` in Lakh)

Sanction Budget Grant		Actual Expenditure		
Plan	Non Plan	Total	Plan	Non Plan Total
84.50	351.53	436.03	65.47	329.46 394.93

2011-12

(` in Lakh)

	Plan	Non Plan	Total
Sanctioned Budget Grant	210.00	396.00	606.00
Revised Estimates(proposed)	175.00	394.00	569.00
Actual expenditure upto 12/2011	36.63	251.63	288.26

Budget Estimate 2012-13

(in Lakh)

Plan	Non Plan	Total
50.00	406.00	456.00

		2011-12	2012-13
	Targets	Achievements Upto 1/2012	Targets
1. News and Features assignments covered	3500	2354	3500
2. Digital Images acquired in house server	-	1,23,250	125000
3. Digital images short listed for archive/ uploaded in the photo Division website	-	7401	10000
4. Total print produced and supplied	100000	73460	100000
5. Images uploaded in the server/old col archive	100000	89,827	120000
6. Total Photo Albums/Wallets produced and supplied	200	217	250

PRESS COUNCIL OF INDIA

The function of the Press Council are of quasi judicial nature and it regulates the press so that it follows ethical standards. Thus quantifying it with the targets set in physical terms is not plausible. The only quantifiable activity is the quasi judicial activity. The complaints received and disposed off during the period 2011-12/12-13 has been reflected in the statement attached. Further, the debates were organized with an objective to analyse the role media can play in a democracy by seeing it as an agency for people to access information which also plays a crucial role in mobilizing the thinking of millions in various parts of the country throughout the year and as a part of National Press Day celebrations. The National Press Day, this year was centered around “Media as an Instrument of Public Accountability”. To mark the occasion, a souvenir carrying valuable articles on the subject was released. The states also commemorated the day in a befitting manner.

In its advisory capacity the Council provided the government and other authorities with its view on many issues. Some of the important ones are as follows:

1. No-Day-Yet Named Motion under Rule 189 admitted in Lok Sabha expressing concern over vulgar programmes and news reports appearing in electronic and print media.
2. Reference from Ministry of Law and Justice, Department of Legal Affairs, Law Commission of India, Government of India, New Delhi regarding astrology advertisement.
3. Reference received from Chief Election Commission of India regarding providing of some concrete parameters to adjudge “Paid News”, the Council decided to send the four parameters/guidelines that could be used by the Election Commission of India for performing their functions to paid news syndromes.

Paid News

The Council took on record that following from its adjudication holding “Amar Ujala” and “Dainik Jagran” guilty of paid news, the Election Commission of India disqualified the MLA’s in question from Uttar Pradesh for three years for contesting any election for Parliament, State Legislature, Assembly or Legislative Council for incorrect statement of election expenditure incurred or News Items/Advertisements in Hindi daily. The Election Commission took the decision on complaint filed by losing candidate whose complaint was upheld and formed basis for the Commission’s action.

On the reference received from Chief Election Commission of India regarding providing of some concrete parameters to adjudge “Paid News”, the Council decided to send the four parameters/guidelines that could be used by the Election Commission of India for performing their functions on paid news syndromes. It also decided to send these parameters to State Election Commissioner, Maharashtra in addition to five states of UP, Punjab, Uttrakhand, Manipur and Goa in wake of forthcoming elections.

Suo motu Cognizance of the incidents of violation against media persons and threats to press freedom was undertaken by the Press Council of India in the following cases:

- (i) Suo-motu Inquiry on the reported murder of Shri Jyotirmoy Dey, Investigative Journalist of Mid Day, Mumbai.
- (ii) Suo-motu action with regard to brutal attack/assault on Mr. David Devadas, Journalist.
- (iii) The Council received assurance from the Government of J&K with regard to the Sou-motu action taken by the Press Council of India regarding beating up of Media Person and stopping them from discharging their duties by the Armed Forces of J&K

International Interaction with World Press Bodies

The Indian Press Council is also an active member of World Association of Press Council which is an umbrella organization of Press Council & similar bodies and different parts of the world. WAPC Executive Council meet was held on April 26, 2011, New Delhi wherein WAPC member countries participated in the deliberation that greatly enriched the discussions.

The Council also initiated a process of consultation and dialogue with press/media Councils and similar bodies in different parts of the world for active encouragement to preservation of the press freedom and promotion of its standards and ethics worldwide. Interaction included visits to (i) Kuala Lumpur, Malaysia on April 7-9, 2011 for consultation on establishment of Press Council in the country; (ii) on November 27-30, 2011 to Hong Kong; and (iii) to Indonesia on December 7-8, 2011. The Council also received the representatives from Afghanistan on April 26, 2011 and South Africa on November 23, 2011.

Also worthy of special mention is an International Colloquium organized by the Press Council of India on April 28-29, 2011 at New Delhi on Freedom of Expression in Human Rights wherein media organization from various countries like Australia, Austria, Turkey, Israel, Tanzania, Nepal, Indonesia etc besides Indian representatives participated

Satisfactory working of Vigilance and RTI set up.

Promotion of Hindi Language:

The Council paid particular attention to the propagation of Hindi in its official use. All of its staff members, already notified under Section 10(4) are encouraged to work in Hindi. During the period it convened one mandatory workshop and other. Quarterly Workshops relating to official language were organized for the benefit of its employees.

The adjudications and other pronouncements of the Council were recorded in bilingual form and brought in public domain.

Publications

- (i) Publication of quarterly House journals in Hindi and English that chronicle the activities of the Council/important development of the press world.
- (ii) Timely preparation and laying of Annual Report before the two Houses of Parliament in bilingual form.
- (iii) Compendium of adjudication 2010-11 (English and Hindi Version)
- (iv) National Press Day – Souvenior 2011

Statement of Cases

S.No	Particulars	2010-11-	2011-12	April 12 to March 13(expected)
1	Cases pending	1173	1047	
2	Cases filed	900	550	950
3	Cases adjudicated by Council	225	50	
4	Cases decided by Chairman	801	524	
5	Cases pending as on 31.3.2009	1047	1023	

PRESS INFORMATION BUREAU

1. Plan & Non-Plan Performance in the first 9 months during the year 2011-12
2. Plan & Non-Plan performance during the year 2010-11

Annual Plan 2010-11

Plan Expenditure statement for the financial year 2010-2011

(₹. in crore)

S. No.	Name of Schemes	Scheme outlay			Actual Expd. upto 31-03-11	North-Eastern Region		Reasons for Shortfall (if any)
		SBG	RE	Final Grant		Outlay 2010-11	Expd. upto 31-03-11	
1	2	3	4	5	6	7	8	9
1.	Setting up of National Press Centre at New Delhi	10.00	10.00	10.00	10.00	As the building at New Delhi is for the benefit of entire country, no funds have been earmarked for NE Region.	-	

2.	Media Outreach Programme	14.50	14.00	11.00	10.06	2.00	1.60	136 PICs were organized against the target of 150. The expenditure position in r/o FG was satisfactory.
3.	Publicity for Special Events : This scheme comprises following three components							
	(i) International Film Festival of India (IFFI)	0.08	0.08	0.061	0.0609	Nil	Nil	41 st IFFI concluded on 2 nd December, 2010 and an amount of ` 6.09 lakh was utilized under Plan. An additional amount of ` 6.80 lakh was also incurred under Non-Plan on hiring of computers, fax machines, photocopies and hiring of vehicles etc.
	(ii) Pravasi Bhartiya Diwas Samaroh	0.0125	0.018	-	-	Nil	Nil	As the samaroh was held in Delhi, the expenditure incurred on the event was met out of the Non-Plan funds.
	(iii) Media Exchange Programme	0.1575	0.1575	-	-	0.0440	Nil	Due to non receipt of the response from other countries, no progress could be achieved and all the funds were surrendered at Final Grant Stage.

4.	Main Press Centre 21.75 and other Media Centres for Commonwealth Games, 2010 at Delhi	13.94	13.94			No funds earmarked to NE Region as the Games were held at Delhi.	Out of total allocation, an amount of ` 19.87 crores was released upto January, 2011. Later, BECIL returned an amount of ` 5.93 crores which were deposited in Govt. account. Thus, the expenditure incurred under this scheme was ` 13.94 crores.
	Total	46.50	46.00	35.01	34.07	2.00	1.60

Plan Expenditure statement for the first 9 months ending December, 2011 (Annual Plan 2011-12)

(` in crore)

S. No.	Name of Schemes	Scheme outlay			Actual Expd. upto 31-03-11	North Eastern Region		Reasons for Shortfall (if any)
		SBG	RE	Final Grant		Outlay 2010-11	Expd. upto 31-03-11	
1.	Setting up of National Press Centre at New Delhi	20.50	30.00	-	18.00	As the building at New Delhi is for for the benefit of entire country, no funds have been earmarked for NE.		The progress of the construction work is almost as per the timelines mentioned in the contract.

2.	Media Outreach Programme	14.50	14.50	-	6.6573	2.00	1.0531	Till Dec., 2011, 89 PICs have been organized.
3.	Publicity for Special Events : This scheme comprises following three components (i) International Film Festival of India (IFFI)	0.08	0.08	-	0.08	Nil	Nil	IFFI, 2011 has been held from 23 rd Nov. to 3 rd Dec., 2011 in Goa and the funds have been fully utilized.
	(ii) Pravasi Bhartiya Diwas Samaroh	0.0125	0.0125	-	-	-	Nil	- Pravasi Bhartiya Diwas Samaroh held on 7-9 Jan- 2012.
	(iii) Media Exchange Programme	0.1575	0.1575	-	-	-	0.0440	Nil Implementation of this component largely depends on other countries. Due to non-receipt of response , no CEP could be organized.
	Total	32.25	44.75	-	24.74	2.00	1.0531	

PUBLICATIONS DIVISION

TARGETS AND PERFORMANCE DURING 2010-11, 2011-12 (till 31.12.2011) and 2012-13

FINANCIAL

(` in lakh)

Actual Expenditure 2010-11			Actual Expenditure 2011-12 upto 31.12.2011			Budget Estimates 2012-13		
Plan	Non Plan	Total	Plan	Non Plan	Total	Plan	Non Plan	Total
23.62	2337.20	2360.82	29.55	1772.94	1802.49	200.00	2270.00	2470.00

PHYSICAL

2010-11			2011-12		2012-13 (Target)	
	Targets	Achievements	Targets	Achievements	Targets	Achievements
Journals	20	20	20	20	20	-
Books	90	93	90	33 upto Dec. 2011	100	-

Tie up with other Govt. Departments

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

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. Efforts have been made to computerise various processes and activities of the Division. This is expected to make the process fast and transparent resulting in greater efficiency of the Division. All the tender enquiries are being put up on the internet through the website www.publicationsdivision.nic.in

The Division has proposed the following activities under Plan in the year 2012-13

(` In Lakh)

Name of the Scheme	Amount allocated
<p>Revitalization, Upgradation and Modernisation of Publications Division and Employment News</p> <p>The Scheme proposes to have six components given as under:</p> <ol style="list-style-type: none"> 1. Commissioning books on specific topics as works of original research. 2. Creating a Digital Archive of its publications since 1944 3. The computerization of inventory management, royalty and other activities of the business wing 4. Modernization of Office Infrastructure 5. Participation in International Book Fairs 6. Making Employment News available on the web and creating Digital Archive of Employments News. 7. North-East component - Book Exhibitions and Organising Book Fairs & Special Programmes for book promotion- Seminars, Workshops for students, authors, scholars etc. 	200.00
Total	200.00

5. Marketing and Sales Promotion

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

The Division has organised/participated in the Book Exhibitions/Fairs as mentioned below from

April 2011 to December 2011:

1. 14 th Neyveli Book Fair	Neyveli (TN)	SE, Chennai	01.07.2011 to 10.07.2011
2. Srinagar Book Fair-2011	Srinagar (Uttarakhand)	Hqrs.	16.07.2011 to 24.07.2011
3. Erode Book Festival	Erode (TN)	SE, Chennai	29.07.2011 to 09.08.2011
4. Delhi Book Fair- 2011	Pragati Maidan, N.D.	Hqrs.	27.08.2011 to 04.08.2011
5. 9 th National Book Fair-2011	Lucknow (UP)	SE, Lucknow	15.09.2011 to 25.09.2011
6. 23 rd National Book Fair- 2011	Dehradun	Hqrs.	24.09.2011 to 02.10.2011
7. Puduchery Book Fair- 2011	Puduchery (TN)	SE, Chennai	15.10.2011 to 24.10.2011
8. Faizabad Book Fair- 2011	Faizabad (UP)	SE, Lucknow	02.11.2011 to 06.11.2011
9. Rashtriya Pustak Mela-2011	Varanasi	SE, Lucknow	04.11.2011 to 13.11.2011
10. National Book Fair-2011	Jaipur	Hqrs	05.11.2011 to 13.11.2011
11. Book Exhibition	Vasant Kunj, N.D	SE, Delhi	14.11.2011 to 16.11.2011
12. Urdu Heritage Festival	Red Fort, Delhi	SE, Delhi	16.11.2011 to 20.11.2011
13. Book Exhibition	Laxmi Nagar, Delhi	SE, Delhi	18.11.2011 to 20.11.2011
14. 12 th Rajdhani Book Fair- 2011	Bhubaneswar	SE, Kolkata	01.12.2011 to 11.12.2011
15. Hyderabad Book Fair	Hyderabad	SE, Hyderabad	16.12.2011 to 25.12.2011
16. Sikar Book Fair	Sikar (Rajasthan)	Hqrs.	28.12.2011 to 04.01.2012
17. Vijayawada Book Fair	Vijayawada (AP)	SE, Hyderabad	01.01.2012 to 11.01.2012
18. 35 th Chennai Book Fair	Chennai	SE, Chennai	05.01.2012 to 17.01.2012

The Division has planned to organize/participate in the following Book Exhibition/Fairs during the financial year 2011-12:

1. Kolkata Book Fair	Kolkata	SE, Kolkata	25.1.2012 to 5.2.2012
2. World Book Fair	Pragati Maidan,	N.D.Hqrs.	25.2.2012 to 4.3.2012

In addition to this, Division has also organized Book Exhibitions on the occasion of PIC Campaigns from

April 2011 to December 2011:

1. Book Exhibition on the occasion of PIC Campaign	Jhansi, Janpath (UP)	SE, Lucknow	21.6.2011 to 24.6.2011
2. Book Exhibition on the occasion of PIC campaign	Puducherry (T.N.)	SE, Chennai	5.7.2011 to 7.7.2011
3. Book Exhibition on the occasion of PIC campaign	Pollachi, Coimbatore (T.N.)	SE, Chennai	27.8.2011 to 29.8.2011
4. Book Exhibition on the occasion of PIC campaign	Chengam, Thiruvannamali (T.N.)	SE, Chenna	10.9.2011 to 12.9.2011
5. Book Exhibition on the occasion of PIC campaign	Madohi (UP)	SE, Lucknow	13.10.2011 to 15.10.2011
6. Book Exhibition on the occasion of PIC Campaign	Punpun (Bihar)	SE, Patna	22.10.2011 to 24.10.2011
7. Book Exhibition on the occasion of PIC Campaign	Thandondrimalai, Karur (T.N)	SE, Chennai	19.11.2011 to 21.11.2011
8. Book Exhibition on the occasion of PIC Campaign	Bahriach Janpath (UP)	SE, Lucknow	28.11.2011 to 30.11.2011
9. Book Exhibition on the occasion of PIC Campaign	Nagereoil in Kanyakumari Distt.(T.N)	SE, Chennai	07.12.2011 to 19.12.2011

The Division organised *In situ* Book Exhibition on important National Events as mentioned below from

April 2011 to December 2011:

1. World Book Day Book Exhibition	18.04.2011 to 29.04.2011	(in its 9 sales outlets)
2. Summer Book Exhibition	13.06.2011 to 24.06.2011	(in its 9 sales outlets)

3.	Independence Day Book Exhibition	08.08.2011 to 18.08.2011	(in its 9 sales outlets)
4.	Teachers Day Book Exhibition	29.08.2011 to 08.09.2011	(in its 9 sales outlets)
5.	Hindi Pakhwara Book Exhibition	14.09.2011 to 23.09.2011	(in its 9 sales outlets)
6.	Gandhi Jayanti Book Exhibition	29.09.2011 to 14.10.2011	(in its 9 sales outlets)
7.	National Book Week Book Exhibition	08.11.2011 to 18.11.2011	(in its 9 sales outlets)
8.	Christmas & New Year Book Exhibition	22.12.2011 to 04.01.2012	(in its 9 sales outlets)

The Division has also planned to organize *In situ* Book Exhibitions at our Sales Emporia and Sales Counters during the financial year 2011-12 on the important National Events namely:

1.	Republic Day Book Exhibition	23.01.2012 to 03.02.2012	(in its 9 sales outlets)
2.	Consumers' Right Day Book Exhibition	12.03.2012 to 23.03.2012	(in its 9 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, Gujarat, Himachal Pradesh, Madhya Pradesh and U.P.

The Division earned total revenue (excluding Employment News) of ` 390.04 lakh during April, 2011 to December 2011 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.

REGISTRAR OF NEWSPAPERS FOR INDIA

Targets and Performance during 2010-11 and 2011-12(till 31.03.2012) and 2012-13

(` In Lakhs)

NAME OF THE ACTIVITY	YEAR	PLAN	NON-PLAN	TOTAL
BUDGET ESTIMATES[RE]	2010-11	17.00	359.00	376.00
ACTUAL EXPENDITURE	2010-11	16.99	377.39	394.38
BUDGET ESTIMATES	2011-12	17.00	435.00	452.00
REVISED ESTIMATES	2011-12	4.00	405.00	409.00
BUDGET ESTIMATES	2012-13	30.00	417.00	420.50

A Plan Scheme 'Strengthening of RNT' at a total outlay of ` 88.06.. lakh has been approved by Ministry with the concurrence of Planning Commission during 11th Plan. A sum of ` 30.00 lakh has been earmarked for the year 2012-13.

PHYSICAL

SL.	Programme / Activity	2010-11		2011-12	2012-13	
No.		TARGET/ CLEARED	ACHIEVEMENT/ CLEARED	TARGET/REC EIVED	ACHIEVEMENT/ CLEARED	TARGET
	A. ACTIVITIES				Up to Jan 2012	****
1.	Title given	25044	13233	17917	10275	*****
2.	De-Blocking of Titles	****	8292		7763	***
3.	Registration	28328	15763	20362	4881	***
4.	Circulation Check Claims	***	40	31		
5.	No. Of Essentiality Certificate issued for import of printing Machinery.	***	0	***	0	***
6.	No Newspaper Certificates issued under F.C.R.A., 1976.	***	12	***	4	***
7.	No. Of Eligibility Certificates issued to the publishers for import of newsprint.	***	775	***	1091	***
8.	No. of applications cleared under RTI	963	911	955	845	***
9.	B. PROGRAMME ANNUAL REPORT OF R.N.I.(PRESS IN INDIA)	2009-10 REPORT	2009-10 REPORT	2010-11 REPORT	2010-11	

Note: - *** 1. Depending upon the applications/requests received from the Publishers. As such no targets can be fixed in these .

PLAN OUTLAY FOR 2010-11	:	₹ 17.00.lakh
PLAN PERFORMANCE FOR 2010-11	:	₹ 16.99 lakh

PLAN OUTLAY FOR 2011-12

Sanctioned Budget Grant for 2011-12	:	₹ 17.00 lakh
Revised Estimates for 2011-12	:	₹ 4.00. Lakh
Budget Estimates for 2012-13	:	₹ 30.00 lakh
Name of the Scheme in 11 th Plan	:	Strengthening of RNI Total Plan Outlay : ₹ 88.06 Lakh

Strengthening of RNI IN XI Plan Scheme

11Th Plan Scheme : Strengthening of RNI

During 2010-11, Plan allocation was ₹ 17.00 lakh and a sum of ₹ 16.99 lakh had been incurred as expenditure. Regional offices at Guwahati in North Eastern Region and Bhopal in Central Region respectively were opened with a view to facilitate aspiring publishers of newspapers of both the regions. Out of the BE of ₹ 17.00 lakh for the year 2011-12 a sum of ₹ 3.44 lakh has been incurred as expenditure up to 31.1.2012 in the financial year of 2011-12. The Office of Registrar of Newspapers For India has also under taken the following activities during 2011-12

Computerisation

Apart from the computerized processing of title verification and registration, all the verified titles are put on the RNI's website <http://rni.nic.in> and they can be downloaded by the applicants. With the introduction of this facility, any person/prospective publisher can access the existing title data base, thereby making it easier to select available titles of his/her choice. The data is available State/Language-wise. Radio Frequency Link has been installed under the 10th Plan Scheme by NICSI which is working satisfactorily.

Review Of P.R.B. Act

The Press & Registration of Books Act, 1867 and the Rules there under have been reviewed with a view to make the Act relevant in the current media scenario. Accordingly, PRB Amendment Act, 2011 has been drafted and it is in the final stage of legislation.

Official Language

Office of RNI organized a Hindi Fortnight during 14-28 September 2011 wherein different competitions were held to promote the use of Hindi in Official work. This Office has also bagged the 5th prize for Panjiyan Bharati from the Ministry of Information & Broadcasting this year. One Assistant Director (OL) and two translators are posted in this Office to provide the necessary assistance in translation, implementation and monitoring of the Official Language Policy of the Government of India.

Public Grievances

A Public Grievances Cell is functioning in this Office. Deputy Press Registrar of this Office has been designated as head of the internal grievance redressal machinery of this Office.

North East Initiative

RNI has extended its outreach in the North Eastern States as well as in the Central Region by undertaking a special initiative to synergise its functions by opening a new Regional Offices of RNI at Guwahati during the year 2007-08 & Bhopal during the year 2008-09 under the 11th Plan Scheme of Strengthening of RNI. The work relating to north eastern region and Central Region are looked after by Regional Offices of RNI at Kolkata and PIB Offices located in the North Eastern & Central Regions. The new regional offices of RNI at Guwahati and Bhopal area are also catering to the need of Publishers of newspapers/periodicals & general public of North Eastern and Central Regions respectively.

RESEARCH REFERENCE & TRAINING DIVISION

‘A’ Activity- Wise Classification

(In lakh)

S. No.		Activity Classification		Actual for 2010-11		Budget Estimates 2011-12			Revised Estimates 2011-12			Budget Estimates 2012-13	
1	2	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	NIL	166.30	166.30	25.00	217.00	242.00	25.00	184.00	209.00	0.0	230.00	230.00
		NIL	166.30	166.30	25.00	217.00	242.00	25.00	184.00	209.00	0.0	230.00	230.00

‘B’ Object- Wise Classification

(In lakh)

S. No.		Activity Classification		Actual for 2010-11		Budget Estimates 2011-12			Revised Estimates 2011-12 proposed			Budget Estimates 2011-12	
1	2	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	-	132.60	132.60	-	175.00	175.00	-	150.00	150.00	-	170.00	170.00
2.	Medical	-	3.60	3.60	-	4.50	4.50	-	4.50	4.50	-	4.50	4.50
3	Overtime Allowance	-	-	-	-	0.40	0.40	-	0.20	0.20	-	-	-
4.	Domestic Travel Expense	-	.25	.25	-	1.50	1.50	-	1.50	1.50	-	2.00	2.00
5.	Office Expense (OE-IIS Training)	NIL	28.00	28.00	25.00	28.00	53.00	25.00	25.00	50.00	0.0	35.00	35.00
6.	Other Administration Expenses	-	-	-	-	-	-	-	-	-	-	-	-
7	Banking Cash Transaction Tax	-	-	-	-	-	-	-	-	-	-	-	-
8	Training	-	-	-	-	-	-	-	-	-	—	-	-
9.	Information Technology	-	1.85	1.85	-	7.60	7.60	-	2.80	3.40	-	18.50	18.50
	Total	NIL	166.30	166.30	25.00	217.00	242.00	25.00	184.00	209.00	-	230.00	255.00

OUTCOME BUDGET FOR PHYSICAL PERFORMANCE (PLAN) 2011-12

	2010-11		2011-12		Reason for variation	2012-13 Target
Name of Scheme	Target	Achievements	Target	Achievement (up to January 2011)		
1. Research Unit – Research in Mass Media	Release of one Research Paper	Nil	1	Nil		Topic could not be finalized in time
1. A) Reference Unit Upgradation of Library	To Purchase 500 Books – periodicals and AMC for the IT equipment purchased in the preceding year	No Book could be purchased	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
2. B) Reference Unit National Media Awards Selection for awards, Designing/ Casting / Fabrication and Award Function	Constitution of National Award Committee and jury,	Nil	Under the scheme the Division proposed to institute up to 30 awards in English and all languages in 8 th schedule of the constitution in 10 different	Nil		The scheme could not be finalized

OUTCOME BUDGET FOR PHYSICAL PERFORMANCE (PLAN) 2011-12

	2010-11		2011-12		Reason for variation	2012-13 Target
Name of Scheme	Target	Achievements	Target	Achievement (up to January 2011)		
1. a) NDCM collection, interpretation and dissemination of information about the events and trends in Mass Media through it's periodicals services	56	55 56	47	Shortage of Staff		56
2. Compilation and editing of Mass Media in India – an Annual publication	1	0 1	0	Final page proof has been sent to DPD for publication		1
II. RESEARCH WING a) Compilation and editing of 'India A Reference Annual'	1	1 1	0	Book has been released		1
b) Prepares Diary of events fortnightly service	24	24 24	20	NA		24

SONG & 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.

Folk and traditional media or live media as properly 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 required messages, information or awareness can be created in a manner which is instantaneously recognized, received and acted upon by the masses. This is especially with regard to 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 overall media strategy specially in rural, un- electrified and in accessible areas for creating awareness amongst the masses of the 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 Private Registered Troupes 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 there by, 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 Director functions at three levels viz. (i) Headquarters at Delhi (ii) Ten Regional Centres located at Bangalore, 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).

MAIN SECRETARIAT'S INFORMATION WING SCHEMES

(A) Construction of Soochna Bhawan

Till date, out of allocated funds i.e. ` 63.83 crores (during the 11th Five Year Plan Period), funds to the tune of ` 52.06 crores have already been released by this Ministry to the executing agency i.e. CCW: AIR. Due to some technical reasons, the construction of Phase-V could not be completed by the end of the 11th Five Year Plan Period (2007-2012). Hence, the construction work of Phase-V will spill over to the next Annual Plan Year i.e. 2012-13. During the next Financial Year (2012-13) fund to the tune of ` 15 crore is expected to be earmarked for completion of the Project.

(B) Policy Related Studies, Seminars, Evaluation etc.

During 11th Five Year Plan (2007-12) a scheme namely Economic Analysis of Growth Initiatives was conceived.

Under the above scheme and activities, 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 submitted by Indian Institute of Public Administration (IIPA).

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).

5. Annual Plan 2010-11

- i. “Model IPR Regime for Music on FM” awarded to M/s Indicus Analytics Pvt. Ltd, New Delhi- Final report is awaited from M/s Indicus Analytics Pvt. Ltd.
- ii. “Copyright and Related Rights of Broadcasting Industry” awarded to M/s Indian Institute of Foreign Trade (IIFT)- Final report is awaited from M/s Indian Institute of Foreign Trade (IIFT).

6. Annual Plan 2011-12

The Ministry of Information and Broadcasting has constituted a Sectoral Innovation Council in line with National Innovation Council in July 2011. A galaxy of eminent experts, with domain expertise in their respective fields, has been inducted as members of the Sectoral Innovation Council. The Council is engaged in preparing a comprehensive road map for the Information & Broadcasting sector for the next ten years.

(C) Training for Human Resource Development

Outcomes/targets in the Outcome Budget for 2011-12

(` in Crore)

S.No	Name of Scheme/ Programme	Outlay 2011-12	Quantifiable Deliverables/ Physical Outputs	Remarks /Risk/Factors
1	2	3	4	8
1.	Human Resources Development : Training for Human Resource Development (excluding Prasar Bharati).	1.50	Total 57 officers have been nominated for different training during the year.	No specific risk.

FILM SECTOR

CENTRAL BOARD OF FILM CERTIFICATION

Physical Achievements.

CBFC has certified 3548 Celluloid films of Indian and imported films.

CBFC has certified 9637 Video films in Indian and imported films.

CBFC has certified 341 Digital films in Indian and imported .

Scheme-wise Physical Targets and Achievements : (2010-11 and 2011-12)

Name of the scheme	Physical Targets (2010-11)	Physical Achievements (2010-11)	Physical Targets (2011-12)	Physical Achievements (2011-12)	Reasons for shortfall if any
1	2	3	4	5	6
Establishment of computerized management system/upgradation of Infrastructure in CBFC	To computerize all the Nine Regional offices	Six Regional offices were computerised	To computerize all the Nine Regional offices	All the Nine Regional offices are completely computerized and computer generated certificate are started from January,2012	
Monitoring and Modernisation of Certification process	Four Board meetings and Four workshops were held	Four Board meetings and one workshop	To hold quarterly meetings /Samvaad and workshop for panel members	Four Board meeting /Samvaad and three Interactions with industry and audiences happened.	
Opening of Regional Offices at Delhi, Cuttack and Guwahati			For Certifying the film at their regions	All the 3 Regional offices are opened fully and certifying films	

CHILDREN'S FILM SOCIETY, INDIA

Physical Achievements

	Achievements 2010-11	Targets 2011-12	Achievements		Target 2012-13
			Actuals	Anticipated	
			April, 2011 to Dec, 2011	Jan. 2012 to March, 2012	

SCHEME: PRODUCTION

a. Production	3 Feature & 1 short were under advanced stages of production.	3 Features + 2 shorts	2 feature films completed	1 feature, 1 short expected to be completed by 31.3.2012.	3 Features + 2 shorts
b. Dubbing	20 versions	14 films	20 versions of 20 films completed.	Depends upon feedback.	12 films
c. Subtitling	No suitable film was found worthy. -	10 Films	3 feature films were subtitled in film format & 6 films in video format.	2 feature films will be taken up for subtitling.	16 films
d. Purchase		1 feature & 2 short Films			2 Films
e. Print Cost		As per requirement.			

SCHEME: DIGITALISATION & WEBCASTING

a. Digitalisation		As per requirement	As per requirement	Maintenance of CFSI website
b. Webcasting	CFSI website is constantly updated in English and Hindi.	As per requirement	As per requirement	
c. Restoration	31 films restored			Approx. 15 titles will be taken up for restoration

SCHEME: EXHIBITION OF FILMS IN MUNICIPAL SCHOOLS

Exhibition of Films In Schools	6370 shows were organized covering nearly 27 lakh children	Organising of 5000 shows covering more than 25 lakh children	5832 shows organized covering more than 25 lakh children	Approx.800 shows covering 2.50 lakh children.	Organising of 5000 shows covering more than 25 lakh children.
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SCHEME : FILM FESTIVALS

i) Organisation of ICFF (17 th ICFF)	-	1	1	—	
ii) Participation in Intl. Film Festivals	19	15	7	As per eligibility & recognition of Film Festival.	15

DIRECTORATE OF FILM FESTIVALS

Review of Physical Performance 2010-11 and 2011-12 (upto 31.12.2011) under Plan Budget

S.No.	Name of the Scheme	Targets for 2010-11	Achievements 2010-11	Reasons for shortfall	Targets for 2011-12	Achievements 2011-12 upto 31.12.11	Review of physical performance
(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 (i) International Film Festival of India	01	01	Nil	01	01	Nil
	(ii) Participation in Foreign Film Festivals	45	45	Nil	45	48	Nil
	(iii) Indian Panorama	01	01	Nil	01	01	Nil
3.	Film Festival Complex – Additions and Alterations	Improvement of facilities at Siri Fort Auditoria	Works approved upto 2010-11 completed by August, 2010	Nil	Improvement of facilities at Siri Fort Auditoria	All the major works have been completed during last financial year itself. It is proposed to take up the work of conversion of Electrical Store Rooms into conference rooms and green rooms, upgradation of kitchen and anti-termitetreatment by 31.3.2012.	Funds amounting to ` 1.00 crore surrendered at RE stage as major works pertaining to the Auditoria were completed during 2010-11 itself. The work of construction of new conference room identified for 2011-12 has not been found feasible. Hence surrender of funds .

Review of Physical Performance 2010-11 and 2011-12 (upto 31.12.2011) under Non-Plan Head

S.No	Name of the Scheme	Targets for 2010-11	Achievements 2010-11	Reasons for shortfall	Targets for 2011-12	Achievements 31.12.11	Review of physical performance
(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	13	---

10.	National Film Awards	1	1	Nil	1	1	---
11.	Banking cash transaction tax	-	-	-	-	-	#
12.	Medical expenses	-	-	-	-	-	#

Administrative Expenses hence no targets are fixed.

FILM AND TELEVISION INSTITUTE OF INDIA

REVIEW OF PAST PERFORMANCE

S.N.	Name of the Plan Scheme	Physical Performance during 2010-11
A.	Grant-in-Aid to FTII, Pune	
1.	Machinery and Equipments	
	Procurement of machinery and equipments and spares for equipments required for Film and TV courses. Physical target has been achieved as per actuals.	
2.	CCW-Civil/Electrical Construction Works	
	There are two major projects under 11 th Plan (i) Construction of a new hostel (100) Rooms (ii) Construction of Integrated knowledge Resource Centre. The annual demand is based on the assumption of the progress of the construction work. The work has been executed as targeted for the year.	
3.	Computerisation and Modernisation	
	Educational licensing and upgradation of Operating Systems. The software and hardware have been upgraded as identified.	
4.	Setting up of Community Radio	
	This is a continuous scheme having objective of providing research and training in the areas of radio programming, audience and innovation to the students. Programme	

	production/Talent Fees/Technicians, Sound Editors/Licence fee etc.Tapes/cassettes/CDs/HDDs Software equipments maintenance, Resource materials, hospitality, tours, other miscellaneous, physical targets have been achieved as per actuals.	
5.	<p>Setting up of Captive TV Channel</p> <p>This is a 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. Physical target has been achieved to the utmost level.</p>	
6.	<p>HRD aspects including scholarship and exchange programmes with foreign universities for students etc.</p> <p>The projected expenditure is for TA/DA of students/faculties. It is based on the MoUs executed with some of the Institutes for exchange programme and pending such proposals. Also the following activities have been covered under the HRD Scheme of 11th Plan.</p> <p>(1) Training of staff and faculties in various working areas (2) Publication of Lensight magazines of the Institute which was discontinued in the past. (3) Expenditure incurred on seminars discussions, cultural events relating to films and all areas related to films and HRD. (4) Purchase of books relating to HRD for the Library of the Institute. (5) Expenditure incurred for visiting scholars for workshops relating to various courses of the Institute, and (6) Any other items found relevant. Fully achieved as targeted.</p>	
(B)	Global Film School (New)	DPR finalized. This could not be processed due to various reasons including delay in the preparation of DPR and consequent delay in SFC approval proposed to be taken as a comprehensive during 12 th Plan.scheme

FILMS DIVISION

(A) DOCUMENTARIES (including Archival Magazines)

	Achievements 2010-11	Targets 2011-12	Anticipated Achievements 2011-12		Targets 2012-13
			April, 2011 to Dec., 2011	Jan., 2012 to March, 2012	
(I) In-House Production					
(A) Non-Plan					
(i) Archival magazines for the atrical/non-theatrical release	22	**	9	11	**
(ii) Documentaries – Theatrical 19 release	26	9	12	26	
(iii) Documentaries Non-Theatrical Release	5	10	5	9	10
(iv) Instructional Teaching and - Training Films	-	-	-	-	
(II) Outside Production through Outside Producers		9	2	4	-
TOTAL :	55	36	25	36	36

Production of films financed by other Ministries	-	-	-	-	-
Production of films on direct payment basis through Outside Producer .	3	-	-	5	-
PLAN.	84	75	2(TR) 23(NTR)	50	-
TOTAL :	87	75	25	55	36

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

(III) DISTRIBUTION

The Films Division undertakes theatrical and non-theatrical distribution of documentaries and Archival 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. Physical achievements are as follows:

(PHYSICAL)

No. of prints & Cassettes	Achievements 2010-11	Targets 2011-12	Achievements upto 12/2011	Anticipated achievements from 01/2012 to 03/2012	Targets 2012-13
Theatrical Release	13289	13300	9966	3334	13300
Non-Theatrical Release	88	-	-	-	Not quantifiable
Supply of VHS Cassettes And VCDs to DFP	-	-	-	-	Not quantifiable
Supply of Prints to DFP Sale of Prints 35mm / 16mm (colour) 35mm / 16mm (B&W)	3	5	8	-	Not quantifiable
Beta (Colour)					
DVD (Colour)	1764	1000	1400	500	2000
VCDs (Colour)	1470	2500	270	150	500

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

2009-10	8219
2010-11	6967
2011-12	8305

For theatrical distribution, Films Division releases one Archival magazine or one documentary film alternatively every week treating the whole country as one circuit. 290 prints are prepared every week for theatrical distribution during the year 2011-12.

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 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 Archival 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 are commercially exploited abroad on royalty basis on television directly by Films Division 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)

Minor Head	Actual 2010-11	Anticipated proposed RE 2011-12	Estimates 2012-13 (Proposed)
1. Rental	492.00	505.00	555.00
2. Sale of Prints and Stock Shots	25.00	25.00	27.00
3. Other Receipts	22.00	20.00	23.00
TOTAL :-	539.00	550.00	605.00

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.

Participation in various National & International Film Festivals

	Number of Festivals	Number of films entered
State Film Festivals & National Film Festivals	- 16	- 93
International Film Festivals	04	09
TOTAL	20	102

NATIONAL FILM ARCHIVE OF INDIA

Physical achievements:

During the period 1st April, 2011 to 31st January, 2012 NFAI acquired the following:

Films	454 Films (Fresh 63, Duplicate 7 and 384 on LTL basis)
Books	114
Film folders/pamphlets	75
Stills	1397
Song Booklets	403
Wall Posters	949
DVDs	141
Films Digitized	214
Films Restored	130

Scheme-wise Physical Targets and Achievements

(2010-11 and 2011-12)

Name of Scheme/ Programme	Physical Targets 2010-11	Physical Achievements 2010-11	Physical Targets 2011-12	Physical Achievements Upto31.01.2012	Reasons for shortfallif any for shortfallif any
<p>Continuing Scheme</p> <p>Acquisition and exhibition of Archival films.</p>	To acquire 600 Films/ DVDs, to digitalize 300 films, to restore 100 films and ancillary film material.	Acquired 343 Films/ DVDs and Digitized 245 films Restored 152 films and 19329 ancillary film material.	To acquire 600films/DVDs. To digitalize 400 films and to digitally restore 100 films and ancillary material like scripts etc.	Acquired 595 Films/ DVDs, Digitized 214 films and restored 130 films	Achievement is as per the available budget outlay

NATIONAL FILM DEVELOPMENT CORPORATION

Plan Schemes

The performance in respect of the Plan Scheme during 2011-12 is given below:

S. No.	Name of the outlay	Targets for 2010-11	Achievements 2010-11	Targets for 2011-12	Achievements 2011-12 upto 31.12.2011	Review of physical performance
1.	Production of films in various Indian languages by NFDC	07 films	05 films	04 films	03 films	01 film is expected to be completed by 31.03.2012
2	Restoration and Digitalization of Films	38 films	38 films	39 films	41 films	79 films have been restored during the year 2010 - 2012

SATYAJIT RAY FILM AND TELEVISION INSTITUTE, KOLKATA

Non-Plan

During the year 2011, 42 students have enrolled for the three year P.G. Diploma course of the Institute (with intake capacity of 12 students for each specialization) for the Academic Session 2011-2014. The present strength of students including the continuing batches is 155. Batch wise present strength of students is given below:

	<u>Batch</u>	<u>7th</u>		<u>8th</u>		<u>9th</u>		<u>10th</u>			
SN	Year	2007-10		2008-11		2009-13		2011-14		Grand Total	
		Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
1	DIRECTION	7	3	9	1	5	4	7	4	28	12
2	CINEMATOGRAPHY	7	3	7	3	6	4	7	2	27	12
3	EDITING	7	1	7	2	6	1	10	1	30	5
4	AUDIOGRAPHY	10	0	8	2	9	1	11	0	38	3
	Total	31	7	31	8	26	10	35	7	123	32

Plan Schemes

SN	Name of the Plan Scheme	Physical Performance during 2011-12 (up to 31.12.2011)
1	Creation of new Academic Department : Production Management in Films & Television	<ol style="list-style-type: none"> 1. The Civil construction work of the new building is in its phase and will get completed by March-2012 . 2. Recruitment of manpower as approved by the Ministry for this new department is under process and the process is expected to be completed by March-2012 so as to facilitate the commencement of classes in the next academic session 2012-13
2	Creation of new Academic Department : Animation & Electronic Imaging	<ol style="list-style-type: none"> 1. The Civil construction work of the new building is in its phase and will get completed by March-2012 . 2. Recruitment of manpower as approved by the Ministry for this new department is under process and the process is expected to be completed by March-2012 so as to facilitate the commencement of classes in the next academic session 2012-13
3	Computerization & Modernization	<ol style="list-style-type: none"> 1. Some Hi-tech equipment purchased and installed. 2. Solution Design for implementation of ERP using e-business suit completed, next phase of implementation initiated. 3. Process for recruitment of manpower, as approved by the Ministry under this scheme, has been completed for 22 posts . 4. Department. of Architecture, Jadavpur University has prepared the Design and Plan for the new Film Studio and Archive. The construction process will commence soon.
	HRD Aspects, Scholarship / Student Exchange Programme / Internship Training & Skill Development	<ol style="list-style-type: none"> 1. 8 students of SRFTI have been awarded merit scholarship. 2. A group of SRFTI students accompanied by one faculty members visited Zelig International Film School in Italy under Student Exchange programme 3. Student films packages were shown at 42ND IFFI Goa.
	Training & Skill Development	<ol style="list-style-type: none"> 1. Several Student Film Projects have been undertaken and completed like Playback, Documentary, Diploma. 2. Some Faculty members of the Institute attended seminars/workshops relating to films & televisions, organized by various organizations

		<ol style="list-style-type: none"> One issue of in house journal TAKE-ONE published. SRFTI students in various film festivals in India and abroad. Film festivals have been organized in the Institute.
6	Setting up of a Community Radio Station (CRS) at SRFTI	<ol style="list-style-type: none"> The CRS at SRFTI is regularly broadcasting programmes relevant to the local community at the allotted frequency 90.4 M.Hz Technical up gradations 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"> Process for recruitment of manpower, as approved by the Ministry under this scheme, has been completed for 22 posts . Department. of Architecture, Jadavpur University has prepared the Design and Plan for the new Film Studio and Archive. The construction process will commence soon.

MAIN SECRETARIAT'S INFORMATION WING SCHEMES

(A) National Film Heritage Mission

Review of Physical Performance during 2010-11 and 2011-12 (upto 31.12.2011) under Plan Budget

S.No	Name of the Scheme	Targets for 2010-11	Achievements 2010-11	Reasons for shortfall	Targets for 2011-12 upto 31.12.11	Achievements in 2011-12 upto 31.12.11	Review of physical Perfpr,amce
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
2.	National Film Heritage Mission	Not introduced	-	-	Introduced during. 2011-12 Targets - Nil	DPR was finalized. 'In-Principle' approval from Planning Commission was obtained. EFC Memo is under finalization.	Process has been initiated to obtain the Competent Authority.

(B) Promotion of Indian Cinema Through Film Festivals and Film Markets in India and Abroad

Review of Physical Performance 2010-11 and 2011-12 (upto 31.12.2011) under Plan Budget

S.No	Name of the Scheme	Targets for 2010-11	Achievements 2010-11	Reasons for shortfall	Targets for 2011-12	Achievements 2011-12 upto 31.12.11	Review of physical performance
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1.	Foreign Travel Expenses	----	----	----	----	----	Administrative Expenses
2.	International Film Festival of India	01	01	NIL	01	01	Successfully organized IFFI-2011 at Goa from 23.11.11 to 03.12.11
	(ii) Participation in Foreign Film Festivals	45	79	Nil	50	52	Nil
	(iii) Indian Panorama	01	01	Nil	01	01	24 feature films and 21 non-feature films were selected under Indian Panorama, 2011 in October, 2011

3.	International Children's Film Festival	Nil	Nil	Nil	01	01	ICFF being a biennial event was successfully organized in Nov. 2011
4.	Mumbai International Film Festival (MIFF)	Nil	Nil	Nil	01	01	MIFF being a biennial event was successfully organized from Feb.2-9, 2012.
5.	Exhibition of Children's Films in Municipal Schools	5000 shows	6370 shows	Nil	5000 shows	5832 shows	Nil

(C) Production of Films and Documentaries in Various Indian Languages

Review of Physical Performance 2010-11 and 2011-12 (upto 31.12.2011) under Plan Budget

S.No	Name of the Scheme	Targets for 2010-11	Achievements 2010-11	Targets for 2011-12	Achievements 2011-12 upto 31.12.11	Review of physical performance upto
(1)	(2)	(3)	(4)	(6)	(7)	(8)
1.	Production of films in various Indian Languages by NFDC	07 films	05 films	04 films	03 films	01 film is expected to be completed by 31.3.2012
2.	Production of Children's films	03 feature & 01 short film	03 feature & 01 were under advance stages of production	03 feature & 02 short films	02 feature films	1 feature and 1 short film expected to be completed by 31.3.2012
3.	Production of documentary and short films	70 films	87 films	95 films	63 films	Target expected to be completed by 31.3.2012

(D) Setting Up of National Centre of Excellence In Animation, Gaming and VFX

Review of Physical Performance during 2010-11 and 2011-12 (upto 31.12.2011) under Plan Budget

S.No	Name of the Scheme	Targets for 2010-11	Achievements 2010-11	Reasons for shortfall	Targets for 2011-12 upto 31.12.11	Achievements in 2011-12 upto 31.12.11	Review of physical performance
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1.	National Centre of Excellence in Animation, Gaming and Visual Effects Sector	-	-	-	Preparation of DPR and seeking necessary approvals.	DPR has been prepared and EFC proposal is being worked out.	The scheme is yet to be approved by the Competent Authority

BROADCASTING SECTOR

ELECTRONIC MEDIA MONITORING CENTRE

The project was commissioned at 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). Content monitoring mechanism for private FM Channels is also under progress.

FM CELL

The project has started in April 2006. The status of the project as on December, 2011 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

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

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

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

PRASAR BHARTI

ALL INDIA RADIO - ANNUAL PLAN (2011-12)

Outcomes/Targets in The Outcome

(` in crore)

Sl. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2011-12	Expenditure upto Dec 2011	Quantifiable Deliverables/ Physical Outputs	Processes/Timeliness (Qrly Targets)	Remarks
1	2	3	4	5	6	7	8
1	Continuing Schemes						
1	J&K special package (Ph-I & II)	For expansion of Radio coverage in J&K State	2.50	1.92	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 20011-12	Q1- Completion of pending installation works	
	Capital		0.50	0.04			
	Revenue		2.00	1.88			
2	Expansion of MW services	Upgradation of transmitters to strengthen the primary coverage area.	0.40	0.01	Completed	Completed	
3	Expansion of FM services		20.52	20.01	Completion of installation of 41 Nos. of 10 KW FM Trs.	Q1- Receipt of Transmitters at site, Q2- Start of installation, Q3- Completion of installation, Q4-Testing & measurements	O&M staff sanction will be required to commission the new stations & additional channels.
					Procurement of 20 KW FM		

					Trs. (4 nos.) 3. Completion of civil works at Amritsar (20 KW FM Tr.)	Q 1- Start of civil works. Q 2-Civil works to continue. Q 3- Complition of transmitter building. Q 4- Installation of transmitter.	FM Tr. building at Amritsar will start after the 300 M TV tower is completed which is expected by March 11.
					Acquisition of sites at Haldwani, Rae Bareilly & Champawat.	Q 1- Taking over of site at Haldwani & Champawat. Payment for Rae Bareilly site if demand note is received. Q 3- Taking over of site at Rae Bareilly.	Demand notes for Chmawat & Haldwani Sites are under process. Site idetified at Rae Bareilly is yet to be allotted by the State Government.
					Completion of civil works at Bardhaman, Dhanbad & Darjeeling.	Q i- Start of civil works. Q 2- Civil works to continue.Q 3- Complition of transmitter building.Q 4- Installation of transmitter.	The estimates for transmitter building are under process & work is likely to be awarded by March 11.
					Completion of installation of Bagheshwar 5 KW FM Tr., Karimnagar 5 KW FM Tr., Ujjain 5 KW FM Tr.,	Q 1-Start of installation of Tr. Q 2- Completion of Installation.Q 3- Testing & measurements.	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 installtion of 10 KW FM Tr. there. O&M staff sanction is required to commission the stations.
					Completion of installation of Srikakulan 1 KW FM Tr. , New Tehri 1 KW FM Tr. & Gairsan 1 KW FM Tr.	Q 1-Start of installation of Tr. Q 2- Completion of Installation.Q 3- Testing & measurements.	Srikakulam Tr. Is to be brought back from Vijayawada after installtion of 10 KW FM Tr. there. Civil work at Srikakulam is complete & at Gairsen & New Tehri will be completed by March 11.O&M staff sanction is required to commission the stations.
					Completion of installation of 10 KW FM Trs. at Coochbehar & Balurghat	Q 1- Receipt of Transmitters.Q 2- Start of installation of Tr. at Coochbehar & Balurghat.Q 3-Completion of Installtion at	Tenders for transmitters are under process & order is likely to be place by February 11. O&M staff sanction is required to commission the stations.

					and progress of installation at Bardhaman, Dhanbad & Darjeeling.	Coochbehar & Balurghat. Q 4- Start of installation at Bardhaman, Dhanbad & Darjeeling.	
4	Digitalisation of production facilities	To enhance the technical quality of content	0.18	0.15	Completion of installation of Transmission (16) & Recording (17) consoles	Q1-Consoles expected to be received at sites. Q2- Installation of consoles expected to be in progress.Q3- Installation works to be completed.	
5	Automation of Studio Facilities & Misl. Schemes		5.00	5.07	Completion of installation of 1000 KW MW Tr. at Rajkot	Q 1- Installation in progress. Q 2- Completion of installation.Q 3- Sesting & measurments. Q 4- Commissioning of Tr.	Pre-dispatch inspection of Tr. is complete and is likely to be received by December 10.
					Completion of installation of High end servers at 48 stations.	Q 1- Receipt of equipment at some of the stations & start of SITC works.Q 2- Receipt of equipment of remaining stations, Completion of SITC work at stations where equipment was receiv in Q 1 & progress of work at remaining stations. Q 3- Completion of SITC work. Q4- Testing & measurements	Purchase proposal for High end Servers is under process.
					Completion of installation of Captive Earth Stations at Silchar & Dehradun.	Q 2- Receipt of equipment.Q 3-Start of installtion works.Q 4- Completion of installtion works.	Technical evalution of tenders is in progress. Advance A/T is expected to be placed by March 11.
6	North-East Special Package	To boost radio coverage in North-East Region.	45.00	34.27	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	34.27	Completion of civil works at the 16 sites which have been finalised.	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 Q2.- Civil works to continue at Karimganj, Cherrapunjee, Bomdila, Phek & Wokha and start of Civil work at Zunehboto. Q3-Completion of Tr. building at Karimganj, Cherrapunjee, Bomdila, Phek & Wokha. Civil work to continue at Zunehboto. Q4- Completion of civil work at Zunehboto	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 were to be awarded by March, 2011. Site at Zunehboto is expected to be taken over shortly. The concerned State Governments have to construct approach road to AIR sites at Champhai, Phek, Goalpara, Kolasib, Changlang, Khonsa & Daporijo. Matter is being pursued.
	Revenue		0.00	0.00	Completion of installation of 1 K FM Trs. works at 6 Places.	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	O&M staff sanction is required to commission the stations.
					2. Silchar-5 KW FM Tr. - Completion of installation	Q 1-Start of installation of Tr. Q 2- Completion of Installation. Q 3- Testing & measurements.	Order placed for Tr. and was expected to be received by March 2011. O&M staff sanction is required to commission the additional channel.

					3 Gangtok-10 KW FM Tr. - Completion of installation	Q1-Receipt of Transmitters at site, Q2- Start of installation, Q3-Completion of installation,Q4-Testing & measurements	Order placed for Tr. and was expected to be received by March 2011. O&M staff sanction is required to commission the additional channel.
					4.Chinsura –1000 KW MW Tr.- Completion of installation	Q 1-Start of installation of Tr. Q 2- Completion of Installation.Q 3- Testing & measurements.	Order placed for Tr. and was expected to be received by March 2011. O&M staff sanction is required to commission the additional channel.
					5. Kavaratti- 10 KW MW Tr. Completion of installation.	Q 1-Start of installation of Tr. Q 2- Completion of Installation.Q 3- Testing & measurements.	Order placed for Tr. and was expected to be received by March 2011.
					6. DSNG systems (3 Nos.)- Procurement of equipment & deployment	Q 1.- Approval of purchase proposal & placement of Advance A/T Q2- Obtaining Performance Bank Guarantee from the firm & placement of Formal A/TQ 3- Receipt of EquipmentQ 4- Deployment of equipment.	Tenders for DSNG systems (Digital Satellite News Gathering) are under evaluation
7	Accommodation for Staff (Metro S/Q)	To construct S/Q at Metro centres for Prasar bharati staff.	1.00	1.00	Delhi- Completion of Phase II (203 Qrs) at Delhi.	Q2- Phase-II Construction likely to be completed.	
					Mumbai- Completion of 68 Qrs. at Mumbai.	Q1- Award of works, Q2- Work to continue Q3- Work to continue Q4- Completion of work	Tenders for superstructure are under process.
					Chennai- Award of works of 52 Qrs. at Chennai.		Matter of Clearance of plans is being pursued with CMDA
					Kolkata- Award of works of 61 Qrs. at Kolkata.		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.
2	New Schemes						
2.1	Digitalisation of transmitters, studios, connectivity and DTH channel	SW DRM Tr. for nationwide coverage in digital mode. FM Expansion, Studio digitalization & Connectivity	133.77	27.06			
	MW DRM Transmit						
1	Replacement of 31 old MW Transmitters by new DRM MW Transmitter at Existing Stations						
	• 20 KW -5 Nos. [Delhi VB, Barmer & Bikaner (Raj), Chennai (TN) VB], Guwahati' B'				1. Completion of civil works, Procurement & 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.	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.
	• 50 KW- 1 No. [Mumbai 'C' (Mah)]				1. Completion of civil works, Procurement & 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.	Tenders are under Technical Evaluation
	• 100 KW -10 Nos. [Vijayawada(AP), Patna(Bihar), Panaji (Goa), Ranchi (Bihar), Mumbai' A' (Mah), Mumbai' B' (Mah), Pune (Mah),				1. Completion of civil works, Procurement & 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.	Technical Evaluation completed for 100 KW-10 Nos and price bids opened. Purchase proposal is under process.

	Tiruchirapalli(TN), Varanasi(UP), Kolkata 'A' (WB)]					Q4- Completion of receipt of equipment and Installation of Equipment would be in progress.	
	• 200 KW -9 Nos. [Delhi' A', Ahmedabad (Guj), Bangalore & Dharwad (Kar), Jabalpur(MP), Ajmer (Raj), Chennai 'A' (TN), Siliguri & Kolkata' B' (WB)]				1. Completion of civil works, Procurement & installation of Equipment.	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.	Tenders are under Technical Evaluation for 200 KW-9 Nos.
	• 300 KW -6 Nos. [Dibrugarh (Assam), Rajkot (Guj), Jammu (J&K), Jallandar (Punjab), Suratgarh (Raj), Lukhnow (UP)]				1. Completion of civil works, Procurement & installation of Equipment.	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.	Tenders are under Technical Evaluation for 300 KW-6 Nos.

						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.	
2	Upgradation of 3 MW DRM Tr. With Captive Power Plant at Arunachal-China Border						
	Passighat-100 KW (Replacement of 10 KW)				1. Completion of civil works. 2. Procurement of equipment. 3. Installation of Equipment	Q1-Start of civil works. Q2- Completion of civil works & start of departmental works Q3- Receipt & start of installation of equipment. Q4- Completion of installation	Tenders are under Technical Evaluation for equipment. The estimates for civil works at Passighat have been sanctioned.
	Itanagar 200 KW (Replacement of 100 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- Civil works continued. Q3-Completion of building works & start of departmental works. Receipt of equipment. Q4- Progress of installation & departmental works.	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 eqpt. 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 & was to be received by December 2010

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 &				1. Completion of civil works. 2. Procurement of equipment. 3. Completion of Installation of Equipment: 1 KW (12 Nos.) & 5 KW (12 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.	Technical evaluation of tenders completed for equipment & Commercial bids opened. Zonal office is procuring associated eqpt like Programme input rack, audio processor & audio analyser etc.
	100 Watt FM Trs. at existing 100 LPTs of DD/AIR				1. Procurement of equipment. 2. Completion of Installation of Equipment: (100 Nos.)	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 installation at 35 places. Q4- Completion of installation at remaining places.	Purchase proposal for Trs. is under process
6	Repl. of FM/MW Transmitters by higher power at 40 Existing Stations				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	Q1- Award & start of civil modification works. Q2- Completion of civil modification works & start of departmental works. Start of delivery of equipment. Q3- Departmental works & installation works to continue.	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.

						Q4- Completion of installation works	
7	SW DRM Trs. Replacement of 5 SW Transmitters (Delhi-2 Nos., Aligarh-2 Nos., Bangalore-1 No.)				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 Bangalore (VB)(Kar)-500 KW SW	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. Q2- Award of civil works at Delhi (Kingsway) & Aligarh and sanction of estimates for civil works at Bangalore. Placement of order for 500 KW SW Tr.. Q3- Progress of civil works. Q4- Completion of civil works at Aligarh & Delhi (Kingsway) and start of delivery of equipment.	Technical evaluation of 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				1. Refurbishing of 11 studios 2.Procurement & installation of Miscellaneous eqpt. like AC plants, DG sets etc. 2. Completion of Digitalisation of 48 studio centers.	Q1. Start of Delivery of major equipment like Phone-in-Consoles, Portable Digital Recorders, Digital work stations & Digital Consoles etc. Start of departmental works Q2. Delivery of equipment to continue. Completion of installation of misc. eqpt., Start of installation work of Refurbishing of 11 studios. Q3- Completion of delivery of eqpt.Completion of Installation & commissioning work of Refurbishing of 11 studios & miscellaneous eqpt. Q4- Digital cabling & complete digitalization of 48 studios	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	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 and are under scrutiny.
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.	Q1- Start of SITC work of Servers, Workstations & System Software for existing RNUs. Q2- SITC work to continue. Q3- Completion of SITC work	Tenders have been opened on 28.10.2010 and were 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.
					2 Completion of Digitalisation of 7 New Regional News Units.	Q1- Start of civil works. Q2- Completion of civil works & start of SITC works Q3- SITC work to continue. Q4- Completion of SITC work	
					3. Up-gradation of News-on- Phone Service at 13 places and introduction of this service from 16 new places (29 nos.)	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. Q4- Completion of installation work.	Specification for equipment were under issue.

	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 & Commissining work. Q3-Completrion 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 & Commissining of eqpt.). Q3-Completrion 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 & Commissining of eqpt.). Q2. Start of receipt of equipment at sites. Q3- Start of SITC work (Supply, Installation, Testing & Commissining of eqpt.). Q4-Completrion 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 & Commissining of eqpt.). Q3-Completrion of SITC work	Specifications for equipment are under issue.
2.2	Strengthening of External Services	Digitalisation of SW transmitters	0.50	-			
	Conversion of compatible External Services SW Trs. to DRM (Delhi- 250 KW SW Trs.-2 Nos. &				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 Cerificate) proposal sent to Ministry for approval. Clerification sought by the Ministry are being replied.

	Aligarh 250 KW SW Trs.-2 Nos.).						
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	25.50	2.93			
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.						Proposal approved by M/o I&B on 31.8.2010.
	(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	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	0.15			
	New Technology						
1	Webcasting/ Podcasting				Installation completed & Programme content is being developed	Development of programme content	

2	Research and Development				Completion of S&T wchemes	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	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) Kisan 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	4.50	1. New & fresh Content creation 2. Radio Workshops, Sangeet Sammalen, 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.crore in EFC proposal but budget is yet to be recieved for the year 2011-12.	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.	

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 Ridg (Srinagar region), & Himbotingla (Ladakh region) and acquisition is under process.
	Total of AIR		260.37	97.07			
		Revenue	17.00	6.38			
		Capital	243.37	90.69			

PRASAR BHARTI

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							
1	J&K special package (Ph-I & II)	For expansion of radio coverage in J&K State	3.50	4.67	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 MVA (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	2.277	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	1.90				
2	North-East Special Package	To boost radio coverage in North-East Region	40.00		1. 19 new FM Stations- (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 completed at Udayapur and Nutan Bazar. Work is in progress at 9 places at Bomdila, Goalpara,	1. 19 new FM stations- (i) Sites Q1- Remaining 4 sites were expected to be acquired. (ii) Civil works – a. Security fencing Q1- Work is expected to be completed at 9 places.	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 & order situation in Manipur is bad.	The concerned State Governments have to construct approach road to AIR sites at Chemphai, Phek, Goalpara, Kolasib, Changlang, Khonsa & Daporijo. Matter
	Capital		37.00	10.54				

	Revenue		3.00	-	<p>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>Q2- Work is expected to be completed at 4 places.</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>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. Tr. 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 work during the year.</p> <p>-Equipment:</p> <p>-Trs procured.</p>	<p>b. Tr. 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 been awarded or being awarded.</p> <p>Tower work</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.</p> <p>Installation at these places is targeted to be ready by March,2011.</p> <p>- Work at 4 places is in progress. Building has reached roof level at</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>

					-50M towers- Procurement of, is under process. Tenders being called.	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.	Champhai & Lunding and at Khonsa work is above plinth level. At Changlang foundation work is in progress. The estimates for building at Cherrapunjee, Bompila, 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.	
					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.	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.	Purchase order for Transmitter has been placed and it is expected to be received by the end of the year. Panel antenna re-tendered.	
					3 Gangtok-10 KW FM Tr. - 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.	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.	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.	
					4.Chinsura –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	4. Chinsura–1000 KW MW Tr.- Q1- Completion of civil modification works inside the Tr. building and departmental	Civil works are complete and departmental works are in progress. Call for pre-dispatch inspection of Tr. received and proposal for	

					Transmitter has been placed with delivery by Nov.2010.	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.	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).	
3	Expansion of MW services	Upgradation of transmitters to strengthen the primary coverage area.	0.00	0.03	6. DSNG systems (3 Nos.)- To be re-tendered. Specifications were being revised. Completed	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. Completed	After review of specifications fresh NIT was issued on 31.08.2010. Tenders opened on 27.10.2010 and are under scrutiny.	

4	Expansion of FM services	To expand FM coverage which has gained popularity due to its superior quality.	30.00	12.47	<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>(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>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 Bagheashwar Q4-. Receipt of Tr. <p>(iii)10 KW FM Trs. 41 Nos.: Q1-Placing order for Trs. Issue of NIT for Panel antenna.</p> <p>Q2- Opening of LC</p>	<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>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</p>	
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					Combiners /Diplexer (3 Nos.) to be procured for Lucknow, Ranchi & Patna.	for 10 KW FM Trs. (41 nos.). Opening of tenders for Panel antenna. Q3- Pre-dispatch inspection of Trs. Ordering of Diplexers. Technical evaluation of tenders for Panel antenna Q4- Receipt of Trs. & Diplexers. Placement of order for Panel antenna.	delivered by the end of 2010-11. Order placed for Diplexers (3 nos.). Tenders for Panel antenna are under evaluation.	
					20 KW FM Trs. (4nos.): <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. 	20 kW FM Txs. (4nos.): <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 expected to start. Q4-Building to continue. Panel antenna expected to be installed. 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. Q3- Completion of building & start of installation, Q4- Tr. expected to be received & its installation is expected to be in progress.		
5	Digitalisation of production facilities	To enhance the technical quality of content	1.00	1.00	1. Digital Consoles Procurement of • Digital Transmission consoles (27nos.) – Purchase proposal is under process. • Digital Recording consoles (16 nos.)- Purchase proposal is under process.	1. Digital Consoles - Q2-Consoles expected to be procured. Q3- Installation of consoles expected to be completed.		
6	Automation of Studio Facilities & Misc. Schemes		6.00	28.60	1. Captive Earth Station (Uplink) at Silchar & Dehradun.- Procurement and installation of equipment. No tender was found technically acceptable. Fresh NIT to be issued.	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. 2. Procurement of Hard Disc Based Work Systems at 48 stations(SITC of High End Servers). Specs are under revision. NIT is	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	Digital uplink stations & Computerized work stations have improved quality of programme produced.

						expected to be floated by Feb,10.	work expected to be started. Q3- SITC work expected to continue. Q4- Work expected to be completed.	
					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.	3. Rajkot-1000 KW MW Tr.-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,		Old Transmitter being replaced by state-of-the-art digital Tr. which is more efficient.
					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.	4.Permanent studio at Tawang- (Limited working season) - Q1- Completion of balance Installation works.		Induction of digital eqpt. like digital consoles, digital uplinks / downlinks has improved programme quality.
7	Accommodation for Staff (Metro S/Q)	To construct S/Q at Metro centres for Prasar bharati staff.	Funding is being done by Doordarshan.		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. Delhi- Construction of Ph-I (323 Qrs.) is nearing completion and Ph-II (203 Qrs.) work awarded. Mumbai- Construction of 68 quarters. Local body approval received for four blocks. Pile	Q1- Completion of pending points. Q2-Joint inspection & commissioning. Delhi-Q4- Construction likely to be completed. Mumbai- Q1-Tender action to award superstructure work		Welfare activity. Funding is being done by Doordarshan.

					<p>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>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>		
	Total (i)		80.50	57.31				
2	New Schemes		102.98	29.68				
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	23.93				
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		EFC proposal under approval with Ministry

						evaluation, Q3-Opening of Commercial bids & processing of purchase proposal, Q4- Placement of order.		
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-Proces- sing of tenders for PAC certification, Q3- processing of purchase proposal & placement of order., Q4- Comp- letion 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-Proce- ssing of tenders & technical evalu- ation, Q3-Opening of Commercial bids & processing of purchase proposal, Q4- Placement of order.		
2.1.2.b	Repl. of FM/MW Transmitters by				EFC proposal under approval with Ministry. Equipment is expected to	do		

	higher power at 40 Existing Stations				be procured by March 2011.			
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 New Regional News Units					do		
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	0.60				
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 approval. Procurement of Hardware equipment like Hard Disc Based Systems, UPS, Measuring Eqpt. etc. would be completed.	do		
2.3.d	Office Accommodation/Staff Quarter at Guwahati including hostel accommodation at Srinagar				SFC proposal cleared by IFA and circulated for appraisal and approval under CEO, Prasar Bharati. After approval of SFC, activities pertaining 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 Estimates and calling of tenders. Q3- Processing 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 broadcasting in Satellite & Terrestrial Mode, Web casting/ Podcasting etc.	1.50	0.49				
2.4.1	New Technology Multi Media Broadcasting 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-Processing 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	Project will be completed by		

					will be completed by March, 2010.	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	4.60	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 (ii)		102.98	29.62				
	Total of All India Radio		183.48	86.93				

PRASAR BHARTI

DOORDARSHAN - ANNUAL PLAN (2011-12)

Statement of Outlay & Outcomes/Targets (2011-12)

(` in Cr.)

Sl. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2011-12	Actual Exp. Upto Dec. 2011	Quantifiable Deliverable/ Physical Output	Projected Outcome	Process/ Timeliness	Achievements Upto 31-12-11	Remarks
	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.	2.20	0.72	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:- IV quarter.	Tower erected to 283 meter height	Slow work by Agency. Installation will be taken up hauling up of antenna and feeder cable as existing transmitters (which are in service at existing station) are to be utilized
	(Revenue)		53.89	42.94					
2	Digitalization and Modernisation of Production Facilities	Enhancement of technical quality of programmes.	3.00	0.09	Modernization of studio centers, centralized recording, editing and play-back at all major Doordarshan Kendras: -	To digitalised the studios.	Equipment Procurement	In Progress	

					17 nos. Augmentation of OB facilities and faster news delivery system.				
3	North East Special Pacakge Ph-2 (Capital)	Strengthing 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 Rs. 256.85 crores (hardware – 134.3, software – 122.55).	1.91	0.32	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 DSNG equipment:- (1 No.)	Order of 1 DSNG Placed	Four DSNG unit supplied and one more DSNG orderd.
	(Revenue)		20.00	14.47					
4	DTH	The objective of this scheme is to provide TV coverge to the areas hitherto uncovered by terrestrial transmission. DTH at present has 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.	0.40	0.19		The Pilot scheme will provide the facility for production in HDTV format.			Pilot project for HDTV production completed

		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.							
6	Other spill over X plan approved scheme		25.00	10.92					
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) & some non metro to be in progress.			Projects monitored by AIR
					Construction of staff quarters at 11 non Metro locations		Completion of Staff quarters at 3 places viz Banglore, Patna and Sambalpur:- IIIrd Quarter	Staff Qtrs at 9 locations have already been completed. Construction of S/Qs at Patna and Sambalpur in progress.Out of 16 staff quarters at Sambhalpur, 12 staff quarters have been completedMost of the schemes of augmentation of infrastructure & security completed.	Approval of revised PE of Patna SQ in progress

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.	Tenders invited earlier for procurement of 50 automode LPTs have been cancelled on technical considerations. Fresh tenders invited and under process.	Tenders for 50 LPTs received and under process.
					HPTs-2		(i) Supply & Instalation of Equipment HPTS - Mehaboob Nagar -IIIrd Quarter (ii) Quarter. Tower erection & Mounting of Antenna & Feeder Cable-IV Quartetr (iii)Completion of HPT Mehaboob nagar (iv)completion of HPT Kumbakonam	(i) Order placed for supply of transmitter and antenna for HPT at Mahboobnagar. Antenna inspected and reported despatched. Transmitter offered for inspection. (ii) Order placed for 150 M tower at Mahboobnagar (iii) Tower erected to full height (150M) at Kumbha konam. Painting work in progress	
	New Schemes								
1	Digitalisation of transmitters: Modernisation, Aug. and Repl. of Transmitter Equipment		20.00	1.23					

	a) Digitalization of Transmitter	Digitalisation of terrestrial transmission.			Digital HPTs-19 nos	Start process of digitalisation of terrestrial transmission -	Order for 19 HPTs Ist Quarter Supply of HPTs-19 Nos-IV th Quarter Installation of 19 HPTs- IV th Quarter	(i) Tenders received for procurement of 19 digital transmitters and under technical evaluation (ii) Order placed for SITC of antenna system including strengthening of towers for above HPTs.	
	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.				Improvement in coverage and quality of terrestrial transmission -			Scheme approved in Feb., 2011
2	Studio digitalisation: Modernisation, Augmentation, Replacement of Studio/OB Equipments		80.00	23.53					
	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.	Full digitalisation of production facility -	To be completed in phases.	(i) Out of 36 equipment items required for digitalization of 31 partailly digital Studios, order placed for 26 equipmenet items and part equipmenet supplied.	

								(ii) 10 equipmenet items ordered for full digitalization of 8 analog studios. procurement of remaining equipment items in progress.	
	b) Modernisation, Augmentation and replacement of studio equipments	Modernisation, Aug. and repl. of production related equipment with its digital counter part 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.-	Enhancement in technical quality -	To be taken up in phases.		Scheme approved in Feb., 2011
	DTH: Modernisation, Aug., Replacement of Satellite Broaqdcst Equipment		20.00	0.41					
	a) DTH	Increase of channels in DTH platerform from 59 to 97			Increase of channel on DTH Platform.				Prasad Bharati Board approved upgradation of DTH Platform from 97 to 150 channels. However, scheme is further under review due to non availability of required additional transponder form ISRO/DOS
	b) Modernization, Augmentation and replacement of satellite broadcast equipments	Modernisation, Aug. and repl. of satellite broadcast related equipment with its				To be taken up in phases.	To be taken up in phases.		

		digital counter part which have served its useful life and due to technological compulsion. Aug. of News Gathering Facility							
					Upgradation of 10 nos of Earth Station		Procurement of part equipment for upg. of 10 no. of earth station. Upg. of 3 nos. of Earth stations-IV Quarter. Supply of DSNGs (6Nos)-IV Quarter. Completion of PDA replacement at CPC and DDK Srinagar-III Quarter.	(i) Order placed for upgradation of 5 Earth stations in July,2011. (ii) Tenders for remaining 5 Earth stations received and technically evaluated. Commercial bids also opened.	
					Replacement of Earth Station compression equipment at 5 locations			(i) Order placed for replacement of compression equipment for 3 locations in October, 2011. (ii) Tenders invited earlier for one location cancelled on technical considerations. (ii) Building construction in progress at one location. Equipment to be procured after construction of building	

					Replacement of DSNG units-6 locations			Order placed for procurement of DSNGs in August, 2011.	
					Replacement of Existing IRDs with DVB-S2 based IRDs			Specifications being finalized.	
					Replacement of uplink PDAs and Accessories at CPC and DDK Srinagar			Order placed for Uplink PDAs in July, 2011.	Work expected to be completed by March, 2012
					New DSNGs-9 nos				Specifications under finalization
					New Earth Stations -5 nos			Tenders received and evaluated. Commercial bids also opened.	
4	High Definition TV	HDTV production, post production facility and transmission.	29.00	10.80	HDTV Production facility at Delhi and Mumbai	Production uplinking and terrestrial transmission in HD format.	Order for the part equipment:- Ist quarter Supply of part equipment:- IV quarter	Tenders received and under evaluation.	
					Play out facility at Delhi		Order for the part equipment:- Ist quarter Supply of part equipment:- IV quarter	Equipment supplied	

					Post Production facility at Delhi, Mumbai Kolkata and Chennai		Order for the part equipment:- Ist quarter Supply of part equipment:- IV quarter	Part equipment (7 no) procured. Procurement of remaining equipment in progress.	The project is expected to be completed by March, 2011
					Field Production facility at Delhi, Mumbai, Kolkat, Chennai		Order for the part equipment:- Ist quarter Supply of part equipment:- IV quarter	Part equipment (2 no) ordered. Procurement of remaining equipment in progress.	The project is expected to be completed by March, 2011
					Multi-Camera mobile equipment for outdoor Productio facilities at Delhi Mumbai		Supply of part equipment:- IV quarter	Tenders received and evaluated. Commercial bids also opened.	
					Fly away Production set up at Delhi		Supply of part equipment:- IV quarter	Specifications under finalization	
					Preview facility for Delhi, Mumbai, Kolkata, Chennai		Order for the part equipment:- Ist quarter Supply of part equipment:- IV quarter	Part equipment (7 no) procured. Procurement of remaining equipment in progress.	The project is expected to be completed by March, 2011
					HDTV transmitters at Delhi, Mumbai, Kolkata, Chennai		Order for Transmitter (4 nos.)- III Quarter	(i) Tenders for procurement of HDTV transmitters received and under evaluation.	

								(ii) SITC of antenna system including strengthening of towers ordered. Antenna inspected and reported despatched.	
5	Staff Quarters and other misc Scheme	Provision of housing facility for staff. Augmentation of infrastructure / strengthening of security at various stations.	15.00	6.84	Construction of 1. Staff Quarter - 07 locations 2. Guest Houses - 22 locations 3. Community Centres - 10 locations 4. Zonal office Building at Guwahati 5. DMC Buildings -17 locations 6. LPT Buildings - 10 locations 7. Tower"C" Building at DD Bhawan Complex 8. 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.	Award of work for all the works (LPTs/DMCs/ S.Qs/C.Cs/ GHs). Completion of 4 LPT buildings and 4 DMCs buildings IV Quarter. Award of work for Tower "C"- II Quarter.	(i) Work awarded for Tower "C" building. (ii) Eight buildings (GH-5, CC-1, LPT-2) completed. (iii) Work for additional 47 buildings in Progress. (iv) Preliminary Estimates for 7 additional buildings sanctioned.	
6	Software Acquisition	In house production	1.00	47.78					
	Total		271.40	160.24					
		Revenue	74.89	105.19					
		Capital	196.51	55.05					

PRASAR BHARTI

DOORDARSHAN - ANNUAL PLAN (2010-11)

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

(` in crore)

S1 no.	Name of the scheme/ Programme	Objective/ Outcome	Outlay 2010-11	Expenditure 2010-11	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	5.51	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	41.00					
2	Digitalization and Modernisation of Production Facilities	Enhancement of technical quality of programmes	10.00	8.99	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 Door-darshan 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	3.67	Supply of transmitter equipment for HPT Kokrajhar. Commissioning of 10 KW HPT Kokrajhar	Enhancement 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	10.90					
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	29.66					
	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 Bangalore, 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, & Bangalore.
	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 Mahboobnagar completed. Order for tower placed. Tenders for equipment received and are under process.	
	Total of (i)		82.00	103.29					
	NEW SCHEMES								
1	Digitalisation of transmitters; Modernisation, Aug. and Repl. of Transmitter Equipment		20.00	1.30					
	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	2.50					
	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	0.28					
	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 TV	HDTV production, post production facility and transmission.	15.00	8.13		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 Quarters, other misc. works	Provision of housing facility for staff. Augmentation of infrastructure/strengthening of security at various stations.	5.00	4.51	Construction of 1. Staff Quarter-07 locations 2. Guest Houses - 22 locations 3. Community centre 10 locations 4. Zonal office Building at Guwahati 5. DMC Buildings 17 locations 6. LPT Buildings 10 locations 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 /production	5.00	9.36	SFC approved					
	Total of (ii)		75.00	73.36					
	Grand Total		157.00	129.37					
	Revenue		57.00	61.27					
	Capital		100.00	68.10					

CHAPTER V

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

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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

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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
A) 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. Sochna 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

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			Actuals 2010-2011		
	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)	170100	380700	550800	153100	369300	522400	191282	343335	534617
Major Head - '2205' - Art & Culture Certification of Cinematographic films for public exhibition									
2. Central Board of Film Certification	13000	55000	68000	13000	58300	71300	8493	49339	57832
3. Film Certification Appellate Tribunal	0	2000	2000	0	2000	2000	0	988	988
Total Major Head '2205'	13000	57000	70000	13000	60300	73300	8493	50327	58820
Major Head - '2220' - Information, Films & Publicity									
4. Films Division	56000	380000	436000	56000	373400	429400	60538	318618	379156
5. Directorate of Film Festivals	45000	79200	124200	45000	86400	131400	48850	87970	136820
6. National Film Archive of India	50000	31500	81500	89000	38500	127500	99864	31651	131515
7. Grants-in-aid to Satyajit Ray F&TI, Kolkata	70000	60000	130000	70000	61800	131800	70000	61800	131800
8. Grants-in-aid to Children's Film Society of India (CFSI)	40000	14300	54300	40000	15300	55300	40000	15300	55300
9. Grants-in-aid to Film & Television Institute of India, Pune	80000	125000	205000	72000	144400	216400	70000	144400	214400
10. Grants-in-aid to Film Societies	0	0	0	0	0	0	0	0	0
11. Electronic Media Monitoring Centre	21800	41000	62800	0	43600	43600	0	37739	37739
12. Research, Reference & Training Division	2500	19700	22200	1000	18900	19900	0	16273	16273
13. Grants-in-aid to IIMC	7000	67000	74000	7000	71700	78700	7000	71700	78700
14. Directorate of Advertising & Visual Publicity	445000	622800	1067800	445000	643700	1088700	494767	666217	1160984
15. Press Information Bureau	345000	368800	713800	340000	381700	721700	239144	350142	589286
16. Grants-in-aid to Press Council of India	0	42100	42100	0	48900	48900	0	48900	48900
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	4500	357200	361700	4500	411400	415900	4670	396770	401440
21. Song and Drama Division	47200	202400	249600	47200	212400	259600	59345	218317	277662
22. Publications Division	1000	210400	211400	1000	215900	216900	982	233808	234790

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Name of Media Units/Activity	B.E. 2010-2011			R.E. 2010-2011			Actuals 2010-2011		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
23. Employment News	600	284600	285200	600	258100	258700	596	256011	256607
24. Registrar of Newspapers for India	1700	35900	37600	1700	37700	39400	1696	36350	38046
25. Photo Division	25300	35500	60800	17800	35500	53300	6321	34785	41106
26. Contribution to International programme for the Development of Communication	0	1600	1600	0	26600	26600	0	25000	25000
27. Contribution to Asia Pacific Institute for Broadcasting Development	0	2000	2000	0	2000	2000	0	1754	1754
Total: Major Head '2220'	1242600	2981100	4223700	1237800	3128000	4365800	1203773	3053505	4257278
Total: Major Head 2251, 2205 and 2220	1425700	3418800	4844500	1403900	3557600	4961500	1403548	3447167	4850715

(` in thousand)

Name of Media Units/Activity	B.E. 2010-2011			R.E. 2010-2011			Actuals 2010-11		
	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	3447500	14123500	17571000	1578300	14123500	15701800	1548800	14123500	15672300
Total - Broadcasting	3447700	14123700	17571400	1578500	14123700	15702200	1548800	14123500	15672300
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	0	0	0
Total - Revenue Section	5154600	17542500	22697100	3263600	17681300	20944900	2952348	17570667	20523015

Name of Media Units	B.E. 2010-2011			R.E. 2010-2011			Actuals 2010-2011		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
<u>A) 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	45000	0	45000	45000	0	45000	4849	0	4849
4. Acquisition of Equipment for Song and Drama Division	500	0	500	500	0	500	351	0	351
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	10000	0	10000
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	9000	0	9000	9000	0	9000	7548	0	7548
11. Upgradation of Print Unit in DFF	10000	0	10000	10000	0	10000	9948	0	9948
12. Electronic Media Monitoring Centre - Machinery & Equipment	0	0	0	20000	0	20000	16600	0	16600
13. Acquisition of Equipments for Publications Division	1000	0	1000	1600	0	1600	1380	0	1380
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	290000	0	290000	340000	0	340000	340000	0	340000
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	64200	0	64200	64195	0	64195
20. Setting up of Film & Television Institutte at Kolkata - Acquisition of Land & Construction of Building	0	0	0	0	0	0	0	0	0
21. Soochna Bhavan building - Major Works	100000	0	100000	180000	0	180000	180000	0	180000
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	100000	0	100000	100000	0	100000	100000	0	100000

(` in thousand)

Name of Media Units	B.E. 2010-2011			R.E. 2010-2011			Actuals 2010-2011		
	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	20000	0	20000	20000	0	20000	20000	0	20000
26. Building & Towers for Private FM Radio Stations	100	0	100	100	0	100	0	0	0
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	0	0	0	1800	0	1800	1800	0	1800
Investment									
National Film Development Corporation	30000	0	30000	30000	0	30000	30000	0	30000
Total - Capital Section Major Head '4220'	655600	0	655600	832200	0	832200	786671	0	786671

Name of Media Units	B.E. 2010-2011			R.E. 2010-2011			Actuals 2010-2011		
	Plan	Non-Plan	Total	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	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	4159200	0	4159200
									(` . in thousand)
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	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	410000	0	410000	502800	0	502800	0	0	0
Total - Capital Section	3345400	0	3345400	5236400	0	5236400	4945871	0	4945871
Total - Demand No. 59	8500000	17542500	26042500	8500000	17681300	26181300	7898219	17570667	25468886

FINANCIAL REVIEW

2011-2012

(in thousand)

Name of Media Units/Activity	B.E. 2011-2012			R.E. 2011-2012		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Revenue Section						
Major Head - '2251' - Secretariat Social Services						
1. Main Sectt. (including PAO)	348400	406100	754500	261900	377900	639800
Major Head - '2205' - Art & Culture Certification of Cinematographic films for public exhibition						
2. Central Board of Film Certification	12000	63000	75000	12000	61000	73000
3. Film Certification Appellate Tribunal	0	2000	2000	0	1000	1000
Total Major Head '2205'	12000	65000	77000	12000	62000	74000
Major Head - '2220' - Information, Films & Publicity						
4. Films Division	108000	382800	490800	108000	334900	452900
5. Directorate of Film Festivals	74000	92000	166000	74000	93800	167800
6. National Film Archive of India	200000	46800	246800	200000	40500	240500
7. Grants-in-aid to Satyajit Ray F&TI, Kolkata	70000	70000	140000	88000	73900	161900
8. Grants-in-aid to Children's Film Society of India (CFSI)	63000	15500	78500	63000	15500	78500
9. Grants-in-aid to Film & Television Institute of India, Pune	113200	135000	128200	95200	145000	240200
10. Grants-in-aid to Film Societies	0	0	0	0	0	0
11. Electronic Media Monitoring Centre	0	45000	45000	0	42800	42800
12. Research, Reference & Training Division	2500	21700	24200	2500	17400	19900
13. Grants-in-aid to IIMC	10500	71700	82200	6500	71700	78200
14. Directorate of Advertising & Visual Publicity	560000	673300	1233300	887900	653300	1541200
15. Press Information Bureau	127500	412300	539800	127500	363300	490800
16. Grants-in-aid to Press Council of India	0	53200	53200	0	53200	53200

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	6900	413500	420400	6900	404100	411000
21. Song and Drama Division	48000	217400	265400	48000	227400	275400
22. Publications Division	1000	222300	223300	1000	219600	220600
23. Employment News	500	272900	273400	500	267600	268100
24. Registrar of Newspapers for India	1700	43500	45200	1700	40500	42200
25. Photo Division	20800	39600	60400	17300	39400	56700
26. Contribution to International programme for the Development of Communication	0	1700	1700	0	1700	1700
			0	0		
27. Contribution to Asia Pacific Institute for Broadcasting Development	0	2000	2000	0	2000	2000
Total: Major Head '2220'	1407600	3232300	4639900	1728000	3117700	4845700
Total: Major Head 2251, 2205 and 2220	1768000	3703400	5471400	2001900	3557600	5559500

(` in thousand)

Name of Media Units/Activity	B.E. 2011-2012			R.E. 2011-2012		
	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	716200	14123500	14839700	1116200	14623500	15739700
Total - Broadcasting	716400	14123700	14840100	1116400	14623700	15740100
North Eastern Area other expenditure scheme for the benefit of North Eastern Region & Sikkim						
Lump Sum Provision (Major Head - 2552)	250200	0	250200	249700	0	249700
Total - Revenue Section	2734600	17827100	20561700	3368000	18181300	21549300

Name of Media Units	B.E. 2011-12		R.E. 2011-12			
	Plan	Non-Plan	Total	Plan	Non-Plan	Total
<u>A) Capital Section</u>						
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	27100	0	27100	17500	0	17500
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	13000	0	13000	3600	0	3600
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	10000	0	10000	10000	0	10000
11. Upgradation of Print Unit in DFF	10000	0	10000	10000	0	10000
12. Electronic Media Monitoring Centre - Machinery & Equipment	20000	0	20000	20000	0	20000
13. Acquisition of Equipments for Publications Division	8500	0	8500	4400	0	4400
14.. Acquisition of Equipments for Employment News	0	0	0	0	0	0
<u>B) Buildings</u>		0				
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	625100	0	625100	480000	0	480000
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	12800	0	12800	2800	0	2800
20. Setting up of Film & Television Institutte at Kolkata - Acquisition of Land & Construction of Building	0	0	0	0	0	0
21. Soचना Bhavan building - Major Works	362200	0	362200	313000	0	313000
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	205000	0	205000	300000	0	300000
24. Construction of Building for Press Council of India	0	0	0	0	0	0
25. Building & Housing project of IIMC	168500	0	168500	34800	0	34800
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	1800	0	1800	1800	0	1800
<u>Investment</u>						
National Film Development Corporation	0	0	0	100	0	100
Total - Capital Section Major Head '4220'	1464600	0	1464600	1198600	0	1198600

(C in thousand)

Name of Media Units	B.E. 2011-12			R.E. 2011-12		
	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	3799700	0	3799700	2755500	0	2755500
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 IIMC	7000		7000	3500		3500
Acquisition of Equipment for Directorate of Field Publicity	5000	0	5000	2500	0	2500
Capital outlay on North East Areas other expenditure Project/Scheme for benefit of North Eastern Region and Sikkim (Major Head - 6552) Prasar Bharati	599100	0	599100	539100	0	539100
Total - Capital Section	5875400	0	5868400	4499200	0	4499200
Total - Demand No. 60	8610000	17827100	26430100	7867200	17681300	25548500

FINANCIAL REVIEW

Object-head wise classification

(` in thousand)

Description	Budget Estimates 2009-2010		Revised Estimates 2009-2010		Actuals 2009-2010		Budget Estimates 2010-2011		Revised Estimates 2010-2011		Actuals 2010-2011		Budget Estimates 2011-2012		Revised Estimates 2011-2012		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	3450	1798750	700	1841720	273	1823747	3200	1681960	3200	1787300	292	1720620	3000	1928800	3000	1783000	10200	1925600
Charged	0																	
Wages	340	36210	340	20312	259	19536	300	5590	340	4690	299	3849	350	5230	350	5485	16300	6940
O.T.A.	70	8565	101	7503	47	6035	300	8575	300	8350	10	5954	110	8290	110	5865	0	6735
Medical Expenses	300	29495	1	28690	0	23081	20	29565	20	34585	13	26900	20	32415	20	33770	0	33065
Domestic Travel Exp.	6500	48980	5300	47150	3885	49174	6300	48550	6300	55905	6042	59547	12900	57355	12900	58985	13800	58755
Foreign Travel Exp.	10200	7550	10300	6795	4545	4104	7600	7950	7600	7400	4829	3347	11600	9000	11600	6395	12200	9000
Office Expenses	59840	192240	60658	190765	62226	200045	52380	197370	50540	215830	43335	215317	62115	217050	58615	213056	180900	219080
Rent,Rates & Taxes																		
Voted	1600	30830	400	35215	1451	30987	0	39740	0	40425	0	36363	0	41840	0	52371	0	46295
Charged	0	300	0	300	0	0	0	300	0	300	0	0	0	300	0	300	0	300
Publications	0	36750	0	43835	0	58471	0	39420	0	39250	0	43339	0	39540	0	39198	600	39740
Bank Cash Transaction Tax	0	10	0	0	0	0	0	10	0	0	0	0	0	0	0	0	0	0
Other Administrative Exp.	114700	15170	115900	15640	111502	13577	232500	16225	229200	18530	149656	18535	17800	19120	17800	19220	19100	19620
Supplies & Materials	12600	261400	12600	216400	11632	191074	35100	261400	17100	222400	14115	209542	18500	228700	18500	215400	49500	223995
P.O.L.	900	18455	1000	16735	988	14128	0	18455	0	20000	0	15357	1100	20200	1100	20200	0	20200
Advertising & Publicity	336450	497520	436600	497065	427721	508851	560000	497570	555000	497060	583852	513580	675400	497475	1003300	492325	997100	495675
Minor Works	0	74190	0	75440	0	74144	0	81390	0	72340	0	62518	5	78385	5	73785	0	75185
Professional Services	128300	56330	123000	50110	118102	45562	161200	80850	146000	80900	203152	73124	272400	85130	230900	88255	502800	88355
Grants-in-aid General	2308900	14473105	1976600	12795680	2128000	12803515	3644500	14432430	1802300	14466125	1770800	14466120	109000	14406314	1289200	14438264	1280300	1384586
Grants for creation of capital assets	0	0	0	0	0	0	0	0	0	0	0	0	893900	63111	109700	545061	70000	551514
Grants-in-aid Salaries	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13033325
Contributions	0	3400	0	3500	0	3150	0	3600	0	28600	0	26754	0	3700	0	3700	0	3700
Subsidies	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Lumpsum Provision	389700	2000	249700	2000	0	1875	281200	2000	281200	2000	0	988	250200	2000	249700	1000	210500	1700
Other Charges	140650	57530	167900	76915	163105	77060	162200	57610	158500	60970	174730	56376	405200	62585	360200	67285	245500	62985
Information & Technology	5400	31920	5600	28930	796	20472	7800	31940	6000	18340	1223	12536	1000	20560	1000	18380	1200	17550
Central Monitoring Servuces	0	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	3519900	17680700	3166700	16000700	3034532	15968588	5154600	17542500	3263600	17681300	2952348	17570666	2734600	17827100	3368000	18181300	3610000	18323900

(` in thousand)

	Budget Estimates 2009-2010		Revised Estimates 2009-2010		Actuals 2009-2010		Budget Estimates 2010-2011		Revised Estimates 2010-2011		Actuals 2010-2011		Budget Estimates 2011-2012		Revised Estimates 2011-2012		Budget Estimates 2012-2013	
	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
Loans to Prasar Bharati	3264000		02616600		02383100		0 3558400		01302100		01348500		02274800		03896400		03799700	0
Capital Section																		
Machinery & Equipment	95300	0	43200	0	32186	0	75500	0	96100	0	50676	0	89100	0	66000	0	171000	0
Major Works	174000	0	358000	0	350825	0	550100	0	706100	0	705995	0	1375500	0	1132500	0	534000	0
Investments	80000	0	100	0	0	0	30000	0	30000	0	30000	0	0	0	100	0	0	0
Loan & Advances	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Losans to Prasar Bharti	3264000		01302100		01348500		0 2274800		03896400		04159200		03799700		02755500		04010000	0
For the benefit of North	510000	0	199900	0	1699325	0	415000	0	5236400	0	0	0	0611100	0	545100	0	725000	0
East & Sikkim						0	0	0					0	0	0	0	0	0
Total	4123300	0	1903300	0	3430836	0	3345400	0	9965000	0	4945871	0	5875400	0	4499200	0	5440000	0
Grand Total	7643200	17680700	5070000	16000700	6465368	15968588	8500000	17542500	13228600	17681300	7898219	17570666	8610000	17827100	7867200	18181300	9050000	18323900

FINANCIAL REVIEW

Autonomous Institutions-wise Classification

(` in thousands)

	Budget Estimates 2009-2010		Revised Estimates 2009-2010		Actuals 2009-2010		Budget Estimates 2010-2011		Revised Estimates 2010-2011		Actuals 2010-2011		Budget Estimates 2011-2012		Revised Estimates 2011-2012		Budget Estimates 2012-2013	
	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	11200	40000	17500	4000	17500	40000	14300	40000	15300	40000	15300	40000	15500	63000	15500	0	15500
Film & Television Institute	(R)60000	95000	95000	129400	93500	129400	80000	125000	72000	144400	70000	144400	80000	135000	95200	145000	0	135000
of India, Pune	(C) 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10000	0
Satyajit Ray Film & Television	(R)70000	60000	70000	60000	42500	60000	70000	60000	70000	61800	70000	61800	70000	70000	88000	73900	80000	70000
Institute Kolkatta	(C)														0	70000	0	
Indian Institute of Mass	(R) 7000	50000	7000	78500	2000	78500	7000	67000	7000	71700	7000	71700	10500	71700	6500	71700	0	71700
Communication	(C)10000	0	10000	0	0		30000	0	30000	0	30000	0	20000	0	38400	0	110000	0
Press Council of India	0	35000	0	45600	0	45600	0	42100	0	48900	0	48900	0	53200	0	53200	0	53200
Prasar Bharati	2131900	14221400	1754600	12464200	1935000	12472150	3447500	14123500	1578300	14123500	154800	14123500	716200	14123500	1116200	14623500	1119800	14623500

GRANTS RELEASED TO VARIOUS BODIES ALONGWITH UNSPENT BALANCE

(in lakh)

S.No.	Name	Grants Released during				Unspent Balance (if any)			
		2009-2010		2010-2011		2009-2010		2010-2011	
		Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan
1.	Children's Film Society of India	400.00	175.00	400.00	175.00	2.00	Nil	2.00	Nil
2.	Film & Television Institute of India, Pune	935.00	1294.00	935.00	1294.00	NIL	NIL	NIL	NIL
3.	Satyajit Ray Film & Television Institute, Kolkata	600.00	700.00	600.00	700.00	1.64	NIL	1.64	NIL
4.	Indian Institute of Mass Communication	37.5	7.85	37.5	7.85	0.16	0.14	0.16	0.14
5.	Press Council of India	Nil	4.56	Nil	4.56	Nil	2.21	Nil	2.21
6.	Prasar Bharati	32835.00	124721.00	32835.00	124721.00	11.00	Nil	11.00	Nil

CHAPTER VI

REVIEW AND PERFORMANCE OF AUTONOMOUS BODIES

INFORMATION SECTOR

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 good 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. About 60% of students in the various PG Diploma Courses of IIMC are women

IIMC has also taken 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 courses in Journalism & Mass Communication into two years advance P G diploma Courses equivalent to Masters Degree to cater to the need of the Media Industry and plans to open four new Regional Centres in the States of J & K, Mizoram, Maharashtra (Vidarbha) and Kerala. Two of these Regional Centres, in Aizawl (Mizoram) and Amravati (Maharashtra) are already operational in temporary premises.

PRESS COUNCIL OF INDIA

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's 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.

FILM SECTOR

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 Lakhs was incurred.

2007-08

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

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

Expenditure – An amount of ` 246.00 Lakhs was incurred.

2008-09

Production – 4 feature & 1 short film were completed.

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

Expenditure – An amount of ` 381.00 Lakhs 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 Lakhs was incurred.

2010-11

Production – No film was completed during the year. However, 3 feature & 1 short film were under production.

Marketing – 6,378 shows were organized covering nearly 28 lakh child audience.

Expenditure – An amount of ` 400.00 lakh was incurred.

2011-12(upto 31.12.2011)

Production – 2 feature films completed.

Marketing – 5,832 shows were organized covering nearly 26 lakh child audience.

Expenditure – An amount of ` 494.00 lakh was incurred.

FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

The Film Institute of India which was set up in 1960 was converted into the Film and Television Institute of India, Pune 1974 as an autonomous body under the Ministry of Information & Broadcasting. The society consist 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 Chairman, the current Chairman being the renowned Film Director Shri Saeed Mirza.

The Institute offers three years post graduation diploma in Direction, Cinematography (Film & Television), Editing (Film & Television), Audiography (Film & Television), 2-year Post Graduate Diploma Course in Acting, Art Direction & Production Design and Certificate Courses in Animation & Computer Graphics, Audiography and Television Engineering.

Apart from the basic diploma courses, the Institute also organizes various short-term courses for working professionals and for personnel with related interests.

The Institute provides the film and TV industry with highly skilled specialists and technicians. The students of FTII make a mark in the Indian film and television industry. A number of eminent personalities of the industry are alumni of the Institute. The diploma films of the students are screened in various national and international film festivals and have been appreciated.

FTII alumni won eight awards at the 57th National Film Awards 2009. A dialogue film 'Ekti Kaktaliyo Golpo' directed by Tathagata Singha and 'Vaishnav Jan Toh...' Directed by Kaushal Oza won awards for Best Debut Non-Feature Film of a Director with a Rajat Kamal and Cash Prize of ` 37,500/- each to the Producer and Director. The Rajat Kamal award for the Best Cinematography and a cash prize of ` 50,000/- (each to the Cameraman and Laboratory processing the film) went to Deepu S. Unni, Cameraman of the film Gaarud and Adlabs who processed the film. The film also won Rajat Kamal Award for Best Audiography and a cash prize of ` 50,000/- that went to Lipika Singh Darai. The Directors of Film Festivals also announced Special Mention to late Nitika Bhagat, Cameraman (certificate only) for Cinematography of Vijay.

The FTII Diploma Film 'Narmeen' (Director Dipti Gogna) won the PATTON AWARD for the Best Indian Entry and 'Reflections' by Swati Khatri won Special Mention of the Jury at the 8th Kalpanirjhar International Short Fiction Film Festival, Kolkata.

Motorbike by Radhika Murthy won Best Director Award, Shyam Raat Seher (Cinematography by Murli G.) Best Cinematography Award and 'Ekti Kaktaliyo Golpo' – Tathagata Singha Best FTII Student at 9th Pune International Film Festival, Pune 2011.

'Come and See' (playback) by Tathagata Singha won Indo Canada Student Innovation Award 2011 (ICSCIA), Mumbai. This is the first award won by Graphic & Animation student of the Institute.

The working of the Institute is monitored by the Government from time to time, while releasing instalment 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.

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

The Satyajit Ray Film & Television Institute was setup by the Government 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 Chairman, the current Chairman being the renowned film artist Shri Ranjit Mallick.

The Institute offers three years Post graduation diploma in Direction and Screenplay Writing, Editing, Cinematography and Audiography.

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

The Institute provides the film and TV industry with highly skilled specialists and technicians. The students of SRFTI make a mark in the Indian film and television industry. The diploma films of the students take part in various national and international film festivals and have been appreciated. The following students' Films during the year 2010-11 have been selected in the different Film festivals in India and abroad.

Sl No.	Name of the films	Awards Won	Director/ Cinematographer
1.	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.	
2.	My Armenian Neighborhood (English)	Awarded as best cinematographer in Documentary Film Festival, Kerala, 2009	Cinematographer: K Apalla Swamy
3.	Boxing Ladies (Hindi)	Awarded Rajat Kamal (Best Film on Sports) in the 58 th National Award, 2010.	Director: Anusha Nandakumar
4.	Germ (Hindi)	Awarded Rajat Kamal (Best Editing) in the 58 th National Award, 2010	Editor: Tinni Mitra
5.	Bagher Bachcha (Bengali)	Selected for screening in the World Cinema, Amsterdam, 2010.	Director: Bishnu Deb Halder
6.	Falling Awake	Selected for screening in the 4 th Kerala Film Festival 2010.	Director- Rayan De Mello
7.	Sita Haran & Other Stories	Selected for screening in the 4 th Kerala Film Festival, 2010	Director: Anusha Nandakumar
8.	Mere Jiban Sathi	Selected for screening in the 4 th Kerala Film Festival, 2010	Director: Rajdeep Paul
9.	Boxing Ladies (Hindi)	Selected for screening in the Women Make Waves Film Festival, Taiwan, 2010 and Cinemax Film Festival, Stuttgart, 2010.	Director: Anusha Nandakumar
10.	Sita Haran & Other Stories	Awarded Best Music Video in Kerala Short Film/ Documentary Film Festival, 2011	Director: Anusha Nandakumar
11.	Kusum (Hindi)	Selected for screening in May International Film Festivals during 2010-2011	Director: Shumana Banerjee

Non-plan expenditure during the year 2009-10 was ` 652.82 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 installment 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.

BROADCASTING SECTOR

FM CELL

Follow up Action after Presentation of Outcome Budget

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.

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 2010-11 and upto third quarter of 2011-12 have been given in the Chapter-IV.

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. 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.

MAIN SECRETARIAT'S BROADCASTING WING SCHEMES

(A) Promoting Community Radio Movement in India

Follow-up action after the presentation of Outcome Budget (2012-13)

A professionally administered Community Radio Support Scheme (CRSS) will be established for awarding grants to existing and new community radio stations for infrastructure/equipment/training/capacity building/content development and operational cost etc. CRSS will consist an Inter Ministerial Committee, Screening Committee and Programme Management Unit (PMU).

CRSS will make the grant, and will also evaluate, manage and document them. Grantees will be required to submit financial and narrative reports every six months.

Under IEC activities a number of awareness/capacity building workshops shall be organized in various parts of the country in association with Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi and Community Radio Associations. National Sammelan & Poster Exhibition shall also be organized. In addition technical training modules for CR operators will be designed, study visits to successful CRS models in India & abroad will be made, impact studies will be undertaken, IEC materials will be printed and innovations in Community Radio field will be supported.

The recommendations/suggestions are received in the Ministry for taking further necessary action.

