

**MINISTRY OF INFORMATION AND BROADCASTING**

## DEMAND NO. 60

**Ministry of Information and Broadcasting**

A. The Budget allocations, net of recoveries and receipts, are given below:

<i>(In crores of Rupees)</i>													
Major Head	Actual 2010-2011			Budget 2011-2012			Revised 2011-2012			Budget 2012-2013			
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	
Revenue	295.24	1757.40	2052.64	273.46	1782.64	2056.10	336.80	1818.06	2154.86	361.00	1832.32	2193.32	
Capital	494.67	...	494.67	587.54	...	587.54	449.92	...	449.92	544.00	...	544.00	
<b>Total</b>	<b>789.91</b>	<b>1757.40</b>	<b>2547.31</b>	<b>861.00</b>	<b>1782.64</b>	<b>2643.64</b>	<b>786.72</b>	<b>1818.06</b>	<b>2604.78</b>	<b>905.00</b>	<b>1832.32</b>	<b>2737.32</b>	
1. Secretariat - Social Services	2251	19.13	34.37	53.50	34.84	40.61	75.45	26.19	37.79	63.98	86.10	40.92	127.02
<b>Information &amp; Publicity</b>													
2. Films	2220	38.93	66.01	104.94	62.82	74.21	137.03	62.82	71.36	134.18	10.90	73.21	84.11
3. Certification of Cinematographic Films	2205	0.85	5.03	5.88	1.20	6.50	7.70	1.20	6.20	7.40	...	6.67	6.67
4. Research & Training in Mass Communication	2220	0.70	8.80	9.50	1.30	9.34	10.64	0.90	8.91	9.81	...	9.34	9.34
5. Advertising and Visual Publicity	2220	49.48	66.62	116.10	56.00	67.33	123.33	88.79	65.33	154.12	99.00	67.33	166.33
6. Press Information Services	2220	23.91	40.18	64.09	12.75	46.49	59.24	12.75	41.59	54.34	15.30	43.59	58.89
7. Field Publicity	2220	0.47	39.68	40.15	0.69	41.35	42.04	0.69	40.41	41.10	7.00	43.07	50.07
8. Song & Drama Division	2220	5.93	21.83	27.76	4.80	21.74	26.54	4.80	22.74	27.54	7.20	23.24	30.44
9. Publications	2220	0.16	48.98	49.14	0.15	49.52	49.67	0.15	48.72	48.87	1.80	49.60	51.40
10. Buildings & Machinery	4220	75.75	...	75.75	146.46	...	146.46	119.85	...	119.85	70.50	...	70.50
11. Electronic Media Monitoring Centre	2220	...	3.77	3.77	...	4.50	4.50	...	4.28	4.28	...	4.38	4.38
12. Other Expenditure	2220	0.80	9.78	10.58	2.25	8.68	10.93	1.90	8.36	10.26	0.65	8.60	9.25
13. Grants-in-aid to Prasar Bharati	2221	154.88	1412.35	1567.23	71.64	1412.37	1484.01	111.64	1462.37	1574.01	112.00	1462.37	1574.37
14. <i>Investment in Public enterprises</i>													
14.01 National Film Development Corporation													
14.01.01 Investments	4220	3.00	...	3.00	...	...	...	...	...	...	...	...	...
14.01.02 Conversion of Outstanding Loan into equity	4220	...	...	...	...	...	...	0.01	...	0.01	...	...	...
14.01.03 Conversion of Outstanding Interest into equity	4220	...	...	...	...	...	...	8.62	...	8.62	...	...	...
14.01.04 Less Receipts	0049	...	...	...	...	...	...	-8.62	...	-8.62	...	...	...
<i>Net</i>		3.00	...	3.00	...	...	...	0.01	...	0.01	...	...	...
14.02 Prasar Bharati	6221	415.92	...	415.92	379.97	...	379.97	275.55	...	275.55	401.00	...	401.00
<i>Total- Investment in Public enterprises</i>		418.92	...	418.92	379.97	...	379.97	275.56	...	275.56	401.00	...	401.00

(In Crores of Rupees)

(In crores of Rupees)

	Major Head	Actual 2010-2011			Budget 2011-2012			Revised 2011-2012			Budget 2012-2013		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
15.	Lumpsum provision for projects/scheme for development of North Eastern Areas and Sikkim	2552	...	...	25.02	...	25.02	24.97	...	24.97	21.05	...	21.05
		4552	...	...	1.20	...	1.20	0.60	...	0.60	0.50	...	0.50
		6552	...	...	59.91	...	59.91	53.91	...	53.91	72.00	...	72.00
	<i>Total</i>	...	...	...	86.13	...	86.13	79.48	...	79.48	93.55	...	93.55
<b>Total-Information &amp; Publicity</b>		<b>770.78</b>	<b>1723.03</b>	<b>2493.81</b>	<b>826.16</b>	<b>1742.03</b>	<b>2568.19</b>	<b>760.53</b>	<b>1780.27</b>	<b>2540.80</b>	<b>818.90</b>	<b>1791.40</b>	<b>2610.30</b>
<b>Grand Total</b>		<b>789.91</b>	<b>1757.40</b>	<b>2547.31</b>	<b>861.00</b>	<b>1782.64</b>	<b>2643.64</b>	<b>786.72</b>	<b>1818.06</b>	<b>2604.78</b>	<b>905.00</b>	<b>1832.32</b>	<b>2737.32</b>
(in crores of Rupees)													
	Head of Dev	Budget Support	IEBR	Total	Budget Support	IEBR	Total	Budget Support	IEBR	Total	Budget Support	IEBR	Total
<b>B. Investment in Public Enterprises</b>													
	14.01	National Film Development Corporation	22220	3.00	...	3.00	...	...	0.01	...	0.01	...	...
	14.02	Prasar Bharti	22221	415.92	...	415.92	379.97	...	379.97	275.55	...	275.55	401.00
	<b>Total</b>			<b>418.92</b>	...	<b>418.92</b>	<b>379.97</b>	...	<b>379.97</b>	<b>275.56</b>	...	<b>275.56</b>	<b>401.00</b>
<b>C. Plan Outlay</b>													
	1.	Information and Publicity	22220	219.11	...	219.11	323.26	...	323.26	320.05	...	320.05	298.45
	2.	Broadcasting	22221	570.80	...	570.80	451.61	...	451.61	387.19	...	387.19	513.00
	3.	North Eastern Areas	22552	...	...	...	86.13	...	86.13	79.48	...	79.48	93.55
	<b>Total</b>			<b>789.91</b>	...	<b>789.91</b>	<b>861.00</b>	...	<b>861.00</b>	<b>786.72</b>	...	<b>786.72</b>	<b>905.00</b>

1. **Secretariat-Social Services:** The provision is for expenditure of the Secretariat of the Ministry including HRD training, Development Support to North East/ Jammu and Kashmir and other identified areas, Promotion of Indian cinema through film festivals and film markets in India and abroad, production of films and documentaries in various Indian languages, Centenary Celebrations of Indian Cinema, National Film Heritage Mission, Anti-Piracy initiatives, setting up a centre of excellence for animation, gaming and visual special effect, supporting Community Radio movement in India, Information, Education and Communication activities for promoting digitalisation, infrastructure support cell, capacity building of cable TV industry personnel in Digital Wire line broadcasting and automation of broadcasting wing.

2. **Information and Publicity:Films:** The provision under this head covers the following activities of the Ministry viz. (a) Films Division, which disseminates information on all important aspects of the country's life to Indian and Foreign audience through news-reels, short films and documentaries; (b) Expenditure on Directorate of Film Festivals; (c) National Awards for Films; (d) Expenditure on International Film Festival of India and Panorama of Indian Films in the Film Festivals; (e) Additions and alterations to Film Festival Complex at Siri Fort, New Delhi; (f) National Film Archive of India which preserves the best of national and foreign film classics; (g) Grant to Children's Films Society,

India which produces and distributes films for children; (h) Grants to Film and Television Institute of India, Pune, which imparts training in the art and technique of film making; and (i) Grants to Satyajit Ray Film and Television and Institute, Kolkata.

3. **Certification of Cinematographic Films:** The provision covers expenditure on (i) Central Board of Film Certification and (ii) Film Certification Appellate Tribunal.

4. **Research and Training in Mass Communication:** The provision under this head is for (a) Indian Institute of Mass Communication, an autonomous body which imparts training in mass media and conducts courses in journalism, and (b) Research and Reference Division which collects and collates basic information on subjects of media interest for providing assistance to the Ministry and to its Media Units, Indian Missions abroad and newspapers and media agencies.

5. **Advertising and Visual Publicity:** This covers expenditure of the Directorate of Advertising and Visual Publicity which plans and executes publicity campaigns through advertising and other printed materials, as well as through Radio, Televisions, exhibitions and other out-door publicity media.

6. **Press Information Services:** This provides for (a) expenditure on the Press Information Bureau, which serves as a link between the Government and the Press and attends to the Publicity and Public relation requirements of various Ministries/Departments of the Government (b) Grants to Press Council of India, a statutory organization seeking to preserve freedom of the press, and (c) subsidy for running India's News Pool Desk of Non-aligned News Agencies Pool through the Press Trust of India.

7. **Field Publicity:** This covers expenditure of the Directorate of Field Publicity and its district level field units, engaged in interpersonal, developmental communication through film shows, live media programmes, photo displays and seminars.

8. **Song and Drama Division:** Provision under this head is for the Song and Drama Division which utilizes live entertainment media for creating awareness amongst the masses, particularly in rural areas, about various activities of national development through units spread all over the country.

9. **Publications:** This provides for expenditure of the Publications Division of the Ministry which publishes priced books, journals and other printed material in English, Hindi and Regional languages on a wide variety of subjects. Publications Division also brings out the weekly 'Employment News/Rozgar Samachar' in English, Hindi and Urdu.

10. **Buildings and Machinery:** The provision is for capital expenditure on construction of (a) upgradation of building infrastructure of Films Division, Mumbai (b) upgradation of infrastructure of National Film Archive of India including Jayakar bungalow and setting up of digital library (c) upgradation of Siri-Fort Complex, Delhi, by the Directorate of Film Festivals (d) opening up of new regional centres of Indian Institute of Mass Communication (e) setting up of National Press Centre, New Delhi of Press Information Bureau and for acquisition of equipment by Films Division, Central Board of Film Certification, Press Information Bureau, Directorate of Film Publicity, Film and Television Institute of India, Pune, Photo Division, Indian Institute of Mass Communication, New Delhi, Electronic Media Monitoring Centre and Song and Drama Division under their modernization programmes.

11. **Electronic Media Monitoring Centre:** The provision is for monitoring Television Channels/Radio for violation of programme code and advertising code.

12. **Other Expenditure:** The provision is for expenditure of the Photo Division, Registrar of Newspapers for India, Contribution to International Programme for Development of Communication and Contribution to the Asian Institute of Broadcasting Development.

13. **Grants-in-aid to Prasar Bharati:** The Grant in aid is being provided to cover the gap in resources of Prasar Bharati in meeting its Revenue expenditure.

14. **Investments in Public Enterprises:** Prasar Bharati: The loan is being provided to Prasar Bharati to finance its capital expenditure.

15. Lump sum provision is for projects/schemes for development of North Eastern Areas including Sikkim