

MINISTRY OF INFORMATION AND BROADCASTING

DEMAND NO. 61

Ministry of Information and Broadcasting

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

Major Head	Actual 2013-2014			Budget 2014-2015			Revised 2014-2015			<i>(In crores of Rupees)</i> Budget 2015-2016			
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	
Revenue	693.77	2112.25	2806.02	976.15	2311.00	3287.15	719.94	2424.80	3144.74	889.53	2796.58	3686.11	
Capital	21.45	...	21.45	28.85	...	28.85	32.06	...	32.06	25.00	...	25.00	
Total	715.22	2112.25	2827.47	1005.00	2311.00	3316.00	752.00	2424.80	3176.80	914.53	2796.58	3711.11	
1. Secretariat - Social Services	2251	32.42	41.80	74.22	76.94	49.61	126.55	41.56	51.25	92.81	176.90	58.33	235.23
Information & Publicity													
2. Films	2220	32.07	83.52	115.59	44.00	91.81	135.81	37.09	91.31	128.40	33.00	97.69	130.69
3. Certification of Cinematographic Films	2205	...	6.30	6.30	...	7.18	7.18	...	7.21	7.21	...	7.68	7.68
4. Research & Training in Mass Communication	2220	3.70	12.40	16.10	21.50	12.04	33.54	11.97	12.51	24.48	13.00	13.26	26.26
5. Advertising and Visual Publicity	2220	192.34	62.15	254.49	160.60	69.77	230.37	145.06	65.42	210.48	17.00	74.02	91.02
6. Press Information Services	2220	10.20	47.96	58.16	14.00	51.44	65.44	6.60	58.87	65.47	10.00	61.45	71.45
7. Field Publicity	2220	1.06	46.72	47.78	4.50	49.74	54.24	4.04	49.84	53.88	2.98	53.28	56.26
8. Song & Drama Division	2220	6.43	22.94	29.37	7.20	24.36	31.56	2.20	24.31	26.51	3.00	24.78	27.78
9. Publications	2220	1.42	46.77	48.19	5.00	51.24	56.24	4.50	50.08	54.58	4.50	52.75	57.25
10. Buildings & Machinery	4220	21.45	...	21.45	28.85	...	28.85	32.06	...	32.06	25.00	...	25.00
11. Electronic Media Monitoring Centre	2220	3.50	3.38	6.88	9.68	4.07	13.75	9.88	2.64	12.52	9.00	1.41	10.41
12. Other Expenditure	2220	0.63	8.57	9.20	0.65	9.74	10.39	0.60	9.38	9.98	0.72	9.81	10.53
13. Grants-in-aid to Prasar Bharati	2221	410.00	1730.00	2140.00	441.58	1890.00	2331.58	359.56	2001.98	2361.54	482.43	2342.12	2824.55
13.01 Grants-in-aid to Prasar Bharati for Kisan Channel	2221	90.00	...	90.00	21.68	...	21.68	45.00	...	45.00
<i>Total- Grants-in-aid to Prasar Bharati</i>		<i>410.00</i>	<i>1730.00</i>	<i>2140.00</i>	<i>531.58</i>	<i>1890.00</i>	<i>2421.58</i>	<i>381.24</i>	<i>2001.98</i>	<i>2383.22</i>	<i>527.43</i>	<i>2342.12</i>	<i>2869.55</i>
14. Lumpsum provision for projects/scheme for development of North Eastern Areas and Sikkim	2552	100.50	...	100.50	75.20	...	75.20	92.00	...	92.00
Total-Information & Publicity		682.80	2070.71	2753.51	928.06	2261.39	3189.45	710.44	2373.55	3083.99	737.63	2738.25	3475.88
15. Actual Recoveries	2220	...	-0.26	-0.26
Grand Total		715.22	2112.25	2827.47	1005.00	2311.00	3316.00	752.00	2424.80	3176.80	914.53	2796.58	3711.11

	Head of Dev	Budget Support	IEBR	Total	Budget Support	IEBR	Total	Budget Support	IEBR	Total	Budget Support	IEBR	Total	
B. Investment in Public Enterprises														
14.01	Prasar Bharati	22221	200.00	200.00	...	200.00	200.00	...	200.00	200.00	
Total			200.00	200.00	...	200.00	200.00	...	200.00	200.00	
C. Plan Outlay														
1.	Information and Publicity	22220	305.22	...	305.22	372.92	...	372.92	295.56	...	295.56	295.10	...	295.10
2.	Broadcasting	22221	410.00	...	410.00	531.58	200.00	731.58	381.24	200.00	581.24	527.43	200.00	727.43
3.	North Eastern Areas	22552	100.50	...	100.50	75.20	...	75.20	92.00	...	92.00
Total			715.22	...	715.22	1005.00	200.00	1205.00	752.00	200.00	952.00	914.53	200.00	1114.53

1. **Secretariat-Social Services:** The provision is for expenditure of the Secretariat of the Ministry including Human Resource Development 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 of 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; (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; (g) Grant to Children's Films Society; (h) Grants to Film and Television Institute of India, Pune; and (i) Grants to Satyajit Ray Film and Television 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, and (b) Research and Reference Division.

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 and (b) Grants to Press Council 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.

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 (c) upgradation of Siri-Fort Complex, Delhi (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 various organisations under their modernization programme.

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:** Grants in aid to Prasar Bharati is being provided towards meeting Salary and Salary related expenditure.

13.01. **Grants-in-aid to Prasar Bharati for Kisan Channel:** The provision of ₹ 45 crore has been made for establishment of Kisan Channel for making available information to farmers across the country.