

MINISTRY OF INFORMATION AND BROADCASTING

DEMAND NO. 59

Ministry of Information and Broadcasting*(In ₹ crores)*

	Actual 2015-2016			Budget 2016-2017			Revised 2016-2017			Budget 2017-2018		
	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total
Gross	14659.79	21.51	14681.30	4036.06	47.57	4083.63	4113.42	47.58	4161.00	4379.90	29.10	4409.00
Recoveries	-14.23	...	-14.23
Receipts	-11116.76	...	-11116.76
Net	3528.80	21.51	3550.31	4036.06	47.57	4083.63	4113.42	47.58	4161.00	4379.90	29.10	4409.00

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

CENTRE'S EXPENDITURE**Establishment Expenditure of the Centre**1. *Establishment Expenditure*

1.01 Secretariat	90.51	...	90.51	70.32	...	70.32	73.52	...	73.52	79.52	...	79.52
1.02 Art and Culture	7.27	...	7.27	9.32	...	9.32	9.08	...	9.08	10.23	...	10.23
1.03 Information and Publicity	375.14	...	375.14	425.15	...	425.15	385.29	...	385.29	405.99	...	405.99
	-1.87	...	-1.87
<i>Net</i>	373.27	...	373.27	425.15	...	425.15	385.29	...	385.29	405.99	...	405.99
<i>Net</i>	471.05	...	471.05	504.79	...	504.79	467.89	...	467.89	495.74	...	495.74

Central Sector Schemes/Projects2. *Prasar Bharati*

2.01 Grants-in-aid to Prasar Bharati	427.52	...	427.52	390.00	...	390.00	390.00	...	390.00	350.00	...	350.00
	-12.36	...	-12.36
<i>Net</i>	415.16	...	415.16	390.00	...	390.00	390.00	...	390.00	350.00	...	350.00
2.02 Grants-in-aid to Prasar Bharati for Kisan Channel	26.25	...	26.25	60.00	...	60.00	60.00	...	60.00	80.00	...	80.00
<i>Total- Prasar Bharati</i>	441.41	...	441.41	450.00	...	450.00	450.00	...	450.00	430.00	...	430.00

3. *Information*

3.01 Development Communication and Information Dissemination	158.31	...	158.31	144.60	...	144.60	220.10	...	220.10	140.20	...	140.20
3.02 Media Infrastructure Development Programme	14.02	...	14.02	14.62	...	14.62	15.87	...	15.87	16.00	...	16.00
3.03 Human Resource Development	4.80	...	4.80	5.56	...	5.56	5.80	...	5.80
<i>Total- Information</i>	172.33	...	172.33	164.02	...	164.02	241.53	...	241.53	162.00	...	162.00

(In ₹ crores)

	Actual 2015-2016			Budget 2016-2017			Revised 2016-2017			Budget 2017-2018		
	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total
4. Films												
4.01 Development Communication and Dissemination of Filmic Content	2.33	...	2.33	39.00	...	39.00	46.80	...	46.80	39.89	...	39.89
4.02 Infrastructure Development Programme relating to Film Sector	26.50	10.74	37.24	27.00	11.68	38.68	27.00	9.19	36.19	40.00	9.10	49.10
4.03 National Museum of Indian Cinema	...	0.08	0.08	...	28.69	28.69	...	34.39	34.39	...	8.00	8.00
4.04 Missions/Special Projects	29.91	5.20	35.11	15.01	2.00	17.01	100.01	10.00	110.01
<i>Total- Films</i>	<i>28.83</i>	<i>10.82</i>	<i>39.65</i>	<i>95.91</i>	<i>45.57</i>	<i>141.48</i>	<i>88.81</i>	<i>45.58</i>	<i>134.39</i>	<i>179.90</i>	<i>27.10</i>	<i>207.00</i>
5. Mass Communication												
5.01 Upgradation of IIMC to International Standards	1.44	...	1.44	6.00	...	6.00	1.85	...	1.85	4.00	...	4.00
5.02 Opening of New Regional Centres of Indian Institute of Mass Communication (IIMC)	7.56	...	7.56	13.00	...	13.00	13.00	...	13.00	14.00	...	14.00
<i>Total- Mass Communication</i>	<i>9.00</i>	<i>...</i>	<i>9.00</i>	<i>19.00</i>	<i>...</i>	<i>19.00</i>	<i>14.85</i>	<i>...</i>	<i>14.85</i>	<i>18.00</i>	<i>...</i>	<i>18.00</i>
6. Strengthening of Broadcasting Activities												
6.01 Strengthening of Electronic Media Centre	9.07	10.69	19.76	10.00	2.00	12.00	9.60	2.00	11.60	10.00	2.00	12.00
6.02 Supporting Community Radio Movement in India	4.00	...	4.00	3.63	...	3.63	4.00	...	4.00
6.03 Mission Digitization	5.00	...	5.00	3.00	...	3.00	5.00	...	5.00
6.04 Automation of Broadcasting Wing	4.50	...	4.50	1.00	...	1.00	2.00	...	2.00
<i>Total- Strengthening of Broadcasting Activities</i>	<i>9.07</i>	<i>10.69</i>	<i>19.76</i>	<i>23.50</i>	<i>2.00</i>	<i>25.50</i>	<i>17.23</i>	<i>2.00</i>	<i>19.23</i>	<i>21.00</i>	<i>2.00</i>	<i>23.00</i>
Total-Central Sector Schemes/Projects	660.64	21.51	682.15	752.43	47.57	800.00	812.42	47.58	860.00	810.90	29.10	840.00
Other Central Sector Expenditure												
Autonomous Bodies												
7. Support to Autonomous Bodies												
7.01 Prasar Bharati	13458.88	...	13458.88	2716.86	...	2716.86	2766.86	...	2766.86	2996.70	...	2996.70
	-11116.76	...	-11116.76
<i>Net</i>	<i>2342.12</i>	<i>...</i>	<i>2342.12</i>	<i>2716.86</i>	<i>...</i>	<i>2716.86</i>	<i>2766.86</i>	<i>...</i>	<i>2766.86</i>	<i>2996.70</i>	<i>...</i>	<i>2996.70</i>
7.02 Film and Television Institute of India, Pune	21.58	...	21.58	24.66	...	24.66	23.54	...	23.54	29.22	...	29.22
7.03 Satyajit Ray Film and Television Institute (SRFTI) Kolkata	12.14	...	12.14	13.47	...	13.47	13.37	...	13.37	14.37	...	14.37
7.04 Childrens Films Society of India	2.98	...	2.98	3.10	...	3.10	3.10	...	3.10	3.20	...	3.20
7.05 Indian Institute of Mass Communication	11.82	...	11.82	13.37	...	13.37	18.83	...	18.83	21.23	...	21.23
7.06 Press Council of India	6.47	...	6.47	7.38	...	7.38	7.41	...	7.41	8.54	...	8.54
<i>Total- Support to Autonomous Bodies</i>	<i>2397.11</i>	<i>...</i>	<i>2397.11</i>	<i>2778.84</i>	<i>...</i>	<i>2778.84</i>	<i>2833.11</i>	<i>...</i>	<i>2833.11</i>	<i>3073.26</i>	<i>...</i>	<i>3073.26</i>
Grand Total	3528.80	21.51	3550.31	4036.06	47.57	4083.63	4113.42	47.58	4161.00	4379.90	29.10	4409.00

(In ₹ crores)

	Actual 2015-2016			Budget 2016-2017			Revised 2016-2017			Budget 2017-2018		
	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total
B. Developmental Heads												
Social Services												
1. Art and Culture	7.27	...	7.27	9.32	...	9.32	9.08	...	9.08	10.23	...	10.23
2. Information and Publicity	649.13	...	649.13	767.56	...	767.56	785.96	...	785.96	831.25	...	831.25
3. Broadcasting	2783.53	...	2783.53	3108.86	...	3108.86	3158.86	...	3158.86	3374.70	...	3374.70
4. Secretariat-Social Services	88.87	...	88.87	70.32	...	70.32	73.52	...	73.52	79.52	...	79.52
5. Capital Outlay on Information and Publicity	...	21.51	21.51	...	47.57	47.57	...	47.58	47.58	...	29.10	29.10
Total-Social Services	3528.80	21.51	3550.31	3956.06	47.57	4003.63	4027.42	47.58	4075.00	4295.70	29.10	4324.80
Others												
6. North Eastern Areas	80.00	...	80.00	86.00	...	86.00	84.20	...	84.20
Total-Others	80.00	...	80.00	86.00	...	86.00	84.20	...	84.20
Grand Total	3528.80	21.51	3550.31	4036.06	47.57	4083.63	4113.42	47.58	4161.00	4379.90	29.10	4409.00
C. Investment in Public Enterprises												
Public Sector Undertakings												
1. National Film Development Corporation Limited	12.54	12.54	...	12.54	12.54
2. Prasar Bharati	200.00	200.00
Total-Public Sector Undertakings	200.00	200.00	...	12.54	12.54	...	12.54	12.54
Total	200.00	200.00	...	12.54	12.54	...	12.54	12.54

1.01. **Secretariat:** It covers the establishment expenditure for Main Secretariat and Principal Accounts Office.

1.02. **Art and Culture:** The provision covers expenditure on (i) Central Board of Film Certification and (ii) Film Certification Appellate Tribunal

1.03. **Information and Publicity:** This covers establishment expenditure of the following Media Units of this Ministry-

(i) Directorate of Advertising and Visual Publicity plans and executes publicity campaigns through advertising and other printed materials, as well as through Radio, Televisions, exhibitions and other out-door publicity media.

(ii) Press Information Bureau 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.

(iii) Field Publicity is engaged in interpersonal, developmental communication through film shows, live media programmes, photo displays and seminars.

(iv) Song and Drama Division 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.

(v) Publications Division 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.

(vi) New Media Wing- The Research and Reference Division renamed as New Media Wing 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.

(vii) Photo Division is entrusted for official photo coverage of the day to day assignments of Prime Minister and Vice- President of India. It is also responsible for visual documentation and preparing photographs for internal and external publicity on behalf of Government of India.

(viii) Registrar of Newspapers for India (RNI) maintains statistical records/verification of titles for newspapers/periodicals. It also issues certificate of registration in respect of newspapers/periodicals.

(ix) It also includes provision for Contribution to International Programme for Development of Communication (IPDC) and Contribution to the Asian Institute of Broadcasting Development (AIBD), Contribution to membership of International Archive Organizations by National Film Archive of India (NFAI) and Private FM Radio Station.

(x) It includes Establishment Expenditure of (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) Directorate of Film Festivals (DFF) is vested with the responsibility of Promoting good cinema and organizing International Film Festival of India, Indian Panorama Film Festival and National Film Awards and also manage Siri for Auditorium, (c) National Film Archive of India (NFAI) which preserves the best of national and foreign film classics.

(xi) Electronic Media Monitoring Centre- The provision is for monitoring Television Channels/ Radio for violation of programme code and advertising code.

2.01. **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.

2.02. **Grants-in-aid to Prasar Bharati for Kisan Channel:** It includes the provision of grants-in-aid to Prasar Bharati for Kisan Channel.

3.01. **Development Communication and Information Dissemination:** The Umbrella Programme Development Communication and Information Dissemination includes the following schemes:

People's Empowerment through Development Communication (DAVP), Media Outreach Programme and Publicity for Special Events (PIB), Direct Contact Programme (DFP) and Social Media Platform (Main Secretariat).

3.02. **Media Infrastructure Development Programme:** The Umbrella Programme Media Infrastructure Development Programme includes schemes (a) Revamping & Restructuring of DAVP, (b) Modernization of PIB, (c) Revitalization, Up-gradation and modernization of Publications Division and Employment News, (d) National Centre of Photography and Special Drive for North Eastern States and (e) Strengthening of RNI Headquarters.

3.03. **Human Resource Development:** The Umbrella Programme Human Resource Development (HRD) includes schemes on (a) Training for HRD excluding Prasar Bharati, (b) International Media Programme, (c) Policy related Seminar etc., (d) HRD for Films Media and (e) Payment for Professional Services.

4.01. **Development Communication and Dissemination of Filmic Content:** The Umbrella Programme Development Communication and Dissemination of Filmic Content includes the following Schemes-

Promotion of Indian Cinema through Film Festivals and Film Markets in India and abroad, Production of films and documentaries in various Indian languages, Webcasting of Film Archives (Films Division) and Acquisition of archival films and film materials National Film Archive of India(NFAI).

4.02. **Infrastructure Development Programme relating to Film Sector:** The Umbrella Programme Infrastructure Development Programme relating to Film Sector includes the following Schemes:

Up gradation, modernization and expansion of CBFC and certification process, Siri Fort Complex (DFF), Films Division, National Film Archive of India including Jayakar Bungalow and setting up of digital library (NFAI), FTII and SRFTI (Kolkata).

4.03. **National Museum of Indian Cinema:** National Museum of Indian Cinema (Film Division) procures various regional languages movies across the country.

4.04. **Missions/Special Projects:** The Umbrella Programme Missions / Special Project includes the following Schemes:-

National Film Heritage Mission (Main Secretariat), Anti-Piracy Initiatives and Setting up a national centre of excellence for animation, gaming and Special Effects.

5. **Mass Communication:** It covers upgradation of IIMC to International Standards for undertaking teaching, training and research in the area of Mass Communication and opening of new regional centres of IIMC.

6.01. **Strengthening of Electronic Media Centre:** The provision includes revenue and capital expenditure on Electronic Media Monitoring Centre which supervises observation of the programme code and advertising code by TV/Radio channels.

6.02. **Supporting Community Radio Movement in India:** The provision is for community radio movements which are particularly relevant among the illiterate.

6.03. **Mission Digitization:** The provision is for effective monitoring of the seedlings of the Set Top Boxes (STBs).

6.04. **Automation of Broadcasting Wing:** The provision is to develop a secure online portal for expeditious disposal of the application for new TV Channels.

7. **Support to Autonomous Bodies:** 7.01 to 7.06:- The provision is for the establishment and other expenditure of the respective Autonomous Bodies