

**MINISTRY OF INFORMATION AND BROADCASTING**

## DEMAND NO. 60

**Ministry of Information and Broadcasting**

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

<i>(In crores of Rupees)</i>													
Major Head	Actual 2009-2010			Budget 2010-2011			Revised 2010-2011			Budget 2011-2012			
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	
Revenue	303.45	1596.86	1900.31	515.46	1754.18	2269.64	326.36	1768.06	2094.42	273.46	1782.64	2056.10	
Capital	169.93	...	169.93	334.54	...	334.54	523.64	...	523.64	587.54	...	587.54	
<b>Total</b>	<b>473.38</b>	<b>1596.86</b>	<b>2070.24</b>	<b>850.00</b>	<b>1754.18</b>	<b>2604.18</b>	<b>850.00</b>	<b>1768.06</b>	<b>2618.06</b>	<b>861.00</b>	<b>1782.64</b>	<b>2643.64</b>	
1. Secretariat - Social Services	2251	11.75	36.77	48.52	17.01	38.07	55.08	15.31	36.93	52.24	34.84	40.61	75.45
<b>Information &amp; Publicity</b>													
2. Films	2220	35.66	68.74	104.40	34.10	69.00	103.10	37.20	71.98	109.18	62.82	74.21	137.03
3. Certification of Cinematographic Films	2205	0.62	5.28	5.90	1.30	5.70	7.00	1.30	6.03	7.33	1.20	6.50	7.70
4. Research & Training in Mass Communication	2220	0.32	9.67	9.99	0.95	8.67	9.62	0.80	9.06	9.86	1.30	9.34	10.64
5. Advertising and Visual Publicity	2220	36.81	67.21	104.02	44.50	62.28	106.78	44.50	64.37	108.87	56.00	67.33	123.33
6. Press Information Services	2220	17.56	41.48	59.04	34.50	41.03	75.53	34.00	43.00	77.00	12.75	46.49	59.24
7. Field Publicity	2220	0.42	41.11	41.53	0.45	35.72	36.17	0.45	41.14	41.59	0.69	41.35	42.04
8. Song & Drama Division	2220	4.35	22.84	27.19	4.72	20.24	24.96	4.72	21.24	25.96	4.80	21.74	26.54
9. Publications	2220	0.21	46.09	46.30	0.16	49.50	49.66	0.16	47.40	47.56	0.15	49.52	49.67
10. Buildings & Machinery	4220	35.08	...	35.08	62.56	...	62.56	80.22	...	80.22	146.46	...	146.46
11. Electronic Media Monitoring Centre	2220	...	2.68	2.68	2.18	4.10	6.28	...	4.36	4.36	...	4.50	4.50
12. Other Expenditure	2220	2.25	7.77	10.02	2.70	7.50	10.20	1.95	10.18	12.13	2.25	8.68	10.93
13. Grants-in-aid to Prasar Bharati	2221	193.50	1247.22	1440.72	344.77	1412.37	1757.14	157.85	1412.37	1570.22	71.64	1412.37	1484.01
14. <i>Investment in Public enterprises</i>													
14.01 National Film Development Corporation	4220	...	...	...	3.00	...	3.00	3.00	...	3.00	...	...	...
14.02 Prasar Bharati	6221	134.85	...	134.85	227.48	...	227.48	389.64	...	389.64	379.97	...	379.97
<i>Total- Investment in Public enterprises</i>		134.85	...	134.85	230.48	...	230.48	392.64	...	392.64	379.97	...	379.97
15. Lumpsum provision for projects/scheme for development of North Eastern Areas and Sikkim	2552	...	...	...	28.12	...	28.12	28.12	...	28.12	25.02	...	25.02
	4552	...	...	...	0.50	...	0.50	0.50	...	0.50	1.20	...	1.20
	6552	...	...	...	41.00	...	41.00	50.28	...	50.28	59.91	...	59.91
<i>Total</i>		...	...	...	69.62	...	69.62	78.90	...	78.90	86.13	...	86.13
<b>Total-Information &amp; Publicity</b>		<b>461.63</b>	<b>1560.09</b>	<b>2021.72</b>	<b>832.99</b>	<b>1716.11</b>	<b>2549.10</b>	<b>834.69</b>	<b>1731.13</b>	<b>2565.82</b>	<b>826.16</b>	<b>1742.03</b>	<b>2568.19</b>
<b>Grand Total</b>		<b>473.38</b>	<b>1596.86</b>	<b>2070.24</b>	<b>850.00</b>	<b>1754.18</b>	<b>2604.18</b>	<b>850.00</b>	<b>1768.06</b>	<b>2618.06</b>	<b>861.00</b>	<b>1782.64</b>	<b>2643.64</b>

	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	3.00	...	3.00	...	...	...	
14.02	Prasar Bharti	22221	...	...	227.48	...	227.48	389.64	...	389.64	379.97	...	379.97	
<b>Total</b>			...	...	<b>230.48</b>	...	<b>230.48</b>	<b>392.64</b>	...	<b>392.64</b>	<b>379.97</b>	...	<b>379.97</b>	
<b>C. Plan Outlay</b>														
1.	Information and Publicity	22220	145.03	...	145.03	208.13	...	208.13	223.61	...	223.61	323.26	...	323.26
2.	Broadcasting	22221	328.35	...	328.35	572.25	...	572.25	547.49	...	547.49	451.61	...	451.61
3.	North Eastern Areas	22552	...	...	...	69.62	...	69.62	78.90	...	78.90	86.13	...	86.13
<b>Total</b>			<b>473.38</b>	...	<b>473.38</b>	<b>850.00</b>	...	<b>850.00</b>	<b>850.00</b>	...	<b>850.00</b>	<b>861.00</b>	...	<b>861.00</b>

1. **Secretariat-Social Services:** The provision is for expenditure of the Secretariat of the Ministry including HRD training, Participation in Films Markets, National Centre of Excellence for Animation, Gaming and Special Effects, IEC Activities for Community Radio, Economic Analysis of Growth Initiatives, International Channel, Film Production in various languages by NFDC and National Film Heritage Mission.

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 DAVP 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) Multi-storey building at Films Division, Mumbai (b) Phase II building for National Film Archive of India, Pune, (c) additions and alteration at Siri-Fort Complex, Delhi, by the Directorate of Film Festivals (d) Building and Housing Project of Indian Institute of Mass Communication (e) Setting up of Mini Media Centre of Press Information Bureau and for acquisition of equipment by Films Division, CBFC, PIB, DFP, FTII, Pune, Photo Division, Indian Institute of Mass Communication, New Delhi, EMMC 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.

14.01. **National Film Development Corporation:** This is a financial assistance to the National Film Development Corporation, a Public Sector Undertaking functioning under the Ministry, to enable them to undertake developmental activities in the field of entertainment media film.

14.02. **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