

Mid-Term Appraisal of the Eleventh Five Year Plan

The media sector has been one of the fastest growing sectors in the economy. Digitalization has promoted convergence of technology and thus created new business opportunities. The Eleventh Plan outlay for the Ministry was fixed at Rs. 5,439 crore.

Significant initiatives have been made by the press Information Bureau (PIB) in dissemination of information relating to the government's flagship programmes. The Directorate of Advertising and Visual Publicity (DAVP) has initiated various programmes to disseminate information on the government's flagship programmes as well as on various issues covering national integration, communal harmony, and other elements of national and social importance with special emphasis on the North East. The ministry is implementing various schemes in the film sector at a cost of Rs. 450 crore in the Eleventh Plan, including the digital restoration and preservation of the cinematographic heritage of the country. All India Radio (AIR) and Doordarshan have Rs. 1618 and Rs. 3032 crore as approved expenditure respectively for the Eleventh Plan. AIR today has 231 stations in its network, which virtually covers the entire country in terms of both population and geographical area. Doordarshan has played an important role in bringing audio visual entertainment and news into homes and reaches 92 per cent of the population through a network of 1414 terrestrial transmitters. Further, Doordarshan has introduced Direct-to-Home (DTH) services to cover the entire country.

The government has constituted a sub-committee under the Information Communication and Entertainment (ICE) Committee to work out the roadmap for going digital in line with international trends. Accordingly, targets for digitalization have been worked out beginning with Delhi going digital by 2010 and shifting to digital transmission from the present analogue mode by 2017. Funds have been allocated on priority to both AIR and Doordarshan for this scheme; however, these could not be absorbed as the schemes are yet to get approval. The performance of Prasar Bharati needs to fast track its actions to achieve the set targets. The host broadcaster, Doordarshan is to provide TV coverage of the Commonwealth Games in High Definition TV (HDTV) mode and also provide games feed to the international community in HDTV mode. HDTV is quite new to India. It has been decided that expert production crews and required HDTV equipment (standard /high-end/ultra high-end) would be hired from the international market for

which a scheme was approved at a cost of Rs. 483 crore. With respect to HDTV broadcasting, the Cabinet approved Rs. 165 crore for the creation of the necessary infrastructure in four metros for programme production and carrying out of terrestrial transmission. The scheme also envisages providing satellite transponders to link the four metros. Although terrestrial transmission in HDTV mode would not be possible for the Commonwealth Games, Doordarshan has assured that the people would be able to view the games in satellite mode.