



GOVERNMENT OF INDIA

OUTCOME BUDGET 2008-2009

MINISTRY OF INFORMATION & BROADCASTING

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EXECUTIVE SUMMARY

The Ministry of Information and Broadcasting , through the mass communication media consisting of radio, television, films, press publications, advertising and traditional modes of dance and drama, plays an effective role in helping the people to have access to free flow of information. The Ministry is involved in catering to the entertainment and intellectual needs of various age groups and focusing attention of the people on issues of national integration, environmental protection, health care and family welfare, eradication of illiteracy and issues relating to women, children and other weaker sections of society. The Ministry is divided into three wings i.e. the Information Wing, the Broadcasting Wing and the Films Wing.

2. The Ministry as per the Allocation of Business Rules, has a wide mandate:

- to create environment and set up policy framework for healthy development of various mass media in the country;
- to keep the people informed about Government's policies and programmes through the mass media;
- to educate and motivate the people to greater participative involvement in the various developmental activities and programmes of the Government;
- to liaise with State Governments and their Organisations in the field of information and publicity; and
- to serve as a constant link between the Government and the Press and act as a clearing house of official information and authentic data pertaining to the Union Government's plans and programmes.

The Ministry is vested with the responsibility of formulating policy guidelines for efficient dissemination of news and views by the media units. Although media units enjoy functional autonomy, the Ministry co-ordinates, assists, supervises and monitors the activities of the various units under its administrative control for efficient operations. The various media units use different programme formats keeping in view the needs of the target audience.

3. The Ministry is assisted and supported in its activities through 14 Attached and Subordinate Offices, six Autonomous Organisations and two Public Sector Undertakings. The position in respect of Attached and Subordinate Offices, Autonomous Bodies, Public Sector Undertakings and various Plan Schemes has been summarized in the following paragraphs :-

CENTRAL BOARD OF FILM CERTIFICATION

CBFC certifies films for public exhibition through various Regional Centres. Keeping in view the Right To Information Act, 2005, this Office has put all relevant data on the net through our website www.cbfcindia.gov.in. It contains the details of the Budget allocation and salary drawn by each employee of the CBFC including basic pay. It is bilingual considering the Officials Language Act, 1963. Further, as per Ministry's instruction, it has been decided to put on the net all procurements at the threshold value of Rs 50,000/- and above.

The monitoring of the physical and financial progress is done by the Senior Administrative Officer in consultation with the Regional Officer, Mumbai. While so doing, each Regional Head is also consulted while allocating funds to them.

The Central Board of Film Certification has been set up under the Cinematograph Act, 1952 (37 of 1952), for the purpose of certification of films for public exhibitions. The Board has its headquarters at Mumbai and Regional Offices at Mumbai, Kolkata, Chennai, Bangaluru, Thiruvananthapuram, Hyderabad, New Delhi, Cuttack and Guwahati. The functions of the Board include the following:-

- i) to certify films for unrestricted public exhibition (U Certificate)
- ii) to certify films for public exhibition restricted to adults (persons who have completed their 18th year of age) (A Certificate)
- iii) to certify films for unrestricted public exhibition with an endorsement of cautions to the parents or guardian of children below the age of 12 years (UA Certificate)
- iv) to certify films for public exhibitions restricted to members of any profession or any class of persons (S Certificate)
- v) the board is competent under the provision of the Act to order deletions in the films before certifying them.
- vi) the Board is also competent to refuse certifications of films in their totality.

CHILDREN'S FILM SOCIETY, INDIA

The CFSI which was established in May, 1955 under the Societies Registration Act XXI of 1860 functions as an autonomous body under the Administrative control of the Ministry of Information & Broadcasting receiving grant-in-aid for its Plan and Non-Plan activities. The Children's Film Society, India (CFSI), an organization which provides value-based entertainment for children and also fulfills their psychological and educational needs through the medium of films:

The Chairperson, who is an eminent personality in the field of Cinema, heads the Society. The Chairperson is also the head of the Executive Council and the General Body, members of which are nominated by the Government of India. The Chief Executive Officer, who has under him all heads of Department, handles day – to – day functions: Administration, Production Marketing and Accounts department headquarters of CFSI is located at Mumbai with Branch Offices at New Delhi and Chennai.

DIRECTORATE OF FIELD PUBLICITY

The main objective of Directorate of Field Publicity (DFP) is to disseminate information among the masses about the Government's policies and schemes and to generate awareness among the target groups, mostly in remote and far away places, about health, national integration and other social issues.

DFP procures equipments such as projectors, DVD players, WPA Systems etc for film shows and other publicity programmes. It also purchases films and cassettes from Films Division/DAVP in different languages on various themes for publicity purpose.

The functioning of DFP is monitored on regular basis. Feedback Reports are obtained from all over India to know the public reaction about the Government Schemes and Policies. Expenditure Statements and Quarterly Performance Reports are periodically called from DFP to monitor the trend of expenditure. Similar reports are received from DFP about the number of programmes carried out by them during a month using different programme formats which are examined in relation to targets set for the period.

The website of DFP is updated from time to time and all relevant information is put on the site which can be easily accessed to by general public.

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

The Directorate of Advertising and Visual Publicity (DAVP) is a multi-media advertising Central agency for publicizing the policies, programmes and achievements of the Government of India. It executes publicity campaigns through press advertisements, TV commercials, exhibitions, printed materials and outdoor media on behalf of various Central Government's Ministries and Departments, Autonomous bodies and Public Sector Undertakings. To strengthen the publicity programme of the Government and enable DAVP to efficiently discharge the services, two Plan Schemes namely (i) Developmental Publicity: Conception and Dissemination and (ii) Modernization of DAVP have been approved during 11th Plan. To streamline the various aspects of publicity and advertisement in Government and to bring about further transparency in this regard, Government has issued new Advertisement Policy for print media and also Audio-Visual policy with regard to advertisement/publicity through electronic media. The Plan Schemes of DAVP are regularly monitored through analysis of the financial and physical achievements vis-à-vis the targets set out for the Annual Plan.

DIRECTORATE OF FILM FESTIVALS

Aim and objectives

- To promote good Indian Cinema within the country and to provide international exposure to outstanding Indian films abroad.

Directorate of Film Festivals was set up to organize International and National Film Festivals within the country. DFF facilitates India's participation in festivals abroad, arranges programmes of foreign films in the India and Indian films abroad and holds the National Film Awards Function.

- To screen in festivals, films by outstanding International directors.
- As a vehicle of cultural exchange, DFF promotes international friendship, provides access to new trends in world cinema, generates healthy competition, and in the process, helps to improve the standard of Indian films.

Monitoring

DFF handled the following major events:

1. International Film Festival of India.
2. Selection of Indian Panorama
3. National Film Awards
4. Participation in Foreign Film Festivals
5. Cultural Exchange Programme

The above individual events will start with a plan of activities involved and a job chart is prepared which includes setting up of various sub-committees including organizing committee for IFFI. The job chart is based on the major areas involved like budget planning, programming, formation of regulations, regular meetings to monitor the progress of the event to be conducted as per the job chart etc. A close watch will be kept for the dead lines to be observed by the unit incharge.

Publicity

The publicity of the above mentioned activities of the Directorate is achieved by:

1. Regular Press releases through PIB.
2. Regular advertisements in newspapers through DAVP.
3. Banners and Posters are exhibited during the events through DAVP.
4. Festival Publications are released during the events.
5. Information is released through Foreign Missions and India and Indian Missions abroad.
6. Through Website.
7. Information is released through various film making bodies in India and abroad.
8. Information is released through various film societies in India.

HIGHLIGHTS

The International Film Festival of India- IFFI, 2007:

- The 38th Edition of International Film Festival of India-2007 was organized in Goa from 23rd November to 3rd December 2007 in collaboration with State Government of Goa. Shri Shahrukh Khan was the Chief Guest for the inaugural function.
- A poster exhibition was organized through the National Film Archives of India during IFFI at GOA (2007). The Exhibition was aptly titled “**A Voyage To Discover The Spirit of Freedom**”, which was well received.
- The Films Division also organized a Cine Expo titled ‘**Behind The Frames**’ during the festival. The exhibition displayed cinema equipments dating from the silent era to the latest and most modern version. The exhibition evoked nostalgic reactions from many film makers and was well received.

INITIATIVES

1. Online delegate registration:

During IFFI-2007, the IFFI website was redesigned with dynamic contents and the delegate registration process was made fully online from first week of October,2006. Provision was made for online e-payment gateway through State Bank of India. The software was developed by NIC and lived up to the promise of facilitating hassle-free registration of over 5000 delegates from India and abroad.

2. Technical retrospectives:

For the benefit of the film students and film industry technicians, three technical retrospectives were conducted.

a. Digital Editing:

An Editing expert from Hollywood who had developed the art of Avid Digital Editing was called to conduct the technical retrospective covering the important topics like Digital dailies and calibrated Display systems, Remote Collaboration Systems, the New Hybrid Productions Systems and Digital Intermediate Process.

b. Animation and Digital Effects:

World Animation experts were called from Italy to conduct the retrospective on Animation and Digital effects for the benefit of the film students especially for multimedia visual communication students. The retrospective was very well received and appreciated by the student delegates.

c. Restoration of Films:

On the request of people in the Film industry, this retrospective was initiated well in advance, as films were not maintained properly by the Film Laboratories for various reasons. The interaction was done with a leading laboratory in Italy and request was made for the services of a technician to conduct the retrospective on restoration of Films. This retro was well received among film technicians who attended the Festival.

It is pertinent to mention that after finalizing the retrospectives, intimation letters about these retrospectives were sent to all the film trade bodies and leading film institutes to attend the retrospectives.

FILMS DIVISION

Films Division was set up with the objectives of producing and distributing documentaries, animation, short and cartoon films required by the Government of India for public information, education, motivation and for instructional and cultural purposes. Films Division helps Cinema Exhibitors to fulfill a statutory obligation requiring exhibition of 'approved films' under the provisions contained in the Cinematograph Act, 1952 and various State Laws. Films Division also gives a fillip to the growth of documentary film movement in India by getting films produced through independent producers, participating in National and International Film Festivals, organizing the biennial Mumbai International Film Festival (MIFF), a competitive Film Festival for documentary, short and animation films. Films Division has an archive of its films over 8000 in number, which are available to cinema lovers and as a source of reference to all. It has started digitalizing its archival films from celluloid to video format in order to preserve it for posterity.

Films Division with its Head Office at Mumbai and Regional Production Centres at Bangaluru, Kolkata and New Delhi, has state-of-the-art Pre and Post Production infrastructure. Its Distribution Network consists of 10 Branch Offices located across the length and breadth of the country which cater to the film buffs as also to the needs of the approximately 12,000 cinema theatre across the country by supplying 'approved' films to meet the provisions of their licensing under the Cinematograph Act-1952.

Films Division is headed by Chief Producer who is supported by one Joint Chief Producer and 4 Deputy Chief Producers. The Administration side of the Division is headed by Director (Administration) who is selected, on deputation basis, from persons with 12 to 15 years service as Group 'A' officer in any of the All India Services or other organized Group 'A' service.

PARTICIPATION IN FILM MARKETS IN INDIA AND ABROAD

(MAIN SECTT. SCHEME)

With the objective, on one hand, to engage in a hand-holding exercise for the film industry until the industry embarks upon its own export promotion and, on the other hand, to curb piracy and to spread the Film Festival movement to the different parts of the country, this Ministry had provided Rs 6.00 crores during 10th Five Year Plan through its two Main Secretariat Schemes viz. (I) Participation in Foreign Festivals/Markets and (II) Non-Governmental Organisations engaged in Anti-piracy work/Festivals.

However, during 11th Plan, the Planning Commission did not consider implementation of the second Scheme, viz. Non-Governmental Organisation engaged in Anti-piracy work/Festivals. The Plan Scheme in respect of Participation in Film Markets in India and Abroad has been continued. This Ministry has also introduced a new Scheme, viz., Setting up of National Centre of Excellence for Animation, Gaming and Special Effects, for implementation during 11th Plan.

The film industry in India is increasingly using digital technologies and creating content digitally. The fast paced development of special effect and visual effect sectors alongwith digital content industries like gaming and animation are growth sectors for the country. However, this sector suffers from acute shortage of trained manpower. The sector's potential and the policy support needed was also discussed in the report by the ICE Committee formed by the PMO. To encourage promotion and development of the animation, gaming and visual effects sector, it is proposed to open a Centre of Excellence for Animation, Gaming and Special Effects in a public – private partnership mode to address the problem of availability of trained manpower in this high tech industry.

The purpose of participating in film markets is to increase the visibility of the Indian film industry and to disseminate film related information technology activities as well as to avail opportunities for engaging in actual trading. There are specific institutionalized international film markets and festivals like CANNES International Film Festival and Market, Berlin Film Festival and American Film Market etc. It is also the endeavour of the Govt. to avail different opportunities to promote and facilitate the Indian film industry.

The participation and achievements are made available through press releases and at the website of the Ministry. FICCI/ CII release their reports as well which highlight such participation in film festivals/markets.

FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

(1) Monitoring Mechanism - Under the Scheme 'Grant-in-Aid to FTII, Pune, the physical and financial monitoring mechanism is indicated through the degree of achievement in procurement of equipment, jobs like civil and electrical construction etc., procurement of hardware items/production of software items, related jobs like license research, loyalty, talent fee etc. ,as well as related jobs like Production of programmes, Transfer from films, audience research etc. and identification of exchange/training programme under HRD aspects including scholarship and exchange programmes with foreign universities for students etc.

(2) Public Information System - Courses and other academic activities conducted by the FTII are advertised in the Website/ print media to achieve optimum level of transparency. The procurement of machinery and equipments is also through open advertisement of public tender in both the medias.

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

The main objective of SRFTI is to provide training and create professionals for the Film and TV industry.

The Institute conducts Post Graduate Diploma courses in Direction and Screenplay Writing, Motion Picture Photography, Editing and Sound Recording. Apart from the main stream courses the Institute conducts/proposes to conduct short-term courses on self-financing basis.

INDIAN INSTITUTE OF MASS COMMUNICATION (IIMC)

The working of the Indian Institute of Mass Communication (IIMC) is monitored by the Government from time to time, while releasing instalments of Grant-in-Aid, during meetings of the Executive Council, Annual General Meetings of the IIMC Society, etc., which *inter-alia* include Government representatives. Apart from this, the physical and financial progress during the course of the year is monitored in the Ministry by examining monthly expenditure statements and Half Yearly Progress Reports.

IIMC is having a website (www.iimc.gov.in) for the information of general public. This website is updated regularly so that general public could get relevant information by accessing this site.

NATIONAL FILM ARCHIVE OF INDIA

During the 11th Plan (2007-2012) NFAI has the following Plan Scheme with a total outlay of Rs.30.00 crores:-

“Acquisition and exhibition of Archival films.”

Progress of NFAI’s Plan Scheme is monitored through monthly/quarterly/half yearly physical and financial progress statements which are sent to the Ministry regularly. Information about progress of the various activities undertaken by NFAI under various Schemes / Programmes is also available on NFAI’s website. Control over the performance of the Scheme is maintained within the sanctioned Plan allocation.

NATIONAL FILM DEVELOPMENT CORPORATION LIMITED

Indian entertainment industry has transformed itself into a vibrant one, due to a variety of reasons like expansion of overseas market for Indian films and other entertainment software, increase in the volume of trade in areas like animation, special effects, graphics, music audio/video and television software, on the one hand, and proliferation of satellite and cable channels in various languages even in rural and far flung areas on the other. The traditional mode of theatrical exhibition has undergone a sea-change with the growing number of multiplex theatres attracting increasing viewership. This has opened up opportunities not only for the producers and right holders to earn more revenue for their films, but also helped to create a whole lot of technicians and artistes working in more than one shift and earning good and prompt remuneration. It is a fact that Indian family, whether they are from middle, lower or poor classes have the option for entertainment, viewing films in theatres or in their drawing rooms at an affordable price through the Television media. Problems like piracy and the high cost of tickets in both the stand-alone theatres and multiplexes are being addressed to ensure growth of the industry. The entry of financial giants like IDBI and EXIM Bank and other Commercial Banks into film financing have given an impetus to the growth of the Industry. This is evident from the fact that close to 1000 films are produced in various languages in the country. It is in this

background that we have to analyze and assess the potential of the industry and the opportunities available for future, keeping in mind our own strength and weaknesses as an organization.

In the above background, various activities of the Corporation have been reviewed and the following action plan formulated:

FILM PRODUCTION IN REGIONAL LANGUAGES

- The National Film Development Corporation endeavours, through its film production activity, to promote the culture of Indian cinema and not the business of Indian Cinema.
- Cinema is a vital tool for promoting and maintaining Indian cultural values and languages. This role cannot be undermined, particularly in view of the fact that cinema is the most popular medium of entertainment. It is estimated that on an average, daily viewership in film theatres is in the region of 10 million. None of the other streams of Indian art and culture have such enormous appeal in India and cinema has emerged as the mass medium of culture.

In view of the foregoing, it is proposed that a budget of Rs.30 crores be set aside during the 11th Plan period for film production in various Indian languages that requires developmental funds from government to give them the impetus they need. An annual outlay of Rs.6.50 crores has been allocated under the Plan Scheme of “Film production in various regional languages” during the year 2008-09. NFDC expects to recover the investment in about four years. However, these films do not always have a market value to the extent that the cost of investment in a film can be recovered and the Corporation’s role in this segment would necessarily have to be developmental in nature and not guided entirely by profit motive. Allocation of funds for this purpose is sought from the Government as the Corporation does not have adequate resources to fund this activity.

INTERNATIONAL/DOMESTIC CO-PRODUCTIONS

NFDC has many domestic and international co-productions to its credit. With global markets opening up and the universal appeal of story telling resulting in audiences for films produced across nations, filmmaking is now transcending national boundaries and producers are increasingly looking towards co-production ventures with other countries with a view to:

- I. Enhancing the audience base of a film;
- II. Availing the tax and other fiscal benefits provided by different countries to local content to minimize cost of production of a film.

International co-productions, as far as Indian filmmakers are concerned, are still at a nascent stage. While in recent years there has been increased interest in India as a co-production destination, this nevertheless remains an area of immense growth. Upcoming and new filmmakers often do not have access to producers in other countries, either in terms of contacts or in terms of enough seed capital to attract potential investment from co-producers. NFDC proposes to step into this domain and provide seed capital for potential international and domestic co-productions. The Government is considering a proposal to revamp the financial position of NFDC by conversion of its loan of Rs.19.77 crores from the Government into equity and also by infusion of fresh equity of Rs.16.23 crores. The fresh equity of Rs.16.23 crores will be used by NFDC, inter-alia, for its international/domestic co-productions during the 11th Plan period and therefore a budget of Rs.16.23 crores be set aside for infusion of fresh equity with an annual outlay of Rs.8 crores during the year 2008-09.

PROMOTION OF INDIAN FILMS IN GLOBAL MARKETS

The primary objectives of NFDC's export strategy and participation in foreign film and television markets are:

- I. Export of Indian films for overseas distribution across different channels of exhibition;
- II. Identifying partners for international co-productions;
- III. Promotion of NFDC's services as a Line Producer;
- IV. Promotion of India as a shooting destination; and
- V. Import of foreign films for Indian markets.

SCRIPT DEVELOPMENT

It is perceived that the industry needs to place greater emphasis on development of scripts. NFDC will endeavour to broaden the range of scripts available to the industry with a view to enhancing the quality, range, and ambition of Indian film projects. NFDC aims at assisting a specific number of Indian writers each year in developing scripts with a view to creating high quality marketable products targeting the domestic and international markets.

PRESS INFORMATION BUREAU

1. Press Information Bureau is the nodal agency of the Government of India for informing people about its policies, programmes and activities. As the Government's main channel of communication with the Media (Electronic and Print), Press Information Bureau puts out information on Government policies, programmes, activities of the Government on its information policy. It functions upon the basic premise that in a democracy, the Government has to ensure that its policies and programmes are properly presented and correctly interpreted through Press and other Media to the people on whose support and goodwill it holds office.

2. The officers of PIB (Hqrs) are attached to the various Ministries/Departments for disseminating information to the media and provide feedback to their assigned Ministries/Departments. They function as media advisers and coordinate the publicity.

3. PIB's Regional/ Branch Offices are connected through a computer network.. The Bureau also has a homepage on internet and can be accessed on www.pib.nic.in. On this homepage publicity material is made available for national as well as international use. PIB releases are now transmitted through computers to local newspapers as well as to resident correspondents of important outstation newspapers besides its Regional/Branch offices. Features and graphics are also released through the PIB network in addition to being made available on internet.

4. The Bureau provides functional facilities to media representatives. For this purpose, it accredits India and Foreign Media representatives, news cameramen and technicians. 1165 correspondents and 332 cameramen are currently accredited with Bureau's headquarters besides 143 Technicians

and 67 Editors/ Media critics. In order to cater to the needs of Indian as well as Foreign correspondents, the Bureau has a National Press Centre with modern communication facilities functioning at New Delhi.

5. To convey information to the media, the Bureau employs a variety of means – Press releases and features, Press briefings, Press conferences and conducted tours.

6. Monitoring of output of PIB in terms of releases, press conferences, features etc. is immediate and is reflected in the number of stories published in newspapers. The functioning of PIB is monitored like any other Media Unit under the Ministry of I&B.

OVERALL PERFORMANCE

The approved outlay during the Annual Plan 2007-08 is Rs. 1512.00 lakhs. The expenditure incurred during the year under Plan upto December, 2007 is Rs. 492.00 lakhs. The performance of the Press Information Bureau in financial terms during the year 2007-08 (upto December, 2007) is as follows:

(Rs. in Lakhs)				
S.No.		Plan	Non-Plan	Total
	Actual-2006-07	87.17	2926.13	3011.30
1.	B.E. 2007-08	1013.00	2270.15	3283.15
2.	R.E. 2007-08	942.90	2237.00	3179.90
3.	Actual Expenditure upto December, 2007	492.00	1671.31	2163.31
4.	B.E. 2008-09	1628.89	2236.00	3864.29

PRESS COUNCIL OF INDIA

Press Council of India is a statutory authority with quasi-judicial and advisory functions. It comprises a Chairman and 28 other members. While the Chairman has, by convention, been a sitting or retired judge of the Supreme Court, of the 28 members, 20 represent various segments of the press, five are the representatives of the two Houses of Parliament and one each is nominated by University Grants Commission, Bar Council of India and Sahitya Academy.

The Council discharges its functions primarily through adjudication on complaint cases received by it, either against the Press for violation of journalistic ethics or by the Press for interference with its freedom. Where the Council is satisfied, after inquiry, that a newspaper or a news agency

has offended against the standards of journalistic ethics or public taste or that an editor or working journalist has committed any professional misconduct, the Council may warn, admonish or censure them or disapprove of their conduct. The Council is also empowered to make such observations as it may think fit in respect of the conduct of an authority, including Government, for interfering with the freedom of the press. The decisions of the Council are final and cannot be questioned in any court of law.

FUNCTIONS

1. To adjudicate on the complaints received against or made by Press.
2. To maintain standards of the Press.
3. To maintain Freedom of the Press.
4. To tender advice to the Central Government on various references received from it.

HIGHLIGHTS

- (1) Press Council reconstituted.
- (2) List of defaulter of levy payment from 17 States put on the website.
- (3) Library catalogue computerization completed.
- (4) Council adjudication compendium 2006-2007 put on the website.
- (5) Adjudications 2006-07 translated into Hindi and put on website.
- (6) Timely preparation and lying of Annual Report before the two Houses of Parliament in bilingual form.
- (7) Consultation with the Government of India for empowering of Press Council through amendment of the Press Council Act.

INITIATIVES

- (1) Cognizance of the training standards of the Journalism institution in consultation with concerned bodies. - Underway
- (2) Promoting Research studies on the matters falling within the ambit of the Press Council. - Underway
- (3) Computerisation of service records of the personnel of the Council. - Underway
- (4) Computerisation of Provident Fund records of personnel of the Council. - Underway
- (5) Updation work of Norms of Journalistic Conduct. - Underway
- (6) Workshop in association with Supreme Court of India for legal correspondents/journalists on “Reporting of Court Proceedings” by Media and Administration of Justice – March 29-30, 2008.

Targets 2008-2009

1. Completion of the targets set out last year.
2. Disposal of approximately 600 complaint cases relating to either violation of freedom of the press or of its standard.
3. Preparation of index of adjudications rendered by the Council since its inception in 1979 in complaints against the Press and putting them on Council's website for public access.
4. Preparation of index of Orders of Press and Registration Appellate Board under Section 8 (c) of Press and Registration Book Act and uploading them on Council's website for public access.
5. Drawing up compendium of principles laid down in adjudication/pronouncement concerning freedom of the press.
6. Encouraging e-communication in correspondence.

PHOTO DIVISION

Photo Division, a media unit, is responsible for visual documentation and preparation of photographs for internal and external publicity on behalf of the Government of India. Photo Division records photographically different aspects of development in the country and historical events thereby providing a complete photographic documentation for the country. It promotes young talents through photo contests and workshops. The Division also supplies photographs on payment to the non-publicity organizations and general public through its Pricing Scheme. To keep pace with the trends in photographic industry, a Plan Scheme 'National Centre of Photography' has been taken up for implementation during 11th Five Year Plan for providing better services, quality and to meet the present demands of users/clients. Another Plan Scheme 'Special Drive for North East, Jammu and Kashmir, Andaman and Nicobar Islands and Lakshdweep has also been taken up as part of special emphasis for the development of these areas.

PUBLICATIONS DIVISION

The Publications Division is one of the largest publishing houses in the country. The books and journals brought out by the Division in Hindi, English and other major Indian languages are designed to broaden the understanding of the people of this country.

2 The mandate for the Division is production, sale and distribution of popular books and journals. While doing so, the Division aims to achieve the following objectives: -

- (i) Publish books on subject of national importance, which are otherwise not covered by other publishing houses and make them available to general public at affordable price.
- (ii) To strengthen and promote the concept and spirit of unity in diversity, communal harmony, national integration etc.
- (iii) During 2008-09 we aim at publishing 20 journals and 120 books. The Publications Division is selling its books and journals through a network of Sales Emporia located in various parts of the country. To keep pace with the times, Publications Division proposes to modernise all its Sales Emporia in a phased manner because Sales Emporia are in a clumsy condition and present dilapidated look, which may not appeal to customers. Most of the competitors are selling their books through well maintained showrooms in premier localities.
- (iv) Sales Emporia are located at New Delhi, Mumbai, Hyderabad, Kolkata, Lucknow, Chennai, Patna and Thiruvananthapuram. The sales outlets are at Yojana Offices at Bangaluru, Guwahati and Ahmedabad.
- (v) Budget Estimates for 2008-09 are Rs. 1405.00 lakhs in respect of Non Plan and Rs. 42.90 lakhs in respect of Plan.

EMPLOYMENT NEWS / ROZGAR SAMACHAR

Employment News is the flagship weekly publication journal of the Publications Division, Ministry of Information and Broadcasting, Government of India. The target group of the weekly are the Civil Services aspirants, readers preparing for competitive exams and interviews, and young people looking for employment opportunities.

The mandate of the weekly is to disseminate information among its users to enable them to choose the best available career.

The weekly carries advertisements for jobs, admission notices, examination notices and results of organizations like Staff Selection Commissions, Union Public Service Commission, etc. It also carries one or two articles under Editorial Segment.

Employment News has also launched an interactive career oriented website under the domain www.employmentnews.gov.in. The website has a page hit of more than 3 lakhs per day. The website offers online career counselling, advance information about job vacancies, etc. to its users.

REGISTRAR OF NEWSPAPERS FOR INDIA (RNI)

The Registrar of Newspapers for India is responsible for administration of the Press and Registration of Book Act, 1867. Under the statutory functions, the RNI maintains records and statistics of newspapers/periodicals being published in the country; verification of titles of new publications; issue of Certificates of Registration; verification of circulation claim of publications, analysis of the Annual Statements submitted by the publishers and preparation/ compilation of an Annual Report on the state of Print Media titled "Press in India". Under the non-statutory functions, RNI issues

Eligibility Certificates for import of newsprint and issues Entitlement Certificates for the purchase of newsprint from the indigenous newsprint mills. RNI is also the sponsoring authority for issue of Essentiality Certificate for import of Newspaper Page Transmission and Reception, Facsimile System or equipment and Telephoto Transmission and Reception System.

RESEARCH REFERENCE & TRAINING DIVISION

The Research Reference and Training Division is a subordinate office of the Ministry of Information and Broadcasting. The role of this Division is to assist the Media Units of this Ministry in collection, compilation and preparation of material involving research in published works etc. Building up of a compendium of knowledge on important subjects and to prepare guidance and background notes on current and other topics for the use of the Media Units is also the responsibility of the Division.

The Division does not directly deliver any service to the common people. Physical targets are generally drawn in the shape of annual budget plans and are being monitored by the Division. The administrative wing of the Ministry also monitors the activities like bringing out 'INDIA – A Reference Annual' of the Division.

As regards Public Information System, the Website (rrtd.gov.in) of the Division is in the public domain and general public have access to the activities of the Division.

SONG AND DRAMA DIVISION

Song and Drama Division was set up as a unit of All India Radio and was given the status of an Independent Media Unit in 1956 with the mandate of development communication. The objectives for setting up the Division were:

- Create awareness and emotional receptivity among public regarding social, economic and democratic ideals which are conducive to the progress of the nation.
- Create among the people in border areas a sense of defence preparedness and cultural integrity with the rest of the country.
- Keep the morale of the Army Jawans posted in isolated forward areas through live entertainment media which includes both urban theatre forms and folk forms covering all the regions of the country.

The Division is the largest organization in the country using performing arts as a medium of communication. The Division uses a wide range of art forms such as drama, ballets, operas, dance-dramas, folk, traditional recitals and puppetry. The Division also organises theatrical shows on national themes such as communal harmony, national integration, secularism, promotion of cultural heritage, health, environment, education, etc. through Sound and Light Programmes.

F.M. RADIO (PRIVATE)

The Government launched a Policy on FM Radio Broadcasting through Private Agencies in 1999 and further expanded in 2005 under phase-II. The Policy made it mandatory to co-locate the transmission facilities at Prasar Bharati (PB) towers wherever available, and in the non-availability of PB towers, Govt. construct new towers through M/s BECIL for the Private FM Broadcasters. Out of 91 cities identified under Phase II, 84 cities have PB towers and for the remaining 7 cities viz., Delhi, Mumbai, Kolkata, Chennai, Hyderabad, Bangaluru and Jaipur, new towers were proposed. M/o I&B under a Plan Scheme, namely, "Private FM Radio", proposed to construct new towers in 7 cities with a total cost of Rs. 18.18 crores through M/s BECIL which was approved by the Planning Commission in 2006. The construction cost of the towers would be recovered from the Private FM Broadcasters through annual rentals as charged by Prasar Bharati in case of PB towers. Subsequently, Prasar Bharati towers became available in two cities. Meanwhile, Govt. also decided to construct a new tower at Dehradun as no Prasar Bharati tower exists there and put on hold four FM channels. Thus it is required to construct the new towers in six cities, viz., Delhi, Kolkata, Chennai, Jaipur, Hyderabad and Dehradun. The Plan Scheme was approved in 10th Plan for two years in 2005-06 and 2006-07. Since the 'in-principle' approval of Planning Commission was received in January 2006 and the advance was released only in March 2006, the actual work was started from April 2006. Moreover, due to delay in handing over of site to BECIL, etc. the Project could not be completed by March 2007 as envisaged. Construction of towers at four cities viz. Jaipur, Hyderabad, Chennai and Delhi has already been completed. Since the construction of towers for 2 cities (Bangaluru and Mumbai) were dropped and one tower for Dehradun was included later on, the expected total cost of the Project for the construction of towers in six cities comes to Rs. 13.1124 crores. A sum of Rs. 8.00 crores, as advance, had been released to M/s BECIL during March 2006. Further installment of Rs. 0.63 crore was released on 30.3.2007. A sum of Rs.1.00 crore has been earmarked for 2007-08 for 2007-08 and Rs.3.50 crores (approx.) is required for completion of the project.

ELECTRONIC MEDIA MONITORING CENTRE

Electronic Media Monitoring Centre (EMMC) has been set up with the following objectives:

- (i) Monitoring of all TV Channels downlinked in India to check the violations of Programme and Advertisement Codes enshrined in Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder.
- (ii) Monitoring of private FM Radio Channels and
- (iii) Any other such work relating to monitoring of content of Broadcasting Sector as assigned by the Government from time to time.

A Plan Scheme for setting up of EMMC with total outlay of Rs 19.65 crores has been approved by the competent authority in November 2007. Allocation for the year 2008-09 is Rs 7.50 crores under Plan and Rs. 3.00 crores under **Non-Plan**. Once the project becomes operational in 2008-09, the monitoring mechanism will be put in place.

INTERNATIONAL CHANNEL (MAIN SECRETARIAT SCHEME)

Emergence of India as a global power has made it imperative that the Indian position and view point on sensitive issues should be voiced in as many countries as possible and at the earliest possible. The main objective is to air the Indian position globally in the same way as channels such as Al-Jazeera, BBC, CNN, CCTV etc. This will involve introduction of International News and Programming through the existing DD News Channel with simulcasting on DD India, which has a footprint in a large number of countries.

COMMUNITY RADIO IEC Activities for Community Radio

Radio, as a communication medium, plays an important role in the nation's socio-cultural, political and economic development. As a powerful communication medium, particularly in India where, in the absence of regular and stable electric supply in rural and far flung areas, people have to depend on radio to meet their needs of information, education and entertainment. Community radio, as distinct from public service broadcasting, serves to bring small communities together, focuses on the common man's day-to-day concerns and helps in realizing local aspirations. In this sense, it aims to contribute to the lives of the local community, by creation of content by the people and for the people of that community. It focus on issues relating to education, health, environment, agriculture, rural and community development. The contents are confined to social, cultural and local issues and the format, subject, presentation and language reflects and exude the local flavour and fragrance. The Ministry of Information and Broadcasting proposes to create awareness amongst the masses about the policy by arranging a number of workshops and seminars in various parts of the country for establishing and running Community Radio Stations.

CONSTRUCTION OF SOOCHNA BHAWAN

Construction of Soochna Bhawan is one of the major projects of the Ministry of Information & Broadcasting. For want of sizeable accommodation to house various media units of the Ministry, a decision was taken that the Ministry should construct its own building to accommodate at one place the offices of different media units (except DG: AIR and DG: Doordarshan), which are scattered at various places. The Planning Commission approved the Scheme and included it in the 5th Five Year Plan. Accordingly, the Ministry was allotted a piece of land at envelope No. 8 at Lodhi Road measuring 8364.3 sqm. area in 1981. However, the construction could only be started in 1985. Due to financial constraint, the work is being carried out in phases. The construction of this building is being taken up by the Civil Construction Wing: All India Radio. Till date Phases I, II, III & IV have been completed. Under these four phases, only 38% area (27,259 Sqm.) has been constructed. Action has been initiated for the construction of Phase-V of Soochna Bhawan wherein the balance 62% area (45,500 sq.mtr.) will be constructed.

ECONOMIC ANALYSIS UNIT (NEW SCHEME)

The entertainment and media sector of the economy promises high growth potential during the 11th five year Plan 2007-2012. In order to capture the growth momentum, different schemes / programmes are being implemented by the Ministry of Information and Broadcasting in respect of film, information and broadcasting sectors so as to achieve the defined goals/objectives. This is a new scheme included in the Annual Plan 2007-08 of 11th five year Plan (2007-12) with an outlay of Rs.0.08 crore. During 2007-08 under the Scheme, Indian Institute of Mass Communication has been entrusted for conducting a study on “Impact and Penetration of different Mass Media in Jammu and Kashmir and North-East.” For Annual Plan 2008-09, an outlay of Rs.0.28 crore has been provided.

The objectives of this Scheme are as under:-

- To develop Management Information System (MIS) in film, information and broadcasting Sectors.
- To study and evaluate the impact of regulatory and development policies in respect of film, information and broadcasting Sectors.

TRAINING FOR HUMAN RESOURCE DEVELOPMENT

The 11th Plan proposal of Ministry of Information and Broadcasting includes a new scheme “ Training for Human Resource Development in Institutions Located Abroad with In-Service Training for IIS Officers” with an allocation of Rs. 19 lakhs for the year 2008-2009.

PRASAR BHARATI

ALL INDIA RADIO

All India Radio (AIR), an integral part of Prasar Bharati continues to perform the mandates as given in the Prasar Bharati Act, 1990. AIR informs, educates and entertains people through its programmes broadcast from various stations. It keeps the people all over the country informed about Government policies, plans, programmes and achievements through the medium of sound broadcasting by a variety of programmes relating to culture, education, science, health and hygiene, social and economic issues, important news and current events of topical interest. It presents diverse points of views to ensure that the programmes are balanced and unbiased through its broadcasts, promoting education and national integration. (Chapter-I).

The Direct Budgetary Support for Non-Plan 2008-09 Budget of All India Radio is Rs.537.64 crore, which are provided as grants-in-aid to meet expenditure on various administrative expenses. The total Direct Budgetary Support for Plan budget 2008-09 is Rs.195.00 crores and allocation under Capital is Rs.183.23 crores, which is mainly for J & K Special package, North East Special Package and staff quarter at metros and some XI Plan Schemes. Rs.11.77 crores have been allocated under Revenue Miscellaneous and Revenue Software. While Capital Plan Schemes are financed through loan provided by Government, Revenue Plan Schemes are provided as grants-in-aid. (Chaper-II).

Various initiatives are taken by All India Radio on the basis of policy decisions related to the further development of the organization as the true public broadcaster through fulfillment of its obligations. These are executed keeping in view the needs of general public and special target groups. (Chapter-III).

Physical and financial performance of the Scheme-wise details of the Plan Schemes of Annual Plan 2006-07 and 2007-08 (upto December 2007) are indicated in the Chapter-IV. The approved Annual Plan 2006-07 outlay was Rs.71.60 crores and expenditure is Rs.65.57 crores. Similarly, total Annual Plan 2007-08 outlay is Rs.78.95 crores.

Head-wise details of Budget Estimates and Revised Estimates in the recent past and the current financial year (upto third quarter, 07) are indicated in Chapter-V. Necessary Utilization Certificates in respect of Grants- released in the previous financial year 2006-07 have been furnished by Prasar Bharati (AIR) in accordance with relevant rule and there is no pending UC. Report of the Government on performance of Prasar Bharati, All India Radio has been given in the Chapter-VI.

Monitoring mechanism:

Performance of the Annual Plan Schemes of All India Radio is watched through the monthly expenditure statements furnished by it at the time of release of funds to Prasar Bharati. Releases of funds are processed on the basis of progress of expenditure and fulfillment of other conditions as laid down by the Ministry. Moreover, Half-Yearly Performance Report (HPR) is furnished in the prescribed format to Planning Commission as required.

Scheme-wise details of financial performance of Prasar Bharati (All India Radio) are regularly monitored by Plan Coordination Cell, through a monthly statement. A series of review meetings have been held at the level of Secretary (I & B) to monitor the progress.

DOORDARSHAN

Television started in India in September 1959 with an experimental transmission at Delhi, which was later upgraded to a regular service in 1965. TV to second city (Mumbai) was extended only in 1972. Television initially was a part of All India Radio. It got separated from AIR in April 1976 and Doordarshan came into existence. Color TV and National networking were introduced in 1982 and since then there has been steady progress. With Prasar Bharati (Broadcasting Corporation of India) coming into existence on 23rd November, 1997 as a public service broadcaster, Doordarshan become an integral part of it with a mandate to inform, educate and entertain the public and ensure a balanced development of broadcasting in the country. The current status of terrestrial network, major achievements in different spheres viz. news channel, studio, DTH, digitalization and networking etc. have been given in Chapter-I.

The Direct Budgetary Support for Non-Plan 2008-09 Budget of Doordarshan is Rs.425.99 crores, which are provided as grants-in-aid to meet expenditure on various administrative expenses. The total Direct Budgetary Support for Plan budget 2008-09 is Rs.280.00 crores comprising Capital Plan (Rs.194.17 crores) and Revenue Plan (Rs.85.83 crores). Capital Plan Schemes are finalized through loan provided by Government and Revenue Plan Schemes are provided as Grants-in-Aid to meet expenditure on production of Programmes on various themes. Major highlights of the Annual Plan 2008-09 include J&K Special Package, NE Special Package, DTH, HDTV, accommodation of staff, digitalization of transmitters, Commonwealth games, production of Indian Classics, Urdu Channel, NE Satellite Service etc. (Chapter-II)

Doordarshan has taken several new initiatives. These include Mobile TV , HDTV, News Gathering, Scroll of commercial advertisement and Special package for NE Special status and Island territories.

Schemes-wise performance of the Capital Plan Schemes of Annual Plan 2006-07 and 2007-08 (upto December 2007) are indicated in the relevant Chapter. The approved Annual Plan 2007-08 outlay was Rs306.64 crores and expenditure is Rs.200.48 crores up to 3rd quarter.

Monitoring mechanism:

Performance of the Annual Plan Schemes of Doordarshan is watched through the monthly expenditure statements furnished by it at the time of release of funds to Prasar Bharati. Release of funds is processed on the basis of progress of expenditure and fulfillment of other conditions as laid down by the Ministry. Moreover, Half-Yearly Performance Report (HPR) is furnished in the prescribed format to Planning Commission as required.

Schemes-wise details of financial performance of Prasar Bharati (Doordarshan) are regularly monitored by Plan Coordination Cell, through a monthly statement. A series of review meetings have been held at the level of Secretary (I&B) to monitor the progress.

CHAPTER I

Mandate, Goals and Objectives, Policy Framework and Policy Statement

CENTRAL BOARD OF FILM CERTIFICATION

The Annual Plan 2008-2009 of CBFC includes the following Schemes :

i) Establishment of Computerised Management system and upgradation of infrastructure in CBFC.

The Scheme envisages Computerisation of entire work of CBFC with the help of NIC. The Scheme also envisages upgradation of infrastructure in CBFC and providing technical equipments i.e., TV, VCD, DVD and other technical equipments for the Regional Offices. The approved target for the 11th Plan of the Scheme is Rs. 350 lakhs, out of which Rs. 51.00 lakhs is provided for the year 2007-08 for the work of computerization and upgradation of infrastructure in CBFC. An expenditure of Rs. 6.12 lakhs has been incurred upto December, 2007. In the Annual Plan 2008-09 there is maintenance of computers, Annual Maintenance Contract for computers, upgradation of infrastructure in CBFC, renovation of preview theatre of CBFC, i.e. Kolkata, renovation of library godown of CBFC, Mumbai and providing TV, VCD, DVD and other technical equipments for Regional Offices. Rs. 58.00 lakhs has been provided for the year 2008-09.

ii) Opening of Regional Offices of the CBFC at New Delhi, Cuttack and Guwahati.

There is a provision for opening of Regional Offices of CBFC at New Delhi, Cuttack and Guwahati. The Scheme is to be approved by the SFC. Rs. 90.00 lakhs has been provided for the year 2007-08. Rs. 56.00 lakhs has been provided for the year 2007-08. However, due to non-approval of the SFC the allocated amount is not being incurred.

iii) Monitoring and Modernisation of Certification process.

The Scheme envisages conducting Workshops, Seminars of Examining Officers / Board Members and Panel Members in film certification. One workshop at each Regional Office and one All India Panel Workshop for uniformity in all regional Offices and to obtain information about studies through organization like Tata Institute of Social Sciences etc. The approved target for the 11th Plan of the Scheme is Rs. 500 lakhs . The Projection for engagement of private detective agencies was also made in this Scheme but the services of detective agencies discontinued w.e.f. February 2007. Rs. 60 lakhs has been provided for the year 2007-08. Rs. 86.00 lakhs has been provided for the year 2008-09.

CHILDREN'S FILM SOCIETY, INDIA

Activities of the Organisation :

1. Production and Procurement: CFSI is engaged in the production of feature films, featurettes, animation, short films, puppet films and TV serials in film as well as video format for children and young people. The organization also procures exhibition rights of certain foreign films which were received well at International Film Festivals. Films produced by the Society and those whose rights are acquired are dubbed in various Indian languages.

2. Film Festivals :

a. International Children's Film Festival : CFSI organizes competitive International Children's Film Festival once in every two years. It is accorded "A" category status by the International Centre of Films for Children & Young People (CIFCJ), an international body affiliated to UNESCO controlling international children's film festivals all over the world.

b. Participation in International Children's Film Festivals : CFSI's films participate in various International Film Festivals and have won awards. Such participation has helped to promote the children's films abroad.

It is also proposed to conduct National Digital Film Festival every alternate year to the International Children's Film Festival.

3. Modernisation and Augmentation : CFSI has computerized its offices and is in the process of upgrading the existing hardware and software.

4. Animation and Film Making Workshops: CFSI organizes various types of workshops to demystify the whole process of filmmaking and animation and to educate children about the various aspects of filmmaking. These include Animation Workshops, Scriptwriting Workshops, Film Appreciation Workshop and filmmaking workshops..

5. Digitalisation & Webcasting of CFSI Films : To convert CFSI films into digital format for both general viewing and archival purpose and making CFSI films in digital format (including produced, dubbed and subtitled) available on the Internet/Web.

6. Exhibition and Distribution of Films :

a) Individual Shows: Many schools and individuals procure films for non-commercial screenings in theatres or in schools through 35MM/16MM projectors on payment of fixed rentals.

b) District and State Level Festivals: This activity is conducted in collaboration with the District Administrations. Various Districts in different states are identified in and screening programmes are chalked out charging nominal admission rates. The school going children are largely from Govt./Municipal Schools/Zilla Parishad schools. The District Education Depts. lend support by selling the tickets. Therefore the festival activity comprises a major source of income for the CFSI. From the financial year 2007-08, it is decided that children would not be charged any amount for attending the screenings of CFSI films.

c) Non-theatrical Free Shows : In order to reach out to the rural and underprivileged children, CFSI conducts free shows for the Municipal and Tribal Children. Services of Non-Governmental organisations like Nehru Yuva Kendra Sanghathans and others are utilised for this activity. The expenditure involved in conducting the free shows is borne by CFSI out of grants-in-aid provided by the Govt. for the purpose. Under the Scheme, even children living in remand homes, orphanages etc. are covered.

d) Shows Through Distributors : CFSI engages distributors/organizers to conduct film shows in theatres and schools. They procure films by paying fixed monthly rentals and exhibit films in the allotted territory.

e) Screening of films on Television: CFSI films are shown on Doordarshan National Network and Regional channels and private channels.

f) Activities in North East and J&K: CFSI promotes films in regional languages including North-East States through production, conduct of workshops and exhibition.

DIRECTORATE OF FIELD PUBLICITY

The Directorate of Field Publicity with its 207 Field Publicity Units under the control and supervision of 22 Regional Offices is spread throughout the country. The aims and objectives are focused on creating awareness on the policies, programmes and plans of the Central Government aimed at uplifting the people at large with emphasis on underprivileged. As such, the activities are concentrated in rural, backward, border and tribal areas of the country. The dissemination of the messages is done through multi-media campaigns, film shows, photo exhibitions, group discussions and by holding special interactive programmes which include seminars, symposia, rallies, rural sports etc. The emphasis is on intensive publicity in selected target areas by rotation with special attention on remote, tribal and backward areas. Broadly, the aims and objectives of the Directorate are:

- (i) To project the policies and programmes of the Government by bringing its men and material face to face with the people and to inform them about the schemes and policies formulated for their benefit.
- (ii) To educate people about the fundamental national values of democracy, socialism and secularism and reinforce their faith in such values through constant personal contacts.
- (iii) To establish rapport with the people at the grass root level for their active participation in the developmental activities as also to mobilize public opinion in favour of implementation of welfare and developmental programmes.
- (iv) To gather people's feed back to the programmes and policies of the Government and their implementation down to the village level. The Directorate thus works as a two-way channel of communication between the Government and the people.

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

DAVP is the multi-media advertising agency of the Government of India. It carries policies, programmes and achievements of various Ministries and Departments to masses through various media. It also caters to the publicity requirements of a number of autonomous bodies and public sector undertakings. The various media used for taking socially relevant messages to grass-root level are:

- (a) Newspaper advertisements,
- (b) Electronic Media Audio/Video Spots, Jingles etc,
- (c) Printed literature – booklets, brochures, posters etc,
- (d) Outdoor Media – Hoardings, Metro Rail Panels, Bus Panels, Kiosks, Public Utilities, etc.
- (e) Photo exhibitions on selected themes in rural and semi-urban areas at crowded points including melas etc.

In a nutshell, DAVP has been working as a catalyst of socio-economic changes and development over the years and is instrumental in creating awareness among the masses, seeking their participation in developmental activities and eradication of poverty and social evils.

The print media publicity is guided by the Advertisement Policy and Electronic Media by Audio- Visual Policy of the Government of India, issued by Ministry of I&B from time to time.

DIRECTORATE FILM FESTIVALS

The Directorate of Film Festivals is vested with the responsibility of promoting good cinema and organizing International Film Festivals in India (IFFI), promoting Indian films both within the country and abroad, organization of film weeks and the National Film Awards.

The Directorate seeks to promote the best of Indian Cinema within India and abroad and to show the best of foreign cinema in India. The festivals organised by DFF work as a platform for the like-minded professionals from India and abroad to meet, interact and exchange their views and perceptions.

The activities of the Directorate are carried out through the Scheme 'Export promotion through film festival in India and abroad' which has the following components:-

- (a) International Film Festival of India (IFFI)
- (b) Participation of Indian Panorama films in film festivals in India and abroad
- (c) Selection /striking of prints of Indian Panorama films.

With a view to have effective implementation of the scheme for export promotion through Film Festivals, a new Scheme to provide the Directorate with a technically equipped print unit facilitating long term storage of prints is also envisaged in the 11th Five Year Plan.

Besides this, maintenance and upkeep of Siri Fort Film Festival Complex is also the responsibility of the Directorate. Improvement of facilities/renovation of the complex is undertaken through the Plan scheme 'Film Festival Complex – Additions and Alterations'

FILMS DIVISION

Films Division is responsible for the production and distribution of documentaries, animation and short films required by the Government of India for public information, education, motivation and for instructional and cultural purposes. The Headquarters of the Films Division is at Mumbai. A sub-unit is located at New Delhi for production of documentary films on subjects sponsored by the Department of Family Welfare, Ministry of Defence and other Government Undertaking Organizations. In addition, two Regional Centres for production of featurette / video films based on rural stories with entertainment elements were set up one each at Bangaluru and Kolkata. Fourteen Chief Cameramen and twelve Asstt. Cameramen are posted in various State Capitals for wide coverage of important national events of special and cultural nature. Distribution of films is done through a network of ten Branch Offices. Films Division has been organizing the biennial International Film Festival in association with the Government of Maharashtra and other film bodies. The last festival was held from 3rd to 9th February, 2006. The 10th Mumbai International Film Festival is proposed to be held during February, 2008.

Films Division collected a total revenue of more than Rs. 457.75 lakhs during the year 2007-08 (up to December, 2007) amounting to more than 50% of its Non-Plan Budget Outlay and against actuals for Rs.661.02 lakhs during 2006-07.

PARTICIPATION IN FILM MARKETS IN INDIA AND ABROAD

(MAIN SECTT. SCHEME)

In the 11th Five year Plan, the Ministry of I & B, the Film Wing in the Main Secretariat itself, is implementing the Scheme "Participation in Film Markets in India and Abroad" as a sub- component of the Scheme "Export and Marketing of Films". The component regarding "Participation in Film Markets in India and Abroad" is undertaken by the Main Secretariat of the Ministry while the other component "Export Promotion through Film Festivals in India and Abroad" is being implemented by DFF. The merger of the two Schemes in the X Plan had been on the advice of the Planning Commission.

2. The component relating to "Participation in Film Markets in India and Abroad" is being undertaken so as to extend the reach of Indian film globally. Participation by Indian films in the international film markets promotes familiarisation with the product and indicates its availability.

It is a necessary step to further boost the export potential in existing markets and to open smaller and non-traditional markets, viz., Latin America, China, and Scandinavian countries etc. This can be achieved by exhibiting our films in other countries through participation in film markets like Cannes International Film Festival and Market, Berlin Film Festival and American Film Market- Los Angeles, etc. Film Bazaar, i.e. a market event in India is organised alongside the International Film Festival of India each year. In addition to the traditional film markets, it is proposed to participate under the Scheme in animation film festival/markets, the children's film market and/or the documentary film sector. The Scheme envisages targeting some of the markets like ANNECY- Animation Film Festival/Markets in France or the MIPCOM, the audio-visual content industry market held in October in Cannes, which cater to the television, film animation, documentary and childrens film sector. The scope of participation in these markets would be decided on a yearly basis and may differ from year to year. The administrative approval of the Government to the implementation of the above mentioned Scheme of Rs.11.00 crores for the 11th Five Year Plan period was accorded after consideration of the Scheme by the SFC.

3. For the year 2008-09 the budget estimate under this Scheme is Rs. 2.20 crores.

SETTING UP OF NATIONAL CENTRE FOR EXCELLENCE FOR ANIMATION, GAMING AND SPECIAL EFFECTS :

4. Rapid technological development has pushed growth in the fields of animation, gaming and special visual effects. 2 D cell animation and 3 D CGI animation techniques are used to develop animation contents in television programmes, movies and video games involving extensive use of animation software programmes. 3 D motion capture animation techniques are used in low resolution game, internet characters, special effects, etc. Similarly, the gaming industry depends upon latest gaming software for game design, platform design and play characteristics. The Indian gaming industry is expected to capture opportunities in the mobile and online gaming segments. Animation, gaming and visual effects industry is both technology and technical/professional manpower intensive. The Indian industry is already facing a paradox. While India's share in these industries is currently small, it has a tremendous potential because of global demand and the comparative advantage of India in having a huge pool of IT professionals.

4.1 Visual Effects is a highly skilled activity and increasingly manifests in the audio-visual industry. In this connection films like 'Mission Impossible' and 'Matrix' from Hollywood and 'Dhoom 2' and 'Don' from India come to the mind. This skill development would be analogous to animation and gaming and has tremendous revenue potential.

4.2 However, the rapidly increasing animation, gaming and visual effects industry is already facing a severe manpower shortage of trained professionals. Different reports estimate the requirement to be around 10,000 animation professionals at present as against the availability of only around 3000. Similarly the gaming industry has around 6000 persons while the demand is large. The projected growth of the industry would increase the demand gap for skilled manpower exponentially. It is, therefore, imperative that India ensures enhancement of trained personnel for the animation, gaming and visual effect sector. In order to achieve the goal, an HR Plan for the sector would be required so that trained personnel increase rapidly. Thus the need to establish a clear co-relation between the school curriculum and animation training in higher education. With the above objective, it has been envisaged that a specialised training and consultancy institute for the animation, gaming and visual effect sector be set up in public/private partnership to lay down and implement bench marks in terms of teaching and training standards in these sectors and provide leadership role to the whole sector.

4.3 Being the only Institute of its kind in India, the Institute would provide research opportunities in the sector too. This would enable further technological initiatives and software development. In long term perspective, research provides not only for creation of intellectual property but also increasing revenue generation and an acknowledgement of leadership in the sector concerned.

5. While the Human Resource Plan consultancy may cost approx. Rs. 0.25 crore, the proposed specialised training, consultancy and research institute for animation, gaming and visual effects in public/private partnership would be much higher. The model or pattern for the public/private partnership would be the step after consultancy report is received. The requirement of the Scheme would be met during 11th Plan. An allocation of Rs. 1.00 crore has been kept in the Annual Plan of 2008-09.

6. The implementation schedule would depend upon the report of the Consultant appointed for preparing the Human Resource Plan in the sector with the intention to make available adequate number of skilled and qualified manpower at the earliest. Annual Plan 2008-09 envisages to receive the report from the consultant and take further necessary action based on its recommendations.

FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

The Film Institute was set up in 1960, in Pune, as a premier Institute for imparting training in the art and technique of Film making. Since 1974, it started training to Doordarshan employees in Television Production also and the Institute was renamed as Film and Television Institute of India. The Film and Television Institute of India, is the prime Institute of its kind and has been undertaking the entire responsibility of imparting training in film production and television training.

ACADEMIC ACTIVITIES :

Academic Courses run by the Institute :

Sr. No.	Course	Present strength of students
(A)	Three year Post-Graduate Diploma Courses in Film & Television	
1	Direction	34
2	Cinematography	32
3	Editing	31
4	Audiography	26

(B)	Two year Post-Graduate Diploma Courses	
1	Acting	40
2	Art Direction & Production Design	23
(C)	1 ½ year Certificate Course in Animation & Computer Graphics	24
(D)	One year Post-Graduate Certificate Courses in Television	
1	Direction	10
2	Electronic Cinematography	09
3	Video Editing	10
4	Audiography & Television Engineering	02
(E)	One year Post-Graduate Certificate Course in Feature Film Screenplay Writing	12
Total :		253

SHORT COURSES

FTII runs various short courses for working professionals and those with related interests.

PLAN SCHEMES:

The basic purpose and objectives for which the Outlay is utilised under the Plan was primarily for augmentation and modernisation of the training to infrastructure and training method with a view to increase output of trained manpower, to develop the available facilities with proper infrastructure, make available facilities to outside producer to generate revenue for the Institute and make the Institute self supporting.

The following Two Schemes have been proposed in the Eleventh Five Year Plan :

(A) Continuing Scheme

Grant-in-Aid to FTII, Pune

- (i) Machinery and Equipment
- (ii) Civil Construction and Electrical Works
- (iii) Computerisation and Modernisation of FTII, Pune
- (iv) Setting up of community Radio
- (v) Setting up of captive TV Channel

(vi) HRD aspects including scholarship and exchange programmes with foreign universities for students etc.

(B) New Scheme

Global Film School(New)

(A) Continuing Scheme

1) Grant-in-Aid to FTII, Pune

The intended outcome of the Scheme is to overcome the infrastructural shortages and upgrading the available training facilities to bring it in line with the best practices in the industry. Students and trainees at the Institute are the direct beneficiaries of this Scheme.

The Plan relating to Human Resource Development, where some preliminary efforts have been made with outcomes in terms of enrichment benefits to the students and faculty members of the Institute. While some elements of this existing Plan may require reconfiguring in order to optimise the benefits, it needs to be continued.

NEW SCHEME

Global Film School (New)

The outlook for the next ten years is to introduce more courses, of varying duration and all to be self-sustaining. FTII would also like to collaborate with other universities and film-schools in India as well as other countries for these courses. These collaborations will be in the form of exchange programs for both students and teachers; for students through credit transfers and Joint Degree Programs. FTII is looking forward to reap benefits of Internet technology, wired as well as through satellite, so as to connect to its counterparts within and outside the country and thus become a part of Global Film School.

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

OUTCOME BUDGET 2008-09 (PLAN / NON-PLAN)

The lack of trained manpower in various disciplines of Film and Television production has always been felt by the respective industries. In order to provide trained manpower in various disciplines of Film and TV productions, Satyajit Ray Film and Television Institute, Kolkata was established by the Government of India as an autonomous educational institution under the Ministry of Information and Broadcasting and was registered under West Bengal Societies Registration Act, 1961. The Institute at Kolkata was setup with the specific aim of imparting education in Film and television production especially for the Eastern and North Eastern India.

The primary objective of the Institute is to conduct various courses on Film and Television production with an expected Annual Output of 40 students. The main objective is to provide trained manpower for the Film as well as television industry.

The Satyajit Ray Film and Television Institute is the second national level Institute established by the Government of India. The Institute offers three years Post Graduate Diploma Courses in Direction and Screen Play Writing, Motion Picture Photography, Editing and Sound Recording with the intake capacity of ten students in each discipline. Apart from the basic diploma courses on areas related to Film and television, research and explorative studies in the sociology, culture and technology of Film and Television are other areas of focus in SRFTI.

Department wise students strength at present are shown in the following table.

Course		Present strength of students
(A)	Three year Post-Graduate Diploma Course in Film and Television	
1	Direction	18
2	Cinematography	18
3	Editing	20
4	Audiography	18
Total		74

Apart from the basic diploma courses, Institute also organizes various short-term courses and undertakes various projects on demand of various organization and Film industry.

PLAN SCHEMES

Initially the infrastructure created in the Institute to run the courses were meant for only one batch. Gradually with the intake of further batches, not much infrastructure has been added and due to that the Institute is facing acute shortage of infrastructure and manpower to support three concurrent batches. Inadequacy of infrastructure and manpower resulted in delay in academic schedule and intermittent student unrest. Infact the very purpose of setting up of the Institute is frustrated and defeated owing to inadequate manpower and infrastructural support.

The Institute would continue the ongoing Schemes taken up during 10th Plan period in the 11th Five Year Plan period. The brief out come of each of the Schemes are furnished below.

In order to provide training in more discipline, the Institute proposes to introduce the following new courses depending upon the availability of infrastructure as well as resources.

The following Schemes have been proposed in the Eleventh Five Year Plan.

Name of the Schemes/ Project

A. New Scheme

1. Department of Animation and Electronic Imaging
2. Department of Production Management in Films and Television

B. Continuing Scheme

1. Setting-up of Community Radio Station
2. Setting-up of Captive TV Software Production Centre
3. Training and Skill development w.r.t responsible Film Production
4. Scholarship, student/ faculty exchange programme
5. Computerization, Modernization with provision for infrastructure including manpower
6. HRD aspects/scholarship exchange programmes

CONTINUING SCHEMES

Setting-up of Community Radio Station

The proposed Community Radio Station (CRS) concept envisages establishment of a FM based radio station at the Institute with a view to facilitate a hands-on exposure in on-line broadcast for the students. The growing popularity of the FM channels indicate the onset of a fertile ground for operation of localized broadcasting systems as an effective media for mass education and entertainment, tailor-made to suit local interests and style. SRFTI with its existing ready infrastructure and young, energetic band of student resource is ideally suited to set up and operate a CRS and run it successfully. The project draws its strength from the following:

- Hands-on exposure in on-line broadcast operation.
- Practical training in the art of effective dissemination of information on pressing social issues.
- Development of a constructive off-line activity for the free time available with the students.
- Optimum utilization of infrastructure and equipment resources available.

The Scheme essentially aims at yield in terms of value addition to the quality of training imparted in the Institute for enhancement of their scope of future employment and excellence in the field. However, once the project is consolidated, there is a possibility of getting sponsors to offset fully or partially the production costs of the television programmes produced.

Setting-up of Captive TV Software Production Centre

The proposed Captive TV Software Production Centre is conceived to develop as a feeder base for the newly emerging captive television (narrow casting) concept introduced recently by Doordarshan to target specific audiences at local levels. The underlying objective of the project is to introduce the art and techniques of on-line telecast and the much-needed hands-on exposure to the students as a value addition to the training being imparted to them. It essentially involves production of schedule specific television software by the students and faculty for telecasting in daily/weekly slots to be obtained from through Low Power/High Power transmitters (LPTs/HPTs). The programmes will mainly relate to social issues of family welfare, health, education and entertainment specifically suited to the local flavour.

Training and Skill development with reference to responsible Film Production

The Institute conducts a three-year PG Diploma Course in Film and television for 120 talented young aspirants in the field, selected through a nation-wide competitive examination. The project is essentially envisaged to infuse the much desired value addition in the training being imparted by the Institute to the young students in the field of Film and television. The proposed elements under the scheme will be supplementing the existing training activities of the Institute to help the young students of the Institute in preparing themselves to face the challenges of the industry

Scholarship, student/ faculty exchange programme

The Scheme envisages instituting a support base for the deserving students of the Institute to attune themselves to the emerging technology and techniques of Film making through exposure in international Film festivals/forums and student-exchange programmes with reputed Film schools abroad. The Scheme draws strength from the emerging need of exposure for our young Film professionals to adapt themselves to the fast changing audio-visual technology today.

In order to overcome the risk of isolation and lagging behind from the up-to-date technological development, interaction with the outside world will help to exchange ideas, experience and learning new skills. The Scheme will also help the faculty member to understand the changing trend in the areas of education and training in the Film and Television and recent technological changes in the entertainment industry. The Scheme includes scholarship to the meritorious students and exchange programme with foreign industries and Film Institutes.

Computerization, Modernization and provision of infrastructure including manpower

The primary objective of the Institute is to conduct training in various courses on Film and T.V to provide trained manpower for the Film as well as television media. At present the Institute has been conducting three years Post Graduate Diploma Courses in four disciplines namely Direction and Screenplay writing, Editing, Sound Recording and Motion Picture Photography. Initially the infrastructure created and post sanctioned in the Institute to run the courses were meant for only one batch. Gradually, with the intake of further batches, not much infrastructure and manpower have been added; and due to that the Institute is facing acute shortage of infrastructure and manpower to support three, concurrent batches.

HRD aspects/scholarship/exchange programme

The scheme will help in instituting a support base for the deserving students of the Institute to attune themselves to the emerging technology and techniques of film making through exposure in international film festivals/forums and student exchange programmes with reputed film schools

abroad. Such HRD effort is expected to have the desired twin objective on providing support to excel for those who deserve as well as instilling a competitive spirit among the students.

NEW SCHEMES

Department of Animation and Electronic Imaging

In the past few years the world of audio-visual production has gone through a sea change. One of the major areas that have developed immensely is animation and multimedia related application. The popularity and prospects of the animation is well known and which does not require any further elaboration. There is a vibrant vast market and potential for web related application and multimedia CD-ROMS/ Games development in addition to animation Films. In the next five years India will become a major outsourcing destination for animation related work. There is a huge demand for trained manpower to support these activities, thus, it is high time to start this course to keep pace with the changing environment of audio-visual art.

In view of the changing trend and scarcity of specially trained manpower in the field, it is the need of the hour to add a new branch of study in the Institute. Thus Institute proposes to start two-year postgraduate diploma course in ‘Animation and Electronic Imaging’ with an intake capacity of 10 students in each batch. Tentatively the Course will commence from the fourth year of Plan Period after creation of required infrastructure and recruitment of manpower, if the Scheme is accepted and approved.

Department of Production Management in Films and Television

Audiovisual media is multidisciplinary that too varying subject to the widest divergence. A successful production requires putting all the divergence into a smooth and economic cohesion. To bring in efficient and professional management qualified managers having practical knowledge of media practices is essential. Those managers will also be able to bring in trade related discipline and transparency that will help the productions in becoming economically viable and credible. Since, this is an era of narrow specialization, it is necessary to train and use the human resources as per requirement of the Industry.

In view of the growing demand of specially trained manpower in Production Management in Films and Television, the Institute proposes to start two-year postgraduate diploma course in Production Management in Film and Television with an intake capacity of 10 students in each batch.

NON-PLAN

The basic objective of the Institute is to provide trained personnel for the Film and Television Industry. The Institute has been imparting hands on training on Direction and Screen Play writing, Motion Picture Photography, Editing and Sound recording. The total in house capacity of 120 students is spread in to three concurrent batches. To run the curriculum, various student projects like Continuity, Mis-en-scene, Ad-promo, Documentary, Play back and Diploma Film etc. are organized as a matter of routine. In order to complement classrooms teaching, various workshops by prominent Film personalities are conducted. Regular screenings of indigenous and foreign films are also done as a mode to provide better exposure to modern trend and technique in Filmmaking.

Thirty five students of the final year batch will be completing their final project. Ten short films of 30 minutes duration are to be produced during the projected period. The junior one batch will be pursuing their courses of studies including project works, as per schedule. New admission

of the fresh batch of students will be undertaken during the noted period. Non-plan expenditure of the Institute thus encompasses areas required to maintain the basic infrastructure of the Institute so as facilitate fulfilment of the objectives of the Institute.

INDIAN INSTITUTE OF MASS COMMUNICATION

Organisational set-up and Introduction

The Indian Institute of Mass Communication (IIMC) was set up in response to a need for evolving a methodology and a mechanism to make efficient and effective use of communication resources as part of country's overall development strategy. IIMC was set up as, "A Centre for Advanced Study in Mass Communication" with responsibilities for consultation, training and research and development, particularly in the use of mass communication in support of national economic and social development.

The Institute made a small beginning on 17 August 1965, as a department of the Ministry of Information and Broadcasting, with a small staff including two consultants from UNESCO. Later, it was registered as an autonomous organisation under the Societies Registration Act (XXI) of 1860 on 22 January 1966. The Ministry of Information and Broadcasting, constitutes the IIMC Society and Executive Council every two years.

In the spirit of the directives enunciated in the objectives, the Institute conducts training and teaching programmes, develops a framework of research and contributes to the creation of an information infrastructure suitable not only for India but for all developing countries. It provides its expertise and consultancy services to other institutions in the country and collaborates with those abroad.

In the past 42 years the Institute has grown and is today established as a "**Centre of Excellence**" in the field of communication teaching, training and research. It provides knowledge and skills to young communicators in a variety of disciplines including print, photography, radio and television, as also development communication, communication research, advertising and public relations.

The Institute endeavours to contribute to the creation of an information infrastructure suitable not only for India but for all the developing countries. Towards this end it provides its expertise and consultancy services to other institutions both in India and abroad. The Institute also provides training, research and consultancy services at the request of departments of Central and State Governments, Public Sector Undertakings, Universities and other academic bodies and also collaborates with national and international agencies in conducting training, seminars and workshops as well as in undertaking joint research projects.

The Institute's activities are centred on three central areas such as teaching, training and research. In its endeavour to fulfil these objectives, it conducts the following Courses:

1. Orientation Course for Officers of the Indian Information Service (Group A);
2. Post-graduate Diploma Course in Journalism (English) - New Delhi and Dhenkanal (Orissa);
3. Post-graduate Diploma Course in Journalism (Hindi);

4. Post-graduate Diploma Course in Advertising and Public Relations;
5. Post-graduate Diploma Course in Radio and TV Journalism;
6. Post-graduate Diploma Course in Oriya Journalism; and
7. Diploma Course in Development Journalism.

The course at S.No. 7 which is open to Third World Countries is highly sought after by middle-level working journalists from Africa, Asia and Latin America. The average in-take of participants for this course has been 20-25 per course.

Several leading media professionals have taught in the Institute and many of its trainees/students have made a mark in the profession. A number of media professionals from several foreign countries particularly of Asia and Africa have also benefited from the Institute's mid-career enrichment courses for developing countries.

Indian Information Service Foundation Course

IIMC is the nodal centre for the training of Indian Information Service Officers (IIS). The Institute provides a learning ground for this Service in communication techniques and orients them towards public information systems. The focus of the course is on information policies and strategies.

Short Courses, Workshops, Seminars and Conferences

The Institute has been organising seminars and conferences on various themes of communication with a view to contributing to better understanding of mass communication issues in the context of India and other developing countries.

The Institute runs regular and short-term academic programmes for personnel of different media units of Ministry of I&B. A number of specialised short-courses of one week to three-month duration are also conducted to meet the professional training needs of Defence Officials and also personnel working in various media/publicity organizations of the Central/State Governments and Public Sector. IIMC has successfully conducted 19 courses so far during 2007-08.

Admission to Post-graduate Diploma Courses

IIMC constantly endeavours to enrich the content of its present courses. In order to add value to the present courses being run by the Institute, detailed interaction is carried out between the faculty and the practitioners/specialists in the fields of print media, electronic media, advertising, public relations, broadcasting and printing. Based on the inputs received from the industry, the courses are being revamped to provide more practical inputs and knowledge. Special lectures are taken by specialists/practitioners, drawn from the field.

Academic Session

The notification for admissions to various Post-graduate Diploma Courses offered by the Institute was issued through leading newspapers in February 2007.

The entrance tests for admission were held on 20th May, 2007 for Oriya Journalism at Bhubaneshwar and on 21st May, 2007 at 8 Centers (including New Delhi) in different parts of the country. A total of 1634 candidates appeared for Journalism courses, 1826 for Radio and TV Journalism, 1621 for Advertising and Public Relations and 84 for Journalism (Oriya). The test was followed by personal interview/group discussions. Final selection of candidates was announced on 21st July, 2007 and results were also placed on IIMC website.

A total of 45 students joined Advertising and Public Relations; 30 students in Radio & TV Journalism; 117 students in Journalism (Hindi/English) at New Delhi and Dhenkanal; and 15 students joined Oriya Journalism at Dhenkanal.

Community Radio Station

IIMC has established a Community Radio Station as “Apna Radio FM 96.9 MHz” with a view to develop an effective instructional tool for discharging its social responsibilities. The Community Radio provides a special tool to the students to gain hands-on experience in public service broadcasting. Community related programmes are presently being aired five days a week (between 1 P.M. to 2 P.M. with a repeat from 3 to 4P.M.).

Diploma Course in Development Journalism

Continuing the tradition of the Non-Aligned Movement’s effort and to improve journalistic skills in developing countries as well as to evolve a third world perspective, the Institute offers a Diploma Course in Development Journalism. Two such courses are held every year, each of four month’s duration. The 48th Diploma course in the series commenced from 3rd January 2007. Twenty Two participants attended this course, which ended in April 2007.

The 49th course in the series (August-November) commenced on 1st August 2007 and ended on 30th November 2007. There were 24 participants.

Research and Evaluation Studies

A systematic study of communication has been an integral part of the Institute’s academic pursuits. IIMC has undertaken many research projects, and over the years it has conducted several research studies for a number of national and international organisations, for governmental and non-governmental bodies.

The following research studies have been undertaken during the year 2007-08:

1. Evaluation of Radio Programme “Jeevan Hai Anmol’ (sponsored by NACO)
2. Impact of Multi Media Campaign (sponsored by NACO)
3. Presentation of Different Mass Media in North-East and J&K (sponsored by Ministry of I&B)
4. A study on CAS Non-STB households (sponsored by TRAI)

IIMC's Branches

During the 9th Five Year Plan, in order to meet the growing demand for quality education in the field of mass communication and to develop communication and education in remote areas, four places across the country were selected to set up IIMC Centres: Dhenkanal (Orissa), Dimapur (Nagaland), Kottayam (Kerala) and Jhabua (Madhya Pradesh).

Since 1993, the IIMC branch at Dhenkanal is fully functional and is attracting a large number of students from the eastern region. The branch has good infrastructure and is conducting two Post-graduate Diploma Courses in Journalism (English and Oriya).

Future Plans of IIMC

Besides conducting its regular diploma courses, short-term training courses and research projects, the Institute plans to implement its new plan scheme of 11th Five Year Plan "Converting IIMC into International Media University".

NATIONAL FILM ARCHIVE OF INDIA

The need for preserving film as art and historical document has been recognized all over the world. The task of preserving cinema in all its varied expressions and forms is best entrusted to a national organization having adequate resources, a permanent set-up and the confidence of the local film industry. Thus, the National Film Archive of India was established as an independent media unit under the Ministry of Information and Broadcasting in February, 1964.

The National Film Archive of India (NFAI) is the outcome of the Government's realization that films are as valuable as books and other historical documents and that the country's film heritage needs to be preserved for posterity.

The primary objective of National Film Archive of India is acquisition and preservation of National Cinema, the best of World Cine, film classification, documentation and research and encouraging film scholarship and the spread of film culture in the country.

NFAI is not merely unique as a Government organization viewed from its nature of functioning and objectives but stands out among other media units under the Ministry of I&B by discharging very important functions as a national organization with a certain international stature.

NATIONAL FILM DEVELOPMENT CORPORATION LIMITED

Background

The National Film Development Corporation Ltd. (NFDC) is the central agency established by the Government of India to promote the growth of the Indian film industry and to foster excellence in cinema.

The films funded/produced by NFDC and the cast and crew associated with its productions have won several National and International awards in the past. NFDC (including the erstwhile Film Finance Corporation (FFC)) has so far produced / co-produced / financed nearly 315 such films. The Indian film industry comprises cinemas in various Indian languages and NFDC has the distinction of being the only production house which has produced films in 15 different languages and has co-produced more than 17 films with international partners.

Mission

To aim at fostering excellence in cinema and to promote Indian culture through films made in various Indian languages.

Organizational structure

The operational structure of the Corporation is as per the Memorandum and Articles of Association. The Board of Directors is primarily responsible for laying down the strategic direction of the Corporation.

As per the Memorandum and Articles of Association of the Company, the number of directors shall not be more than fifteen and less than five. All the directors including the Chairman of the Board and the Managing Director are appointed by the President of India. Presently, the Board of Directors has two functional directors and two ex-officio directors.

Objectives

The primary mandate of the Corporation is to promote Indian Cinema and to encourage the emergence of new talent in this field. In the last few years, this mandate has been weakened considerably due to heavy losses incurred by the Corporation for several years and consequent erosion of working capital. NFDC now proposes to renew its commitment to promoting the Cinemas of India through new activities, in addition to its existing work, in the forthcoming years. However, along with the above, NFDC is also required to address liabilities arising from previous business activities and it is believed that by 2010, the period of upward recovery of NFDC should begin, assuming that there is infusion of additional capital in the Corporation to the extent already sought from the Government of India.

Keeping the foregoing in view, NFDC's objectives in the coming years are:

- **To develop talent and to facilitate the growth of Indian Cinema in all languages by;**
 - Encouraging new talent by undertaking 100% production of the first feature film of a director in any Indian languages.
 - Supporting the development of new film scripts.
 - Co-production of commercially viable good quality films in partnership with Indian and foreign filmmakers.
 - Facilitation of social security and welfare measures for needy cine artistes through the Cine Artists Welfare Fund of India (CAWFI).
- **To promote Indian culture through the Indian Cinema by;**
 - Marketing / promotion of Indian cinema to audiences abroad.

- Participation / representation of Indian films in film festivals across the world.
- Organization of film events.
- Promotion of India as a filming destination (partnering with the Incredible India promotion).
- Promotion of India as a tourist destination through Indian Cinema.
- **To build a lean and flexible organization, responsive to the needs of the Indian film industry by;**
 - Reinforcing the culture of creative excellence.
 - Right-sizing of human resources.
 - Hiring of fresh talent in key focus areas (where skills may not currently be available).
 - Implementing performance-based remuneration.
- **To transition to and maintain a healthy balance-sheet by;**
 - “Cleanup” of the balance-sheet.
 - Reduction of accounts receivables to a manageable amount.
 - Re-allocation and right-sizing of capital employed.
 - Tightening of working capital.
 - Capital infusion.
- **To strengthen the structure of the income statement by;**
 - Re-organizing the various heads in the income statement.
 - Identifying and developing new sources of revenue.
 - Reducing administration and personnel costs.
 - De-risking of the income statement by reducing dependence on film distribution revenues from Doordarshan (currently contributing upto 85% of total revenues) and spreading revenue generation over multiple streams of activity.

Employment

The present staff strength of the Corporation is 211.

Location

The Corporation has its Head Office at Mumbai, Regional Offices at New Delhi, Kolkata, and Chennai and a Branch Office at Thiruvananthapuram.

PRESS INFORMATION BUREAU

Press Information Bureau is one of the Principal agencies of the Government of India whose main function is to disseminate information about policies, programmes and achievements of the Government in various fields. The Bureau has, at present, a network of eight Regional Offices at Kolkata, Mumbai, Chennai, Bhopal, Chandigarh, Guwahati, Lucknow and Hyderabad, 26 Branch Offices, 5 Office-cum-Information Centres and two Information Centres spread all over the country. A considerable number of newspapers, journals and periodicals are being published from these places and a large number of pressmen visit these offices regularly. Sometimes, VVIPs/Ministers/Secretaries and other senior officials have to hold press conferences to brief journalists/pressmen about the policies and programmes of the Govt. of India.

2. Over the years two very major developments have occurred in the media scene the world over, one, the exponential growth of internet and two, the advent of 24 hours news channels. These developments have made the communication very fast, transgressed national boundaries and have brought immediacy to collection and dissemination of news to the people. Therefore, while the traditional media, especially the print media, remain important, PIB needs to cater to the needs of the emerging media and also make best use of emerging tools to serve the media and population at large.

3. Since information on all subjects is now readily available through internet and because of greater transparency and accessibility, PIB's traditional tools of information dissemination need to be made more contemporary and suited to the needs of the modern media. The Bureau must, therefore, undertake innovative activities to present information in a more interesting and instantly usable way to its clients.

4. PIB is also responsible to provide genuine feedback from the media to the various government departments to enable the latter to take necessary corrective actions or to shift focus to new directions.

5. To achieve these targets, following activities/schemes/projects have been proposed during the year 2008-09:-

1. Setting up of National Press Centre at New Delhi. – Press Information Bureau does not have a Press Centre having professional facilities which are available at Press Centres abroad. With the globalization of the economy, there has been an unprecedented interest shown by the national as well as international media in the Government's policy agreements. Thus, need for having a properly planned and equipped media centre having facilities at par with International standards fulfilling the technology need of India and International media has been engaging the attention of the Ministry of I&B for quite some time past. The National Press Centre, as proposed during the 10th Five Year Plan, will have futuristic state-of-the-art modern communication facilities for use of the print and electronic media, exclusive cafeteria for use by press men where they could have meals as also bar facilities. The Expenditure Finance Committee of the Ministry of I&B in its meeting held on 25-01-2005 has approved the

proposal for setting up of NPC at a cost of Rs. 35.00 crores. Administrative approval of the competent authority for this Scheme had already been accorded during 10th Plan. PIB has signed the Memorandum of Understanding (MOU) with NBCC. Handing over/taking over of land for construction was completed on 24-2-2006. In terms of para 2(iii) of MOU 20% of the approved estimated cost i.e. Rs. 7.00 crores was released to NBCC.

The Bureau proposes to set up a National Press Centre at New Delhi with separate building of its own during 11th Plan. During the year 2007-08, a sum of Rs. 10.00 crores was allocated but due to non receipt of approval of building plan from DUAC/CPWD, no expenditure could be incurred and funds have been surrendered at R.E. stage. As per our EFC Memo, a sum of Rs. 28.00 crores is required for completion of the Project. During the year 2008-09, an amount of Rs. 4.37 crores has been allocated.

2. Media Outreach Programme. - The aim of this scheme is to disseminate information about the flagship programmes of the Government by campaigning Public Information Campaign, Media Interactive Session, Dissemination of Success Stories and conducting Press Tours. The Administrative approval to the tune of Rs. 49.00 crores during the 11th Plan was received on 16-11-2007. In the current financial year against an allocation of Rs. 5.08 crores, an expenditure of Rs. 4.10 crores has been incurred upto December, 2007. As per approved administrative approval Rs. 10.00 crores have been projected for this scheme during the year 2008-09. However, while forwarding approved B.E. 2008-09, PIB has been allocated Rs. 9.60 crores for this scheme.

3. Publicity for Special Events :- This scheme comprises four components which are as under :-

(a) International Film Festival of India – Setting up of Media Centre at the venue of the festival and to extend facilities to journalists like special accreditation hospitality arrangements, press conferences, press releases, work room with computers and internet, telephones, newspapers, stationery, photocopier etc. During the year 2007-08 Rs. 1.00 lakh was allocated as token provision. As the scheme was not approved, the expenditure on IFFI held in Goa during Nov-Dec, 2007 was met from Non-Plan. The ‘in-principle’ approval of planning Commission was received on 17-01-2008. An amount of Rs.6.60 lakhs has been allocated for this scheme during the year 2008-09.

(b) Pravasi Bhartiya Diwas Samaroh. - PIB deputed its officers for grant of special accreditation to journalists during Pravasi Bhartiya Diwas Samaroh and hiring of computers for Media Centre to facilitate journalists. During the year 2007-08, Rs. 1.00 lakh was allocated as token provision. PIB deputed its officers to ‘Pravasi Bhartiya Diwas held during 7-9th Jan., 2008 in New Delhi.

(c) Media Exchange Programme. The main aim of this scheme is to recognize the vital role that Media plays in the promotion of better understanding between countries and enhancing regional cooperation through greater interaction between media persons and for dissemination of information about each other and in the promotion of democratic values and tolerance in societies, the broad objective being to strengthen the friendly ties with different countries in the fields of information and print media, inspired by a common desire to establish and develop closer relations with other countries in the field of information and mass media.

The components of this scheme are as under :-

- a. Cultural Exchange Programmes.
- b. Joint Working Groups, and
- c. Agreement on cooperation in the field of Information.

During the year 2007-08 Rs. 1.00 lakh was allocated as token provision. As 'In-principle' approval of Planning Commission has since been received, Rs. 43.69 lakhs has been allocated for this scheme.

4. Commonwealth Youth Games at Pune 2008 and Commonwealth Games at Delhi 2010- PIB has a Plan Scheme entitled 'Main Press Centre and Other Media Centres for Commonwealth Games 2010 at Delhi and Commonwealth Youth Games 2008 at Pune' with an outlay of Rs. 20.00 crores distributed in three financial years 2008-09 to 2010-2011. During the year 2008-09, an amount of Rs. 1.80 crores has been allocated to this Bureau in B.E.-2008-09.

PRESS COUNCIL OF INDIA

The Press Council of India was first set up in the year 1966 on the recommendations of the First Press Commission. In the discharge of its twin fold function of preserving the freedom of the press and maintaining and improving the standards of the press, the Council performs a multi-faceted role. It acts on the one hand as a quasi-judicial authority with all powers of the civil court and on the other, in its advisory capacity, it guides the press as well as the authorities on any matter that may have a bearing on the freedom of the press and on its preservation.

The Press Council is headed by a Chairman who has, by convention, been a sitting /retired judge of the Supreme Court of India. Besides, the Council consists of 28 other members, of whom 20 represent the press, five are from the two Houses of Parliament and three represent the cultural, literary and legal fields and are nominated by the Sahitya Academy, University Grants Commission and the Bar Council of India.

The 20 members representing the press are nominated from amongst various associations of journalists, editors, owners or managers of newspapers and news agencies.

While the above 20 seats are filled up by the Council following the procedure prescribed, the action for filling up the remaining eight seats is initiated by the Central Government directly. The 20 names are forwarded by the Council to the Central Government for notification alongwith the eight names received by them.

The Council is funded by the revenue collected by it as fee levied on the registered newspapers in the country on the basis of their circulation, the deficit being made good by way of grant by the central government. Though to some extent the Council is dependent on the government for finances, yet in so far as functional autonomy is concerned, it has remained completely uninfluenced by any extraneous considerations in discharge of its quasi-judicial functions.

As a quasi-judicial body, the complaints received by the Council broadly fall into two categories: Complaints by the Press against interference with its freedom by an authority and complaints against the Press by any individual or authority for violation of the canons of journalism. Any

press person feeling aggrieved over a matter likely to impair or interfere with the independence of the Press may approach the Council. Similarly, anybody aggrieved by any publication or non-publication in any newspaper or journal or over the conduct of a journalist or an editor may lodge a complaint with the Council for breach of the recognized canons of journalistic ethics and public taste. The Council is empowered to make observations in respect of the conduct of any authority including Government, if it so considers necessary, for the performance of its functions under the Act. In respect of complaints against the press, if it finds that a newspaper or a news agency has offended against the standards of journalistic ethics or public taste or that an editor or a working journalist has committed any professional misconduct, it can warn, admonish or censure the newspaper, the news agency, the editor or the journalist or disapprove the conduct of editor or the journalist. Thus, the Council exerts high moral authority. Its decisions are final and cannot be questioned in any court of law. The decisions of the Council have generally been honoured and accepted by the media and the authorities alike.

PHOTO DIVISION

The main function of the Photo Division is to document photographically the developmental programmes undertaken by the Government and social changes taking place in the country. Photographs are supplied by the Division for internal and external publicity to the Press Information Bureau for distribution to the Newspapers in India and DAVP for its exhibition and XP Division for Publicity abroad.

In addition to the above, Photo Division also supplies photographs on payment to the Central/State Government Departments, Public Sector Undertakings and to the Public under “Pricing Scheme” to cater to their needs.

The Annual Plan 2008-09 has the following Plan Schemes:-

(Rs. in crores)

Sl. No.	Name of the Schemes	Annual Plan 2008-09
1.	National Centre of Photography	Rs. 0.51
2.	Special Drive for North East, J&K, A&N Islands Lakshdweep	Rs. 0.04
Total		Rs. 0.55

PUBLICATIONS DIVISION

INTRODUCTION

The Publications Division is one of the largest publishing houses in the country. The books and journals brought out by the Division in Hindi, English and other major Indian languages are designed to broaden the understanding of the people of this country. The publications aim at disseminating information on the variegated pattern of life and culture of the country including information on the Five Year Plans and progress registered in different sectors in national economy. The important publications of the Division include the prestigious series of Collected Works of Mahatma Gandhi, speeches of national leaders and educative and informative books on subjects of national interest and literature for children and Employment News.

The mandate for the Division is production, sale and distribution of popular books, journals on matters of national importance for internal as well as external publicity, with a view to imparting to the general public at home and abroad up to date and correct information about India. While doing so, the Division aims to achieve the following objectives: -

- (i) To publish books on subject of national importance, which are otherwise not covered by other publishing houses and make them available to general public at affordable price.
- (ii) To strengthen and promote the concept and spirit of unity in diversity, communal harmony, national integration etc.

Annexure

List of books published during 2007 – 2008 (upto December, 2007)

Sl. No.	Name of Book
1.	Safalta Ka Mantra (Hindi)
2.	Bhartiya Sutantrata Andolan Ka Itihas (Hindi)
3.	Lal Bahadur Shastri (English) (Dlx)
4.	Ahilyabai Holkar (Hindi)
5.	Bhojpur Ki Lok Sanskriti Evam Paramparain (Hindi)
6.	Jharkhand Ki Lok Kathain (Hindi)
7.	United Nations in the Service of the Common Man (English)

8. Bharat Ke Samachar Patra 2005-06 (Hindi)
9. Bhartendu Harishchandra Awards 2004-05 (Hindi)
10. 1857 (Punjabi)
11. 1857 Ki Jange Azadi (Urdu)
12. Great Man Great Deeds (Malayalam)
13. Speeches of President Dr. APJ Abdul Kalam Vol. I (English)
14. Kahavaton Ki Kahaniyan (Hindi)
15. 1857 Revolt (Urdu)
16. A Guide to Home Gardening (English)
17. Ancient India (English)
18. Vaibav Aur Vairagya (Hindi)
19. Kile Ka Rahasiya (Hindi)
20. Kavi Soordas (Hindi)
21. Mayamrig (Hindi)
22. Mahan Ganithagya-Aryabhat (Hindi)
23. R.N. Thakur Ki Bal Kahaniyan (Malayalam)
24. S. Srinivasa Iyenger (BMI)
25. The Charkha And The Roses (English) (Rep.)
26. Bhartiya Swatantrata Andolan Ka Itihas (Pt. IV) (Hindi) (Rep.)
27. Yeh Karvan Hamara (Hindi)
28. Ramanand Chattopadhyay (Bengali) (BMI)
29. Eminent Broadcasters (Telugu)
30. Nehru – A Pictorial Biography (Oriya)
31. How to Age Gracefully and Be Happy (English)
32. Bhartiya Vigyan Manjusha (English) (Delx.) (Rep.)
33. 1857 Swatantrata Sangram (Hindi) (Rep.)

34. Uttrakhand Ke Adiwasi (Hindi) (Rep.)
 35. Shahid Bachchon Ki Gourav Gatha (Hindi)
 36. Thirkhte Pankh (Hindi) (Rep.)
 37. Ayurveda - Samanaya Rog Evam Upchar (Hindi) (Rep.)
 38. Kala Pani (Hindi) (Rep.)
 39. Veer Kunwar Singh (Hindi)
 40. Tatyapa Tope (Hindi)
 41. My Book of Human Rights (English)
 42. Legends and Folk Tales from and around Asia (English)
 43. Selected Speeches of Prime Minister Man Mohan Singh – Vol. III (English)
 44. Speeches of Dr. Rajendra Prasad (Vol. III) (English)
 45. Indian Classical Dance (English) (Rep.)
 46. Sardar Patel (Pictorial) (English) (Rep.)
 47. Udaharan (Hindi)
 48. Sangeet Bachchon Ke Liye (Hindi) (Rep.)
 49. Bharat Ke Bodh Vihar (Hindi)
 50. 1857 Sachitra Jhanki (Hindi) (Rep.)
 51. Inspiring Historical Stories (Vol.I) (English)
 52. Inspiring Historical Stories (Vol.II) (English)
 53. Bhagat Singh – The Eternal Rebel (English)
 54. India – 2008 (English)
 55. Shaheed Bhagat Singh (Hindi)
 56. Bharat – 2008 (Hindi)
 57. Maulana Jalaluddin Rumi (Hindi)
 58. Mother Teresa (Telugu)
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List of publications produced from April 2006 to March 2007

Language : ENGLISH

Sl. No.	Name of Book
1.	Valmiki & Vyas
2.	Children's Ramayana
3.	Press in India
4.	Great Masters of Indian Cinema – Dadasaheb Phalke Award Winners
5.	A Career For You
6.	Dr. Zakir Hussin (BMI) (Dlx.)
7.	Speeches of President Dr. Rajendra Prasad (BMI) (Dlx.) (Rep.)
8.	Folk Tales of Kashmir
9.	Catalogue 2006 (bilingual)
10.	5000 Years of Indian Architecture (Rep.)
11.	Sectional Catalogue-2006 (Five Items)
12.	The Story of India's Struggle For Freedom (Dlx.) (Or.)
13.	Indian Embroidery (Rep.)
14.	Selected Speeches of Subhash Chandra Bose (Dlx.) (Or.)
15.	Selected Speeches of Prime Minister Manmohan Singh (Vol. II) (Dlx.)
16.	Aspects of Indian Music (Rep.)
17.	History of Indian Railway (Rep.) (Dlx.)
18.	Folk Arts and Social Communication (Rep.) (Dlx.)
19.	Economic History of India Vol. I (Rep.) (Dlx.)
20.	Economic History of India Vol. II (Rep.) (Dlx.)
21.	Gopal Bhand (Rep.)

22. Amir Khusrau (Rep.) (Dlx.)
23. India – 2007 (Annual Reference)
24. Tales From India & Abroad
25. Castles in the Air – Tales From Rajasthan
26. Indian Navy – A Perspective (Dlx.)
27. Press in India 2005 – 2006
28. Annual Report Vol.I (M/o. I&B) 2006-2007
29. Annual Report Vol.II (M/o. I&B) 2006-2007
30. Outcome Budget 2007 – 08
31. Speeches of Dr. Rajendra Prasad Vol. II (Rep.) (Dlx.)
32. Tales From Tavi
33. 100 Years of Satyagraha (Dlx.)

Language : HINDI

- | Sl. No. | Name of Book |
|---------|-------------------------------|
| 1. | Press In India 2004-2005 |
| 2. | Kahavaton Ki Kahaniyan |
| 3. | Bharat Chchodo Andolan |
| 4. | Hamare Pakshi (Dlx.) |
| 5. | Paridhi Se Bahar |
| 6. | Sangeet Bachchon Ke Liye |
| 7. | Char Baatein |
| 8. | Jalianwala Bagh (Rep.) |
| 9. | Hindi Cinema Ka Itihas (Dlx.) |

10. Jabtshuda Geet
11. Upagraha Ke Bahar Bhitari (Dlx.)
12. Anokhi Duniya Anokhe Log
13. Kahaniyan Balidan Ki (Rep.)
14. Upbhokta Sanrakshan Abhiyan Aur Upbhokta Adhikar
15. Indonesia Ke Sanskritik Shilalekh (Dlx.)
16. Lahron Ke Kehar (Dlx.)
17. Krantikari Mahilayen (Rep.)
18. Maitrayi (Rep.)
19. Panna Dhay (Rep.)
20. Kamla Devi Chattopadhyay (Re.)
21. Annie Besant (Rep.)
22. Prakash Bharti
23. Chhatrapati Shivaji
24. Nand Das (Dlx.) (Or.)
25. Tulsidas (Dlx.) (Rep.)
26. Bhule Bisre Krantikari (Dlx.) (Rep.)
27. Bharati Ke Gaurav (Vol. III) (Dlx.) (Rep.)
28. Ayurved – Samanaya Rog Aur Upchar (Dlx.) (Or.)
29. Vigyan Hamare Aas Pas
30. Vivekananda Chitravli
31. Bharat Ke Gaurav – Part I (Dlx.)
32. Sanskriti Ke Padav
33. C. Rajagopalachari (BMI) (Dlx.)
34. Bharat Ke Gaurav – Part II (Dlx.)

35. Bhartiya Kala Ke Hastakshar (Dlx.)
36. Sardar Panikkar (BMI)
37. Bharat – 2007 (Annual Reference)
38. Bharat Ki Veerangnian (Rep.)
39. Desh Videsh Ke Mahapurush (Rep.)
40. Bhartiya Vesh Bhusha
41. Akbar (Rep.)
42. R.N. Thakur Chitrakatha (Rep.)
43. Ye Gatha Veer Jawahar Ki (Rep.)
44. Outcome Budget 2007-08
45. Varshik Report 2006 – 07 Part I
46. Varshik Report 2006 – 07 Part II
47. Vigyan Mein Mahata Ki Or

Language : REGIONAL LANGUAGES

Sl. No. Name of Book

1. Lal Bahadur Shastri (Kannada)
2. Bhartendu Harishchandra (Urdu)
3. Gandhi – A Pictorial biography (Oriya)
4. Kalpana Chawla (Punjabi)
5. Indian Costumes (Malayalam)
6. Kalpana Chawla (Oriya)
7. An Approach to 11th Five Year Plan (Kannada)
8. An Approach to 11th Five Year Plan (Bengali)
9. An Approach to 11th Five Year Plan (Punjabi)

10. An Approach to 11th Five Year Plan (Oriya)
11. An Approach to 11th Five Year Plan (Tamil)
12. An Approach to 11th Five Year Plan (Telugu)
13. An Approach to 11th Five Year Plan (Assamese)
14. An Approach to 11th Five Year Plan (Malayalam)
15. An Approach to 11th Five Year Plan (Gujrati)
16. An Approach to 11th Five Year Plan (Marathi)
17. An Approach to 11th Five Year Plan (Urdu)
18. Sulabh Panchtantra (Marathi)
19. C.N. Annadurai (BMI) (Dlx.) (Rep.)
20. Ajkal Aur Premchand (Urdu)
21. Great Men and Women of India (Dlx.) (Telugu)
22. Ancient India (Dlx.) (Or.) (Telugu)
23. The Story of Telecommunications (Tamil) (Dlx.)
24. Geet Ramayana (Marathi)
25. Significance of Gandhi as a Man and Thinker (Urdu)
26. Guru Nanak Se Guru Granth Sahib Tak (Punjabi)
27. Rochak Aitihasic Kahaniyan (Part II) (Tamil)
28. Desh Videsh Ki Kahaniyan (Telugu)

Total number of titles printed and released during 2006-07

English	33
Hindi	47
Regional Languages	28
Total	108

EMPLOYMENT NEWS/ ROZGAR SAMACHAR

Employment News, a weekly, is published in English, Hindi and Urdu. It is the flagship publication of the Publications Division, Ministry of Information and Broadcasting, Government of India.

The weekly carries advertisement for jobs of Central and State Governments, Public Sector Undertakings, Autonomous Bodies, Universities, Foreign Institutions like Ford Foundation, the British Council, etc., admission notices for professional courses, examination notices and results of examinations conducted by UPSC, SSC and other general recruitment bodies and midlevel career promotion opportunities (deputations). In addition to this, there is also an Editorial segment, which carries one or two main articles.

The target of the weekly are basically the Civil Services aspirants, candidates appearing for competitive exams and interviews, young people on the threshold of taking a decision on careers and professions. The mandate of the weekly is to inform and educate the young people so that they can make a wise choice in their life and career.

It is pertinent to mention that besides fulfilling its social obligation for which the journal was started, Employment News/Rozgar Samachar have been earning substantial profits regularly. The journal, which has the distinction of being among the highest circulated weeklies, is available throughout the length and breadth of the country on every Saturday.

The illustrated career weekly of the Govt. added another feather to its cap by launching an interactive career oriented website under the domain www.employmentnews.gov.in. The website has been a tremendous success and has been very popular among the youngsters with the page hit of more than 3 lakhs per day. This could be the highest page hits in the Govt. sector. The online features offered through the website include career counselling, advance information about job vacancies in Govt. sector and availability of information direct to the e-mail of the readers.

REGISTRAR OF NEWSPAPERS FOR INDIA (RNI)

The Office of the RNI, an attached office of the Ministry of Information and Broadcasting, came into being with effect from 1st July 1956, by an Act of Parliament amending the Press and Registration of Books Act. Its statutory functions under the Act are detailed below: -

- i) Maintenance and compilation of a register containing particulars of newspapers/periodicals published in India;
- ii) Issuance of Certificates of Registration in respect of Newspapers/Periodicals after verification of availability of Titles as recommended by District Magistrates concerned;
- iii) Ensuring that the Newspapers/Periodicals are published in accordance with the provisions of the Press and Registration of Books Act;

- iv) Verification of circulation claims made by the publishers;
- v) Preparation and submission to the Government an Annual Report containing information and statistics about the Press in India and in particular the trends in different categories of newspapers/periodicals.

In addition, the RNI has to perform some functions, which are non-statutory in nature. These are:

- a) Issuance of Eligibility Certificates to enable the newspapers to import and purchase newsprint from the indigenous newsprint mills;
- b) Assessing and certifying the essential requirements of newspaper establishments in regard to printing and allied machineries and materials.

RESEARCH REFERENCE & TRAINING DIVISION

The role of Research, Reference and Training Division is to assist the Media Units of this Ministry of Information and Broadcasting in collection, compilation and preparation of material involving research in published works, etc., building up of a compendium of knowledge on important subjects, in-service training for IIS Officers and to prepare guidance and background notes on current and other topics for the use of the Media Units. Set up in the year 1945, the Division functions as an information-serving unit for the Ministry and various Media Units under it. The Division studies trends in Mass Communication Media and maintains reference and documentation service on Mass Communication. It provides background, reference and research materials for use of the Ministry, its media units and others engaged in mass communication. The training of IIS officers is now proposed to be linked to career progression and transferred to Cadre Management Division in the Ministry.

The Division compiles two annual reference books, **INDIA-A Reference Annual**, a compilation on development and progress made by Central Ministries/Departments, State/Union Territory Administrations and PSUs/ Autonomous Bodies during the year, and **MASS MEDIA IN INDIA**, a comprehensive publication on mass communication in the country. **INDIA** is simultaneously published in Hindi language under the title-**BHARAT**. The Research, Reference and Training Division successfully brought out the 52nd edition of Reference Annual, **INDIA-2008** on 31st December, 2007.

The Division has a regular service, the *Diary of Events* brought out every fortnight which focuses on important national and international events for record and reference. The Division prepares a monthly report of subject-specific Specialty Magazines having a share of FDI and having been given permission for publication in India. The magazines are monitored as to whether they stick to the stipulations laid down by the Government.

Reference Library

A well equipped library is a life line for any organization engaged in the area of research and reference. The RRTD assists Media Units of the Ministry of Information and Broadcasting in collection, compilation and preparation of material involving research. The Division has a well-

stocked library with a large collection of documents on various subjects, bound volumes of select periodicals and various reports of the Ministry. Its collection includes specialized books on subjects pertaining to journalism, public relations, advertising and audio-visual media, all prominent encyclopedia series, yearbooks and contemporary articles. The library facilities are also made available to accredited correspondents from both Indian and foreign Press and officials of the Government.

The National Documentation Centre on Mass Communication

The National Documentation Centre on Mass Communication (NDCMC) was created in 1976 as a part of the Division on the recommendation of an Expert Committee set up by the Ministry for collecting, interpreting and disseminating information about the events and trends in Mass Media through its periodical services. The NDCMC documents major news items, articles and other information material available on mass media/communication. The current activities of the Centre range from collecting and documenting information, to dissemination, not only for the development of cross-country mass communication but also for participation in the international information flow.

The information collected is maintained and disseminated through services like '*Current Awareness Service*' – An annotated index of select articles on mass media published in newspapers and journals being subscribed by the Centre; '*Bibliography Service*' - An annotated subject index of articles on mass media published during past one year in newspapers and journals being subscribed by the Centre; '*Bulletin on Films*' – An abstract of various developments in the film industry in India; '*Reference Information Service*' – Background papers on subjects of topical interests in the field of mass media; '*Who's Who in Mass Media*'- Biographies of various media personalities in lime light; '*Honours Conferred on Mass Communicators*'- Highlights the various awards announced during the year to mass communicators including the national and international film awards; and '*Media Update*'. It brings to focus major national and international media events for record and reference.

The NDCMC also compiles and edits a reference book "*Mass Media*". The Annual contains articles on various aspects of the mass media, information on the status of media organizations in Central government, States and Union Territories. It also includes the general information on print and electronic media. The National Documentation Centre on Mass Communication (NDCMC) under RRTD has brought out 45 services on various aspects of Mass Media during the year 2007-08 (till December 2007).

Highlights of the Year 2007-08

- The Research, Reference and Training Division successfully brought out the 52nd edition of Reference Annual, INDIA –2008 on 31st December, 2007.
- The National Documentation Centre for Mass Communication (NDCMC), a unit of RRTD, has brought out 45 services on various aspects of Mass Media during the year 2007-08 (till December 2007).
- The Training Division of RRTD successfully organized training programmes for 33 IIS officers of various media units under the Ministry till December 2007.

SONG AND DRAMA DIVISION

INTRODUCTION

The Division was set up in 1954 as a small experimental unit to tap the abundant folk and traditional forms for communication purposes. The 'live media' as it is popularly known now, proved very effective because of its inherent advantage of instantaneous rapport with the masses and flexibility to incorporate contemporary issues, ideas and methods with conviction. The Division's scope and size, therefore, was enlarged to give it greater reach, access and impact in its efforts to communicate at the grassroots level, including inaccessible hilly terrains, desert and border areas.

OBJECTIVE

The main function of the Division, as elaborated on its official website, is to create awareness and emotional receptivity among the general public regarding social, economic and democratic ideals which are conducive to the progress of the nation, creating among the people in border areas a sense of defence preparedness and cultural integrity with the rest of the country and keeping up the morale of the Army Jawans posted in isolated forward areas through live entertainment media which includes both urban theatre forms and folk forms covering all the regions of the country.

To achieve its objectives, the Division utilizes a wide range of folk and traditional forms, such as folk and traditional dramas, ballets, operas, dance dramas, folk and traditional recitals, puppetry and even the skills of hundreds of magicians with age old tradition. In addition, the Division utilizes sound and light spectacle with modern techniques and hundreds of artistes for presenting programmes on important national themes such as Communal Harmony, National Integration, Secularism, promotion of Cultural Heritage, Health, Environment, Education, etc.

By way of utilizing numerous folk and traditional forms available in different parts of the country, the Division on one hand has become a potent source of revival and sustenance to these forms and on the other hand is able to provide livelihood to thousands of performers by utilizing their skills in their own languages, idioms and dialects for purposeful communication.

The Division headed by Director functions at three levels viz. (i) Headquarters at Delhi (ii) Ten Regional Centres located at Bangaluru, Bhopal, Chandigarh, Chennai, Delhi, Guwahati, Kolkata, Lucknow, Pune, and Ranchi (iii) Seven border Centres headed by Asstt. Directors located at Darbhanga, Guwahati, Jammu, Jodhpur, Imphal, Nainital and Shimla (iv) Six Departmental Drama Troupes headed by Managers located at Bhubaneshwar, Delhi, Hyderabad, Patna, Pune and Srinagar(Jammu).

The various field units of the Division are responsible for preparation, presentation and monitoring of publicity oriented programmes. Besides these, the Division has nine troupes (eight at Delhi and one at Chennai) consisting of artistes under the AFEW scheme, which is responsible for providing entertainment to Armed Forces in the far flung border and isolated areas.

F.M. RADIO (PRIVATE)

The Ministry of Information & Broadcasting through the mass communication media consisting of radio, television, films, the press publications, advertising and traditional modes of dance and drama, plays an effective role in helping the people have access to free flow of information. The Ministry is involved in catering to the entertainment and intellectual needs of various age groups and focusing attention of the masses on issues of national integrity, environmental protection, health care, etc. with the help of four wings, i.e. Information Wing, Broadcasting Wing, Films Wing and Integrated Finance Wing. The Plan Scheme “Private FM Radio” is providing infrastructure to the Private FM Broadcasters which will enable them to locate their transmission facilities in a common place for effective utilization of spectrum.

ELECTRONIC MEDIA MONITORING CENTRE (EMMC)

Earlier, Central Monitoring Service (CMS), a subordinate office under this Ministry was entrusted with the task of monitoring of foreign Radio and TV networks of various countries, with a view to ascertain anti-India propaganda and the Indian concerns in them. Besides, it was monitoring content broadcast by TV/Radio Channels with reference to violations of Advertisement and Programme Codes enshrined in Cable Television Networks (Regulations) Act, 1995 and Rules framed thereunder. In compliance with a decision taken by the Government, CMS was transferred to NTRO with effect from 1.04.2005. The requirements of NTRO are entirely different from those of this Ministry. It was, therefore, decided to retain the activity of content monitoring with this Ministry and to establish Electronic Media Monitoring Centre (EMMC) to meet the following monitoring objectives:

- i. All TV Channels downlinked in India to check the violations of Programme and Advertisement Codes enshrined in Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder.
- ii. Private FM Radio channels and
- iii. Any other such work relating to monitoring of content of Broadcasting Sector as assigned by the Government from time to time.

INTERNATIONAL CHANNEL (MAIN SECRETARIAT SCHEME)

Emergence of India as a global power has made it imperative that the Indian position and view point on sensitive issues should be voiced in as many countries as possible at the earliest. The main objective is to air the Indian position globally in the same way as channels such as

Al-Jazeera, BBC, CNN, CCTV etc. This will involve introduction of International News and Programming through the existing DD News Channel with simulcasting on DD India, which has a footprint in a large number of countries.

COMMUNITY RADIO

IEC Activities for Community Radio

In December 2006, the Government of India has liberalized the Policy for Community Radio and decided to grant permission for setting up Community Radio Stations to 'Non-profit' organizations viz. Civil Society and Voluntary organizations, State Agricultural Universities, Indian Council of Agricultural Research (ICAR) Institutions, Krishi Vigyan Kendras, Registered Societies and Autonomous bodies and Public Trusts registered under Societies Act or any other such act relevant for the purpose in addition to the educational institutions, subject to fulfillment of the eligibility conditions.

CONSTRUCTION OF SOOCHNA BHAWAN

The expenditure incurred on the construction of Soochna Bhawan is met from the Plan Budget made available to this Ministry after the approval of Planning Commission. The available constructed space has been allotted to various media units such as Civil Construction Wing, Song & Drama Division, Photo Division, Films Division, Publications Division, Research, Reference and Training Division, Chief Controller of Accounts of Main Secretariat, Press Council of India, Directorate of Advertising & Visual Publicity (partly) and National Film Development Corporation. After completion of Phase –V of Soochana Bhawan, the available built up space will be utilized for accommodating the balance media units and the remaining portion, if any, will be leased out to other departments.

ECONOMIC ANALYSIS UNIT (NEW SCHEME)

The entertainment and media sector of the economy promises high growth potential during the 11th five year Plan 2007-2012. In order to capture the growth momentum, different schemes / programmes are being implemented by the Ministry of Information and Broadcasting in respect of film, information and broadcasting Sectors so as to achieve the defined goals/objectives. Action Plan with respect to each scheme / programme will be prepared by the implementing agency indicating month-wise targets and achievements in terms of both physical and financial parameters. The progress of the implementation will also be monitored at the Ministry level. Review of the progress of implementation of these schemes / programmes will be made on quarterly basis and report published for public domain.

TRAINING FOR HUMAN RESOURCE DEVELOPMENT

(MAIN SECRETARIAT SCHEME)

The Ministry of Information and Broadcasting is the nodal Ministry for information, broadcasting and film sectors. It is responsible for laying down the policies relating to the Media. Through its various Media Units, it is responsible for dissemination of information relating to Government policies and programmes, provide wholesome entertainment and spread awareness through various means of communication, including electronic media, print media and films. The Media units, autonomous bodies and PSUs of the Ministry assist it in the performance of its role. All the Media Units are manned by officers belonging to Engineering Services, Programming Services, Indian Information Service, Central Secretariat Service and Officers belonging to various other services, coming on deputation to the Ministry under the Central Staffing Scheme.

The training is proposed to be conducted at various reputed Institutes/Universities abroad as per the need of different Media Units. The objective is to expose officers to the changing horizons- political, economic, social, technological in which they are called upon to function as the key persons in mass communication. The officers also need to be sensitized on the imperatives of human resource development essential for the promotion of growth and effectiveness of the organisation.

The Main Sectt. Plan Scheme **“Training for Human Resources Development”** includes two components viz.

- a) Training of officers of the Ministry in institutions located abroad, and
- b) In-service training of IIS officers

Under the component **(a)**, the Ministry proposes to depute 10-12 officers belonging to various cadres/services like IAS, IRS, IIS, CSS, IES etc but working in the Ministry at US/DS/Director/JS level, every year for short-term training/skill upgradation to reputed institutions located abroad like Thomson Foundation U.K., Kennedy School of Government, Harvard University, Radio Netherlands, BBC etc.. Nomination of the officers for such training will be as per the need of the Ministry. This may include 2-3 days’ training/workshop at IIMC where international subject experts may be invited for lectures/talk. Under the component **(b)**, the Ministry proposes to put in place a structured programme for in-service training of IIS officers(Group A+B) to ensure their continuous career development and also to prepare them to meet the future functional challenges of various Media Units. The In-service training of IIS officers is proposed to be organised at IIMC, New Delhi. However, officers are also proposed to be nominated to IIMs, IITs etc for short term courses on Management, Leadership Development, Personality Development etc. The mid-career training is proposed to be provided on every upturn in the career and also at appropriate frequency to bring out technological upgradation of skills and right attitudinal orientations among the member of service. It is proposed to train 120-140 IIS officers every year. Actual training calendar for IIS officer will be worked out shortly. The expenditure involved in this Scheme is only Revenue expenditure. The training courses will be a judicious mix of short term and long term training programmes depending on the suitability of the course vis a vis the needs of the Ministry. Officers would also be nominated by the Ministry for selected courses in organizations/Universities of repute.

PRASAR BHARATI ALL INDIA RADIO

MANDATE

The Prasar Bharati (Broadcasting Corporation of India) Act, 1990, providing for the establishment of Broadcasting Corporation for India, known as Prasar Bharati came into effect on 15.9.97. This Act provides that it shall be the primary duty of the corporation to organize and conduct public service broadcasting to inform, educate and entertain the public i.e. to discharge the functions which used to be performed by Akashwani and Doordarshan. The general superintendence, direction and management of the affairs of the Corporation shall vest in the Prasar Bharati Board which may exercise all such powers and do all such acts and things as may be exercised or done by the Corporation under this Act.

For the purposes of enabling the Corporation to discharge its functions efficiently, the Act provides that the Central Government may after due appropriation made by Parliament by law in this behalf, pay to the Corporation in each financial year such sums of money as is considered necessary by way of equity, grant-in-aid or loan. The Corporation shall have its own Fund and all the receipts of the Corporation shall be credited to this Fund and all payments by the Corporation shall be made therefrom.

1. Subject to the provisions of this Act, it shall be the primary duty of the Corporation to organize and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting on radio and television.

Explanation- for the removal of doubts it is hereby declared that the provisions of this section shall be in addition to, and not in derogation of the provisions of the Indian Telegraph Act,1885.

2. The Corporation shall, in the discharge of its functions, be guided by the following objectives, namely:-
 - a. upholding the unity and integrity of the country and the values enshrined in the Constitution;
 - b. safeguarding the citizen's right to be informed freely, truthfully and objectively on all matters of public interest, national or international, and presenting a fair and balanced flow of information including contrasting views without advocating any opinion or ideology of its own;
 - c. paying special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health and family welfare and science and technology;
 - d. providing adequate coverage to the diverse cultures and languages of the regions of the country by broadcasting appropriate programmes;
 - e. providing adequate coverage to sports and games so as to encourage healthy competition and the spirit of sportsmanship;
 - f. providing appropriate programmes keeping in view the special needs of the youth;
 - g. informing and stimulating the national consciousness in regard to the status and problems of women and paying special attention to the upliftment of women;

- h. promoting social justice and combating exploitation, inequality and such evils as untouchability and advancing the welfare of the weaker sections of the society;
 - i. safeguarding the rights of the working classes and advancing their welfare.
 - j. serving the rural and weaker sections of the people and those residing in border regions, backward or remote areas;
 - k. providing suitable programmes keeping in view the special needs of the minorities and tribal communities;
 - l. taking special steps to protect the interests of children, the blind, the aged, the handicapped and other vulnerable sections of the people;
 - m. promoting national integration by broadcasting in a manner that facilitates communication in the languages in India; and facilitating the distribution of regional broadcasting services in every State in the languages of that State;
 - n. providing comprehensive broadcast coverage through the choice of appropriate technology and the best utilization of the broadcast frequencies available and ensuring high quality reception;
 - o. promoting research and development activities in order to ensure that radio and television broadcast technology are constantly updated; and
 - p. expanding broadcasting facilities by establishing additional channels of transmission at various levels.
- 3.** In particular, and without prejudice to the generality of the foregoing provisions, the Corporation may take such steps as it thinks fit-
- a. to ensure that broadcasting is conducted as a public service to provide and produce programmes;
 - b. to establish a system for the gathering of news for radio and television;
 - c. to negotiate for purchase of, or otherwise acquire, programmes and rights or privileges in respect of sports and other events, films, serials, occasions, meetings, functions or incidents of public interest for broadcasting and to establish procedures for the allocation of such Programmes, rights or privileges to the services;
 - d. to establish and maintain a library or libraries of radio, television and other materials;
 - e. to conduct or commission, from time to time , Programmes, audience research, market or technical service, which may be released to such persons and in such manner and subject to such terms and conditions as the Corporation may think fit;
 - f. to provide such other services as may be specified by regulations.
- 4.** Nothing in sub-sections (2) and (3) shall prevent the corporation from managing on behalf of the Central Government and in accordance with such terms and conditions as may be specified by that Government the broadcasting of External Services and monitoring of broadcasts made by organizations outside India on the basis of arrangements made for reimbursement of expenses by the Central Government.

5. For the purposes of ensuring that adequate time is made available for the promotion of the objectives set out in this section. The Central Government shall have the power to determine the maximum limit of broadcast time in respect of the advertisement .
6. The Corporation shall be subject to no civil liability on the ground merely that it failed to comply with any of the provisions of this section.
7. The Corporation shall have power to determine and levy fees and other service charges for or in respect of the advertisements and such programmes as may be specified by regulations provided that the fees and other service charges levied and collected under this sub-section shall not exceed such limits as may be determined by the Central Government, from time to time.

Goals and Objectives

All India Radio (AIR), an integral part of Prasar Bharati continues to carry out the mandate as given above. AIR informs, educates and entertains people through its programmes broadcast from various stations. It keeps the people all over the country informed about Government policies, Plans, programmes and achievements through the medium of sound broadcasting by a variety of programmes relating to culture, education, science, health and hygiene and social and economic issues. It also keeps the people in all parts of the country informed of the important news and current events of topical interest. It presents diverse points of views to ensure that the programmes are balanced and unbiased through its broadcasts. It promotes education and national integration. It also renders timely assistance to public and Government departments by quick dissemination of information during natural calamities. It also runs a commercial service (Vividh Bharati), which helps to promote sale of goods and services through advertisements. Its External Services Division broadcasts programme for overseas listeners. Its News Service Division provides latest news round the clock. Apart from above, the FM and DTH channel of AIR entertain public through round the clock broadcast of music, songs etc.

Vision Statement

AIR has a glorious history in the pre-independence as well as post-independence era and the period since independence has seen substantial growth in terms of coverage (area wise as well as population wise) through setting up of broadcast centers, auxiliary receiving centers and numbers of transmitters including FM transmitters. AIR under Prasar Bharati, therefore, aims to advance further to achieve the goals and objectives in carrying out the mandate of Prasar Bharati. A lot of new initiatives as Farm and Home broadcast, "Kisan Vani programmes" from 86 selected AIR Stations, programmes on environment, family welfare, Programme on children with special focus on rural children and tiny tots, women programmes, educational broadcasts (IGNOU/NCERT/CIET), programmes on social awareness like HIV/ AIDS and other health Programmes, collaboration with IGNOU, National Science Magazine (Vigyan Bharati), Sesame Street programmes through M/o Finance have been taken by AIR, besides the programmes on music and drama which are regularly broadcast. On the Engineering side a lot of initiative through special package programmes for J & K and North-East and island territories, expansion of FM services, digitalization of production Programmes and transmission facilities, introduction of new technologies etc. have been taken. Various initiatives under News Services Division as well as Research and Development activities have also been taken up. The priorities are for proper and timely implementation of all the initiatives into results.

PRASAR BHARATI DOORDARSHAN

Introduction

Television came to India in September 1959 with the start of an experimental service of Delhi, which was later upgraded to a regular service in 1965. Doordarshan functioned as part of All India Radio till April 1976, when it was bifurcated and a separate department of Doordarshan headed by Director General was formed. Doordarshan services were extended to the next city viz. Mumbai only in 1972.

In the pursuit of growth, Colour TV and National networking were introduced in 1982. Since then, over the years Doordarshan has made great strides and expanded its network, which presently comprises 66 studios and 1397 transmitters of various capacity. Today, Doordarshan is counted among the leading TV organizations of the world.

Doordarshan is a Public Service Broadcaster. Presently it is operating 30 channels of which seven (7) are National channels (DD National, DD News, DD Bharati, DD Sports, DD Rajya Sabha, DD Gyandarshan, and DD Urdu), one international channel DD India, eleven (11) Regional Language Satellite channels and eleven (11) State Networks. The National and Regional Language Channels are all 24 hours channels.

Organizational Setup:

O/o Director General, Doordarshan (Headquarter)

5 Zonal Offices (at Delhi, Mumbai, Chennai, Kolkata and Guwahati)

Doordarshan Kendras - 66 nos. (having TV programme production facility)

TV Relay Centers - 1401 (without production facility)

Doordarshan Maintenance Centers - 129 (controlling LPTs and VLPTs)

Doordarshan Earth Station -37 nos. (for up-linking DD Programmes)

2. Developmental activities during 2007-08 (Engineering Wing)

Major achievements of Doordarshan during 2007-08 have been as under:

2.1 Achievements till December 2007

- (a) **Programme Production Centers:** Two new studio centers at Calicut and Rajouri have been commissioned and with the commissioning of these studio centers, the number of studio centers in Doordarshan, network has increased to 66. The above studio centers have been operationalised by providing limited staff by way of redeployment as the requisite staff sanction for manning the studios is not available. In addition, a small studio has been operationalised inside the Secretariat building at Shillong for recordings.

(b) **Terrestrial Transmitters:** The following High Power Transmitters (HPTs) have been commissioned during the year –

- (i) **HPT Hissar** (DD1 and DD News) – 20 KW each
- (ii) **HPT Bikaner** – 10 KW
- (iii) **HPT Dharamshala** – 20 KW
- (iv) **HPT Kokrajhar** (interim set-up) – 1 KW
- (v) **HPT Balurghat** (permanent set-up) – 10 KW
- (vi) **HPT Kupwara** (DD 1 and DD Kashir – permanent set-up) – 10 KW each
- (vii) **HPT Jalgaon** (permanent set-up) – 10KW
- (viii) **HPTs Chennai** (replacement)
 - DD News (20KW)
 - Regional (1KW)
- (ix) **Automode LPTs** -

During the current year, Doordarshan have commissioned four automode LPTs (500 watt in 1+1 configuration) at Manindergarh (Chhattisgarh), Pathanamthita (Kerala), Hospet (Karnataka) and Akbarpur (Uttar Pradesh) in replacement of old ageing LPTs (100 watt). Installation of two more automode LPTs at Mehsana, and Banswara is in progress and expected to be completed before end of 2007-08.

Schemes for replacement of 100 additional LPTs by automode LPTs have been approved. Equipment for 50 automode LPTs have been ordered and action for placement of order for 50 more automode LPTs is in progress. Installation of above 100 automode LPTs is expected to be completed in phases by end of 2008-09.

At each automode LPT station, two numbers of 500 watt solid state transmitters providing full redundancy are installed.

2.2 Projects under implementation

Following projects are at advanced stage of implementation and are expected to be completed by end of 2007-08:

- (i) **Studio Gorakhpur** (permanent set up)
- (ii) **Studio Port Blair** (Augmentation)
- (iii) **HPT Chhatarpur** – 20 KW transmitter with antenna on 150 M height tower (in replacement of existing LPT)

- (iv) **HPTs Port Blair** (DD 1 and DD News) - 1 KW Transmitters (in replacement of existing LPTs)
- (v) **HPT Barmer** - 10 KW transmitter with antenna on 100 meters Tower (Upgradation of interim Set up)
(Permanent set up)
- (vi) **HPT Chennai** – 20 KW transmitter (in replacement of existing DD1 HPT)
(Replacement)
- (vii) **HPT Vadodara** – Two 10 KW transmitters with antenna on 150 M tower (upgradation of interim set up)
(Permanent set up)
- (viii) **HPT Saharsa** – Interim set up with antenna on 45 M height tower.
- (ix) **VLPTs** at 10 Places

2.3 DTH service “DD Direct Plus”

Doordarshan had launched its free to air DTH service “DD Direct Plus” in December, 2004 with a bouquet of 33 TV channels. Capacity of DTH earth station has been augmented for telecast of 50 TV channels and is further being increased to 59 TV channels by improving spectrum efficiency. For demonstration purpose, Doordarshan had earlier provided 10000 DTH receive units in villages of selected states. During the current year 20000 DTH receive units are being provided to Government of HP for installation in Kinnaur, Lahaul Spiti and Chamba districts. Orders for the DTH sets have been placed and supply has commenced.

Mandate (in respect of various Schemes)

i) Achieving full coverage of uncovered areas, and ii) a time bound move to digital transmission before 2015(perhaps 2017). It also involves formulating policy, investment and regulatory plans for TV to allow them to make full use of emerging technologies. Implementing media solutions of mobile telephones. All this has to be done while clearly delineating the respective roles of the public and private sectors. In the 11th Plan as well, the uncovered TV areas in the rest of the country are proposed to be covered by using DTH as well as by upgrading of LPTs to HPTs. The DTH service is proposed to be expanded to cover Andaman and Nicobar Islands in the C band as well as to increase the number of channels to 200. To gradually replace analogue transmitters with new digitally compatible transmitters. However, analogue and digital transmission will be simulcast till such time as a cut-off date for analogue transmission is reached. This is likely to be an extended exercise lasting over many years as even today many developed countries have not achieved full digitalization, just as full penetration of color television in India is still not complete. To digitalize, modernize and upgrade production facility.

Goal

100% Digitalisation in terrestrial transmission and production. Modernisation, up-gradation, replacement and consolidation of existing facility.

I. Policy framework

Regarding switch off date of analog transmission and PPP model for various Schemes including DTH Schemes.

The present population is having TV set which requires only a yagi Antenna to view analog transmission while to view from digital transmitters, a viewer shall require to have a “Digital Set Top Box” (DSTB) and a yagi antenna. The DSTB may cost Rs. 4000/- to 5000/- per T.V. set for the viewer. Therefore, analog transmission cannot be switched off suddenly.

The Analog Single Transmitter transmits a single Channel while Single Digital Terrestrial transmitter transmits six to eight Channels.

List of Major Channels (Software/Programme Wing)

- Indian Classics
- DD Urdu
- DD News
- RLSS
- DD Archives
- DD India
- DD Bharati
- Other Misc. Software Schemes (Self Financed Schemes, Audience Research including TAM CCU etc.)

Mandate:

Doordarshan as a Public Service Broadcaster was set up with the purpose of transforming our developing society country by way of informing, educating and entertaining the masses. This social objective has been the basis which has sustained Doordarshan over a period of almost 50 years now. Presently Doordarshan has about 30 existing channels which are disseminating information in the whole country and in the process not only raising awareness of the people in general but also addressing the issues specific to different sections of communities which is the hallmark of our pluralistic society. It is therefore evident that the role of Doordarshan and its mandate as a public service broadcaster is absolutely distinct from other private channels, which came into existence primarily because of commercial considerations.

Goal:

To create quality programming, to fulfill the above objectives of providing information, education and entertainment through Doordarshan channels and to generate focussed programming for women, children, the underprivileged, special linguistic groups, Scheduled Castes and Scheduled Tribes etc.

Indian Classics

30 episodes of serial 'Gitanjali – A Tribute to Tagore' completed. The serial comprising of selected songs of Tagore translated in Hindi visualise and presented for audience across the Country is being telecast on the National Network of Doordarshan. Another musical serial ' Raagmala' in 13 episodes has been produced and will be scheduled shortly.

Five episodes of tele-serial on the life and times of former Prime Minister Shri Lal Bahadur Shastri titled 'Dharti Ke Lal' has been completed and scheduled for telecast on the National Network from 26th January, 2008 in five languages.

70 episodes of 'Pragatisheel Bharat' - a short feature based on the common minimum programme of UPA Government has also been telecast during this period.

Historic epic on Maharaja Ranjit Singh in 52 episodes has been commissioned and is under production. The series is produced by Shri Raj Babbar. Special programmes on selected subjects "Forts of India", 'Institutions of Democracy' 'Common Worship Centres' have been commissioned for which production is underway.

Doordarshan continued the production of documentaries on wide ranging subjects in collaboration with Public Service Broadcasting Trust. Four Documentary produced under this initiative have received national award this year.

DD Urdu

1. a) Organising International Music Concerts in Urdu with involvement of artists from India, Pakistan, Bangladesh and those with South-Asian origin having excelled in the performing art but settled in Europe, America and Middle East etc.

b) Similarly, tallest poets in the contemporary Urdu literature in and outside India shall be invited for participation in poetic symposia in India. This is aimed at broad-basing scope of the mandate of DD Urdu.

2. Doordarshan will, among other genres, also assign feature films on the internationally acclaimed (Urdu) masterpieces to established luminaries in the world of celluloid like Mr. Naseer-Ud-Din Shah, Mr. Farooq Sheikh, Mr. Vidhu Vinod Chopra, Mr. Prakash Mehra, Mr.Saghar Saghar Sarhadi, Mr. Muzaffar Ali,Mr. Farooq Sheikh etc. This will be the first of its kind in the history of DD.

DD News

There is a massive programme of automation of central news setup and regional kendras to integrate the system of news gathering at home and abroad. The system of uplinking and downlinking of happenings and stories shall be further augmented to make DD News a globally watched news venture of Prasar Bharati. For this man and material coupled with professional training shall be ensured as and when the required budgetary support.

Audience Research Wing

Programme rating study through panel diary will be extended from 9 to 17 places in urban area and computer/software will be acquired and used in data analysis and reporting.

TAM Rating and other baseline data

Besides In-house surveys, Doordarshan will acquire rating data from TAM Media Research Pvt. Ltd. and baseline data from MRUC.

DD Bharati

Fresh Commissioned Programmes shall be introduced, entirely replacing the old lot of repeat programmes. Many new subjects will be introduced. They include Kavi Sammelans, Mushairas, Travelogues, Personality based segments, Awarded Art Films, Bhakti Programmes in the Morning and Documentaries on a wide variety of subjects. This Exercise will be accompanied by wide cross channel publicity.

It is proposed to disband the current watertight bands which demarcate the three segments in long time chunks. The new Fixed Point Chart has been radically designed to ensure that every half hour of programming is designed to cater to the maximum need of the audience at that time.

With the new look credentials of the Channel reasonably established, it is proposed to introduce the second and best set of fresh commissioned programmes. This shall be preceded by a press conference by DG, Doordarshan.

RLSS

Regional Language Satellite Service provides a window to regional aspirations and identities and show cases India's glamour's past with its diverse characteristics. This would be strengthened further in future .

DD Archives

Doordarshan in its regional and central archives preserves for posterity the treasure of remarkable programmes with archival value. The refurbishing such software is done through modern electro-magnetic devices and made into VCDs and DVDs for sale to attract additional revenue for Prasar Bharati Broadcasting Corporation of India.

Self-Finance Commissioning (SFC)

DD is committed to occupy all the prime-time and mid-prime slots by SFC programmes. Apart from these prime time and mid-prime-time slot, there is a strategy under consideration to capture non-prime timeslots also for SFC programmes.

At Present only Regional Kendra DDK, Mumbai is telecasting some programmes under SFC Schemes.

In future all the state capital Kendras will telecast SFC programmes against the programmes being telecast under Sponsored Category.

It is worth mentioning that every year the cost of production is increasing, and to compete with other satellite channels in quality, we have to increase episode price accordingly.

CHAPTER II

**FORMAT OF TABLES IN CHAPTER II OF OUTCOME BUDGET 2008-09
MINISTRY OF INFORMATION & BROADCASTING
DEPARTMENT : CENTRAL BOARD OF FILM CERTIFICATION**

(Rs. in crores)

S.No.	Name of Scheme / Programme	Objective / Outcome	Outlay 2008-09			Quantifiable Deliverables / Physical Outputs	Projected Outcomes	Processes / Timelines	Remarks / Risk Factors
			4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra-Budgetary Resources				
1	2	3		4		5	6	7	8
1.	Establishment of Computerized Management System and Upgradation of Infrastructure in CBFC.	Computerisation of entire work of CBFC with the help of NIC and providing technical equipment for Regional Offices and upgradation of office premises in CBFC.		0.58		Networking of CBFC Regional Offices, establishment of internet / internet facility to various Regional Offices in CBFC. Carrying of UAT of Chairperson's module. Feedback on registration and Certification Module, data entry of search management, Annual Maintenance of computers, Renewal of software licenses, Rent of modem, Internet gateway, Leased line and purchase of technical equipments and	Networking of the Regional Offices of Chennai, Hyderabad, Kolkata, Thiruvananthapuram, Bangaluru, Guwahati is proposed to be done with all equipments and Web enabling application and certification system is already in operation. It will result in speedy transmission of data and communication within the Regional Offices, Ministry and online submission of applications of films by applicants. It will reduce the time factor and duplication of work. Search Management Module will help to keep	Through Internet.	The work of computerisation is in progress in all Regional Offices

1	2	3		4		5	6	7	8
						upgradation of infrastructure in CBFC.	the record of old data and easy retrieval information of certified films. Pay Roll Package will help to give Pay Slips to each employees and reduce the duplication of work.		
2.	Opening of Regional Offices of the Board at Hyderabad, New Delhi, Cuttack and Guwahati	For certifying films produced under these regions.		0.56		Planning Commission has approved the budget provision.			
3.	Monitoring and Modernisation of certification Process.	Conducting workshops/ Seminars of Board Members/ Panel Members and carrying out studies.		0.86		Conducted Workshops/ Seminars for regular intervals for the Board members and Advisory Panel Members.	The total number of Workshops / Seminars conducted are as detailed below: 1. Workshop conducted on 12.5.07 at Thiruvananthapuram. 2. Workshop conducted at Mumbai on 7.9.07 3. Board Meeting-Cum – Workshop conducted on 10.9.07 at New Delhi.. 4. Board Meeting-cum-Seminar conducted at Shillong on 15 & 16.12.07. 5. Workshop conducted at New Delhi on 29.12.07. 6. Workshop-Cum-Seminar conducted on 8.1.08 at Mumbai.		Conducted Workshops / Seminars of the Board Members and Panel Members. Since in the projection of expenditure engagement of private detective agencies was also taken into account this scheme and the services of detective agencies were discontinued w.e.f. February, 2007. Therefore, lesser expenditure is anticipated.

CHILDREN'S FILM SOCIETY, INDIA

(Rs. in crores)

S.No.	Name of Scheme / Programme (Continuing Schemes)	Objective / Outcome for the 11th Plan	Outlay 2008-09			Quantifiable Deliverables / Physical Outputs (2007-08)	Projected Outcomes	Processes / Timelines	Remarks / Risk Factors
			4(i)	4(ii)	4(iii)				
1	2	3	4			5	6	7	8
			Non-Plan Budget	Plan Budget	Complementary Extra-Budgetary Resources				
1.	Film Production and Allied Activities	1) Objective: To advance education and culture through the medium of films and develop among children an appreciation of films for healthy entertainment. 2) Outcome: Produce 12 Feature films and 2 short / animation films.	0.84	3.55	NIL	5 feature films + 2 short films, 14 dubbings, 6 subtitled, 2 or 3 films to be purchased.	Children's films are made available in both national and international standards.	31.03.2009	To develop appreciation for the art of the children film and to reach a large audience through dubbing in various Indian language.
2.	a) Digitisation	1) Objective: All CFSI films (including produced, dubbed and subtitled) are to be converted into digital format for both archival purpose and general viewing. (170 hours would be digitized) 2) Outcome: To digitize 170 hours of CFSI films.		0.05	NIL	To digitize CFSI films in digital format for archival purpose.	The complete archives of CFSI would be available in digital format which would be easier to store.	31.03.2009	The films in CFSI's archives would be available in digital format which would be easy for sharing, distribution etc.

1	2	3		4		5	6	7	8
	b) Webcasting	1) Objective: Placing CFSI films (including produced, dubbed and Subtitled) in form of a digital library and making it w available on the internet. 2) Outcome: To make children's films available online.		0.00	NIL	To web cast CFSI films in the form of library and also to make CFSI films available on internet.	To webcast CFSI films and to show them on CFSI website.	31.03.2009	The complete archives of CFSI films will be readily accessible through internet for purchase etc.
3	Exhibition of Children's films in Municipal Schools	1) Objective: To reach out to children all over the country with the help of State and district administration, Nehru Yuva Kendras and NGOs. 2) Outcome: By arranging approximately 30,000 shows.		0.40	NIL	To organize 5,000 shows benefiting more than 1 lakh children.	To reach as many children as possible in remote areas of the country.	31.03.2009	
	Total		0.84	4.00					

DIRECTORATE OF FIELD PUBLICITY

PLAN

(Rs. in lakhs)

S. No.	Name of Scheme/ Programme	Objectives/ Outcomes	Outlay 2008-09		Quantifiable Deliverables/ Physical/Outputs	Projected Outcomes	Processes/ Timelines (Annual Basis)	Remarks/ Risk Factors
			4(i) Plan Budget	4 (ii) Complementary Extra Budgetary Resources				
1	2	3		4	5	6	7	8
I	Revenue (New Scheme) (i) Conducted Tours/ Skill Upgradation	Purpose of the Scheme is to acquaint opinion leaders/ resource persons including youth from rural areas with the development taking place in different States of the country. The group also includes social activists, NGOs, farmers, artisans, school teachers, students etc.	49.00	--	10 (Ten) Conducted Tours/ Skill upgradation will be organised by the 22 Regional Offices	The tour members become the carriers of messages of the Central Government Policies and Plans. The members of the conducted tour become instrumental in convincing the local people about various welfare Schemes in operation in their areas.	The tour will be completed during the year after finalizing tour programmes in consultation with the regions with the approval of the competent authority.	--
II	Capital (New Scheme): (ii) Modernisation & Upgradation of Software & Hardware at Regional Offices and FPU. (a) Computerisation of Regional Offices/ Field Units	In order to implement the recently introduced Right to Information Act of the Government every citizen in the country whosoever want any kind of information regarding Government's various Plans and Policies will be benefitted or given required information through our 22 Regional Offices and about 207 Field Publicity Units under them spread all over the country.	100.00		150 computers and 25 computer training programmes for officers and staff at the DFP Hqrs, Regional Offices and Field Publicity Units will be organised.	All the 207 Field Publicity Units of this Directorate will be equipped with Computers along with the internet facility. By doing this they will be linked with their respective Regional Offices as well as DFP Hqrs directly. About 15-20 Officers and officials will be trained in computer operation in each training programme.	Completion of tender process, placing of supply order and settlement of bills on receipt of the equipment in the units. Subject to approvals, the activity would be completed during the year.	
	(b) Up-gradation of Audio Visual Hardware/ Purchase of Data Projector/DVD Players/Wireless Public Address Systems/ Digital Video Cameras/ Procurement of films.	To provide mobility to field units for publicity of Programmes and Policies of the Government. To provide suitable audio/video equipment to the field units for conveying the messages, Policies and Schemes of Government through the medium of films shows, interactive programmes and special programmes on selected themes.	51.00		Would procure Multi-Media Projectors, DVD Players, Wireless PA systems and Digital Video Cameras, films in CD/DVD format from Films Division.	The equipments would be used to disseminate information among people and educate them on social issues.	Completion of tender process, placing of supply order and settlement of bills on receipt of the equipment in the units. Subject to approvals, the activity would be completed during the year.	
		Grand Total	200.00					

DIRECTORATE OF FIELD PUBLICITY

NON-PLAN

(Rs. in lakhs)

S. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2008-09		Quantifiable Deliverables/Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4		5	6	7	8
			4(i) Non-Plan Budget	(4iii) Complementary Extra Budgetary Resources				
2	Minor Works	Construction/repair work of offices in North East Region	40.12	0	Provision for Construction of boundary wall and staff complex at Field Publicity Units at Seppa, Regional Office, Itanagar.	This would provide a appropriate office accomation and a conducive working environment to officers and staff involved in the publicity activities of the DFP at the field level.	The works will be completed during the year after finalizing estimates and obtaining sanction of the competent authority.	--
2	Other Charges	The Directorate of Field Publicity is engaged in the task of publicizing various Programmes and Policies of the Government with its network of 207 Field Publicity Units under the control and supervision of 22 Regional Offices through the medium of film shows, interactive programmes and special programmes on selected themes.	69.93	0	Organising 60,000 Films Shows, 8040 Special Programmes, 63,000 Group Discussions and 25,000 Photo Exhibitions.	The programmes would create awareness among people and educate them on social issues and Government policies and schemes. This in turn would assist them to avail of the benefits of various Government programmes.	Preparing the action Plan for organising the programmes. Conduct of programmes and obtaining feedback reports. The programmes will be implemented during the year.	
3	Petrol, Oil and Lubricants	As above	170.40	0	To provide Mobility to field staff for travel to organize programmes in remote, backward and tribal/ border areas.	As above	Normal activity during the course of the year.	
4	Domestic Travel Expenses	As above	152.78	0	As above	As above	As above	

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

FINANCIAL OUTLAY, PROJECTED PHYSICAL OUTPUTS AND OUTCOMES

(Rs. in crores)

S.No.	Name of Schemes/ Programmes	Objective/ Outcome	Outlay 2008-09			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4			5	6	7	8
	Name of the plan scheme		4(i) NonPlan Budget	4(ii) Plan Budget	4(iii) Complementary Extra Budgetary Resources				
1	Developmental Publicity Programme: Conception and Dissemination	1. Establishment 2. Exhibition 3. Display Classified 4. Radio Spot 5. Printed Publicity 6. Distribution 7. Outdoor Publicity	15.06 1.15 32.42 0.12 2.40 0.95 0.50	0.00 0.04 5.00 14.00 0.04 0.00 0.01		-- 650 18000 3442 137 -- 250	Publicity on communal harmony, National integration, Socio- economic upliftment through various media; Exhibition, Outdoor Publicity, Radio/TV, Newspapers and posters/brochures, will create awareness among the masses and encourage their participation in development.	The jobs are to be publicised within the stipulated timeframe as per the requirement.	
		Total(1)	52.60	19.09					
2	Modernisation of DAVP	1.Computerization and Digitalisation 2.Office Infrastructure 3.Human Resource Development		1.60 1.00 0.07			Computerization and Digitalisation, Office Infrastructure and Human Resource Development		
		Total (2)		2.67					
		Total (1&2)	52.60	21.76					

DIRECTORATE OF FILM FESTIVALS
(PLAN)

(Rs. in crores)

S.No.	Name of the Scheme	Objective./Outcome	Outlay 2008-09	Physical outputs	Projected outcome	Processes/ Timelines
1	Export Promotion through film festivals in India and abroad (a) International Film Festival of India (b) Participation in Foreign Film Festivals (c) Selection of Indian Panorama films.	This scheme introduced in 10 th Five Year Plan seeks to promote good Indian Cinema by encouraging its export through participation in film festivals	4.00	(a) To organize an International Film Festival of India (b) Participation of Indian Films in 45 foreign film festivals in different countries (c) Selection of 21 feature & 21 Non-feature films.	Promotion of good Indian cinema by encouraging its export through participation in film festivals. It will also spread the rich and diverse Indian culture through out the world through the medium of cinema.	2008-09
2.	Film Festival Complex – Alterations & Additions – Major Works	Improvement of facilities and renovation of Siri Fort Complex to ensure that the facilities in the complex are of international standard.	4.00	Renovated auditoria of international standard.	Venue for promotion of domestic and export potential of Indian films to the maximum as also to promote the rich and diverse Indian culture. Higher revenues upon letting on hire, the renovated auditoria/ complex to other parties.	-do-
3.	Upgradation of Print Unit in DFF	This new Scheme seeks to provide the Directorate of Film Festivals with a technically equipped Print unit facilitating long term storage of prints. This is also with a view to effective implementation of the Scheme Export Promotion through Film Festivals in India and abroad.	0.30	Creation of suitable facility for long-term storage of prints with equipment racks and technical facilities like cooling for maintaining the temperature and humidity .	Enhanced export of good Indian cinema through participation of Indian films in Indian and foreign film festivals, thereby promoting rich Indian culture.	-do-

DIRECTORATE OF FILM FESTIVALS

NON PLAN

(Rs. in lakhs)

S.No.	Name of the Scheme	Objective./Outcome	Outlay 2008-09	Quantifiable deliverables/ physical outputs	Projected outcome	Process/time intermediate	Remarks/ Risk Factor
1	Estt. Related expenditure	Salaries, Wages, OE, DTE etc.	124.65	—	—	—	----
2.	Minor Works	Maintenance & upkeep of Siri Fort Cultural Complex	308.00	Well equipped presentable auditoria in a manner high class performances in the field of art, culture, cinema etc., could be organized.	Higher revenue earnings through optimum utilization of the complex.	2008-09	
3.	Film Festival under Cultural Exchange Programmes		25.00	To organise 15 Film Festivals under Cultural Exchange Programme in India and Abroad.	Promotion of Indian cinema and strengthening ties with nations covered under CEP.	2008-09	
4.	National Film Awards	National level recognition for excellence in the field of cinema.	200.00	Conferring National Film Award.	To recognise outstanding talent & to improve Indian art and culture resulting in betterment of Indian cinema.	2008-09	
		Total Rs.	657.65				

FILMS DIVISION

Ministry of Information and Broadcasting Outcome Budget 2008-09

[Rs. in Lakh]

Sr. No.	Name of Scheme/ Programme	Objective/Outcome	Outlay 2008-09 (Plan Budget)	Physical Outputs/Quantifiable Deliverables	Projected Outcomes	Processes/Timeline	Remarks/ Risk Factors
1	International Documentary, Short and Animation Film Festival	The main objective is to hold biannual International Film Festival of Documentary, Short & Animation Film in Mumbai. The Outcome being 3 film festival in the 11th plan period.	10.00	To complete the residual work of the 10 th MIFF' 2008 being organised during 3-9 Feb., 2008 Quantifiable Deliverables Promotion of documentary film movement in country; Projection of positive image of India across the global community through dynamic medium of films. Entries for the M.I.F.F. in the national and international categories have been received and selection committee screenings have also been completed. Other major preparatory works for the festival are in progress. Major financial component will be utilized in the last quarter of the financial year. After organisation of the M.I.F.F., 2008 in the current financial year, residual work of the same will be completed.	Completion of the residual work of the 10 th MIFF' 2008 and preparatory work for the 11 th MIFF' 2010.	MIFF is a biennial film festival in which application/entries are invited from filmmakers across the globe and on the basis of recommendations of the renowned juries, the entrants are awarded with prizes worth Rs. 28.50 lakhs.	No specifiable risk facts.
2	Webcasting and Digitalisation of Films Division films	The Objective being the exposure of Documentary, Short & Animation Films of Films Division to the world through the medium of Internet. For this purpose films are digitally transferred to DVD's through the medium of High Definition Technology. The outcome being the availability of FD Films in its official website www.filmsdivision.org	600.00	To webcast the films of Films Division for global access to audio-visual encyclopaedia of post independence India and to transfer the film of Films Division in digital format for preservation thereof. Quantifiable Deliverables Continuous replacement of filmic contents of the website and transfer of films on DVDs. Spill over financial liability of the last financial year has been cleared by passing the outstanding bills. During the current financial year, 1058 titles of Films Division's Archive have been verified and 507 films digitized.	Continuous replacement of filmic contents of the website and transfer of films on DVDs	Film are encoded for streaming on the website through outside agency. Tender are called for transfer of films into DVDs. Webcasting is a continuous process. Digitalisation of films will be completed during 11 th Plan period.	No risk factors .

Sr. No.	Name of Scheme/ Programme	Objective/Outcome	Outlay 2008-09 (Plan Budget)	Physical Outputs/Quantifiable Deliverables	Projected Outcomes	Processes/Timeline	Remarks/ Risk Factors
3	Setting up of Museum of Moving Images	The Objective being to establish a permanent museum for artefacts connected with the film making, exhibiting the work of noted directors, producers, institutions etc. for the benefit of visitors/ film enthusiasts. Further to arrange seminars and workshops for film makers and film students	500.00 (1/3 of the approved project cost i.e. 4800.00 lakhs is to be given to NBCC followed by apportioned amount of 4 quarters for the year.	To establish a Museum at Films Division, Mumbai which will depict the history of Indian Cinema through audio-visual presentation and display of important artefacts related to the history of Indian Cinema Quantifiable Deliverables To establish the Museum called MOMI at Films Division, Mumbai on the basis of Project Report prepared by NBCC as per the directives of the Ministry. Ministry is directly controlling the physical and financial progress under the Plan Scheme. The matter has been taken up with the Ministry for inclusion of film vaults in the MOMI in consultation with NBCC. The Architectural Concept & Design Plan submitted by the NBCC have been approved by the Ministry. The NBCC has submitted the final DPR to the Ministry in which the total cost of the project has been assessed Rs.44.20 crores besides the Rs.1.65 crores fees of the preparation of the DPR. As per the directions received from the Ministry, the MOU is being signed between Films Division and NBCC assigning Project Management Work on PMC of the total project cost and expenditure incurred will be recouped in every quarter.	To establish the Museum called MOMI at Films Division, Mumbai on the basis of Project Report prepared by NBCC as per the directives of the Ministry.	NBCC has to prepare Project Report on the proposed MOMI as per the directives of the Ministry.	Time overrun is risk factor as the progress under the Plan Scheme is directly proportionate to the Project Report prepared by the NBCC and awarding of contracts by them.
4	Production of documentary films for North East Region and J&K	Keeping in view the need of the hour to bring the estranged masses as well as film makers of the North East & J&K to the mainstream, it is proposed to produce documentary films for them through Outside Producers in which social issues and problems along with their solutions will be reflected.	490.00 (10% of the scheme will be earmarked for North East Regions)	Production of the documentary films for the people of the region enlisting the active participation of them towards nation building efforts of the government. Quantifiable Deliverables This is a new Plan Scheme included in the 11th Five Year Plan. As per the directions of the Ministry, draft SFC Memorandum is prepared and sent to the Ministry for approval thereto.	Production of the documentary films for the people of the region enlisting the active participation of them towards nation building efforts of the government.	Production of the documentary films for the people of the region enlisting the active participation of them towards nation building efforts of the government.	No risk factors.
	Total		1600.00				

PARTICIPATION IN FILM MARKETS IN INDIA AND ABROAD
(MAIN SECTT. SCHEMES)

(Rs. in crores)

S. No.	Name of Scheme/ Programme	Objective/Outcome	Outlay 2008-09			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
			4(i) Non Plan Budget	4(ii) Plan Budget	4(iii) Compl-ementary Extra Budgetary Resources				
1	2	3	4			5	6	7	8
1	Participation in Foreign Film Festivals/ Markets	Promoting the export of Indian films and providing a fillip to films as an industry with the view to expanding the market for Indian films.	-	2.20	-	To participate in Cannes Film Market – May 2008. To participate in MIPCOM 2008 - October - 2008 To organize Film Bazaar/ IFFI – Nov-Dec.08 To participate in Berlin/Rotterdam Film Festival - Feb 2009 To participate in Annecy Film Festival (animation sector) - June, 2008. To participate in American Film Market/Hong Kong Film Market or other Support to organization of FRAMES 2008. Publicity of Indian films through support of Indian missions abroad.	More visibility for Indian films in the Global Market and boosting the export of Indian films.	Meetings to be held well in advance of the markets by the Ministry with industry representatives to plan the participation in each of them.	In addition to the deliverables quantified in col.5, there may be expenditure to support other industry initiatives to raise their visibility.
2	New Scheme - Setting up of National Centre of Excellence for Animation, Gaming and Special Effects	To set up a Centre for Excellence in animation, gaming and special effects under public – private participation mode to address the problem of manpower shortage.	-	1.00	-	(i) Receipt of report of Consultant for analysis of HRD need- May 2008 (ii) Appointment of Consultant for DPR on the Institute - August 2008 (iii) Approval of competent authority on DPR - March 2009	To proceed on the basis of Detailed Project Report and obtain the approval of the competent Authority on the new Scheme.	On the receipt of the Project Report, the time and fund required to set up the 'Centre of Excellence' would be clear.	Since, the Scheme is to be implemented in the Private – Public partnership mode, the contribution of Private parties would need to be identified.

FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

The Film Institute was set up in 1960, in Pune, as a premier Institute for imparting training in the art and technique of Filmmaking. Since 1974, it has also started training to Doordarshan employees in Television Production and the Institute was renamed as Film and Television Institute of India. The Film and Television Institute of India is the prime Institute of its kind and has been undertaking the entire responsibility of imparting training in film production and television training. The FTII has also been conducting three-year Post Graduate Diploma in Film and Television in the various disciplines namely Direction, Cinematography, Audiography and Editing, two years Post graduate Diploma Course in Acting and Art Direction and Production Design, One and half years Certificate course in Animation and Computer Graphics, One year Post Graduate Certificate Courses in Television in the specialisation of Direction, Electronic Cinematography, Video Editing and Audiography and Television Engineering and one year Post-Graduate Certificate Course in Feature Film Screenplay Writing. FTII runs various short courses for working professionals and those with related interests.

At present there are 253 students on enlist for different courses conducted by the Institute. There is a lot of response to the various courses conducted by the Institute and competition also for securing admission for the course. This is the clear indication that courses conducted by the Institute are demanded, appreciated and required by the Society. Many passed out students from this Institute are doing well in the film field. Their contribution to Indian cinema has become quite visible. Today the FTII is considered as a Center of Excellence not only in India but also in Asia and Europe. Films made by the Students of the Institute are entered in festivals both in India and abroad. There is a huge collection of diploma films over the years, many of them honoured with National and International awards. Also many earlier film actors of the Institute have become well-known personalities over the years. This is nothing but outcome of different courses conducted by FTII.

But this is not measurable or quantifiable in financial terms. These outcomes are also not the direct result of the annual outlays and are the cumulative effect of Govt. investment over the past several years.

Thus the end products of FTII are glaring artists in the field of film and film related activities.

FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

Statement of Outlays and Outcomes/Targets (2008-09) (As per the Outcome Budget 2008-09) and Actual Achievement

(PLAN)

(Rs. in crore)

S.No.	Name of Schemes/ Programme	Objective/Outcome	Outlay 2008-2009	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4	5	6	7	8
(A) Existing Scheme							
1.	Grand-in-Aid to FTII, Pune						
i)	Machinery & Equipment	<p>i) Augmentation of the resources and replacement of the old/obsolete equipments to match the current trends and technological advancement, both in Film and TV Industry.</p> <p>ii) Introduction of the new technologies such as High Definition TV, Advanced Computer Animation, Digital Film Recording etc.</p>	3.78	Items will be procured and works will be executed as per the approval of the SFC. Quarterly Physical and Financial Targets will be fixed well in advance before the commencement of financial year and their achievement will be closely monitored through departmental meetings, monthly expenditure reports and quarterly returns.	Explanatory note attached separately		
ii)	Civil Construction Works	iii) There is shortage of space in the present campus of FTII for programmes. The current plan proposes vertical expansion of some parts of buildings of FTII wherever feasible. An advanced resource and knowledge center is also being planned so as to integrate all resources such as Library, e-library, Internet, Viewing Students' Center, Discussion Room for faculty and Video Conferencing Center.	0.80				
iii)	Computerisation & Modernisation		0.24				

iv)	Setting up of Community Radio	This is a Scheme having objective of providing research and training in the areas of radio programming, audience and innovation to the students.	0.15	The radio programmes are regularly being transmitted with the 10th Plan nearing completion. Provision has been made for production relay of the programmes' and maintenance of transmission system.			
v)	Setting up of Captive TV Channel	This is also continuous Scheme being executed since 10th Plan with a sole objective to provide a scope for students' research, innovation and experiments in the area of programming and broadcasting. The basic idea is to provide close and direct interaction with the targetted audience.	0.20	Programmes have been shot and arrangement is being made for additional shooting of programmes and telecast thereof.			
vi)	HRD aspects including scholarship and exchange programmes with foreign universities for students etc.	Expansion of the activities of FTII beyond its own walls. Study of relevant field activities at international level by the faculties as well as students under HRD Scheme of exchange programme.	0.27	The Exchange programme activities envisage students to interact with the films schools outside the country and to exchange film making ideas, to get acquainted with the advanced technology in the international environment. FTII plans to collaborate with other Universities and film schools in India as well as in other countries to expand its activities. At present we have signed MOUs with the following Film Institutions for visit by students and faculty under the exchange programme: (a) Mohammed Amin Foundation, Nairobi, Kenya (b) Media University, Stuttgart, Germany.			
		TOTAL : (A)	5.44				

(B)	New Schemes						
1	Global Film School (New)	I) FTII is looking forward to reap benefits of Internet technology, wired as well as through satellite, so as to connect to its counterparts within and outside the country and thus become a part of Global Film School.	2.56	This is new scheme. The projected expenditure is for Machinery & Equipment for Cinematography and TV Engineering Department. Master Plan of FTII, Pune includes the Auditorium, Class Room Theatre, Internal Road, Parking Shed, Pedestrian areas and also for building construction works which include Administrative Building, Studio Floor, Auditorium Preview Theatre, Hostels and Staff Quarters..			
		TOTAL : (B)	2.56				
		TOTAL : (A + B)	8.00				

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

(PLAN)

(Rs. in lakhs)

Sl No.	Name of Scheme	Objective/Outcome	Outlay Rs. in lakhs	Physical output	Projected Outcome	Process /Timelines		Remarks / Risk Factors
						Intermediate	Final	
1.	Captive TV Channel Scheme in SRFTI, Kolkata	The Scheme envisaged for development of “a feeder Television software base” in SRFTI, Kolkata.	4.00	The Scheme serves as an avenue for training in the field of online Television for the students to meet the needs of the newly emerging local Television networks with the target for society and community development.	The Scheme essentially aims at yield in terms of value addition to the quality of training imparted in the institute for enhancement of their scope of future employment and excellence in the field. However, once the project is consolidated, there is a possibility of getting sponsors to offset fully or partially the production costs of the television programmes produced from the relevant government departments, international bodies etc.			
2.	Setting up of Community Radio Station in SRFTI, Kolkata	The main objective of the scheme is to make off-line training ground for the students in the field of Radio	5.00	The Scheme of CRS envisaged for mass awareness like family welfare, health, education and various type of local interest specific entertainment programmes.	The Scheme essentially aims at yield in terms of value addition to the quality of training imparted in the institute for enhancement of their scope of future employment and excellence in the field. However, once the project is consolidated, there is a possibility of getting sponsors to (a) offset fully or partially the production costs of the television programmes produced from the relevant government departments, international bodies.			
3.	HRD Aspects, including Scholarship and Exchange Programme in SRFTI, Kolkata	The scheme envisaged for continuous students / faculty – exchange with reputed Film schools abroad with a mutual sharing of knowledge on emerging trends and technology in film making	15.00	<ul style="list-style-type: none"> • Conducting of student exchange programme • Grant of scholarship • Organizing participation in National and International film Festivals 	The scheme essentially aims at yield in terms of value addition to the quality of training imparted in the institute for enhancement of their scope of future employment and excellence in the field.			

Sl No.	Name of Scheme	Objective/Outcome	Outlay Rs. in lakhs	Physical output	Projected Outcome	Process /Timelines		Remarks / Risk Factors
						Intermediate	Final	
4.	Training and skill development w.r.t production of socially relevant film production.	The project is essentially envisaged to infuse the much desired value addition in the training being imparted by the Institute to the young students in the field of film and television. The proposed elements under the scheme will be supplementing the existing training activities of the Institute to help the young students of the Institute in preparing themselves to face the challenges of the industry	34.00	<ol style="list-style-type: none"> 1. Organising training programme for acquaintave with modern technological development in the fields of film & TV 2. Production of socially relevant films 3. Publication of newsletter 	<p>The Scheme will help the faculty members to be acquainted with the modern technological changes in the field of cinema and television.</p> <p>Artist in residence programme will help in exchange ideas and thoughts with the renowned reputed national and international Creative Artist. Students will be benefited for getting opportunity to interact on various levels.</p> <p>The provision of film productions will afford the students the much-needed hands-on exposure in the film and television production, which will help them to face the challenges of their future professional career. Besides, the possibility of showcasing these films in public forums and television will make available an opportunity to assess the quality of their learning as students of the Institute.</p> <p>In the Scheme student film festival 'Clapstick' and 'Docedge' (documentary pitching session) will disseminate film awareness among young students and film practitioner. A quality Newsletter will also be published under the Scheme to highlight the academic activites and programmes of the Institute.</p>			

Sl No.	Name of Scheme	Objective/Outcome	Outlay Rs. in lakhs	Physical output	Projected Outcome	Process /Timelines		Remarks / Risk Factors
						Intermediate	Final	
5.	Computerization, Modernization & Provision of Infrastructure, with provision for Manpower.	The project essentially envisages generating the desired level of infrastructure (equipment base) and adequate manpower support in a film institute for imparting professional training input in the field of film and television to three batches of students studying simultaneously. The existing facilities are first not adequate to handle the pressure of three batches of 120 students.	626.00	<ol style="list-style-type: none"> 1. Construction of new film studio, construction of new block for audio-ography, restoration of TV Studio. 2. Procurement of Equipment with Special Software 3. Computerization under ERP 	The objective of setting up of the Institute will be fulfilled and will become self-reliant. The Student Community will be benefited and be able to complete their courses in time. On systemization of regular activities, institute can further develop and diversify its activities to improve upon the overall quality of Indian Media.			
6.	Department of Animation & Electronic Imaging.	<p>In the past few years the world of audio-visual production has gone through a sea change. One of the major areas that have developed immensely is animation and multimedia related application. The popularity and prospects of the animation is well known and which does not require any further elaboration. There is a vibrant vast market and potential for web related application and multimedia CD-ROMS/ Games development in addition to animation films. In the next five years India will become a major outsourcing destination for animation related work. There is a huge demand for trained manpower to support these activities, thus, it is high time to start this course to keep pace with the changing environment of audio-visual art.</p> <p>In view of the changing trend and scarcity of specially trained manpower in the field it is the need of the hour to add a new branch of study in the Institute. Thus Institute proposes to start two-year postgraduate diploma course in 'Animation and Electronic Imaging' with an intake capacity of 10 students in each batch.</p>	56.00	<ol style="list-style-type: none"> 1. Construction of new block to accommodate imaging and animation section and construction of new hostel 2. Procurement of equipment 	The objective of setting up of the Institute will be fulfilled and the student community will be benefited and will get scope to study a new course. Scope of employment will be generated in a newly emerging field. The institute can diversify its activities to improve upon the overall quality of Indian media and will also be able to support the industry by providing trained manpower in the field.			

Sl No.	Name of Scheme	Objective/Outcome	Outlay Rs. in lakhs	Physical output	Projected Outcome	Process /Timelines		Remarks / Risk Factors
						Intermediate	Final	
7.	Department of Production Management in Films & TV.	<p>Audiovisual media is multidisciplinary that too varying to the widest divergence. A successful production requires putting all the divergence into a smooth & economic cohesion. To bring in efficient & professional management to that respect qualified managers having practical knowledge of media practices is essential. Those managers will also be able to bring in trade related discipline and transparency that will help the productions in becoming economically viable & credible. Since, this is an era of narrow specialization, it is necessary to train and use the human resources as per requirement of the Industry.</p> <p>In view of the growing demand of specially trained manpower in Production Management in Films and Television, the Institute proposes to start two-year postgraduate diploma course in Production Management in Film and Television with an intake capacity of 10 students in each batch commencing from the academic year 2011-12.</p>	60.00	<ol style="list-style-type: none"> 1. Construction of new block 2. Procurement of computer software for production 	The objective of setting up of the Institute will be fulfilled and the student community will be benefited and will get scope to study a new course. The institute can diversify its activities to improve upon the overall quality of Indian media also to meet the growing need of trained manpower in the Industry.			
		Total	800.00					

INDIAN INSTITUTE OF MASS COMMUNICATION (IIMC)

PLAN

(Rs. in crores)

S.No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2008-09			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Times	Remarks/ Risk Factors
			4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra-Budgetary Resources				
1	2	3	4			5	6	7	8
A :									
1.	Converting IIMC into International Media University	The proposed University will provide (a) 27% reservation to OBC candidates alongwith extant general seats and (b) opportunities to the participants of third world countries also for advanced training and research in Mass Media related issues. This will also help in bringing about closer ties between developing and developed countries through interactions of multi cultural students in the class-rooms/campus environment.	--	1.00	--	During the year 2008-09, the Institute has planned following activities: i) Creation of faculty and other posts at appropriate levels; ii) Identification of location for construction of buildings and to obtain clearance of various agencies; iii) To carry out necessary renovation works; iv) Preparation of plans for setting up of computer lab ; v) Finalization of teaching aid equipment with the help of technical committees and tendering/placing of orders after obtaining approval of competent authorities. vi) Preparation of plan for library expansion and its submission for approval of various authorities and vii) Furnishing of classrooms/ faculty rooms.	The proposed University will cater to the training and research needs of third world countries in the area of Journalism/Mass Media. It will also provide multi cultural environment to the students in the campus and will facilitate in bringing closer ties between the developed and developing countries, and making trainee student suitable for the placement globally.	i) Construction of 5 additional class rooms under Phase I. ii) Expansion of Library (Phase I) iii) Recruitment of 18 additional Faculty members. iv) Purchase of equipment for modernization of facilities v) Expansion of hostel facility vi) Admission of 18% more students during the financial year for implementation of phased OBC reservations.	

INDIAN INSTITUTE OF MASS COMMUNICATION (IIMC)

NON-PLAN

(Rs. in crores)

S.No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2008-09			Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Times	Remarks/ Risk Factors
			4	5	6				
1	2	3	4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra-Budgetary Resources	7	8	9	10
B :									
1.	Training, Teaching and Research in mass communication	Research studies and training courses organized by IIMC, in the area of journalism/ mass communication; are useful to keep pace with the socio-economic growth in the country.	3.95 (net grant)	--	*2.35	To conduct P.G. Diploma Courses in: Journalism (English) at New Delhi and Dhenkanal; Journalism (Hindi), New Delhi, Radio & TV Journalism, Advertising & Public Relations (New Delhi); Oriya Journalism (at Dhenkanal).	A total number of 225 students will be provided training in various diploma courses run by IIMC. The Institute will also conduct training courses for IIS officers as per requirement of the Ministry of I & B.	After completing admission process for admission in various diploma courses (by July 2008) these courses will be started from 1 st August 2008 and conclude in April 2009.	Conducting of training courses and research studies in Mass Media related subject is the main objective of IIMC and these academic activities are conducted during each academic year.

* Indicates anticipated income of the Institute from its own resources (Tuition fee from training courses, consultancy fee, hostel seat rent, sale of application forms and other Misc. receipts.)

NATIONAL FILM ARCHIVE OF INDIA

(Rs. in crores)

Sr. No	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2008-09			Quantifiable Deliverables/ Physical Outputs	Projected Outcome	Processes/ Timelines	Remarks/ Risk Factors
			4(i) Non-Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra Budgetary Resources				
1	2	3	4			5	6	7	8
1)	Acquisition & exhibition of Archive films.	Acquisition of films dissemination of film culture.	1.64	3.00	-nil-	The acquire 600 Films/DVDs, to digitize 80 films and to carryout restoration of 16 films.	Acquisition, Digitization of films and dissemination of film culture.	Annual basis.	To utilize annual budget allocation.
		Total	1.64	3.00					

NATIONAL FILMS DEVELOPMENT CORPORATION LTD.

(Rs. in Crores)

Sr. No	Name of Scheme / Programme	Objective / Outcome	Outlay 2008-2009		Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks / Risk Factors
1	2	3	4		5	6	7	8
			4(i) Plan Budget	4(ii) Comple- mentary Extra – Budgetary Resources				
1	Film Production in various regional Languages	-	6.50	nil	3 films	3 films	-	
2	Equity Participation	-	8.00	nil	0	0	-	

PRESS INFORMATION BUREAU

PLAN

(Rs. in Crores)

Sl.	Name of the Scheme/ Programme	Objective Outcome	Outlay 2008-09	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Process/ Timelines	Remarks/Risk Factors
			Plan Budget				
1	2	3	4	5	6	7	8
1.	Setting up of National Press Centre at New Delhi.	Construction of National Media Centre at New Delhi for PIB offices.	4.37	Earth work excavation, foundation work, RCC work for lower basement, Ground floor, 1st floor, 2 nd and 3rd floor, as well as finishing of all floors.	As mentioned in col. 5	1 st Qtr. – Earth work excavation, Foundation work, RCC work for lower basement. 2 nd Qtr.- Balance work of lower basement + part upper basement, RCC work of Ground Floor and finishing of lower basement. 3 rd Qtr. – Balance work of Ground and 1 st Floor and finishing work of lower and upper basement, RCC work of 1 st Floor and 4 th Qtr. – RCC work of 2 nd & 3 rd Floor and finishing work of ground and 1 st floor.	The targets will be achieved by the timelines indicated under col. 7.
2.	Media Outreach Programme	To disseminate information about the flagship programmes of the Central Government by organising Public Information Campaigns, Media Interactive Sessions, Dissemination of Success Stories and conducting Press Tours.	960.00	To hold 100 Public Information Campaigns, 4 Media Interactive Sessions, Dissemination of 100 success stories, conduct 10 press tours.	As mentioned in col. 5	1st Qtr. 20 PIC, 1 Media Interactive Session, dissemination of 25 success stories and conducting 2 press tours. 2nd Qtr -25 PIC, 1 Media Interactive Sessions, dissemination of 25 success stories and conducting 3 press tours. 3 rd Qtr.- 30 PIC, 1 Media Interactive Session, dissemination of 25 success stories and conducting 2 press tours.	The targets will be achieved by the timelines indicated under col. 7.

						4 th Qtr. - 25 PIC, 1 Media Interactive Sessions, dissemination of 25 success stories and conducting 3 press tours.	
3.	Publicity for Special Events This scheme consists of three components:-						
i.	International Film Festival of India.	Setting up of Media Centre at the venue of the festival and extend facilities to journalists like special accreditation, hospitality arrangements, press conferences, press releases, work room with computers and internet, telephones, newspapers, stationery, photocopier etc.	0.0660	Setting up of Media Centre at the venue of the festival and extend facilities to journalists like special accreditation, hospitality arrangements, press conferences, press releases, work room with computers and internet, telephones, newspapers, stationery, photocopier etc.	As mentioned in col. 5	3rd Quarter - All activities mentioned in col. 5 will be undertaken during 3 rd Quarter as Film festival is held in Goa during Nov-Dec. every year.	The targets will be achieved by the timelines indicated under col. 7.
ii.	Pravasi Bhartiya Diwas Samaroh.	PIB deputs its officers for grant of special accreditation to journalists during Pravasi Bhartiya Diwas Samaroh and hiring of computers for Media Centre to facilitate journalists.	0.0100	PIB deputs its officers for grant of special accreditation to journalists during Pravasi Bhartiya Diwas Samaroh and hiring of computers for Media Centre to facilitate journalists.	As mentioned in col. 5	4 th Quarter - All activities mentioned in col. 5 will be undertaken during 4 th Quarter as Pravasi Bhartiya Diwas Samaroh is held in New Delhi during January every year	The targets will be achieved by the timelines indicated under col. 7.
iii.	Media Exchange Programme	Cultural Exchange Programmes and Joint Working Commission/ Agreement in the field of Information & Mass Media.	0.4369	6 Cultural Exchange (CEP) Programmes and 3 Joint Working Commission/agreement in the field of Information & Mass Media.	As mentioned in Col. 5	1st Qtr. - 2 CEP - (1 incoming and 1 outgoing delegation). 2nd Qtr.- 2 CEP - (1 incoming and 1 outgoing delegation) and 1 Joint Working Commission. 3rd Qtr.- 1 CEP - (1 outgoing delegation) and 1 Joint Working Commission (incoming delegation). 4th Qtr.-1 CEP (1 outgoing delection) and 1 Joint working Commission (outgoing delegation)	The targets will be achieved by the timelines indicated under col. 7.

iv.	Main Press Centre and other Media Centres for Commonwealth Games 2010 at Delhi and Commonwealth Youth Games 2008 at Pune	Setting up of Press Centres and Media Centre and to extend facilities to journalists like special accreditation, hospitality arrangements, press conferences, press releases, work room with computers and internet, telephones, newspapers, stationery, Photocopiers etc.	1.80	To generate interest and provide time and accurate information to spread awareness amongst media about the Commonwealth Games 2010 which will be held in Delhi.	As mentioned in Col. 5	Setting up of Press Centres and Media Centre and to initiate preparatory work for setting up of Media Centre.	The targets will be achieved by the timelines indicated under col. 7
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PRESS COUNCIL OF INDIA

(Rs. in Crores)

S.No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2008-09		Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Process/ Timelines	Remarks/ Risk Factors
1	2	3	4		5	6	7	8
			4(i) Non-Plan Budget	4(iii) Complementary Extra-Budgetary Resources				
	The Council is not dealing with any Scheme as it is quasi-judicial body	Preserving the freedom of the Press and maintaining and improving the standards of Newspapers and News agencies of India.	2.63	The Council collects levy of fee from Registered Newspapers/ Periodicals and News agencies under Section 16 of the Press Council Act 1978 and earns interest on funds deposits. In year 2008-09 Council aims to collect Rs. 0.45 as levy fee and other receipts to complement the grant received by the Government of India	Since the functions of the Press Council are of quasi-judicial nature and it regulates the press with ethical standards/pronouncements, physical outputs and the results can not be quantified.	As stated in Col-5	It depends on fulfilling of the requirements by the litigates and completion of Inquiry by the Council	No Risk is involved in disposal of Complaints

PHOTO DIVISION

Format of Tables in Chapter II of Outcome Budget-2007-08

NON-PLAN

(Rs. in Crores)

S.No.	Name of Scheme/Programme	Objective/Outcome	Outlay 2008-09	Quantifiable Deliverable/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1.	2.	3.	4.	5.	6.	7.	8.
1.	Documentation, publicity and cross referencing, dissemination of Govt. development programmes through visual images	Archiving and Publicity of Political, financial and social changes.	Non-Plan Rs.2.43	Continuous Photo documentations will be the visual report of the changes of the period to be recorded for posterity. These are supposed to be most valuable document to be used time and again as required.	Creating these documentations would help the country to access the true history through the cross referencing	-	

PLAN

S.No.	Name of Scheme/Programme	Objective/Outcome	Outlay 2008-09	Quantifiable Deliverable/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1.	2.	3.	4.	5.	6.	7.	8.
1.	National Centre of Photography	Modernisation redesigning of Pricing Unit, initiation of E-commerce, uploading of photo images on the website.	Rs. 0.51	To provide facility to the users/ clients at distant places through official website of the Division, enrich photo archives with a variety of images of national importance, through better preservation of the images available/stores in Digital format.	Quality pictures be made available for publicity, exhibition etc., people from any part can access the images available for all specific purpose for their reference.	One year	--
2.	Special Drive for North East, J&K, A&N Islands, Lakshadweep	Identification and execution of documentation of the identified development projects, life and environment in North Eastern States, Jammu and Kashmir, Andaman and Nicobar Islands, Lakshadweep.	Rs. 0.04	Photo documentation of developmental activities.	Special documentation of these areas will give projection to the world of the concern of the Government and the rapid development which is taking place in these areas.	One year	-

PUBLICATIONS DIVISION
(NON-PLAN)

(Rs. in Crores)

S.No.	Name of Scheme/ Programme	Objectives/ Outcomes	Outlay 2008-09		Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
			4(i) Non Plan Budget	4(ii) Complementary Extra Budgetary Resources				
1	2	3	4		5	6	7	8
1.	—	Bringing out Journals & Books	14.05	—	Bringing out :- 20 Journals 120 Books	The Division aims to achieve the following outcomes:- (i) To publish books on subject of national importance, which are otherwise not covered by other publishing houses and make them available to general public at affordable price. (ii) To strengthen and promote the concept and spirit of unity in diversity, communal harmony, national integration etc.	Annual Basis	—

(PLAN)

(Rupees in lakhs)

S.No.	Name of the Scheme/ Programme	Objectives / Outcomes	Outlay 2008-09		Quantifiable deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors (annual basis)
			4(i) Plan Budget	4(ii) Complimentary Extra-Budgetary Resources				
1	2	3	4		5	6	7	8
1.	Modernisation of Publications Division		42.90					
	Break Up/Details of the Programme:							
A.	Digitization of past issues of Yojana & Kurukshetra	To create texts/write-ups into digital content to preserve the valuable archival material	10.50	—	To make available Yojana language issues (Tamil & Telugu) in digitised form	Automation will lead to greater transparency in the entire process and texts/write-ups into digital content to preserve the valuable archival material	Annual basis	—
B.	Creation of website for Yojana	To broad base audience, the brand and through broad base inputs to expand platform for readers and writers	0.4	—	Translation of text in desired language	Under the Scheme information will be available on the click of the mouse.	Annual basis	
C.	Computerisation and Modernisation of Yojana Offices	Computerization and modernization of Yojana offices	12.00	—	2 computers each with 6 Yojana units alongwith UPS, printers and scanners to be procured modern office furniture, 2 ACs in all 6 Yojana units to be provided.	With the implementation of the scheme, work culture will be improved in the office and better service will be provided.	The scheme will be completed in the second year of 11 th Plan	
D.	Modernisation of Business Offices and Sales Emporia	Modernisation of two Sales Emporia and purchase of mobile Book Van in each Sales Emporia	20.00	—	Modernisation of Sales Emporia and purchase of one mobile van each year	Renovation of Sales Emporia with full automated operations in terms of linguistics and inventory management and deployment of sales promotion purposes	Annual Basis	
		Total	42.90					

EMPLOYMENT NEWS/ROZGAR SAMACHAR

Annexure-II (Plan)

(Rs. in Crores)

S.No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2008-09		Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
1	2	3	4		5	6	7	8
			4(i) Plan Budget	(4ii) Complementary Extra Budgetary Resources				
1.	Modernisation of Employment News	Annexure	0.06	-	(a) Renovation of sections. (b) Purchase of 1 computer and printer. (c) Acquisition of software. (d) Training of staff (5 officials) (e) Purchase of 1 AC (f) Services of 2 casual Data Entry Operators	(a) Renovation of Cash and Circulation Sections. (b) Provision of state-of- the-art technology comprising computers and software in Cash and Cir Sections. (c) Training of manpower to run this software	8-12 months	Work of renovation/ acquisition of software shall be carried out without disturbing the existing works and ensuring a smooth transition to fully automated working atmosphere.

ANNEXURE

Modernisation of Employment News

Constant modernization, innovation and upgradation are the key to the growth of Employment News. This is required in all aspects of publishing, printing, designing, dispatching, releasing of advertisements and accounting and distribution cum circulation processes etc. This would entail expenses on hardware, software, equipments, machineries, communication facilities of all kinds of office infrastructures etc. It is, therefore, proposed that all the sections may be renovated with tiles on the walls, workstations for computers, cabinet for storage of files etc.

Annexure-II (Non-Plan)

(Rs. in Crores)

S.No.	Name of Scheme/ Programme	Objectives/ Outcomes	Outlay 2008-09		Quantifiable Deliverables/ Physical/Outputs	Projected Outcomes	Processes/ Timelines (Annual Basis)	Remarks/ Risk Factors
			4(i) Plan Budget	4 (4ii) Complementary Extra Budgetary Resources				
1	2	3		4	5	6	7	8
1	Employment News/ Rozgar Samachar	Publica- tion of Employ- ment News/ Rozgar Samachar	28.19	--	Bringing out 52 weekly issues of Employment News/ Rozgar Samachar in English, Hindi and Urdu	By publishing Employment News, the Unit aims to achieve the following outcomes:- i) Give information on vacancies of Central and State Governments, PSUs admission notices/examination notices and results of examinations conducted by UPSC, SSC, Nationalised Banks, Railway recruitment Board and recognized Universities and Institutes. ii) Disseminating information on the employment prospects by giving a series of articles on self entrepreneurship and career in various emerging and conventional fields. iii) Through the website of Employment News, information about job vacancies in Govt. sector is being disseminated. Advanced value added services such as online career counselling and information is being provided direct to e-mails of readers through the website.	--	--

REGISTRAR OF NEWSPAPERS FOR INDIA (RNI)

NON-PLAN

(Rs.in crores)

S.No.	Name of Scheme/ Programme	Objective/ outcome	Outlay 2008-09		Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/ Risk Factors
			Non Plan Budget	Complement-ary Extra-budgetary Resources				
1.		To achieve various activities of this Office viz. title clearance, Issue of Registration Certificates, Eligibility Certificate for import of newsprint, Essentiality Certificate for import of printing machinery on concessional duties, Publication of Press In India: an annual report on the growth of print media etc.	2.34	Nil	<p>Title verification – 22,000</p> <p>Registration cases – 3000</p> <p>No newspaper certificates*</p> <p>Eligibility Certificates to be issued to the publishers for import of newsprints*</p> <p>Essentiality certificates to be issued to the publications for import of printing machinery*</p> <p>Circulation checks claims*</p> <p>* Depending upon the application / requests received from the publishers.</p>	<p>These activities would ensure the effective implementation of the provisions contained in the PRB Act 1867. Further the media scenario and its impact can be assessed. On the basis of certificates issued by RNI after assessing the circulation claims, Government advertisements will be released by DAVP to these publications. This will be helpful to spread the Government policies and programmes through print media.</p>	As per prescribed time limits	

PLAN

(Rs. in crores)

S.No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2008-09		Quantifiable deliverables/ Physical Output	Projected outcome	Process/ Timelines	Remarks/ Risk Factor
			Plan Budget	Complementary Extra-budgetary Resources				
1.	Strengthening of RNI	With a view to providing prompt, efficient and transparent service to the newspapers and ensuring effective implementation of the PRB Act and evolving and enforcing a strict circulation check, two new Regional Offices at Guwahati in North Eastern Region and Bhopal in Central Region are to be opened during 11 th Plan Period 2007-12.	0.20	Nil	The Regional Offices of RNI at Guwahati and Bhopal would be made functional.	The end user i.e. the public who deals with RNI would be immensely benefited as they can approach the Regional Offices on all matters relating to title verification, registration of titles, verification of circulation claims etc. without visiting RNI's Headquarter at New Delhi.	The offices would be operative during 11 th Plan.	--

RESEARCH, REFERENCE AND TRAINING DIVISION

(Rs. in Crores)

S.No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2008-09			Quantifiable deliverables/ Physical Outputs	Projected outcomes	Process/ Timelines	Remarks/ Risk Factors
			4(i) Non Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra-budgetary Resources				
1	2	3	4			5	6	7	8
	NON-PLAN								
1.	a) Bringing out Documentation services relating to diverse aspects of mass media	Collection, interpretation and dissemination of information about the events and trends in Mass Media through its periodical services	No specific budget. The expenditure met generally from Office Expenses (Rs. 0.28)	-		Under this Scheme the division has targeted to bring out 56 documentation services during 2008-09. (Details given in Chapter-I)	All the physical outputs outlined in column 5.	As per periodicity	No specific risk
	b) Compilation and editing of Mass Media in India – An Annual Publication	Mass Media in India serves as a valuable source of information for media practioners, media policy makers, teachers and students of journalism.	-do-	-		To bring out ‘Mass Media in India – 2009’ an Annual Publication	As in Column 5	As per periodicity of Annual	-do-
	c) Compilation and Editing of ‘India – A Reference Annual’	To serve as a valuable source of information on diverse aspects of the country, its geography and demography features, polity, economy, society and culture.	-do-			To bring out ‘India – A Reference Annual – 2009’	- do -	- do -	-do-
	d) Preparation of Diary of Events a fortnightly service	To keep the Ministry and its Media Units abreast of day-to-day important National and International developments	-do-			Under this Scheme the Office targeted to bring out 24 fortnightly ‘Diary of Events’	All the physical outputs outlined in column 5.	As per the schedule	

PLAN									
1	Research Unit – Research in Mass Media	To conduct research, get feedback and public opinion on specific media related issues that would help in policy formulation and implementation by the Ministry of Information and Broadcasting and its media units at national and regional levels.	-	0.17	-	During 2008-09, the 2nd year of this Scheme under XI Five Year Plan it is targeted to issue 20 research papers on the topics/subjects of national, regional and local importance.	All the physical outputs outlined in column 5.	It is a new Scheme. Many things depend upon the outside institutions, re-search students and eminent personalities. Hence, a close monitoring needs to be ensured.	-do-
2.	A) Reference Unit - Upgradation of Library	The proposed National Media Library under this Scheme would serve as a Central Media Reference Library. Besides serving the M/o I&B and its media units, this library would also be accessible to senior media personalities, research scholars and eminent personalities. The Scheme also envisages linking this National Media Library with world Libraries and important libraries within India and converting this Library into a virtual Library in the fourth and fifth years of the Plan Scheme under XI Five Year Plan.	-	0.09	-	During the year 2008-09 the Division has made an action plan to purchase 50 Book Racks, 1000 Books/e-Books, periodicals and AMC for the IT equipment purchased in the proceeding year.	All the physical outputs outlined in column 5.	-do-	-do-
3.	B) Reference Unit – National Media Awards	<ul style="list-style-type: none"> · To remind media to fulfill its social commitment. · To harness the power of media for public good. · To promote public and private partnership, Media, to help government in its social welfare responsibility. · To promote a model journalistic character called for emulation. · To work for consensus on issues of national importance. · To persuade Private Media for an effective role and involvement by allotting time slots for Public Service Broadcasting. 	-	0.74	-	Under this Scheme the Division has projected to institute 28 National Media Awards every year on the recommendation of Apex Committee, the awards included two Individual Lifetime Achievement Awards of Rs.5 lakhs each to Print and electronic Media; two Institutional Lifetime Achievement Awards of Rs.5 lakhs to Print and Electronic Media; Promising Journalist of the Year Award of Rs.2 lakhs each to Print and Electronic Media and 22 Best Journalists of the Year of Rs.1 lakh each in Print and Electronic Media. Budget has been scaled down and detailed break up is awaited from the ministry.	All the physical outputs outlined in column 5.	-do-	-do-

SONG AND DRAMA DIVISION

(A) Target and achievements for the year 2006-07

Statement of outlays and outcomes/targets (2006-07) and actual achievements (Plan and Non-Plan):-

(Rs. In crores)

FINANCIAL

Budget	Estimate-	2006-07	(Actual	Expenditure	2006-07
Plan	Non-Plan	Total	Plan	Non-Plan	Total
8.50*	12.36	20.86	7.98	12.88	20.86

*Inclusive of Rs. 1.00 crore for North East Region.

Physical performance of Annual Plan 2006-07 is as under:

(Rs. In crores)

Sr. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2006-07 Plan	Quantifiable Deliverable	Processes/Timelines	Achievements w.r.t. Col(5) as on 31.3.07	Remarks
1	2	3	4	5	6	7	8
	ICT activities in Hilly/ Tribal/ Desert/ Sensitive & Border areas & Impact assessment and Modernization of S&DD.	Publicity progr.	8.50	16,149	2006-07	21074 prog.	
	Break up / Details of the above Scheme						
	(A) ICT activities in Hilly/ Tribal/ Desert/ Sensitive & Border areas	-do-	1.40	3000	2006-07	3374 prog.	
	(B) Impact assessment	-do-	0.10	---	2006-07	--	
	(C) Activities in identified 76 districts	-do-	2.30	5600	2006-07	7274 prog.	
	(D) Publicity on Common Minimum Programmes	-do-	2.45	6000	2006-07	7861 prog.	
	(E) Special activities in J&K and North East	-do-	0.67	1485	2006-07	2490 progs.	
	(F) Presentation of theatrical shows on national/ social themes	-do-	1.33	64	2006-07	75 progs.	
	(G) Modernisation of S&DD	-do-	0.25	---	2006-07	..	

PLAN / NON-PLAN / OTHER MINISTRIES / DEPARTMENT

Physical Targets and achievements during 2006-07 are given below:

Sl. No.	Particulars	Targets progs.	Achievements progs.
1.	Non plan	3000	6442
2.	Plan	16149	21074
3.	H&FW	8800	13301
4.	Consumer awareness	1900	2455
5.	Deppt. of Forests	180	180

(II) Targets and achievements for the year 2007-08 Budget allocation

(Rs. in crores)

Plan	Non-Plan	Total
4.00*	14.54	18.54

*Inclusive of Rs. 0.40 crore for NE areas.

Physical performance — Plan

Statement of Outlays and Outcomes/Targets (2007-08) and Actual Achievements

(Rs. In crores)

Sr. No.	Name of Scheme/ Programme	Objective/ Outcome	Outlay 2007-08 Plan	Quantifiable Deliverable	Processes/Timelines	Achievements w.r.t. Col(5) as on 31.12.07	Remarks
1	2	3	4	5	6	7	8
	Live Art & Culture for Rural India (restructured from ICT Scheme-ICT activities in Hilly/ Tribal/ Desert/ Sensitive & Border areas & Impact assessment and Modernization of S&DD)	Publicity programmes	4.00	5242	2007-08	1.77 4506 (progs.)	
	Break up / Details of the Scheme						
	(A) ICT activities in Hilly/ Tribal/ Desert/ Sensitive and Border areas	-do-	2.16	3520	2007-08	1.20	
	(B) Activities in identified 76 districts	-do-	0.38	760	2007-08	---	
	(C) Publicity on Common Minimum Programmes	-do-	0.32	480	2007-08	0.15	
	(D) Special activities in J&K and NE	-do-	0.40	440	2007-08	0.14	
	(E) Presentation of theatrical shows on national/ social themes	-do-	0.51	42	2007-08	0.17	
	(F) Modernisation of S&DD	-do-	0.04	--	2007-08	0.10	
	(G) Research Dev & training	-do-	0.15	--	2007-08	--	
	(H) Impact assessment by IIMC	-do-	0.04	--	2007-08	--	

(B) PLAN / NON-PLAN / OTHER MINISTRIES / DEPARTMENTS (2007-08)

Sl.No.	Particulars	Targets (progs.)	Achievements (progs.)
1.	Non plan	5100	6442
2.	Plan	5242	4506 (up to Dec.07)
3.	H&FW	136	179
4.	Women & Child Deptt.	213	213
5.	NACO general	740	1134
6.	NACO Red Ribbon Express	708	180 (up to Dec.07)

(B) PLAN / NON-PLAN / OTHER MINISTRIES / DEPARTMENTS (2007-08)**(Rs. in crores)**

Sl.No.	Particulars	Financial
1.	Non plan	14.54
2.	Plan	*4.00
3.	H&FW	0.09
4.	Women & Child Deptt.	0.13
5.	NACO general	0.60
6.	NACO Red Ribbon Express	0.49

*including Rs.0.40 crore for NE areas.

Annual Plan 2008-09**DESCRIPTION OF PLAN SCHEMES****New Scheme****Live Art and Culture for Rural India (restructured from ICT Scheme)****(i) ICT activities in Hilly, Tribal, Desert, Sensitive and Border areas & evaluation assessment**

Special publicity is undertaken by the Division in sensitive and inner line areas such as Jammu & Kashmir, Punjab and North-Eastern Region with a view to counter the propaganda from across the border and to bring the people of these areas into the national mainstream. All the Border Centres undertake special publicity campaigns in the respective areas with the help of Departmental Troupes, Private Registered Troupes and Empanelled Casual Artists and hired vehicles in close coordination with Special Service Bureau (SSB), Border Security Force (BSF) and other Defence agencies.

The Division also presents programmes in Tribal, Hilly and Desert areas with the view to create awareness among the isolated tribes living in the hilly and desert areas regarding the developmental activities initiated for their welfare. These Programmes aim at promoting amongst them a sense of belonging to the country and to encourage them for their participation in the on going developmental activities around them by devising programmes which are intelligible to them. Performing troupes are created from amongst the local artistes who in turn perform programmes for their local people in their respective dialects and idioms and forms.

The Division proposes to present 3520 programmes with specific programmes package and area specific coverage plan with a budgetary allocation of Rs. 2.16 crore during the year 2008-09. The said amount is inclusive of expenditure to be incurred for monitoring, mobility, liaisoning, assessment/evaluation and other logistic arrangements at the Unit Hqrs. as well as in the field.

(ii) Presentation of theatrical shows on national/social themes :

The Sound and Light programmes of Song and Drama Division are a mobile system which is taken from place to place for a fixed lot of performances. The Programme has a component of 25 to 30 technicians also belonging to various disciplines of theatrical productions as also hired vehicles. This medium is used to educate the masses in general and youth in particular regarding cultural heritage of the country, lives, teachings and philosophy of great personalities and imparting knowledge regarding major historical events through this extremely effective visual medium. Involvement of local artistes and technicians ranging from 100 to 120 is one of the most significant aspects of this activity. The Division proposes to organise 42 such performances through two of its sound and light units at Delhi and Bangalore with a financial allocation of Rs. 0.51 crore during 2008-09.

(iii) Modernisation of Song & Drama Division :

The Division proposes to fully computerize both its Bangalore and Delhi Sound and Light Units within a reasonable period of time during the 10th plan period. Similarly the new centres already opened/proposed to be opened during 11th Five Year Plan to further strengthen activities of the Division also need to be equipped with sophisticated and latest technical equipments along with other existing field units. The Division, therefore, proposes procurement of such equipments/technology with a provision of Rs. 0.04 crore..

(iv) Activities in 76 Identified Districts

The Planning Commission has provided a sum of Rs. 0.38 crore to continue the coverage in 76 identified districts to organize 760 live shows. National Integration, Communal Harmony, Anti Terrorism and Patriotism shall be the central themes of live programmes.

(v) Publicity on Common Minimum Programme:

Under plan scheme Publicity on Common Minimum Programme this Division will present 480 programmes during 2008-09. The Division proposes to focus on core issues such as health, family welfare, education, rural development and employment under NCMP. An allocation of Rs. 0.32 crore has been made for this purpose.

(vi) Special Activities in J&K and North East regions:

The Division proposes to organize a total number of 440 programmes during 2008-09 under this component with an allocation of Rs. 0.40 crore. This special package is over and above the normal budgetary allocations of North-east as per the Govt. directives.

SONG AND DRAMA DIVISION

PLAN

(Rs. in Crores)

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2008-09			Quantifiable deliverables/ Physical Outputs	Projected outcomes in Progs.	Process/ Timelines	Remarks/ Risk Factor
			4(i) Non Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra-budgetary Resources				
1	2	3	4			5	6	7	8
			4(i) Non Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra-budgetary Resources				
1	Live Art and culture for Rural India	Publicity programmes	-	4.00	-	5242 progs.	5242 progs.	2008-09	
	Component wise break-up								
	(A) ICT activities in Hilly/ Tribal/ Desert/ Sensitive & Border areas/ impact assessment	-do-	-	2.16	-	3520	3520	2008-09	
	(b) Activities in identified 78 districts	-do-	-	0.38	-	760	760	2008-09	
	c) Publicity on Common Minimum programmes	-do-	-	0.32	-	480	480	2008-09	
	(d) Special activities in J&K and North East	-do-	-	0.40	-	440	440	2008-09	
	e) Presentation of theatrical shows on national/ social themes		-	0.51	-	42	42	2008-09	
	f) Modernisation of S&DD		-	0.04	-	-	-	2008-09	
	g) Research Dev & Training		-	0.15	-	-	-	2008-09	
	h) Impact assessment assessment by IIMC			0.04	-	-	-	2008-09	

(Non-Plan)**(Rs. in Crores)**

S.No.	Name of Scheme/ Programme	Objectives/ Outcomes	Outlay 2008-09		Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines (Annual Basis)	Remarks/ Risk Factor
				4				
1	2	3		4	5	6	7	8
			4(i) Non-Plan Budget	(4iii) Complementary Extra Budgetary Resources				
2	PSS	Prog by Dept/ pvt/ empannelled artiste	3.05	--	6010 Progs	6010 Progs.	2008-09	--
3	Supplies & Material		0.30	--	450 shows	450 shows	2008-09	

ANNEXURE (To Chapter-II Table)

1. (a) 46800 man days of employment would be generated
(b) message/information will reach 23,40, 000 people
2. (a) 8000 man days of employment would be generated
(b) message/information will reach 4,00,000 people
3. (a) 6800 man days of employment would be generated
(b) message/information will reach 3,40,000 people
4. (a) 8600 man days of employment would be generated
(b) message/information will reach 4,30,000 people
5. (a) 10,000 man days of employment would be generated
(b) message/information will reach 2,00,000 people
- 6./7./8. Quality of the programmes will improve manifolds

F.M. RADIO (PRIVATE)

M/s Broadcast Engineering Consultants India Ltd. (BECIL) is executing the project 'Private FM Radio' for the establishment of FM towers in 6 cities on behalf of this Ministry. The fund for the project is provided by this Ministry. The Outcome Budget (2008-09) of the project 'Private FM Radio' is enclosed as **Annexure** .

The project 'Private FM Radio' for the establishment of 6 transmitter towers in six cities has been entrusted to M/s. BECIL. Out of the revised outlay of Rs.13.1124 crore, a sum of Rs. 8.63 crore has been released till March, 2007. The work involved is site preparation, preliminary work for tower erection and installation of transmitter antenna etc. The progress of the project has been reviewed in various stages in monthly, quarterly, half yearly and annually by this Ministry.

F.M. RADIO (PRIVATE)

ANNEXURE

(Rs. in Crore)

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2008-09			Quantifiable deliverables/ Physical Outputs	Projected outcome	Processes/ Timelines	Remarks/ Risk Factors
			4(i) Non Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra-budgetary Resources				
1	2	3	4			5	6	7	8
1.	PRIVATE FM RADIO (SETTING UP OF NEW TOWERS IN 6 CITIES NAMELY, DELHI, CHENNAI, JAIPUR, HYDERABAD, KOLKATA AND DEHRADUN.)	ERECTION OF NEW TRANSMISSION TOWERS FOR CO-LOCATION OF TRANSMISSION EQUIPMENTS FOR THE PRIVATE FM BROADCASTERS.	--	0.10	--	Erection of four towers in Delhi, Chennai, Jaipur and Hyderabad is complete. Erection of two towers in Kolkata and Dehradun is on and is expected to be completed by March 2009. A sum of Rs.8.63 crores have been released as on 31.3.2007. Rs.1.00 crore has been earmarked for release during 2007-08. The balance of about Rs.3.50 crores remains to be released to BECIL. However, a provision of Rs.0.10 crore only has been made in BE 2008-09.			--

ELECTRONIC MEDIA MONITORING CENTRE (EMMC)

OUTCOME BUDGET (2008-09) (Plan/Non-Plan)

(Rs. in Crores)

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2007-08			Quantifiable deliverables/ Physical Outputs	Projected outcome	Processes/ Timelines	Remarks/ Risk Factors
			4(i) Non Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra-budgetary Resources				
1	2	3		4		5	6	7	8
1.	Setting Up of Electronic Media Monitoring Centre (EMMC)	Content monitoring of private/foreign TV Channels to ensure compliance with Programme and Advertising Codes prescribed in Cable Television Networks (Regulations) Act 1995 and Rules framed there- under.	3.00	7.50	Nil	Since it is a monitoring Scheme, the yield cannot be quantified. However, operationalization of the facilities and smooth functioning would be a physical output.	The facility will enable the Govt to check the violations of Advertisement and Programme Codes prescribed by Cable Television Networks (Regulations) Act, 1995 and Rules framed thereunder.	Project will be commissioned during the first quarter of 2008-09 subject to availability of funds etc.	The Project could not be implemented as per the schedule laid down earlier due to certain unavoidable constraints, including denial of permission by CPWD to install antennae etc on the roof-top of Pushpa Bhawan, where the space was allotted for the purpose.

ELECTRONIC MEDIA MONITORING CENTRE (EMMC)

OUTCOME BUDGET (2008-09) (Plan/Non-Plan)

(Rs. in Crores)

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2008-09		Quantifiable deliverables/ Physical Outputs	Projected outcomes	Process/ Timeline	Remarks/ Risk Factors
			4(i) Plan Budget	4(ii) Complementary Extra-budgetary Resources				
1	2	3	4		5	6	7	8
1	Setting Up of Electronic Media Monitoring Centre (EMMC)	Content monitoring of private/foreign TV Channels to ensure compliance with Programme and Advertising Codes prescribed in Cable Television Networks (Regulations) Act 1995 and Rules framed there-under.	3.00	7.50	Since it is a monitoring scheme, the yield cannot be quantified. However, operationalization of the facilities and smooth functioning would be a physical output.	The facility will enable the Govt to check the violations of Advertisement and Programme Codes prescribed by Cable Television Networks (Regulations) Act, 1995 and Rules framed thereunder.	Project will be commissioned during first quarter of 2008-09 subject to availability of funds etc.	The project could not be implemented as per the schedule laid down earlier due to certain unavoidable constraints, including denial of permission by CPWD to install antennae etc on the roof-top of Pushpa Bhawan, where the space was allotted for the purpose.

INTERNATIONAL CHANNEL (MAIN SECRETARIAT SCHEME)

As the scheme is at the initial stage, a provision of Rs. 1.00 crore has been kept in the Budget for the year 2008-09 for the purpose.

(Rs. in crore)

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2008-09			Quantifiable deliverables/ Physical Output	Projected outcome	Process/ Timelines	Remarks/ Risk Factors
			4(i) Non Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra-budgetary Resources				
1	2	3		4		5	6	7	8
			4(i) Non Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra-budgetary Resources				
	International Channel	The main objective is to air the Indian position globally in the same way as channels such as Al-Jazeera, BBC, CNN, CCTV etc.	-	1.00	-	This will involve introduction of International News and programming through existing DD News Channel with simulcasting on DD India, which has a footprint in a large number of countries.	To voice the Indian position and view point on sensitive issues in as many countries as possible and at the earliest possible.	Proposal is at the formulation stage.	-

COMMUNITY RADIO

IEC Activities for Community Radio

Ministry of Information & Broadcasting proposes to create awareness amongst the masses about the Policy. For this purpose, it has been decided to organize a number of workshops seminars, etc. in various parts of the country to provide information, educate the civil society and Voluntary organizations to develop communication skills for establishing and running the Community Radio Stations.

IEC ACTIVITIES FOR COMMUNITY RADIO

(Rs. in crores)

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2008-09		Quantifiable deliverables/ Physical Output	Projected outcome	Processes/ Timelines	Remarks/ Risk Factors
			4	5				
1	2	3	4	5	6	7	8	
			4(i) Plan Budget	4(ii) Complementary Extra-budgetary Resources				
1.	“IEC activities for Community Radio”	Grant of permission for Community Radio Broadcasting	Rs 0.40	-	To create awareness amongst the NGOs/ CSOs about the policy and capacity building of existing Community Radio Station operators.	Community development through education, health and environment awareness, cultural and social homogeneity of the society.	Organising Workshops/ Consultations and publicity in various parts of the country.	—

CONSTRUCTION OF SOOCHNA BHAWAN

(Rs. in crore)

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2008-09			Quantifiable deliverables/ Physical Outputs	Projected outcomes	Process/ Timelines	Remarks/ Risk Factors
			4(i) Non Plan Budget	4(ii) Plan Budget	4(iii) Complementary Extra-budgetary Resources				
1	2	3	4			5	6	7	8
1.	Construction of Soochna Bhawan Phase-V (New)	Construction of 7 floors above the fifth floor of Pocket "C"	Nil	3.53	Nil	Construction of 45,500 sq. mtr. built up area.	Construction of Phase-V of Soochna Bhawan.	As per the flow chart prepared by CCW:AIR.	It is to be ensured that all the processes should go according to the schedule.

ECONOMIC ANALYSIS OF GROWTH INITIATIVES (NEW SCHEME)

PLAN

(Rs. in crore)

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2008-09 (Plan)		Quantifiable deliverables/ Physical Output	Projected outcome	Process/ Timeline	Remarks/ Risk Factor
			4(i) Plan Budget	4(ii) Complementary Extra-budgetary Resources				
1	2	3	4		5	6	7	8
1	Economic Analysis of Growth Initiatives	- To develop Management Information System (MIS) in film, information and broadcasting sector; - To study and evaluate the impact of regulatory and development policies in respect of film, information and broadcasting sector;	0.28	--	<ul style="list-style-type: none"> • MIS Development • Studies to be conducted 	<p>i) It will add to the existing knowledge base about the media and entertainment sector – its functioning, its constraints development, its contribution to growth etc.</p> <p>ii) It will help strengthen policy making at Ministry level.</p> <p>iii) Dissemination of information for public domain.</p>		

**TRAINING FOR HUMAN RESOURCE DEVELOPMENT
(MAIN SECRETARIAT SCHEME)**

FORMAT OF TABLES IN CHAPTER OF OUTCOME BUDGET 2008-09

(Rs. in Crore)

Sl. No.	Name of the Scheme/ Programme	Objective/Outcome	Outlay 2008-09 (Plan)	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/ Timelines	Remarks/Risk Factors
1	2	3	4	5	6	7	8
1	'Training for Human Resource Development in Institutions Located Abroad with In-Service Training for IIS Officers'	<p>1. Human Resource Development in respect of officers of the Ministry by enhancing their working skills.</p> <p>2. To train officers of the Ministry in institutions located abroad in different fields relating to various aspects of the Media/ Administration.</p> <p>3. To impart a global outlook and an international perspective through participation in various training programmes being conducted by institutions abroad, such as BBC, Thomson Foundation, UK, Radio Netherlands, Harvard University and various other reputed institute etc.</p> <p>To put in place a structured programme for in-service Training of IIS Officers to ensure their continuous career development and also to prepare them to meet the future functional challenges of various media units.</p>	0.19	<p>(a) The Ministry proposes to depute 10-12 officers belonging to various cadres/services like IAS, IRS, IIS, CSS, IES etc but working in the Ministry at US/DS/Director/JS level, every year for short-term training/skill upgradation to reputed institutions located abroad like Thomson Foundation U.K., Kennedy School of Government, Harvard University, Radio Netherland, BBC etc..</p> <p>(b) It is proposed to train 120-140 IIS officers every year. Actual training calendar for IIS officers will be worked out shortly.</p>	All the physical outputs outlined in column 5.	It is a new scheme, many things depend upon the outside institutions, research students and eminent personalities. Hence, a close monitoring needs to be ensured.	No specific risk, other routine problems such as shortage of staff etc.

ALL INDIA RADIO - ANNUAL PLAN (2008-09)

(PLAN)

(Rs. in crores)

Sl No.	Name of Scheme	Objective/Outcome	Outlay Rs. in lakhs	Physical output	Projected Outcome	Process /Timelines	Remarks / Risk Factors
1	2	3	4	5	6	7	8
A	Continuing Schemes						
1	J&K special package Capital Revenue	For expansion of radio coverage in J&K State.	6.21 2.41 3.80	All Schemes completed except hostel renovation at Kargil & other minor pending works.	Q2-Completion of Hostel Renovation at Kargil.	Hostel Renovation is part of welfare measures.	Improved coverage in J&K border areas.
2	North-East Special Package Capital Revenue		39.03 36.00 3.03	<p>1. 19 new FM Stations- Acquisition of sites & procurement of FM Trs. Purchase proposal for FM Trs. is awaiting sanction.</p> <p>2. Silchar-5 KW FM Tr. - Completion of Civil Works & Installation of Tr..Order for 5 KW Tr. placed in Nov.07.</p> <p>3 Gangtok-10 KW FM Tr. - Award & completion of Civil Works and procurement of Tr.</p> <p>4.Chinsura -1000 KW MW Tr.- Award & completion of Civil Works, procurement of Tr. and Repair of Mast. Tr. purchase proposal is awaiting sanction. Order is expected to be placed shortly.</p>	<p>1. 19 new FM stations-4 sites have been handed over and 5 Sites are to handed over by State Govts. Payment is being made for two sites & demand for cost is awaited for 3 Sites. For five other stations sites are being identified. Q1- Order for FM Trs is expected to be placed, Q2- Civil work expected to be awarded for sites taken over.</p> <p>2. Silchar-5 KW FM Tr.- Q1- Start of Civil Works. Tr. is expected to be delivered, Q3- Completion of Civil Works & start of installation of Tr., Q4- Completion of installation.</p> <p>3. Gangtok-10 KW FM Tr. - Q1- Award of Civil Works and order for procurement of Tr., Q4- Completion of Civil Works & receipt of Tr.& start of Installation.</p> <p>4. Chinsura- -1000 KW MW Tr.- Q1- Award of Civil works, Q4-Completion of Civil Works & receipt of Tr.</p>	It will strengthen & improve coverage in North East Region including border areas.	Phase-II of Special NE package was sanctioned by Govt. in last week of May,06. It will improve coverage & strengthen AIR facilities in the North East Region

Sl No.	Name of Scheme	Objective/Outcome	Outlay Rs. in lakhs	Physical output	Projected Outcome	Process /Timelines	Remarks / Risk Factors
1	2	3	4	5	6	7	8
				<p>5. DSNG/MSS Terminals- Procurement of equipment. Purchase proposal is under process.</p> <p>6. C Band RN Terminals-19 Nos. Purchase proposal is under process</p> <p>7. Studio Transmitter Programme links for Silchar & Gangtok-NIT floated</p> <p>8. 100 Watt FM Relay Centres in remote locations (100 places)- Site & accommodation to Locate the Trs. to be finalised with the help of state govt. & installation of Trs. Order placed for Trs.</p>	<p>5. DSNG/MSS Terminals - Q1- Order for equipment , Q4- Receipt & deployment of Eqpt.</p> <p>6. C Band RN Terminals-19 Nos. Q3-Equipment is expected to be received.</p> <p>7. Studio Transmitter Programme links for Silchar & Gangtok - Q1- Order is expected to be placed, Q4- Eqpt. is expected to be delivered.</p> <p>8. 100 Watt FM Relay Centres.-A tentative list of 100 places has been finalised. State Governments have been approached for suitable location, power supply etc. for installing the Transmitters. Q1. Delivery of Trs. expected to be completed. Q4- Installation of Trs. Expected to be completed.</p>		
3	Expansion of MW services	Upgradation of transmitters to strengthen the primary coverage area.	0.08	Pending payments for 1 kW MW Tr. Dungarpur & 20 kW MW Tr. at Kota	Stations have already been commissioned during 2007-08		
4	Expansion of FM services	To expand FM coverage which has gained popularity due to its superior quality.	39.03	10 KW FM Trs.- 36 Nos Receipt & installation of Trs. Purchase proposal (for 41 10 kW FM Tr.) is under process. Order is expected to be placed by March,08	10 KW FM Trs.36 Nos.: Q4- Receipt & installation of Trs.	After implementing the ongoing Schemes, FM coverage is expected to increase.	
5	Digitalisation of production facilities	To enhance the technical quality of content	1.30	1. Digital Consoles Tenders are under Technical Evaluation	1. Digital Consoles - Q1-Order expected to be placed. Q3- Part Delivery Expected, Q4- Delivery of balance Equipment	Induction of digital eqpt. like digital consoles, digital uplinks/ downlinks has improved programme quality.	

Sl No.	Name of Scheme	Objective/Outcome	Outlay Rs. in lakhs	Physical output	Projected Outcome	Process /Timelines	Remarks / Risk Factors
1	2	3	4	5	6	7	8
6	Automation of Studio Facilities & Misl. Schemes		26.02	<p>1. Captive Earth Stations at Silchar.- NIT floated</p> <p>2. Procurement of Equipment like: 1. Professional Audio Cards & Servers for 564 Hard Disc Work Stations.- Purchase order is expected to be placed shortly.</p> <p>3. CD Players-225 Nos. NIT issued</p> <p>4. Hand held Recorders-255 Nos.- NIT issued</p> <p>5. Rajkot-1000 KW MW Tr.- Completion of civil works & procurement of transmitter & Mast. Order for a new Mast placed.DP- July, 08. Order for repair of 3 existing Masts also placed & DP is Oct. 08. Purchase proposal for Tr. is awaiting sanction. Order is expected to be placed shortly.</p> <p>6. Permanent studio at Leh & Tawang- (Limited working season). - Civil work in technical area complete.</p>	<p>1. Captive Earth Stations at Silchar.- Q1- Order is expected to be placed. Q3- Equipment is expected to be received & installed</p> <p>2. Procurement of Equipment: 1. Professional Audio Cards & Servers for 564 Hard Disc Work Stations.- Q2- Part supply expected. Q3- Balance delivery expected to be completed.</p> <p>3. CD Players-225 Nos.- Q1- Order expected to be placed. Q3- Delivery expected to be completed.</p> <p>4. Hand Held Recorders-255 Nos Q1- Order expected to be placed. Q4- Delivery expected to be completed.</p> <p>5. Rajkot-1000 KW MW Tr.- Q2- Completion of civil works except modifications in Technical area which will be done after receipt of Tr.. Erection of new Mast is expected to be completed. Q3- Repair of 3 Existing Masts is expected to be completed. Q4- Transmitter is expected to be received..</p> <p>6. Permanent studio at Leh & Tawang- (Limited working season) - Q1-Start of Installation, Q3- Completion of installation.</p>	<p>Computerized work stations have improved quality of programme produced</p> <p>Old Transmitter being replaced by state of the art digital Tr. which is more efficient</p> <p>Induction of digital eqpt. like digital consoles, digital uplinks/ downlinks has improved programme quality.</p>	

Sl No.	Name of Scheme	Objective/Outcome	Outlay Rs. in lakhs	Physical output	Projected Outcome	Process /Timelines	Remarks / Risk Factors
1	2	3	4	5	6	7	8
				<p>7. Permanent studio at Jaipur - Completion of installation of equipment. Building work is nearing completion.</p> <p>8. ISDN Codexes- 66 Sets Purchase proposal is under process</p>	<p>7. Permanent studio at Jaipur - Q1- Start of installation. Q4- Completion of installation.</p> <p>8. ISDN Codexes- 66 Sets - Q3- Equipment is expected to be received.</p>		
7	Accommodation for Staff (Metro S/Q)	To construct S/Q at Metro centres for Prasar bharati staff.	6.51	<p>Delhi-Construction in progress.</p> <p>Kolkata- Local body is expected to clear the building shortly, Chennai, Mumbai-do-</p>	<p>Delhi-Q1- Construction likely to be completed.</p> <p>Kolkata- Q1- Tender action to award work is expected to be completed. Chennai, Mumbai-do-</p>	Welfare activity	
B	New Schemes	-					
1	J&K Spl. Package- Ph-II	Approved in Sept.07 for strengthening of facilities		Procurement of DG sets & UPS approved for existing stations in J&K- Specifications finalized for floating tenders. Expenditure sanction is awaited.	Q1- Tenders are expected to be finalized for placing the order. Q3- Start of Delivery of Equipment, Q4- Completion of installation & testing of Eqpt.		
2	Digitalisation of transmitters, studios, connectivity & DTH Channel	SW DRM Tr. for nationwide coverage in digital mode. FM Expansion, Studio digitalization & Connectivity	63.88	<p>1. Procurement of 6 nos. of 10 KW MW DRM Trs. approved by SFC for Replacement of old MW Mobile Trs. Specifications are being finalized for issue of NIT</p> <p>2. C-Band Terminals- 44Nos. - NIT floated for 44 Nos.</p>	<p>Q1- Tenders are expected to be opened and taken up for Technical Evaluation. Q3- Order is expected to be placed.</p> <p>2. C-Band Terminals- 44 Nos. Q1- Order expected to be placed. Q4- Equipment expected to be received.</p>		

Sl No.	Name of Scheme	Objective/Outcome	Outlay Rs. in lakhs	Physical output	Projected Outcome	Process /Timelines	Remarks / Risk Factors
1	2	3	4	5	6	7	8
3	Strengthening of External Services by Digital	Digitalisation of SW transmitters	4.74	Procurement of Eqpt. for conversion of 250 KW SW Trs. two each at Delhi and Aligarh to DRM Mode.	DRM Service on these External Services Trs. will be available to targetted listeners.		
4	E-Governance, training, security, Addl. Office Accomodation, Staff Quarters etc.	Improvement of Infra-Structure	1.30	SFC/EFC proposals are under submission / approval	Q4-Hostel accommodation at Srinagar is expected to be completed.		
5	New Technology & Science & Technology	Multi Media broadcasting in Satellite & Terrestrial Mode, Web casting/Podcasting etc.	1.96	SFC/EFC proposals are under submission / approval			
6	Software Acquisition		4.94	EFC proposals submitted to Prasar Bharati.			
C	Total AIR		195.00				

PRASAR BHARATI - DOORDARSHAN

PLAN

Statement of Outlay & Outcomes/Targets (2008-09)

(Rs. in Crores)

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2008-09			Quantifiable deliverables/ Physical Outputs	Projected outcomes	Process/ Timelines	Remarks/ Risk Factor
			Capital	Revenue Plan	Total				
	DOORDARSHAN								
	Continuing schemes								
1	J & K Special Plan Ph.-I & Ph.-II (Capital)	Improvement of Doordarshan Transmission Coverage in J&K. First phase of J&K Spl. Package has been implemented, except the tower work at Amritsar which is under progress. This has resulted in substantial improvement in coverage area and technical quality of Doordarshan transmission in J&K. In phase-II of J &K Plan emphasis has been given for improvement of content.	15.99	20.00	35.99	300 Mtr.Tower at Amritsar.	Increase in TV coverage in trans border areas.	Completion of Tower at Amritsar -III Qtr. Completion of HPTs at Amritsar- IV Qtr.	-nil-
						Upgradation of Jammu Earth Station	For simultaneous uplink of 2 Channels	upgd. of earth station at Jammu - III Qtr.	
						UPS at HPTs & LPTs - 40 nos.	Uninterrupted terrestrial transmission from relay centres.	Supply of UPS at relay centres - II Qtr.	
						10000 DTH receive units alongwith TV sets.	Availability of multi channel bouquet at Village Panchayat Level through DD DTH service.	Supply of TV set and DTH receive unit - I Qtr.	

(Rs. in Crores)

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2008-09			Quantifiable deliverables/ Physical Outputs	Projected outcomes	Process/ Timelines	Remarks/ Risk Factor
			Capital	Revenue Plan	Total				
2	Digitalisation & Modernisation of production facilities (Studio/OB)	Enhancement of technical quality of programmes.	40.81		40.81	Modernization of studio centers, centralized recording, editing and play-back at all major Doordarshan Kendras; - 17 nos. Augmentation of OB facilities and faster news delivery system.	Partial outcome.	To be completed in phases by 2009-10.	
3	North East Special Package Ph.-II (Capital)	Strengthening of Doordarshan coverage in North East and A&N region. A special package (Ph.-II) for expansion & improvement of Doordarshan services in NE region & Island territories of Andaman & Nicobar and Lakshadweep has been approved by the Government in May, 06 at a cost of Rs. 256.85 crores (hardware – 134.3, software – 122.55).	15.00	13.53	28.53	Aug. of OB and post production facilities at NE DDK Centres.		C band DTH for A&N - III Qtr. Upgd. of earth station at Guwahati - 2nd Qtr. Setting up of new VLPTs and Upgd. of existing VLPTs - III Qtr. Supply of DSNGs - III Qtr.	
						Upgd. of earth station at Guwahati -2 channels. Earth station for Coverage of A&N Islands by 10 + 1 Channel C Band DTH.	Enhancement in uplinking facility from Guwahati, DTH bouquet will be available in A&N which is at present not covered by any DTH service.	To be completed in 2008-09. HPT Kokrajhar will be completed in 2009-10.	
						DSNG unit -4 nos. in NE and 1 nos. in A&N	Aug. of news gathering facility in North East and A&N Island.	To be completed in 2008-09.	

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2008-09			Quantifiable deliverables/ Physical Outputs	Projected outcomes	Process/ Timelines	Remarks/ Risk Factor
			Capital	Revenue Plan	Total				
						Upgradation of HPTs (DD-I and DD News at Portblair. VLPTs - 37 nos. in A&N and Lakshdweep Island. Permanent setup of HPT Kokrajhar.	Increase in coverage and technical quality of terrestrial transmission in A&N and Lakshdeep.	To be completed in 2008-09.	
4	DTH	The objective of this scheme is to provide TV coverage to the areas hitherto uncovered by terrestrial transmission. DTH at present has capacity of 50 TV channels.	0.00		0.00	All works completed. Funds projected for balance payments.	DTH services is already in place.	Balance payments - I Qtr.	
5	HDTV	HDTV is a technology that offers numerous advantages in terms of excellent image quality and wide screen image. The wide screen image provides powerful viewing experience. This makes this technology superior and gives pictures similar to 35 mm films. HDTV also provides realistic digital surround sound. A pilot project for HDTV field production unit is under implementation.	0.71		0.71	Field production van for HDTV production - 1 no.	The Pilot scheme will provide the facility for production in HDTV format.	Supply of equipment - II Qtr., Commissioning of equipment - III Qtr.	

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2008-09			Quantifiable deliverables/ Physical Outputs	Projected outcomes	Process/ Timelines	Remarks/ Risk Factor
			Capital	Revenue Plan	Total				
6	Other spill over X Plan approved scheme		48.86		48.86				
	a) Accomodation for staff, augmetation of infrastucture and security	Provision of housing facility for staff. Augmentation of infrastructure / strengthening of security at various stations.				Construction of staff quarters at Metro centers Delhi, Mumbai, Kolkata and Chennai. Construction of staff quarters at non metro locations (11 places). Schemes of aug. of infrastructure and security of DDK at various locations - Partial Outcome.	Construction of staff quarters in metro (4 places) & non metro locations (11 locations) and infrastructure/ security work to be in progress - Partial Outcome.	Construction work will be in progress at 3 places namely Patna, Bangalore & Itanagar.	
	b) Other Schemes								
	i) Studio related scheme	To provide Opportunity to the local talent by providing Studio centers and Aug. of production facility				Studio setup - 7 nos- Partial Out come	Improvement of quality in production at studios in the network.	To be completed in phases by 2009-10.	
	ii) Transmitter related scheme	Improvement in terrestrial coverage				Automode LPT -100 nos. HPTs -3 nos. (partial outcome)	Improvement of quality in terrestrial transmission and coverage area.	To be completed in phases by 2009-10.	
	iii) Satellite Related Schemes	Enhancement of signal quality and saving in space segment capacity. Enhancement in news gathering capabilities.				Supply of DSNGs - 4 nos. Supply of VSAT system. Supply of misc. earth station equipment. - Partial Outcome	Enhancement in news gathering capabilities.	To be completed in phases by 2009-10.	

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2008-09			Quantifiable deliverables/ Physical Outputs	Projected outcomes	Process/ Timelines	Remarks/ Risk Factor
			Capital	Revenue Plan	Total				
	New Schemes								
	Digitalisation of transmitters; Modernisation, Aug. and Repl. of Transmitter Equipment		24.44		24.44				
	a) Digitalization of Transmitter	Digitalisation of terrestrial transmission.				Procurement of equipment for 16 DTT and 7 DVB-H (mobile TV) transmitter - Partial Outcome.	Start process of digitalisation of terrestrial transmission - Partial Outcome.	Will be completed in 11th Plan in phases.	Scheme yet to be approved
	b) Modernisation, Augmentation and replacement of transmitter equipments	Modernisation, Aug. and repl. of transmitter equipment which have served its useful life and due to technological compulsion.				Repl. of 10 HPTs, 60 nos. of LPTs by automode LPTs, new analog transmitter at border and strategic places - 5 nos. - Partial Outcome.	Improvement in coverage and quality of terrestrial transmission - Partial Outcome.	Will be completed in 11th Plan in phases.	Scheme yet to be approved
	c) Disaster management, emergency requirements	Disaster management and emergency requirements				Schemes to be framed	Partial Outcomes.	To be taken up in phases in 11th Plan.	Scheme yet to be approved.
	Studio digitalisation: Modernisation, Augmentation, Replacement of Studio / O B Equipments		24.16		24.16				
	a) Digitalization of Studio	Full digitalisation of production, post production, editing and archiving facilities.				Partial to full digitalisation of studios at smaller Kendras and full digitalisation at 8 Kendras - Partial Outcome.	Full digitalisation of production facility - Partial Outcome.	To be taken up in phases in 11th Plan.	Scheme yet to be approved.

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2008-09			Quantifiable deliverables/ Physical Outputs	Projected outcomes	Process/ Timelines	Remarks/ Risk Factor
			Capital	Revenue Plan	Total				
	b) Digitalization, Augmentation and replacement of studio equipments	Modernisation, Aug. and repl. of production related equipment with its digital counter part which have served its useful life and due to technological compulsion.				Aug of Production , Post Production, Audio, Lighting And Power Supply At All Major And Smaller Kendras-66 Locations Along With New Studios At 5 Locations - Partial Outcome	Enhancement in technical quality - Partial Outcome	To be taken up in phases in 11th Plan.	Scheme yet to be approved.
	c) E-Governance, IT related Schemes	Implementation of Introduction of e-governance in the nework				E - G o v e r n a n c e , Implementation Of IT Based Work Flow Management System And Studio Operation-Partial Outcome	Efficient system of delivery - Partial Outcome	To be taken up in phases in 11th Plan.	Scheme yet to be approved
	d) R&D and Training	Aug. of training and R&D facilities in the network.				Aug of training and R&D facilities. Advance level technical institute at one location, STIT at Guwahati for NE regions- Partial Outcome	Partial Outcome	To be taken up in phases in 11th Plan.	Scheme yet to be approved
	DTH: Modernisation, Aug., Replacement of Satellite Broadcast Equip-ment		14.26		14.26				
	a) DTH	Increase of channels in DTH platerform from 50 to 198 with hybrid model (free to air channels and paid channels)				Hybrid Model of DTH With 50 FTA and 144 Pay Channels,4 HDTV Channels and 50 Radio Channels with PPP Models - Partial Outcome	Partial outcome	To be taken up in phases in 11th Plan.	Scheme yet to be approved

S. No.	Name of the Scheme/ Programme	Objective/ Outcome	Outlay 2008-09			Quantifiable deliverables/ Physical Outputs	Projected outcomes	Process/ Timelines	Remarks/ Risk Factor
			Capital	Revenue Plan	Total				
	b) Digitalization, Augmentation and replacement of satellite broadcast equipments	Modernisation, Aug. and repl. of satellite broadcast related equipment with its digital counter part which have served its useful life and due to technological compulsion. Aug. of News Gathering Facility				Upgradation of earth stations- 10 nos, expansion of VSAT hub, prov. 50 VSAT terminals, new DSNGs - 9 nos, new earth stations -5 nos along with the replacement of old DSNGs- 6 nos and other misc. Equipments - Partial Outcome	Partial outcome	To be taken up in phases in 11th Plan.	Scheme yet to approved.
	HDTV	HDTV production, post production facility and transmission.	9.51		9.51	HDTV Production , Post Production and Field Production Facility at 2 Locations, HDTV Transmitters at 4 Locations and HDTV Uplinks Facility at 1 Metro Centers - Partial Outcome	Partial outcome	To be taken up in phases in 11th Plan.	Scheme yet to be approved
	Staff Quarters, other misc. Works	Provision of housing facility for staff. Augmentation of infrastructure / strengthening of security at various stations.	0.43		0.43	DMC buildings- 17 locations , LPT building - 14 locations, staff quarter - 14 locations, guest houses - 34 locations, zonal office building at Guwahati and tower c at DD Bhawan and misc. Infrastructure and security related works - Partial Outcome	Partial outcome	To be taken up in phases in 11th Plan.	Scheme yet to be approved
	Software, Acquisition / Production (Normal & Misc.)	Details enclosed		52.30	52.30				
	Total of Doordarshan		194.17	85.83	280.00				

CHAPTER – III

Reforms measures and policy initiatives

CENTRAL BOARD OF FILM CERTIFICATION

As far as transparency is concerned, all the information relating to Organisational Structure, Guidelines of Film Certification, Enforcement details, Certification procedure are put on the website. Information of PIO/APIO and all employees' details are uploaded on the website under RTI Act, 2005. Citizen Charter, enquiries, complaints and public opinion poll are put on the website so that any public can express the questions relating to the certification process or any personal grievances to the CBFC.

CHILDREN'S FILM SOCIETY, INDIA

(An autonomous body under Min. I&B, Govt. of India)

A requisition has been made by our Chairperson to the Hon'ble Chief Minister, Maharashtra for the support of the Government of Maharashtra in sanctioning minimum 5 acres of land in Film Complex, which is to be used for the benefit of Children's Cinema. CFSIs aim is to construct a modern children Film Complex of national importance, which would house all aspects of filmmaking including an animation & puppet studio. Production of quality films would create a treasures chest which would be enjoyed by Indian Children far and wide. The Complex will also ensure that a Children's film archive is established in its premises.

DIRECTORATE OF FIELD PUBLICITY

The Directorate is in the process of restructuring and revamping its structure to improve the efficiency by rationalization of manpower. The emphasis is also to target DFP's activities in the tribal, border, remote and backward areas, which are not properly covered by the electronic media. In this process, DFP has already closed/merged its 61 Field Publicity Units, located in State capitals and big cities and shifted the staff to other deficient units so as to make these Units fully operational.

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

The Directorate of Advertising and Visual Publicity is a centralized advertising agency of the Government of India for spreading out the Programmes / Schemes relating to socio-economic upliftment of the society and messages of National Integration, Anti- terrorism, Communal harmony and Health related issues to the masses spread all over the country through exhibitions, newspapers, TV channels, Radio, Outdoor publicity formats, Printed publicity materials etc. Government has issued new Advertisement Policy for the print media and also Audio-Visual policy with regard to advertisement/publicity through electronic media to streamline the various aspects of publicity and advertisement. These have brought about further transparency in this regard. DAVP is the nodal agency to inform the people about the policies, programmes and achievements of the various Ministries and Departments of the Government and motivate them to participate in developmental activities through various media with public-private partnership. To achieve these goals, DAVP is adopting the latest updated technology, advertising techniques, computer literacy and effective use of IT in communication, administration and management. These steps are more interactive not only to help in better dissemination but also better absorption of the message, which help in translating it into action by the intended audience. To implement these Schemes effectively DAVP is also working on new Scheme “Modernisation of DAVP” which has been included in the 11th five year plan. This will upgrade the efficiency and skills for the implementation of the Schemes and will be very helpful to deliver the messages to the intended beneficiaries.

DIRECTORATE OF FILM FESTIVALS

Apart from the International Film Festival of India, 2008 and the 54th National Film Awards Ceremony, DFF would be participating in the following three important events very actively in the forthcoming year:-

- (i) Organising Australian Film Festival in India
- (ii) Organising Chinese Film Festival in India
- (iii) Organising Film Festival of Russian films as part of celebration of ‘Year of Russ in India’.

DFF would be undertaking its regular activities regarding participation in Film Festivals across the world throughout the year.

FILMS DIVISION

1. Strict economic measures to reach optimum results in reducing expenditure has been implemented with reference to the instructions received from Finance Ministry from time to time.
2. All the guidelines communicated vide Ministry of Finance O.M. No.2(1)Pers/E-cod/OB/2005 dated 12.12.2007 are being followed strictly to achieve the goals envisaged in the said O.M.
3. The procurement stores etc. are made in accordance with the rules laid down in the revised General Financial Rules which are in force with effect from 01.07.2005. This has helped the Department to procure goods with greater transparency and most economical manner.

PARTICIPATION IN FILM MARKETS IN INDIA AND ABROAD

(MAIN SECTT. SCHEME)

1. Traditionally, Govt. has been playing the prime role in achieving the desired goal of welfare of its people. Be it developmental, social, political or event oriented, the Govt. is mandated to ensure that the people get the right choice. The entire infrastructure in the country has been designed keeping this objective in mind. However, the emergence of new technologies during the past few years have led the entertainment industry to grow exponentially through out the world without exception. The Govt's monopolistic position has undergone a drastic change during the past couple of years. The private players, NGOs and civil societies and even the corporate firms as part of their social responsibility obligation are increasingly supporting the causes. The changed scenario caused for redefining the role of Govt. with partnership arrangements with different stakeholders engaged in entertainment sector. Govt. should now take the role of facilitator, creating conducive policy environment to ensure that entertainment sector grows leaps and bounds.

2. Film Sector, though largely in private sector, is a vibrant cultural industry in India. In terms of number, India occupies the number one position in the world producing highest number of films. However, in terms of revenue realisation, the share of Indian film in world market is negligible. Advancement in technology has become the key driver to growth in film industry in all spheres of film making – production, distribution, exhibition and marketing. The need for these activities to be supported by the Govt. is felt and is proposed as per the following (New Scheme)-

NEW SCHEME – SETTING UP OF NATIONAL CENTRE OF EXCELLENCE FOR ANIMATION, GAMING AND SPECIAL EFFECTS: Globalisation allows outsourcing of production and services. In media industry – particularly in film sector, high value creative works are increasingly outsourced by the developed countries to minimise cost of production in cinema. There is increasing competition among the developing countries particularly China and Mexico to attract such outsourced jobs from developed countries. Digital content industries like gaming and animation

are growth industries in the country alongwith these sectors of special effect and visual effects. However, this industry suffers a great deal in manpower shortage. In order to give the required push and thrust it has been envisaged to set up a Centre for Excellence in animation, gaming and special effects under public – private participation mode to address the problem of manpower shortage in such high tech content industry.

3. The following Scheme also envisages support to industry led initiatives -

PARTICIPATION IN FOREIGN FILM FESTIVALS/MARKETS: With the objective of promoting and increasing the visibility of Indian films to the world, we have been participating in major international film festivals/markets. Indian pavilion in CANNES Film Festival/Market is being organized in association with CII, an apex body of private industries. FRAMES, an annual convention being organized by FICCI is supported by Govt. of India. An umbrella through NFDC or other industry bodies is envisaged in other events such as American Film Market, Rotterdam Festival, Hong Kong Film Market etc.

FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

Being the premier Institute imparting training in the Art and technique of film-making, the policy of the Government of India is to provide the financial support through Grant-in-Aid for its existence, upgradation of the training facilities and training environment. Accordingly, Grant-in-Aid is being released by the Government of India under Plan and Non-Plan schemes. The expenditure is being incurred with a sole object of replacement of old equipments and upgradation of training facilities. The machinery and equipments are procured by calling open bids in a most transparent manner and with a wide publicity. Civil/Electrical works are executed through Civil / Electrical construction wing of the Ministry.

Film made by Diploma students is regularly entered in various National/ International Film Festivals in order to give exposure to students' work in Indian and abroad. During the year, the Institute has so far participated in the various film Festivals/events.

The other highlights

- i) Analogue Photographs of two FTII students viz. Shri Kartik Ganesh and Shri Kaushik Mandal were selected for competition of IDBA's award held by Dubai Media City.
- ii) The Diploma film 'Kramasha' (dir.Amit Dutta) has been awarded the "GOLD MIKELDI FOR FICTION" by the International Jury of the 49th edition of the Bilbao International Festival of Documentary and Short Films, Spain held between November 26th to December 1st, 2007.
- iii) Four Student Films made by the Film and Television Institute of India(FTII) have bagged National Awards in 2007. Voices Across The Ocean, a documentary by the final year Film Direction student Ganesh Gaikwad has won the award for Best Direction. The award for the Best Cinematography has gone to Paramvir Singh, Cameraman of the film Parshwad, Tarapore Present Day. Vibhu Puri has won the Special Mention (Director) for his film Pocket Watch with a commendation 'a director's film with competent execution of a good concept with great art direction, cinematography and performances'. Anmol Bhave has bagged award for Best Audiography for the film 'Closer'.

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

The benefit derived by the society is not measurable in quantifiable financial terms. These outcomes are also not the direct result of the annual outlays and are the cumulative effect of Governmental investment over the past several years.

The Institute proposes to engage a leading film Processing Laboratory at the Institute's premises under the public private partnership in keeping with recent Government initiatives.

To usher in mechanism for greater transparency the Institute maintain a Grievance Cell and publishes a Citizen's Charter, which is available on the website of the Institute.

INDIAN INSTITUTE OF MASS COMMUNICATION (IIMC)

The major interface IIMC had with the public is the admissions to its various diploma courses. The Institute issues the admission notice well in time, in almost all the major important newspapers of the country. It has introduced extreme transparent measures in admission process by introducing a barcode, so that no one could identify the Roll numbers or script of any candidate. On completing the results, individual candidates are informed by post and placing the results as well as individual intimation letters on the Website of the Institute, so that all the candidates receive the intimation well in time.

NATIONAL FILM ARCHIVE OF INDIA

A large chunk of the film material in the SAARC countries undoubtedly belongs to India. Out of the remaining material, lionshare comes from Sri Lanka and Pakistan. However, of late there has been a spurt in the filmmaking activities in Bangladesh too. The other members of SAARC may be having only negligible share of film material in celluloid. Among the SAARC countries, only India has a fullfledged Film Archive with temperature and humidity-controlled film vaults with a storage capacity of 1,20,000 cans. NFAI has also got the back up of expertise in acquiring and preserving the Cinematic material and qualified and experienced technicians. The facilities available in the Archive conform to international standards and NFAI is a member of the International Federation of Film Archives (FIAP) since 1969. With the kind of infrastructure and expertise NFAI has today, it can efficiently handle the task of acquiring and preserving the Cinematic material in other SAARC countries if it is supplemented with some additional staff and resources.

NATIONAL FILM DEVELOPMENT CORPORATION LTD.

Schemes for implementation

FILM PRODUCTION IN REGIONAL LANGUAGES

Cinema is a vital tool for promoting and maintaining Indian cultural values and languages, particularly in view of the fact that cinema is the most popular medium of entertainment. It is estimated that on an average, daily viewership in film theatres is in the region of 10 million. None of the other streams of Indian art and culture have such enormous appeal in India and cinema has emerged as the mass medium of culture.

It is proposed to provide Government support to NFDC during the 11th Plan period for the above-mentioned scheme.

In view of the foregoing, under the 11th Plan, a one-time grant of Rs.30 crores is set aside for film production in various Indian languages for first time directors as state developmental funds to give them the impetus they need. These films do not always have a market value to the extent that the cost of investment in a film can be recovered and the Corporation's role in this segment would necessarily have to be developmental in nature and not guided entirely by motives of profit. Allocation of funds for this purpose is sought from the Government as the Corporation presently does not have adequate resources to fund this activity.

INTERNATIONAL / DOMESTIC CO-PRODUCTIONS

NFDC has many domestic and international co-productions to its credit. With global markets opening up and the universal appeal of story telling resulting in audiences for films produced across nations, filmmaking is now transcending national boundaries and producers are increasingly looking towards co-producing ventures with other countries with a view to:

- (i) enhancing the audience base of a film; and
- (ii) availing the tax and other fiscal benefits provided by different countries to local content to minimize cost of production of a film.

International co-productions, as far as Indian filmmakers are concerned, are still at a nascent stage. While in recent years there has been increased interest in India as a co-production destination, this nevertheless remains an area of immense growth. Upcoming and new filmmakers often do not have access to producers in other countries, either in terms of contacts or in terms of enough seed capital to attract potential investment from co-producers. NFDC proposes to step into this domain and provide seed capital for potential international and domestic co-productions. The funds for this would be met from IEBR of the company.

PROMOTION OF INDIAN FILMS IN GLOBAL MARKETS

The primary objectives of NFDC's export strategy and participation in foreign film and television markets are:

- (i) Export of Indian films for overseas distribution across different channels of exhibition;
- (ii) Identifying partners for international co-productions;

- (iii) Promotion of NFDC's services as a Line Producer;
- (iv) Promotion of India as a shooting destination;
- (v) Import of foreign films for Indian markets;
- (vi) Undertaking commissioned productions for overseas clients in film production and animation

It is believed that this area can emerge as a major source of business for NFDC and the Corporation will be laying far greater emphasis on this segment of its business activities in the coming years. Expenditure towards this scheme is met from internal resources of the corporation.

SCRIPT DEVELOPMENT

It is perceived that the industry needs to place greater emphasis on development of scripts. NFDC will endeavour to broaden the range of scripts available to the industry with a view to enhancing the quality, range, and ambition of Indian film projects. NFDC aims at assisting a specific number of Indian writers each year in developing scripts with a view to creating high quality marketable products targeting the domestic and international markets. In FY 2007-08, NFDC organized Screenwriters Bloc, a script development workshop aimed at making eight pre-selected scripts production-worthy. Expenditure on this scheme is also met from internal resources of the Corporation.

EQUITY INFUSION BY THE GOVERNMENT OF INDIA IN THE 11TH PLAN

The Government is considering a proposal to revamp the financial position of NFDC by conversion of its loan of Rs.19.77 crores from the Government into equity, waiver of interest due, and further infusion of fresh equity of Rs.16.23 crores. The fresh equity of Rs.16.23 crores will be used by NFDC, inter-alia, as working capital for its various activities during the 11th Plan period and therefore a budget of Rs.16.23 crores be set aside for infusion of fresh equity with an annual outlay of Rs.8 crore during the year 2008-09.

PRESS INFORMATION BUREAU

Press Information Bureau is the nodal agency of the Government of India for informing people about its policies, programmes and activities. The Bureau provides functional facilities to media representatives. As part of the Government's efforts to reach out to the common man, PIB is organizing nationwide Public Information Campaigns (PICs). The main purpose of the PICs is to create awareness and disseminate information about the Flagship Programmes of the Government like National Rural Employment Guarantee Act (NREGA), National Rural Health Mission, Sarv Shiksha Abhiyan, Jawaharlal Nehru National Urban Renewal Mission, Right to Information Act, Prime Minister's New 15-Point Programme for Welfare of Minorities, Integrated Child Development Services (ICDS) Scheme, Welfare of Scheduled Tribes and other Traditional Forest Dwellers, etc.

This Bureau proposes to set up National Press Centre at New Delhi where the land has already been allotted to PIB to provide media facilities to National and International journalists at one place. EFC has already approved the project and NBCC has been engaged as the implementing agency. The approvals from NDMC/DUAC etc. are being obtained.

Apart from that, International Film Festival of India and Pravasi Bhartiya Diwas have also become the part of Plan Scheme during 11th Plan. These are prestigious events of the Government of India to showcase the composite culture and also to disseminate information. Therefore, PIB has been doing media facilitation for both these activities.

PIB also plays a vital role in the promotion of better understanding between countries and in enhancing regional cooperation through greater interaction between media persons and for dissemination of information about each other by organising Cultural Exchange Programmes and Joint working Commission/Agreement in the field of Information and Mass Media.

PRESS COUNCIL OF INDIA

The Press Council being quasi-judicial body and regulating the press with ethical standards has taken the reform measures and policy initiatives to promote its activities as detailed below:-

1. Reform Measures:

The proposal for empowerment of the Council to enforce its directions was followed up and the matter is pending govt./court consideration.

2. Policy Measures:

- (a) Report of the Sub-Committee on working Journalists Act vis-à-vis appointment of Journalist on Contract.
- (b) Reference from the Ministry of IandB, petition regarding misuse of Right to Freedom of Speech and Expression by the print and electronic media and the need to restrict under Article 19(2) of the Constitution.
- (c) Report on the problems of the Small and Medium Newspapers.
- (d) Reports on threats from ULFA to the media in (a) State of Assam and (b) State of Manipur.
- (e) Opinion regarding Media involvement in Criminal Justice Administration.
- (f) Opinion regarding Print Media and Social Ethos.

3. Transparency:

- 1. Implementation of RTI Act.
- 2. Putting of adjudication and other measures/actions on website.

PHOTO DIVISION

The primary function of the Photo Division is to document photographically the growth and development as well as the political, economical and social changes in the country and to provide visuals (still) to the various Government organizations. In order to make a platform for the cross-referencing, the images would be put into its website so as to allow the picture hunters, researchers, any organizations or agencies to access for the available images from the archives of Photo Division. A special initiative has been taken for visual documentation of the development activities in the North East Region and the isolated places like Jammu & Kashmir, Andaman and Nicobar Islands and Lakshadweep under the Plan Scheme. Initiatives have been taken to make the Digital Library System more effective and creating a system to preserve the Digital Images for a longer period, procure quality images of historic importance so as to enrich the Digital Library and to do extensive photo coverage of those areas, which have made developments but their visual records are not available. The Division is also initiating E-commerce during year 2008-09.

PUBLICATIONS DIVISION

REFORM MEASURES & POLICY INITIATIVES

The Policy initiatives taken in the Editorial, Business, Production and Yojana Wings of this Division are given below:

Modernisation of Publications Division :

Under the XI Five Year Plan digitisation of the issues of the Yojana and Kurukshetra and modernisation of Yojana offices and Sales Emporia of the Publications Division have been carried out during 2007-08 and the following components have been implemented.

- i. Two Sales Emporia have been modernized during 2007-08.
- ii. Digitisation of Yojana and Kurukshetra has been carried out with an aim to create a free to read searchable collection of data of more than 50 years of articles by eminent people writing for the journals.
- iii. Website for Yojana has been created during 2007-08 and through broad based technology, inputs will expand platform for readers and writers. The website will allow both readers and writers of the articles to interact.
- iv. During 2007-08 seven Yojana offices have been modernized with the latest component, computers with peripherals, printers, scanners and modern furniture, ACs and overall improvement in working conditions has been undertaken.

Production:

A coffee table book on Gandhiji titled 'Satyagraha' has been published.

The panels of printers and typesetters have been finalised and made operational during 2007-08.

The process regarding uniform rate schedule has been going on from amongst the empanelled printers.

Editorial :

A Book Committee has been set up to examine the proposals and make suggestions for the quality improvement of books and other editorial issues. Each proposal is discussed in detail and recommendations made to make the selection process more systematic and transparent.

The Division has started publishing 'audio-books' targeting special sections of the society such as the visually impaired. The abridged version of S.N.Sen's famous book '1857' was converted into an 'audio-book' on an experimental basis.

Keeping in view the need of the changing times, Publications Division has taken initiative to publish books on certain new areas of contemporary relevance such as disaster management, environment, ICT, tracts on modern disciplines, economy and finance etc. It is intended to help the Division keep its premier place among the publishers in India and abroad.

The Division has a rich repertoire of books. Certain agencies from India and abroad have shown interest in translating some of our books in other languages including foreign languages. The Division has taken active steps to ensure the modalities for translation in foreign languages are finalised and our books get a world-wide audience.

A number of books were published in commemoration of 100 years of Satyagraha, 150 years of 1857, 60 years of Independence and birth centenary of Shaheed Bhagat Singh.

Business

Publications Division endeavours to enhance its sale potentials as well as to become people friendly.

The circulation of children's magazine Bal Bharti has increased from about 10,000 in 2006-07 to more than one lakh in 2007-08.

Home Library Scheme has been launched to attract common man by paying a nominal membership for the long time i.e. Rs.100/-. The Scheme will help Publications Divisions' Marketing Division to penetrate in the market including rural and far flung area and making our publications available at the doorstep of common men as well as motivating them on continuous basis to be a part of our business family in terms of sale of books/journals/publications.

Participated in the book fair organized by NBT and other independent reputed organizers.

Bulk supplies drive has been undertaken with a view to clinch bulk order through State Governments and under their various Schemes such as RRRLF, etc.

Apart from above, efforts have been made to organize independent exhibitions through regional offices as well as Headquarters. Publications Division also participates in Public Information Campaigns (PIC) started by Government of India (PIB & Ministry of Information and Broadcasting).

Yojana :

The covers of Yojana and Kurukshetra were both overhauled with the covers becoming centered on the human aspect. Attractive pictures instead of abstract designs have replaced the covers.

EMPLOYMENT NEWS/ROZGAR SAMACHAR

NON-PLAN:

i) Total Revenue & Net Surplus:

Employment News has earned a total revenue of Rs.4453.97 lakhs in 2006-07 as compared to Rs.4110.29 lakhs during the year 2005-06. The net surplus after taking out the expenditure for 2006-07 increased to Rs.2026.13 lakhs as compared to Rs.1550.05 lakhs during the year 2005-06.

ii) Revenue:

The Employment News continued to maintain its 'Numero Uno' position in the job market and managed to achieve higher advertisement revenue during the year. Advertisement revenue increased from Rs.2441.55 lakhs in 2005-06 to Rs.3034.81 lakhs in 2006-07. Despite constraints of shortage of staff, the weekly is likely to earn a net surplus of more than Rs. 2500 lakhs during the current financial year.

iii) Average No. of pages:

Average no. of pages being printed in Employment News has steadily increased from 39.55 pages in the year 2000-01 to 50.61 pages in the year 2005-06. This increased further to 52.98 pages in the year 2006-07 and this year the average no. of pages per issue is likely to increase to 55 pages. Since 22.12.07 Employment News is publishing continuously 72 and 80 pages per issue and has ensured availability of the weekly in time to meet the increased response inspite of extreme shortage of staff.

iv) Decentralization:

To achieve better economy and to be able to reach out to the remotest corner of the country, Employment News has implemented proposals for shift printing facilities i.e. printing has been started from Jhansi for southern region and for NE region proposal is under consideration.

v) Network Extension:

Employment News largely depends upon its network for reaching out to its readers. Direct subscription facility is also available to readers to ensure coverage in remote areas. Employment News expanded its dealers base during FY 2007-08 by calling applications through open advertisements.

vi) Interactive Website:

The foremost success of EN has been the “launch of interactive website under the domain www.employmentnews.gov.in” which is attracting a page hit of more than 3 lakhs per day making it one of the highest in the government sector. The interactive features such as online career counselling, information about govt. job vacancies directly to e-mail of readers and latest search engine facility have been provided through the website.

REGISTRAR OF NEWSPAPERS FOR INDIA (RNI)

Over the years, print media has enlarged its horizon to a great extent beyond the ambit of the Press and Registration of Book Act, 1867. Accordingly, the PRB Act, 1867 and the Rules made thereunder are being reviewed with a view to making the Act relevant in the present scenario of the print media. With a view to providing prompt, efficient and transparent service to the newspapers and ensuring effective implementation of the PRB Act and evolving and enforcing a strict circulation check, two new Regional Offices at Guwahati in North Eastern Region and Bhopal in Central Region are being opened during 11th Plan Period 2007-12.

RESEARCH, REFERENCE AND TRAINING DIVISION

This Research, Reference and Training Division has proposed two new Policy initiatives in the area of its substantive function for inclusion in Eleventh Five-Year Plan. The initiatives are aimed at harnessing the power of the media in public welfare and promote journalism of high ideals.

The Scheme, namely, ‘Media Awards’ is an example of public-private partnership for the common good of masses.

Setting up of National Media Library is an initiative of building a monumental institution that would serve as a repository of source material and information to support researcher and policy makers.

SONG AND DRAMA DIVISION

In order to ensure greater transparency it is proposed to undertake computerization under the head modernization.

With a view to improve the quality of programmes research and development an impact assessment will be undertaken.

F.M. Radio (Private)

Private FM Radio was opened up by the Govt. of India in 1999 through the FM Phase I Policy. Keeping in view the large-scale default during the Phase I and after taking into consideration the recommendations of TRAI and other relevant factors, a new policy of expansion of FM Radio broadcasting service through private agencies (Phase II) was approved on 30th June 2005 and was notified on 13.7.2005. The implementation of Phase II private FM radio broadcasting is in full swing. A total of 337 channels were put on bidding for phase II of private FM radio, out of which 280 channels were successfully bid. After scrutiny, letters of intent (LOI) were sent to different companies for operation of 245 FM channels. At present, 181 channels are in operation including 21 channels operationalised in Phase-I. 25 channels in all the five cities where the tower is being erected through BECIL are allowed to operate under interim set-up till two years or the tower is ready for operation whichever is later. Except Kolkata, towers in the remaining cities are already completed and expected to be handed over to the broadcasters soon.

ELECTRONIC MEDIA MONITORING CENTRE (EMMC)

The Government approved a Plan Scheme with the total cost of Rs 11.65 crores in 2005-06. Against this, Rs. 2.90 crores has already been released during previous financial years to BECIL, the executing agency, to carry out the project. Due to certain unavoidable constraints, which include denial of permission for installation of antennae and related instruments on the allotted space at Pushpa Bhawan, the project could not be implemented during 10th Plan period. There is no escalation in the cost of the project. However, there is the annual maintenance upgradation component. Therefore, a revised SFC (RCE) has been got approved from the competent authority. Preliminary work at alternate site has started. Necessary formalities for procurement of equipment are being finalized by BECIL, the executing agency. The project is likely to be operationalized during early 2008-09. It is a monitoring facility. The content monitoring of TV channels, etc. will be done, keeping in view the socio-cultural diversity/parameters of Indian Society.

INTERNATIONAL CHANNEL (MAIN SECRETARIAT SCHEME)

As per rough estimates, prepared by Prasar Bharati, expenditure is of the order of Rs.100 crores. Prasar Bharati has been directed to prepare a scheme for the purpose.

COMMUNITY RADIO

IEC Activities for Community Radio

In December 2002, the Government of India approved a Policy for the grant of licences for setting up of Community Radio Stations (CRS) to well-established educational institutions including IITs/IIMs. Applications were received from 101 institutions. Letters of Intent have been issued to 63 eligible institutions and 45 have signed License Agreement. At present, 33 CRS are operational in various parts of the country.

The matter has been reconsidered by the Government after receiving recommendations from TRAI, the Consultative Committee of MPs as well as the recommendations of the workshop organised in May 2004 and the Government has in December 2006 decided to broad base the policy by bringing 'Non-profit' organisations like civil society and voluntary organisations etc under its ambit in order to allow greater participation by the civil society on issues relating to development and social change.

CONSTRUCTION OF SOOCHNA BHAWAN

During the year 2006 a proposal for the construction of Phase –V of Soochna Bhawan was sent to the Policy Planning Cell of this Ministry for inclusion in the 11th Five Year Plan (2007-12). An estimated expenditure of Rs. 75.60 crores for the construction of entire Phase-V was projected in the above proposal. Planning Commission accorded 'in-principle' approval for the construction of Phase-V of Soochna Bhawan on 1.1.2008. After obtaining 'in-principle' approval of the Planning Commission, the EFC Memorandum has been submitted. Earlier, the Planning Commission had allocated budget during the Annual Plan Year 2007-08 as per details given below:-

1.	Construction of Soochna Bhawan (continuing scheme) Phase-IV	Rs. 1.00 Crore
2.	Construction of Soochna Bhawan Phase -V	Rs. 1.00 Crore (New)

In connection with Phase IV (continuing Scheme) of Soochna Bhawan, there was a pending liability of Rs. 93,88,765/- which was paid to CCW:AIR on 31st December, 2007. As regards Phase-V of Soochna Bhawan, the construction will start after obtaining the approval of EFC. As per the proposal, the construction of Phase-V of Soochna Bhawan will be completed by the end of 11th Five Year Plan. The projected cost for the construction of Phase-V of Soochna Bhawan is Rs. 75.60 crores.

ECONOMIC ANALYSIS UNIT (NEW SCHEME)

The scheme provides for monitoring of different schemes/ programmes of the Ministry at the implementing agency level as also in the Ministry.

TRAINING AND HUMAN RESOURCE DEVELOPMENT

With a view to bring more officers under the training programme it is also proposed to hire trainers from institutes located abroad and impart training to officers in subjects that are relevant to the functioning of various media units under this Ministry. The experience gained by the officers through various training programmes attended by them can contribute in a long way in efficient functioning of the media units where the officers are working.

PRASAR BHARATI ALL INDIA RADIO

All India Radio and Doordarshan have a vast reserve of resources in the form of its infrastructure, human resource and technical expertise in the field of broadcasting and related fields. Over the years, starting with a modest beginning of 500 W Medium Wave transmitter, it has grown into a major broadcasting organization having 361 Radio transmitters and 1400 TV transmitters covering 99.14% area and 91.00% population respectively. In addition, the free to Air DTH platform of DD Direct Plus has a capacity of 50 TV and 20 Radio Channels.

The infrastructure, primarily, includes land, building, tower, transmitters, studios Satellite Earth Stations, Archiving facility, Staff Training Institute (Technical), Research and Development etc. In order to tap the potential, AIR resources was set up as an independent center in May 2001 for earning revenue from the vast infrastructure.

AIR resources are generating/can generate revenue through Public Private Participation (PPP) during the next 10 to 15 years, through following Schemes:

1. Sharing of Prasar Bharati (PB) infrastructure such as Tower (STL Towers, self supporting SW towers, integrated TV/FM towers), building and land with Private Broadcasters, Mobile service providers/ IGNOU, on license fee basis. At present PB is sharing its infrastructures with Pvt. FM Broadcasters under the private FM Phase-I and Phase-II Schemes of Ministry of I&B tower for mounting their Antenna and open and covered space for installations of their transmitter and other ancillary equipment. In future we may explore possibility for further extensive sharing even by strengthening of our infrastructure, if required, through PPP.
2. In addition, operation and maintenance service can also be provided to Private FM Broadcasters having their equipment installed in Prasar Bharati premises. For this purpose AIR/DD stations would need to be permitted to outsource manpower as there is already a shortage of

manpower. PB may also take up the installation and commissioning of Studios and Transmitters of Private Broadcasters.

3. Prasar Bharati is already taking up work of installation and commissioning of FM transmitters of IGNOU for their Gyanvani Channels which are co-sited with AIR/DD setup. Operation and maintenance of IGNOU Transmitters is also being done by AIR/DD Station. For future IGNOU transmitters also Prasar Bharati Plan to take up the above work.
4. At present spare time of AIR Studios and transmitters is being given on rent to IGNOU where ever there is such requirement and it is possible to spare the same in future also PB can rent these facilities to Education Institutions/Universities and other outside Agencies on competitive rates, within existing transmission hrs.
5. PB is entering into an agreement with telecom service for providing value added services such as IVRS and SMS based service to the listeners. By providing these popular services AIR may earn substantial revenue by sharing the revenue earned by the telecom service providers. Doordarshan is already providing value added services from Delhi and plans to extend it in other cities also.
6. Airtime of MW/FM/SW Broadcast transmitter in AIR network can be provided to educational/agricultural institutes on rental basis.
7. PB can provide Turnkey solutions for establishing 50/100-Watt FM Community Radio Stations to Universities/Colleges/Residential schools.
8. PB can provide on-site and institutional training in various disciplines of broadcasting at various AIR/DD centers. Some of the centers are already taking up the activity, which can be further extended.
9. PB can also generate revenue through Data Audio Channel (DARC) service.
10. AIR resources earned gross revenue of about Rs. 35.50 crores during the year 2006-07 with progressive gross revenue of Rs. 163.24 crores till Dec'07.

DOORDARSHAN

New Initiatives

1 Mobile TV (Terrestrial Service)

TV transmission to hand held (mobile phones) using DVB-H standard has been started in New Delhi wef May, 2007. Programmes of 8 Doordarshan channels viz. DD National, DD News, DD Bharati, DD Sports, DD Bangla, DD Punjabi, DD Podighai & DD Urdu are being transmitted and these can be received on DVB-H enabled mobile phones within a range of about 10-12 Kms from the transmitter, which is installed in Akashwani Bhawan at Parliament Street. Doordarshan plans to increase number of channels from the present 8 to 16. A Scheme in this regard has already been approved and further action regarding procurement of requisite equipment is being taken. India is one of the few select countries, which have started terrestrial mobile TV service.

2 HDTV (High Definition Television)

Doordarshan has taken up a pilot project of HDTV at Delhi. This pilot project envisages HDTV production facility in terms of establishment of multi camera EFP (Electronic Field Production) van besides compatible post production facility. This pilot project is targeted to be completed by 2008.

3 Auto switching facility at VLPTs in A & N Islands

VLPTs in the union territory of A & N Islands were hitherto relaying programme fed from Delhi throughout the entire duration of their transmission. Auto switching facility developed in house by R&D unit has been provided at 10 VLPTs viz. Hutbay, Baratang, Mayabunder, Rangat, Diglipur, Kalighat, Swarajgram, Nancowry, Katchal & Havelock & this has enabled these VLPTs to relay regional service programmes fed from the capital station i.e. DDK, Port Blair during the allocated time slot for the purpose.

4. e-procurement

Under the National e-Governance Plan (NeGP) Doordarshan has envisaged to incorporate e-Procurement in its procurement process. To begin with, e-Procurement is proposed for stand alone items of equipment. In this connection, an MoU is proposed to be signed with DGS&D which will be providing their hardware & software of e-Procurement (ePS).

5. Special package for NE states & Island territories (Phase II)

Implementation of various schemes approved as part of the Special Package in May 2006 is in progress and the schemes are at different stage of implementation. Sites for almost all the projects have been taken over and orders for major equipment placed. Following Schemes as part of the above package are under implementation :

NE states

- i. Upgradation of the Earth Station at Guwahati (for 2 NE channels)
- ii. Provision of DTH receive units & TV sets(25,000 no.) in uncovered areas
 - Orders have been placed & supply is in progress
 - DTH sets & TV sets are being handed over to Nodal Officers of the State Governments, on supply.
- iii. Augmentation of OB and post production facility at DDKs
- iv. DSNG units – 4 no.

A&N islands

- i. HPTs (DD1 & DD News) at Port Blair
- ii. New VLPTs – 16 no. (DD1-10, DD News-6)
- iii. Upgradation of existing VLPTs - 6 no.

- iv. Augmentation of Port Blair Studio & provision of DSNG at the Studio Center
- v. DTH service in C band
- vi. Provision of 1000 DTH receiving units & TV sets

Lakshadweep islands

- i. New VLPTs (DD News) – 6 no.
- ii. Upgradation of existing VLPTs – 9 no.

The above sanctioned Schemes are at different stages of implementation and are expected to be completed, in phases, by 2008-09. Permanent HPT set up at Kokrajhar (Assam) is expected to be completed during the later half of 2009.

Approved cost of the aforesaid Special Package is Rs.256.85 crores (hardware - 134.43, software - 122.55).

6. Special Package (Phase II) for improvement of DD & AIR services in J&K

Special Package (Phase II) for improvement of DD & AIR services in J&K has been approved at an outlay of Rs.299.87 Crores (DD - 294.17 ; AIR-5.7). Major component of Doordarshan is for the Software Schemes (Rs. 267.7 Crores). The amount approved under Capital for hardware Schemes is Rs.19.875 crores, which are as under,

- a) **Distribution of 10,000 DTH sets with TV in J&K** : Action for procurement of DTH sets & TV sets is in progress.
- b) **UPS (40 nos.) for TV transmitters in J&K** : Action for procurement of UPS has been initiated.
- c) **Upgradation of Earth Station, Jammu** : Earth Station at Jammu is expected to be upgraded by end of 2008-09.

7. Implementation of TV projects – monitoring mechanism

Planning and formulation of TV projects is carried out at Doordarshan Directorate. Projects are executed by the zonal offices located at Delhi, Mumbai, Kolkata and Chennai within their respective zones. Separate zone for North East with its headquarters at Guwahati has been created to look after the maintenance activities in the states of Assam, Arunachal Pradesh, Meghalaya, Manipur, Mizoram, Nagaland, Tripura and Sikkim. Civil works relating to the projects are executed by the Civil Construction Wing of AIR & Doordarshan. Major activities pertaining to the projects are monitored by Directorate. Zonal offices and Chief Engineer, CCW monitor the various activities of projects, which are within their purview.

All Doordarshan projects are being closely monitored by the Zonal offices as well as Directorate to avoid time and cost over runs. Zonal CEs are holding monthly meetings with concerned CCW officers to review the progress of civil works. Regular meetings are being held with the agencies involved in construction of towers, at Directorate. Meetings at the level of E-in-C & other senior officers are being held regularly to review the progress of implementation of projects. Doordarshan is taking every possible measure to complete the projects in time.

Half yearly reports on physical & financial performance are being submitted to Ministry. Also, monthly reports on the schemes approved by Cabinet are being sent to Ministry.

8. Training

Doordarshan has been laying emphasis on training of its staff especially in view of fast developments taking place in broadcast technology. During 2007-08 (April 2007- November 2007), 926 engineering officers have been provided training at the various training institutes and by equipment manufacturers. Break up details are as under :

ST I (T) Delhi	-	572
DTI (Lucknow)	-	29
RSTI (T) Bhubaneshwar	-	127
RST I (T) Shillong	-	10
RSTI (T) Malad	-	35
Equipment. Manufacturers	-	138
IIT Kanpur (Short term)	-	15

9. TV coverage of “Military World Games”

First ever Military World Games in Asia were held at Hyderabad and Mumbai in October, 2007. Prasar Bharati was appointed the exclusive broadcaster for the above Games. More than 100 countries from across the globe participated in the Games, which had a mix of normal sports events besides sports events of Military background. Eleven sports events viz. Athletics, Aquatics, Boxing, Judo, Wrestling, Football, Volleyball, Handball, Shooting, Military Pentathlon and Parachuting were held at Hyderabad and two sports events viz. Sailing and Triathlon were held at Mumbai. Opening and closing ceremonies were held at both the places. The main function at Hyderabad on 14th October, 2007 was inaugurated by the Hon’ble President of India.

Elaborate arrangements for live coverage of various events were made at Hyderabad & Mumbai by deploying a number of OB vans & DSNG units. Multi camera OB van alongwith slow motion playback facility & graphics facility etc was provided at all these venues. Doordarshan infrastructure comprising eleven OB vans, two EFP set ups, besides ten DSNG set ups and associated equipment were manned by Doordarshan personnel. A National Broadcast Centre (NBC) for making arrangements for receiving and further distributing / diverting audio & video programmes from all venues; coverage of the events and a Grand Stand for seamless live broadcast of games on DD Sports, DD National / DD News channel was set up at DDK Hyderabad. About 8-9 hours of live coverage of the Games was provided on DD Sports channel. Deferred LIVE telecast was also carried out for rest of the events of the day on DD Sports channel.

Foreign media with military background and others from various countries were also provided Live Feeds / Recordings on DVDs of the above sport events in accordance to their requests, as per Doordarshan's Rate Card for the Games.

10. Targets for 2008-09

Major projects targeted to be completed during 2008-09 are as under:-

- (a) Additional studios at Jammu and Panaji
- (b) HPTs (Permanent Set up) at Cannanore, Kumbakonam, Kharagpur , Saharsa and Amritsar(DD 1 and DD News)
- (c) Auto mode LPTs at 100 Places (in replacement of existing LPTs)
- (d) Earth Station at Guwahati (Upgradation) ; Jammu (Upgradation) ; MCPC(10 + 1) Delhi for C band DTH in A &N Islands.
- (e) VLPT projects - 25 Nos
- (f) HDTV Pilot project.

11. (i) Studio Related Schemes

- Digitalisation of Production facility- Partial to full digitalization of 30 nos of smaller Kendras
- Automation of production facility at major Kendras - 17 nos.
- Modernisation of Production related equipments by way of replacement - 66 Kendras
- New Production facility / addl. production facility - 12 Kendras
- HDTV Production (pilot project approved, new Scheme yet to be approved).

(ii) Transmitter Related Schemes

- New HPTs- 3 locations
- Replacement of LPTs by Automode LPTs- 100 nos
- Replacement of Misc items
- Mobile TV(Yet to be approved)
- Digitalisation of Terrestrial Transmitters (Yet to be approved)

(iii) Satellite Related Schemes and HSC Works Schemes

- Supply of DSNGs for News Gathering
- Construction of Staff quarter at 4 Metros and at 11 DDK Locations (8 places at final stage) and infrastructure related works

- E- procurement

12. North East Spl. Package Phase-II

NE States

- Upgradation of earth station at Guwahati (for 2 NE Channels).
- Provision of DTH receive units and TV sets (25000) in uncovered areas.
- Aug. of OB and post production facility at DDKs.
- DSNG - 4 nos.
- Permanent setup of HPT at Kokrajhar (Assam).A&N Islands

A & N Islands

- HPTs at Portblair (DD-I & DD News).
- New VLPTs -16 nos. (DDI-10, DD News -6)
- Upgradation of existing VLPTs - 6 nos.
- Augmentation of Portblair Studio and provision of DSNG at studio center.
- DTH service in C band.
- Provision of 1000 DTH receive unit and TV sets.

Lakshadweep Islands

- New VLPTs (DD News) - 6 nos.
- Upgradation of existing VLPTs -9 nos.

13. Special Package for J&K Ph.-II

- Distribution of 10000 DTH set with TV in J&K.
- UPS (40 nos.) for TV transmitter in J&K.
- Upgradation of earth station in Jammu

CHAPTER IV

MINISTRY OF INFORMATION AND BROADCASTING

NAME OF THE UNIT / MEDIA ORGANISATION : CENTRAL BOARD OF FILM CERTIFICATION

(Rupees in lakhs)

Sr. No.	Name of the Scheme	Eleventh Plan Approved Outlay	Annual Plan 2007-2008						
			Approved Outlay	Actual Expenditure upto 31.12.2007	% of Expenditure	Physical Targets	Physical Achievements	%	Reasons for shortfall
1	2	3	4	5	6	7	8	9	10
1.	Establishment of Computerised Management System and Upgradation of Infrastructure in CBFC	3.50	0.51	0.0612	12	<p>Networking of CBFC Regional Offices.</p> <p>Establishing of Internet/intranet facility to various regional offices in CBFC. Carrying of UAT of Chairperson's module.</p> <p>Feedback on registration and certification module, data entry of search management, purchase of technical equipments and upgradation of infrastrjcture of office premises in CBFC.</p>	<p>Networking of CBFC Regional Offices of Chennai, Hyderabad, Kolkata.</p> <p>Thiruvananthapuram, Bangaluru and Guwahati has been established with necessary installation of networking equipments. UAT on Chairperson's module has been completed. Feedback on registration and certification modules in respect of forms 1, 1A, 2, 2A. Correction to these forms is in progress. Data entry on search management module for various Regional Offices is in progress. Data entry in pay roll packages is in progress. Purchased laptop, TV, VCD.</p>	15	The work of computerisation is in progress

1	2	3	4	5	6	7	8	9	10
2.	Opening of Regional Offices of the Board at New Delhi, Cuttack and Guwahati.		0.90	-	-	-	The Scheme has not been approved by SFC	-	Scheme still to be not yet approved by the SFC
3.	Monitoring and Modernisation of Certification Process	500.00	0.60	33.32	55.53	Carrying out the studies, collecting information on social impact of behavioral science with the help of Tata Institute of Social Sciences. Conducting the workshops, seminars of Board Members and Panel Members for regular intervals for the Board members/Advisory panel members. One Workshop at each Regional Office and All India Panel workshop for uniformity in all Regional Offices.	The following Workshops/Seminars conducted. Workshop conducted on 12.5.07 at Thiruvananthapuram. Workshop conducted at Mumbai on 7.9.07 Board Meeting-Cum-Workshop conducted on 10.9.07 at New Delhi. Board Meeting-cum-Seminar conducted at Shillong on 15 & 16.12.07. Workshop conducted at New Delhi on 29.12.07 Workshop-Cum-Seminar conducted on 8.1.08 at Mumbai	50	Workshops Seminars conducted
	Total	8.50	2.01	0.3944	19.62				

CENTRAL BOARD OF FILM CERTIFICATION
MINISTRY OF INFORMATION AND BROADCASTING

(Rs. in crores)

S. No.	Scheme Name	Objective / Outcome	Outlay 2008-09	Quantifiable Durables	EXPENDITURE UPTO DECEMBER 31 2008
1.	Establishment of Computerised Management System and Upgradation of Infrastructure of CBFC	Computerisation of certification process in CBFC and purchasing equipments for Regional Offices and upgradation of infrastructure in CBFC	0.58	The certification process is to be computerized and nine regional offices are to be linked on computer and purchasing TVs, VCDs, DVDs and other technical equipments for Regional Offices and upgradation of infrastructure in CBFC.	Upto 31st December 2008 it is proposed to spend about 50 lakhs including expenses for infrastructure, technical equipments, TV/DVD and VCRs and the remaining work of computerization i.e., Annual maintenance of computers, Renewal of software licenses, Rent of Modem, Internet gateway, Leased line.
2.	Monitoring and Modernisation of Certification Process	Conducting Workshops/Seminars of Board Members/ Panel Members and carrying out studies.	0.86	Conducting Workshops/Seminars at regular intervals for the Board Members and Advisory Panel Members. Carrying out studies/collect information relating to the certification process.	Upto 31 December 2008 it is proposed to spend about Rs. 50 lakhs. The Scheme envisages conducting Workshops, Seminars of Examining Offices/Board Members and Panel Members in film certification and to obtain information about studies through organization like Tata Institute of Social Sciences, etc. The likely expenditure is anticipated to be at a lower quantum of Rs. 50 lakhs because the engagement of private defective agencies has been discontinued w.e.f. February, 2007

CHILDREN'S FILM SOCIETY, INDIA

(An autonomous body under Min. I&B, Govt. of India)

REVIEW OF PAST PERFORMANCE

(Physical Achievements)

	Achievements 2006-07	Targets 2007-08	Anticipated Achievements 2007-08		Target 2008-09
			April 2007 to Dec. 2007	Jan. 2008 to March, 2008	
			PRODUCTION		
a. Production	7 Feature + 4 shorts	5 Feature + 2 shorts	-	2 Feature & 1 short film.	5 Feature + 2 shorts
b. Dubbing	3 Films	14 films.	3 films completed.	as per requirements	14 films.
c. Subtitling	-	10 Films.	-	-	10 Feature + 2 shorts
d. Purchase	1 Feature	3 Films	-	-	3 Films
e. Print Cost	-	-	-	-	-
DIGITALISATION & WEBCASTING					
a. Digitalisation	-	-	-	-	It is proposed to digitize CFSI's films
b. Webcasting	-	Maintenance of CFSI website	-	-	Maintenance of CFSI website

EXHIBITION OF FILMS IN MUNICIPAL SCHOOLS					
Exhibition Of Films in Municipal Schools	6,703 shows were organized covering child audience of more than 27 lakh	Organisation of 5000 shows covering more than 25 Lakh children	3433 shows organized covering more 17 Lakh children	Shows have been planned in the districts of Tamilnadu, Karnataka and 12 States covering about 6 lakh	Organisation of 5000 shows covering 25 Lakh audience
CHILDREN'S FILM COMPLEX at Hyderabad					This Scheme has been proposed to be dropped from the present as the land allotted by the State Government of Andhra Pradesh has been cancelled by them

DIRECTORATE OF FIELD PUBLICITY

Review of past performance

Financial performance

(Rs. in thousands)

Plan/Non-Plan	2006-07		2007-08		2008-09
	Target	Achievement	Target	Achievement	Target
Plan	9300	9085	1200	Nil	20000
Non-Plan	270100	250614	259910	185800	262500
Physical Programmes Activities					
Programme	2006-07		2007-08		2008-09
	Target	Achievement	Target	Achievement (upto Oct. 2007)	Target
Tour days	33816	21553	33816	12065	33816
Films Shows	60924	37824	60924	21088	60924
Special Programmes	7380	10333	7380	5485	7380

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

(I) Target and achievements for the year 2006-2007

FINANCIAL

(Rs. in crores)

(Budget Estimate- 2006-2007)			(Actual Expenditure 2006-2007)		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
2.59	59.25	61.84	1.3447	58.2096	59.5543

PHYSICAL PERFORMANCE ANNUAL PLAN 2006-07

Physical & Financial Achievements:

DAVP had one ongoing Scheme namely 'Developmental Publicity Programme : Conception and Dissemination' under Annual Plan 2006-07 with a total outlay of Rs. 2.59 crores, which was reduced to Rs. 1.4306 crores at the stage of Final Grant. A sum of Rs. 1.3447 crore was incurred upto March 2007 with 94.00 % achievement in terms of financial target. The Plan Scheme was implemented through the media of Outdoor Publicity, Printed Publicity, Display and Classified Advertisements and Dissemination of Information on Electronic Media.

1) Outdoor Publicity : 45 Hoardings, 550 Train Panels, 100 Metro Panels, 40 Metro Kiosks and 1 Display Board were displayed on the campaign of Girl Child and Child Marriage.

2) Display Classified : Advertisements were released on Sardar Patel Birth Anniversary and Samar Yatra all over the country including North Eastern part of the country .

3) Printed Publicity : 74000 copies of Booklets were printed on major programmes of UPA Government and reported to the people.

4) Radio Spots : 30-40 seconds video and audio spot on Right to Information Act, 60 seconds video spot on Resurgent India, 20-40 seconds audio spot and one jingle on Anti Terrorism, 10 seconds video spot on Martyrdom day and 10 seconds video spot on Gandhi Jayanti were produced and telecast/broadcast on various Private /DDK/AIR Channels.

PLAN/NON-PLAN/OTHER MINISTRIES/DEPARTMENT

Targets and achievements during 2006-2007 are given below.

Sl.No.	Particulars	Targets	Achievements
1	Exhibition	650	817
2	Display/Classified Advtg	25435	19908

3	Advertising on Radio/TV	4595	3405 @
4	Printed Publicity	160	180*
5	Outdoor Publicity	250	269

@ This includes radio spots/sponsored radio programmes and video spots, prepared in all languages. These were disseminated through 58257 broadcast and 72880 telecast.

* Jobs consisting of 630 items in various languages.

(II) Target and Achievements for the year 2007-2008

Budget Allocation

(Rs.in crores)

Plan	Non-Plan	Total
26.01*	61.3925	87.4025

* Inclusive of Rs.2.60 crores for North East Areas.

PHYSICAL PERFORMANCE

Annual Plan 2007-08:- Annual Plan 2007-08 has two Plan Schemes (i) “Developmental Publicity Programme: Conception and Dissemination” (ongoing Scheme) having approved outlay of Rs. 26.01 crores (inclusive of Rs.2.60 crores for North Eastern Region), which has been reduced to Rs. 17.8719 crores (inclusive of Rs. 2.60 crores for North Eastern Region) and (ii) “Modernisation of DAVP” which is a new Scheme included in 11th Five Year Plan with a token provision of Rs. 1.00 lakh, which has been augmented to Rs.54.00 lakhs at Revised Estimates stage. A sum of Rs. 1506.00 lakhs has been incurred upto 31.12.2007.

ACHIEVEMENTS

The Scheme Developmental Publicity Programme: Conception and Dissemination under Annual Plan 2007-08 is being implemented through the various publicity media as under:

1) Outdoor Publicity:- Through Outdoor Publicity, 20 Hoardings, 695 Bus Panels, 07 Metro station display boards, 9 Public Utilities and 100 Metro Train inside Panels have been displayed all over the country inclusive of North Eastern states on the campaign of “60 years of India Independence”.

2) Printed Publicity:- 20,000 booklets in Hindi & English on completion of 3 years by UPA Government entitled “Report to the People” have been printed. 2,20,000 folders & 20,000 posters have also been printed.

3) Display & Classified Advertising:- Advertisements on Sanjhi Shahadat Sanjhi Virasat, National Rural Employment Guarantee Act and Bharat Nirman have been released through various newspapers all over the country.

4) Dissemination of Information on Electronic Media:- Audio and Video production on Train Exhibition, Independence Day, 1857 Freedom

Struggle, telecast/broadcast of Video/Audio spot on 1857 freedom struggle, Gandhi Jayanthi, Right to Information Act , Train Exhibition and Bharat Nirman are main campaigns this year which are spread all over the country through Doordarshan and various private channels.

B. PLAN/ NON-PLAN/ OTHER MINISTRIES/DEPARTMENTS (2006-07)

Sl.No.	Particulars	Targets	Anticipated achievements upto 31.3.08
1	Exhibition	650	549
2	Display/Classified Advtg.	25435	16303
3	Advertising on Radio/TV	5940	1993@
4	Printed Publicity	205	119 *
5	Outdoor Publicity	250	250

@ This includes radio spots/sponsored radio programmes and video spots prepared in all languages. These were disseminated through 64258 numbers of Broadcast and 95756 numbers of telecast.

* Jobs consisting of 234 items in various languages.

(III) Target for the year 2008-2009.

FINANCIAL

Budget Estimates

(Rs. in crores)

Plan	Non-Plan	Total
21.76	52.60	74.36

*Inclusive of Rs. 260.00 lakhs for North-East Areas of the country.

PHYSICAL TARGETS

PLAN/NON-PLAN/OTHER MINISTRIES/DEPARTMENTS

Sl.No.	Particulars	Targets
1	Exhibition	650
2	Display/Classified Advtg.	18000
3	Advertising on Radio/TV	3442

4	Printed Publicity	137
5	Outdoor Publicity	250

ANNUAL PLAN 2008-2009

The Annual Plan 2008-09 has two Plan Schemes viz (i)“Developmental Publicity Programme: Conception & Dissemination” having an approved outlay of Rs.19.09 crores and (ii) “Modernisation of DAVP” with approved outlay of Rs.2.67 crores. The scheme Developmental Publicity Programme: “Conception & Dissemination” is for nationally important campaigns on flagship programmes and spreading of Government’s policies through the multi media publicity, viz. Exhibition, Outdoor Publicity, Dissemination of information on electronic media, Display and Classified Advertising and Printed Publicity.

In order to achieve the targets as envisaged in the above Scheme i.e. Developmental Publicity Programme: Conception and Dissemination, a new Plan Scheme “Modernisation of DAVP” has been taken up in the Annual Plan 2008-09 and 11th Plan with the components “Computerisation and Digitalization”, “Office Infrastructure” and “Human Recourses Development”.

DIRECTORATE OF FILM FESTIVALS

Review of Physical Performance 2006-07 and 2007-08 (upto 31.12.2007) under Non-Plan head

S.No	Name of the Scheme	Targets for 2006-07	Achievements 2006-07	Reasons for shortfall	Targets for 2006-07	Achievements 2007-08 upto 01.02.08	Review of physical performance
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1.	Export promotion through film festivals in India and abroad includes International Film Festival of India	01	01	nil	01	01	Admn. Expenses
2.	(i) Participation in Foreign Film Festivals	45	46	Nil	45	39	Nil
	(ii) Indian Panorama	01	01	nil	01	01	Nil
3.	Film Festival Complex - Additions and Alternations.	Ugrent works in complex	Completed		Additions and Alterations		

Review of Physical Performance 2005-06 and 2006-07 (upto 01.02.2008) under Non-Plan Head

S.No	Name of the Scheme	Targets for 2006-07	Achievements 2006-07	Reasons for shortfall	Targets for 2006-07	Achievements 2007-08 upto 01.02.08	Review of physical performance
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1.	Film Festival under Cultural Exchange Programme	12	14	Nil	12	8	One proposal is in pipeline. Shortfalls due to non-receipt of proposals from MEA.
2.	National Film Awards	1	-	\$	2	1	

* Selection was made but function could not be held as stay was granted by Hon'ble High Court

FILMS DIVISION

Production (Activity)

(Rs. In lakhs)

DOCUMENTARIES (including News Magazines)

	Achievements 2006-07	Targets 2007-08	Anticipated Achievements 2007-08		Target 2008-09
			April, 2007 to Dec, 2007	Jan., 2008 to March, 2008	
(I) In-House Production					
(A) Non-Plan					
(i) News magazines	16	0(*)	3	3	0(*)
(ii) Documentaries – Theatrical release	26	26	13	6	26
(iii) Documentaries Non-Theatrical Release	15	10	10	1	10
(iv) Instructional Teaching and Training Films	2	0	0	3	0
TOTAL	59	36	26	13	36
(II) Outside Production through Outside Producers					
	Achievements 2006-07	Targets 2007-08	Anticipated Achievements 2007-08		Target 2008-09
			April, 2007 to Dec, 2007	Jan, 2008 to March, 2008	
(A) Non-Plan (Documentaries)	4	0	4	4	0
TOTAL	4	0	4	4	0

(*) No target fixed for production of Non-Plan (Documentaries) by outside producers. Number of films depend on the availability of funds.

(III) PLAN

	Achievements 2006-07	Targets 2007-08	Anticipated Achievements 2007-08		Target 2008-09
			April, 2007 to Dec., 2007	Jan., 2008 to March, 2008	
Production of special featurette films for rural audience through in-house directors and outside producers			Scheme discontinued		
TOTAL					

In addition to the films mentioned above, the following films, expenditure for the production of which has been financed from funds of other departments, have been completed.

Department	Achievements 2006-07	Targets 2007-08	Anticipated Achievements 2007-08		Target 2008-09
			April, 2007 to Dec., 2007	Jan., 2008 to March, 2008	
1. Family Welfare Department (24 reels)	1	0	1	0	0
2. Other Ministries/ Departments	0	0	0	7	0
TOTAL	1	0	1	7	8

Note : Films Division is producing documentaries and News magazines for theatrical release. This excludes special documentaries and also production of films for and on behalf of Defence Ministry, Department of Family Welfare and Sports Authority of India etc.

(B) NEWS MAGAZINE

- (A) News Magazine production is undertaken by a team of officers under Dy. Chief Producer (Newsreel) stationed in Mumbai under whom there are 14 Chief Cameramen and 12 Asstt. Cameramen stationed at Mumbai, Kolkata, Chennai, New Delhi and other important cities in India. The Chief Cameramen cover important news items from the various centres for inclusion in the News magazines and also for use by Doordarshan.
- (B) During 2007-08, Films Division produced 16 News magazines. During the year 2007-08, 6 news magazines are expected to be produced. However, Government has decided not to produce any news magazines by Films Division for theatrical release purposes instead

52 documentaries are to be produced, one film every week. However, Chief Cameramen shall continue the coverages of National Importance and VVIP's visits etc.

IV. DISTRIBUTION

The Films Division undertakes theatrical and non-theatrical distribution of documentaries and news magazines. Theatrical distribution is done through cinema houses in India, which are required to exhibit approved films (not exceeding 609 metres i.e. 2001 feet) under the compulsory exhibition scheme.

(PHYSICAL)

No. of prints & Cassettes	Achievements 2006-07	Targets 2007-08	Achievements upto 12/2007	Anticipated achievements from 01/2008 to 03/2008	Targets 2008-09
Theatrical Release	13080	13500	1025	3419	14000
Non-Theatrical Release	93	200	86	114	160
Supply of VHS Cassettes and VCDs to DFP	1283 1309	4000 4000	Nil	-	-
Supply of Prints to DFP Sale of Prints 35mm / 16mm (colour) 35mm / 16mm (B&W)	-	5	1	0	Not Quantifiable
Beta (Colour) DVD (Colour)	5 0	5 20	0 9	2 5	5 Not Quantifiable
VHS Cassettes (Colour) VCDs (Colour) Family Welfare	224 3337	200 4000	96 2444	50 1500	100 4200

2. The number of cinema houses supplied with approved films released by the Films Division every week are as under :

2006-07	8410
2007-08	8038
2008-09	8200

3. For theatrical distribution, Films Division releases one news magazine or one documentary film alternatively every week treating the whole country as one circuit. 263 prints are prepared every week for theatrical distribution during the year 2007-08.

4. Films Division endeavors commercial distribution of its films in Foreign Countries through NFDC and other agencies. Apart from this, Films Division sells stock shots as well for commercial and non-commercial use at the rate fixed by Government from time to time.

5. On behalf of the Ministry of External Affairs, prints of Films Division's documentaries and news magazines are supplied to Indian Missions abroad, who loan these to Government, Semi-Government organizations, Educational Institutions etc. for free exhibition. Prints are also sold for non-commercial use abroad. Some documentaries and newsreels are commercially exploited abroad on royalty basis on television directly by Films Division and as well as through National Film Development Corporation.

6. The revenue earnings of the Films Division through commercial exhibition of films in India, sale of prints and stock shots as well as sale of waste films during 2006-07 and anticipated revenue for 2007-08 and 2008-09 are shown below :-

Revenue upto December, 2006

(Rs. In lakhs)

Minor Head	Actuals 2006-07	Anticipated proposed RE 2007-08	Estimates 2008-09
1. Rental	623.00	650.00	700.00
2. Sale of Prints and Stock Shots	22.00	16.00	11.00
3. Other Receipts	16.00	16.00	16.00
TOTAL	661.00	682.00	727.00

(*)

1. Most of the exhibitors have not come forward to clear dues demanded for the period 1995-1999 in view of the WPS/WAS file before High Court of respective states.
2. More than 500 cinemas of UP, New Delhi, Punjab and MP have discontinued to take the approved films from Films Division during the financial year.

Participation in various National & International Film Festivals

	Number of Festivals	Number of films entered
State Film Festivals	01	33
National Film Festivals	03	40
International Film Festivals	07	64
TOTAL	11	137

PARTICIPATION IN FILM MARKETS IN INDIA AND ABROAD

In the Film Wing there have been two Main Secretariat Plan Schemes viz. (i) Participation in Foreign Festivals/Markets (ii) Non-Governmental Organisation engaged in Anti-piracy work/Festivals during 2006-07. However, the second Scheme has been dropped for implementation during 11th Plan. A new Scheme has been introduced for setting up a Centre of Excellence for Animation, Gaming and Visual Effects. The objective and the performance during 2007-08 of the above mentioned two Schemes are as follows:

(i) Participation in Foreign Festivals/Markets: The Scheme was approved by SFC in 2007. The objective of the Scheme is to engage in a hand-holding exercise for the film industry until the industry embarks upon its own export promotion. As such there is a need to incur expenditure on facilitating the film industry's participation in film markets.

The purpose of participating in film markets is to increase the visibility of the Indian film industry, of film related information technology as well as to use the opportunities to engage in actual trading. While there are specific institutionalised international film markets and festivals, like CANNES International Film Festival & Market, Berlin Film Festival and American Film Festival etc., it was the endeavour of the Govt. to avail every opportunity to promote the Indian film industry including organisation of the Film Bazaar in India.

Though there have been fixed physical targets and the same have been achieved, yet the benefits accrued could not be quantified. However, the consistent and increasing growth of the industry itself and increasing participation of Indian film makers in markets abroad are indicative of the benefits. The fund released to the above mentioned Schemes during 2006-07 and 2007-08 are as follows:

(Rs. in crores)

BE 2006-07	RE/FG 2006-07	Actuals 2006-07
1.00	1.00 1.29	1.25
BE 2007-08	RE 2007-08	Fund released till 12/2007
2.20	2.20	1.07

(ii) Non-Governmental Organisation engaged in Anti-piracy work/Festivals. The Scheme had the following three components:

- a) Grants-in-aid to FFSI
- b) Anti-piracy
- c) Assistance to State- supported Film Festivals

Grants-in-aid to the FFSI, an apex body of around 250 film societies was to assist them to propagate film consciousness and development of audience taste in the field of cinema. In the 10th Five Year Plan the provision of Rs. 20 lakhs for FFSI had been approved. During the annual Plan of 2006-07 the entire provision of Rs. 4 lakhs had been released. During the annual Plan of 2007-08, the Scheme has not been considered for implementation during 11th Plan. The fund released during the last financial year is as follows:

(Rs. in crores)

BE 2006-07	RE/FG 2006-07	Actuals 2006-07
0.20	0.20 0.22	0.1954

(iii) Setting Up of National Centre of Excellence for Animation, Gaming and Special Effects – New Scheme:

From the responses received from the bidders, this Ministry is finalizing the appointment of the consultant to carry out study on the human resource requirement of the animation, gaming and visual effect sectors.

(Rs. in crores)

BE 2007-08	RE 2007-08	Fund released
0.10	0.10	Nil (till Dec. 2007)

FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

ACADEMIC PERFORMANCE

During the year 2007-08 there were 125 students enrolled for different courses of the Institute as under :

Three year Post-Graduate Diploma Courses in Film & Television	One year Post-Graduate Certificate Courses in Television	Two year Post-Graduate Diploma in Acting	One year Post-Graduate Certificate Course in Feature Film Screenplay Writing	Two year Post-Graduate Diploma in Art Direction and Production Design	One and half year Certificate Course in Animation and Computer Graphics	Total
39	31	20	12	11	12	125

During the year 2007-08, 9 (Nine) short courses have been proposed under TV Wing, of which 4 courses have been completed by end of December, 2007.

Under the Scheme HRD the information is as below :

Sr. No.	No. of Faculty/Students	Country visited	Purpose
1	One faculty and 4 students	Stuttgart, Germany (28.07.2007 to 11.08.2007)	Student-Teacher Exchange Programme between FTII and Media University
2	Two students	FAMU, Prague (06.09.2007 to 20.09.2007)	Student exchange Between FTII and FAMU, Prague
3.	One faculty and one student	Budapest (16.09.2007 to 30.09.2007)	Cinematography Masterclass 2007

All the students have passed. As in the past, our students are instrumental in raising the standard of Cinema both in technical areas and aesthetic appeal. Their contribution to Indian Cinema has become quite visible.

PHYSICAL PERFORMANCE

During the year 2007-08 Plan Grant worth Rs. 621 lakhs has been sanctioned for execution of two major Schemes (1) Grant-in-Aid to FTII, Pune and (2) Global Film School (New).

Both the Schemes are being executed as per the targets fixed.

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

PHYSICAL PERFORMANCE

During the year 2006-07, 71 students were enlisted for different specialization courses conducted by the Institute. During the year 2007-08 the no. of students enrolled rose to 74. The students break up is as follows :

S.No.	Stream	Male students	Female students	Total
1	Direction	14	4	18
2	Cinematography	17	1	18
3	Editing	15	5	20
4	Audiography	16	2	18
	Total	62	12	74

**INDIAN INSTITUTE OF MASS COMMUNICATION
(IIMC)**

Name of Scheme/ activity	2006-07			2007-08			2008-09
	Target	Achievements	Reason for variations	Targets	Achievements	Reasons for variations	Targets
Building and Housing Project	Installing of the fighting equipment in the Auditorium; Furnishing of newly constructed Director's residence; Completion of Civil and Electrical works of 14-room hostel building; Furnishing of hostel building and completion of the building project works.	Structural work of 14-room (triple sharing) hostel building completed; Electrical work etc. in Director's residence completed.	Work is expected to be completed on receipt of allocation of funds.	--	Construction work of the hostel building completed and furnishing work being undertaken		
Research & Evaluation studies	To conduct 2-3 research studies in various aspects of mass communication; Provide broadband connectivity and Updating of online books and create database of titles for use on computer terminals; Purchase of books and reading/ reference material for the New Media Library	Conducted two research studies; Provided broadband connectivity and continued updating of online books and creation of database of titles of books for use on computer terminals and Purchased book/ referential material for the New Media Library	Physical targets of the scheme fully achieved.				

Name of Scheme/ activity	2006-07			2007-08			2008-09
	Target	Achievements	Reason for variations	Targets	Achievements	Reasons for variations	Targets
Modernization and Expansion of facilities for Electronic/print/radio and TV Journalism	To obtain supplies of TV Camera chain equipment and Digital van; Procurement of essential audio-visual and IT related equipment.	Supplies of TV Camera chain equipment and Digital Van received; Orders for purchase of cool-lights for TV studio and monitors for light control digital VCR with processor, editing connector, software for DV to AV file Radio & TV archive and video editing system placed with BECIL	Physical targets of the scheme achieved.	--	--		
Collaboration with Regional Centres of Learning	To collaborate with Regional Centres of Learning/ Universities and organize short term training course for Northeast region.	Organized short-term course for trainee journalist of NE region. Students of Nagaland University came and stayed for academic purposes and internship. Some academic classes have been conducted for them.	No collaboration could be finalized with any of the University				

Name of Scheme/ activity	2006-07			2007-08			2008-09
	Target	Achievements	Reason for variations	Targets	Achievements	Reasons for variations	Targets
Converting IIMC into International Media University	-	-	-	<p>Submission of proposals for setting up of Media University for approval of EFC;</p> <p>Submission of proposals for creation of posts at appropriate levels;</p> <p>Preparation of plan for setting up of computer lab, expansion of Library and Printing Press and procurement of reading and reference materials.</p>	Started preliminary work for implementing the Scheme.	<p>In principle approval of Planning Commission for implementing the Scheme is yet to be obtained;</p> <p>New posts under the Scheme can be created after approval of authorities.</p> <p>A number of Non-Plan faculty and other posts in the Institute are vacant and these have been advertised during February 2008. Selection process of these posts is likely to be completed by April-May 2008</p>	<p>i) Creation of faculty and other posts at appropriate levels;</p> <p>ii) Identification of location for construction of buildings and to obtain clearance of various agencies.</p> <p>iii) To carry out necessary renovation works;</p> <p>iv) Preparation of plans for setting up of computer lab;</p> <p>v) Finalization of teaching aid equipment with the help of technical committees and tendering/placing of orders after obtaining approval of competent authorities.</p> <p>vi) Preparation of plan for library expansion and its submission for approval of various authorities and</p> <p>vii) Furnishing of classrooms/faculty rooms.</p>

INDIAN INSTITUTE OF MASS COMMUNICATION (IIMC)

Achievements and Target of the Courses

Name of Scheme/ activity	2006-07			2007-08			2008-09
	Target	Achievements	Reason for variations	Targets	Achievements	Reasons for variations	Targets
Training/ Teaching and Research in Mass communication	<p>To conduct PG Diploma Courses in:</p> <p>1) Journalism (Hindi) (40)</p> <p>2) Journalism (English) (40)</p> <p>3) Journalism (Oriya) (15)</p> <p>4) Advertising & Public Relations (40)</p> <p>5) Radio & TV Journalism, (40)</p> <p>6) Development Journalism (40)</p> <p>Short-term training courses/Workshops for inservice Central/State Government persionnel (including Defence personnel (with 330 to 450 participants);</p> <p>In-service courses for IIS Officers (as per requirement of Government).</p> <p>To conduct research studies on various aspects of Mass Communication.</p> <p>Various aspects of mass media related issues (2-3 studies);</p> <p>To bring out half yearly journals (“Communicator” in English and “Sanchar Madhyam” in Hindi) and other job journals of students</p>	<p>Conducted all the planned Diploma Courses as per physical targets and awarded Diplomas to 214 students in Journalism ADPR courses. In two Development Journalism courses 44 participants from various countries were awarded Diplomas.</p> <p>Conducted a number of short-term training courses/workshops as per plan (attended by 337 in-service personnel from Central/State Govt. departments and Defence services).</p> <p>Undertaken three research studies.</p> <p>Published Student’s Laboratory Journals.</p>	<p>Training courses conducted as per targets</p>	<p>To conduct PG Diploma Courses in:</p> <p>1) Journalism (Hindi) (40)</p> <p>2) Journalism (English) (40)</p> <p>3) Journalism (Oriya) (15)</p> <p>4) Advertising & Public Relations (45)</p> <p>5) Radio & TV Journalism; (30)</p> <p>6) Two courses in Development Journalism (with 20-25 participants in each course).</p> <p>Short-term training courses/Workshops for in-service personnel of Central/ State Government (including Defence personnel (350 to 400);</p> <p>In service courses for IIS Officers (as per requirement of Government).</p> <p>To conduct research studies on various aspects of mass communication.</p> <p>To bring out half yearly journals and laboratory journals of students.</p>	<p>A total of 221 students (including 14 NRI) are under training in various diploma courses being run during current academic year. First Development Journalism courses (with 24 participants) concluded in August 2007 and next course (with 17 participants) is in progress (will continue till April 2008).</p> <p>A total of 19 short-term training courses have been conducted during current financial year (with 286 number of participants) and some more courses are being conducted.</p> <p>Three research studies have been undertaken during the year. Laboratory journal brought out by the students of diploma courses.</p>	<p>Training courses organized as per plan.</p> <p>Due to vacant faculty positions and other supporting staff half yearly journals could not be brought out.</p>	<p>To conduct PG Diploma Courses in:</p> <p>1) Journalism (Hindi) (40)</p> <p>2) Journhalism (English) (40)</p> <p>3) Journalism (Oriya) (15)</p> <p>4) Advertising & Public Relations (40)</p> <p>5) Radio & TV Journalism (40)</p> <p>6) Development Journalism: (40)</p> <p>Short-term training courses/Workshops for in-service personnel of Central/State Governemnt (including Defence personnel (330-450);</p> <p>In-service courses for IIS Officers (as per requirement of Government).</p> <p>To conduct research studies: On various aspects of Mass Communication. To bring out half yearly journals (“Communicator” in English and “Sanchar Madhyam” in Hindi and other lab journals of students.</p>

Note : Figures in brackets indicate the number of students admitted/to be admitted in various training courses

NATIONAL FILM ARCHIVE OF INDIA

Financial Review:

(Rs.in crore)

Sr.No.	Name of Scheme	Actual Expenditure 2005-06	Actual Expenditure 2006-07	S.B.G. 2007-08	R.E. 2007-08	Actual Expenditure Upto 31.12.07
Continuing Scheme						
	Acquisition & exhibition of Archive films.	1.0768	0.7967	1.01	1.01	0.7692
New Scheme						
	Construction of Phase-II building for NFAI at Pune.	3.00	6.47	--	--	--
Total		4.0768	7.2667	1.01	1.01	0.7692

Physical achievements:

During the period April to December, 2007, NFAI acquired 246 Films, 228 Books, 68 Film folders, 56 Film scripts, 1208 Stills, 284 Song Booklets, 5600 Press Clippings, 1150 Wall Posters, 322 Video Cassettes, 130 DVDs and 799 Images converted on CD. 6 Indian film were subtitled in English.

Construction of Phase-II building for NFAI at Pune:

Construction of Phase-II building for NFAI at Pune is complete except for some finishing touches. Trial run of the air conditioning and dehumidification system has been successfully done.

**SCHEMEWISE PHYSICAL TARGETS AND ACHIEVEMENTS
(2006-07 and 2007-08)**

Sr. No.	Name of Scheme/ Programme	Physical Targets 2006-07	Physical Achievements 2006-07	Physical Targets 2007-08	Physical Achievements Upto 31.12.2007	Reasons for shortfall if any
	Continuing Scheme Acquisition and exhibition of Archive films.	To acquire 700 nos.of Films/Books/DVD/VHS.	Acquired 1141 nos.of Films/Books/DVD/VHS.	To acquire 600 nos.of Films/DVD/VHS.	Acquired 705 nos.of Films/Books/DVD/VHS.	No shortfall.
	New Scheme Construction of Phase-II building for NFAI at Pune.	To complete the Project.	Construction work was completed except some finishing touches	---	---	---

NATIONAL FILM DEVELOPMENT CORPORATION LTD.

Statement of Approved Plan and Non-Plan Outlay for 2006-07 with Physical Targets and Estimated Achievement there against and Actual Achievement there against

(Rs. in lakhs)

Sr. No.	Name of the Scheme	Approved Outlay for F.Y. 2006-2007		Anticipated achievements for 2006-2007		Actual achievements for 2006-2007		Non-Plan loan for 2006-2007	
		Fin.	Phy	Fin.	Phy.	Fin	Phy.	Fin	Phy.
1	Production of films (Own Production, Co-production & Subsidy Scheme)	475	13	500	13	6	-	-	-
2	Creation of own Exhibition Infrastructure in Metro Centres	110	1	110	1	-	-	-	-
3	Modernization and replacement of Technical & Commissioning of new Projects	150	-	150	-	13	-	-	-
4	Creation of Market Infrastructure & Promotion of Indian Films abroad	50	-	50	-	20	-	-	-
	Total	785		810		39			

Summary Plan Proposals for Annual Plan 2008-09 with Financial and Physical Targets

Statement of Approved Plan Outlay for 2006-07 with Physical Targets and Estimated Achievements there against and Actual Achievement there against.

(Rs. in Crores)

Sr. No.	Name of the Scheme	Approved outlay for F.Y.2007-2008		Anticipated achievements for 2007-2008		Proposed Outlay for Annual Plan 2008-2009	
		Fin.	Phy	Fin.	Phy.	Fin	Phy.
1	Film Production in various regional languages (New Scheme)	Nil	Nil	-	-	6.50	3
2	# International/Domestic co-production	5.00	2	5.00	2	5.00	2
3	# Promotion of Indian Film in Global Markets	0.50	-	0.50	-	0.50	-
4	# Script Development	0.50	8	0.50	8	0.50	8
5	Equity participation (New Scheme)	0.10	-	-	-	8.00	-
	Total	6.10	-	6.00	-	20.50	-

These Schemes are funded under IEBR of NFDC.

PRESS INFORMATION BUREAU
Annual Plan 2007-08

PLAN

(Rs. in crores)

Sr.No.	Name of Schemes	Scheme outlay 2007-08 (SBG)	Actual Expenditure upto December, 2007	Reasons for Shortfall (if any)
1	2	3	4	5
	CONTINUING SCHEME			
1.	Setting up of National Press Centre at New Delhi	10.00	0.82	Pending approval of building plans by DUAC/CPWD, no expenditure could be incurred on setting up of NPC. However, as per direction of Ministry vide I.D. Note No. 25/47/98-Press dated 25-7-2007 funds to the extent of Rs. 82.00 lakhs have been allocated to PIB Chandigarh for Media Centre at Jammu and these funds have been fully utilized.
	NEW PLAN SCHEMES			
2.	Media Outreach Programme	0.09	4.10	Rs. 2.74 crores were allocated only on 17-10-2007 in addition to Rs. 2.34 crores allocated for PICs earlier.
3.	Publicity for Special Events			
a.	International Film Festival of India	0.01 (token provision)	Nil	Administrative approval has been given for Rs. 217.43 lakhs under the 11th five year Plan for 3(a), (b) and (d). The component of 3(c) has been deleted from this Scheme and conceptualized as a separate Scheme to meet the requirements of the Commonwealth Games.
b.	Pravasi Bhartiya Diwas Samaroh	0.01 (token provision)	Nil	
c.	Media Management and Facilitation Proposal for Commonwealth Games 2010.	0.01 (token provision)	Nil	
d.	Media Exchange Programme	0.01 (token provision)	Nil	
	TOTAL	10.13	4.92	

Note : The Revised Estimates for the above mentioned Schemes are as under :

- | | | |
|----|------------------------------|--------------------|
| 1. | National Press Centre | : Rs. 0.82 crore. |
| 2. | Media Outreach Programme | : Rs. 8.58 crores. |
| 3. | Publicity for Special Events | : Rs. 0.02 crore |

PRESS INFORMATION BUREAU

Annual Plan 2006-07

PLAN

(Rs. in lakhs)

	Name of Schemes	Scheme outlay 2006-07		Actual Expenditure upto March, 2007		Reasons for Shortfall (if any)
		SBG	R.E.	Final Grant		
1	2	3	4	5	6	7
1.	Setting up of National Media Centre at New Delhi	1000.00 (Capital)	450.00 (Capital)	Nil	Nil	While furnishing the Final Grant proposal all the funds were surrendered as the approval from DUAC/CPWD was awaited.
2.	Modernisation and Computerisation of the activities of PIB. (a) Digital Storage and high speed communication. (b) Setting up of Soochna Kendra and providing connectivity.	82.55 43.41(R)	88.10 44.01(R)	53.10 44.01(R)	47.31 38.30(R)	
3.	Construction of building for PIB offices in the North-East and where the land has been allotted by the Govt.	2500	5.00	5.00	Nil	
	Total	1150.96	587.11	102.11	85.61	

PRESS COUNCIL OF INDIA

Review of Past performance

The objectives of the Press Council and the functions are of advisory guiding and quasi-judicial nature and it regulates the press with ethical standards. Thus, quantifying it in terms of physical targets and the results achieved is not plausible. The only quantifiable activity is the quasi-judicial activity. The complaints received and disposed of during the period 2007-2008/2008-2009 has been reflected in the status attached. Further, opinions are rendered and the debates organised in various parts of the country throughout the year and as a part of National Press Day celebrations, the social impact and accountability of the press studied not only from ethical viewpoint but also to educate the youth of the journalistic fraternity to understand these values and ethics which would pave the way for journalists committed to the good of the society/country /mankind.

Statement of Cases

S.No	Particulars	2006-07	2007 till Oct. 08	2008-09 (Expected)
1	Cases pending	760	665	693
2	Cases filed	750	477	650
3	Cases adjudicated by Council	207	129	200
4	Cases decided by Chairman	530	320	400
5	Cases directly placed before the Council	2	-	-
6	Cases pending at year end	771	693	-

PHOTO DIVISION

FINANCIAL PERFORMANCE

2006-07

(Rs. in crores)

Sanction Budget Grant			Actual Expenditure		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
1.25	2.71	3.96	1.7141	2.1792	3.8933

2007-08

(Rs. in crores)

	Plan	Non-Plan	Total
Sanctioned Budget Grant	0.02	2.3310	2.3510
Revised Estimates	0.55	2.32	2.87
Actual Expenditure upto 2007	0.2802	1.7257	2.0059

2008-09

(Rs. in crores)

Budget Estimates		
Plan	Non-Plan	Total
0.55	2.43	2.98

PHYSICAL PERFORMANCE

(Rs. in crores)

YEAR	2006-07		2007-08		2008-09
	Targets	Achievements	Targets	Achievements Upto 1/2008	Targets
1. Assignments	5000	4067	5000	2422	5000
2. B&W Prints Colour Prints	175000	138790	150000	75396	150000
3. VIP presentation photo albums	150	135	150	71	150
4. Pilot project	300000	4,29,176	--	--	--
5. In House accumulation of Digital images	80000	1,05,210	80000	61699	80,000

Reasons for variation in targets and achievements:

Downward trend of targets / achievements in B&W prints.

- i) Major requirement of supplying the hard copy to Press has been discontinued.
- ii) PIB has shifted its trends of providing hard copies (B&W and colour photographs) to the press by placing it into Internet. Now all the photographs which are meant for release are made available on PIB website from where Newspapers are expected to down load their required pictures:
- iii) More number of soft copies is in demand for use in PIB website. After the introduction of Digital system separate coverage for Black & White photo is not required.

However, this does not affect the efficiency of the Division as during the current financial year Division has increased its production of exhibition prints (Blow ups) manifold and produced a substantive number of exhibition prints. In addition, the Division has taken up the documentation of major developmental activities in all eight states of North East Region.

PUBLICATIONS DIVISION

TARGETS AND PERFORMANCE DURING 2006-07 AND 2007-08 (Till 31.12.2007) and 2008-09

FINANCIAL

(Rs. In lakhs)

Actual Expenditure 2006-07			Actual Expenditure 2007-08 (upto 31.12.2007)			Budget Estimates 2008-09		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Nil	1334.74	1334.74	37.70	991.14	1028.84	42.90	1405.00	1447.90

PHYSICAL

2006-07	2007-08		2008-09		
	Targets	Achievements	Targets	Achievements (upto Dec. 2007)	Target
Journals	20	20	20	20	20
Books	120	108	120	58	120

INDIA 2008 and Bharat 2008 on Net

More than 2600 pages of **India 2008 and Bharat 2008 – Reference Annual** have been digitalised in e-PDF format on the website of Publications Division under the domain name www.publicationsdivision.nic.in.

Tie up with other Govt. Departments

The Division is in the process of exploring the possibility of tie-ups with Postal Department for the purpose of increasing its network so that books / journals brought out by Publications Division could be sold to masses.

Public Private Partnership

Public Private Partnership is being encouraged by involving leading booksellers / publishers for selling our books. Works relating to manuscripts, proof reading, translation etc. are being outsourced in view of the manpower restraints. Automation will lead to greater transparency in the entire process and information will be available at the click of the mouse. All the tender enquiries are being put up on the internet through our website www.publicationsdivision.nic.in

The Division has proposed the following new activities under Plan in the year 2008-09:

(Rs. In Lakhs)

Name of the component	BE 2008-09
Modernisation of Business Offices and Sales Emporia	20.00
Digitisation of Yojana & Kurukshetra	10.50
Computerisation and Modernisation of Yojana Offices	12.00
Website for Yojana	0.40
Total	42.90

Marketing and Sales Promotion:

The books of the Publications Division reach people through Sales Emporia/Outlets, book exhibitions and through a network of over 450 agents. The Sales Emporia are located at New Delhi, Mumbai, Hyderabad, Kolkata, Lucknow, Chennai, Patna and Thiruvananthapuram. The sales outlets are at Yojana Offices at Bangalore and Guwahati.

During the period between April 2007 and 15th January 2008, the Division organized/participated in the following Book Exhibitions/Fairs all over the country.

S.No.	Exhibition/Fair with location	Period
1.	Book Exhibition at Rabindra Bhavan, New Delhi Hqrs	11.5.2007 to 20.5.2007
2.	10 th Neyveli Book Fair, Neyveli SE, Chennai	7.7.2007 to 17.7.2007
3.	Erode Book Festival, Erode SE, Chennai	27.7.2007 to 6.8.2007
4.	Book Exhibition, Mumbai SE, Mumbai	16.8.2007 to 18.8.2007
5.	13 th Delhi Book Fair, New Delhi Hqrs.	1.9.2007 to 9.9.2007
6.	National Book Fair, Jaipur Hqrs	15.9.2007 to 23.9.2007
7.	Lucknow Pustak Mela-2007 SE, Lucknow	28.9.200 to 7.10.2007
8.	Book Exhibition, Raipur Hqrs	28.9.2007 to 8.10.2007

9.	31 st National Book Fair, Varanasi, SE, Lucknow	30.10.2007 to 6.11.2007
10.	Book Exhibition, Lotus Bazar, New Delhi, Hqrs.	3.11.2007 to 8.11.2007
11.	National Children and Youth Book Fair, Kolkata SE, Kolkata	10.11.2007 to 18.11.2007
12.	Independent Book Exhibition, Pune SE. Mumbai	16.11.2007 to 25.11.2007
13.	22 nd Hyderabad Book Fair, Hyderabad SE, Hyderabad	7.12.2007 to 17.12.2007
14.	11 th International Book Festival, Kochi SE, TVM	1.12.2007 to 10.12.2007
15.	8 th Rajdhani Book Festival, Bhubaneswar SE, Kolkata	1.12.2007 to 12.12.2007
16.	North East Book Fair, Guwahati SE, Guwahati	7.12.2007 to 18.12.2007
17.	Patna Book Fair, Patna SE, Patna	7.12.2007 to 18.12.2007
18.	19 th Vijayawada Book Festival, Vijayawada SE, Hyderabad	1.1.2008 to 11.1.2008
19.	Chennai Book Fair, SE, Chennai	4.1.2008 to 17.1.2008

The Division also plans to organise/participate in the following Book Exhibitions/ Fairs during 2007-2008:

S.No.	Exhibition/Fair with location	Period
1.	18 th New Delhi World Book Fair, New Delhi, Hqrs	2.2.2008 to 10.2.2008
2.	Kolkata Book Fair-2008, SE, Kolkata	30.1.2008 to 10.2.2008

The Division organised “Insitu” Book Exhibition in its 10 sales outlets on important National Events as mentioned below during 2007-08:-

S.No.	Exhibition/Fair with location	Period
1.	Independence Day Book Exhibition	13.8.2007 to 21.8.2007
2.	Teachers Day Book Exhibition	30.8.2007 to 07.9.2007
3.	Hindi Pakhwara Book Exhibition	14.9.2007 to 24.9.2007
4.	Gandhi Jayanti Book Exhibition	1.10.2007 to 9.10.2007
5.	National Book Week Book Exhibition	12.11.2007 to 19.11.2007
6.	Christmas & New Year Book Exhibition	24.12.2007 to 4.1.2008
7.	Republic Day Book Exhibition	21.1.2008 to 31.1.2008

The Division has also planned to organise “Insitu” Book Exhibitions in its 10 sales outlets in the year 2007-2008 on the important National Events namely:-

S.No.	Exhibition/Fair with location	Period
1.	Consumers’ Rights Day Book Exhibition	16.3.2008 to 27.3.2008

In addition to this Division has also participated in PIC campaigns/ Display Book Exhibitions between 1.4.2007 and 15.1.2008:

S.No.	Exhibition/Fair with location	Period
1.	Display of Books on the occasion of Civil Service Day at Vigyan Bhavan, N.D. Hqrs	21.4.2007
2.	Display of Books on the occasion of Book Release function “Satyagraha” at Parliament House, ND Hqrs.	10.5.2007
3.	Display of Books on the occasion of Bhartendu Harishchandra Award function at Shastri Bhavan, NDHqrs.	23.5.2007
4.	Book Exhibition on the occasion of PIC campaign at Vikarabad, Ranga Reddy District, Andhra Pradesh SE, Hyderabad	24.7.07 to 29.7.07
5.	Display of Books on the occasion of Issue of CD Yojana Special at Shastri Bhavan, ND Hqrs	14.8.2007
6.	Display-cum-sale Book Exhibition on the occasion of Sadbhavana Diwas, Teen Murti, New Delhi Hqrs	20.8.2007
7.	Book Exhibition on the occasion of Mega Multi Media Mela at Bangalore SE, Bangalore	12.8.07 to 18.8.07
8.	Book Exhibition on the occasion of PIC campaign at Palampur SE, Ahmedabad	19.9.07 to 23.9.07
9.	Book Exhibition on the occasion of Bharat Nirman PIC campaign SE, Lucknow at Azamgarh, Janpath, Lucknow, U.P.	22.9.07 to 26.9.07
10.	Book Exhibition on the occasion of PIC campaign at SE, TVM Malayinki, Thiruvananthapuram.	14.10.07 to 18.10.07
11.	PIC campaign at SE, Mumbai, Vashi, Maharashtra.	23.10.07 to 27.10.07
12.	Book Exhibition on the occasion of PIC campaign at SE, Thiruvananthapuram, Aluva, Ernakulam, Kerala.	3.11.07 to 7.11.07
13.	Display of Books on the occasion of book release Hqrs. Function & Bal Bharati Puraskar Samaroh at Shastri Bhawan, ND.	20.11.2007
14.	Display of Books on the occasion of Book Release Function India-Bharat-2008 Hqrs.	31.12.2007
15.	Book Exhibition on the occasion of PIC campaign at SE, Lucknow, Chitrakut, U.P.	8.12.07 to 12.12.07

The Division is also organizing Sales Promotion Tours for receiving Bulk Orders from State Governments of Rajasthan, Himachal Pradesh, Chhattisgarh, Madhya Pradesh etc. and bulk purchases under Raja Rammohan Roy Library Foundation Scheme, Kolkata. Moreover, Division has also introduced Home Library Scheme to reach out to the common man. A citizen of India may become member of the Scheme by paying Rs. 100/- (one time as life time member ship) and avail not only 20% discount but also avail other benefits as per prescribed stipulations.

The Division earned total revenue (excluding Employment News) of Rs. 333.34 lakhs from April 2007 to December 2007 through sales of books, journals and advertisements.

Besides its own publications and journals, the Division also handles marketing of publications brought out by other Government Departments, State Governments and Autonomous organizations such as National Book Trust, Sahitya Academy, CSIR, ICAR, ICCR, Lok Sabha Sectt. etc.

EMPLOYMENT NEWS/ROZGAR SAMACHAR

REVIEW OF PAST PERFORMANCE:

The performance during 2006-07 was extremely satisfactory as Employment News managed higher advertisement revenue and higher net surplus as compared to previous years. The trend continued during the current financial year 2007-08 and till 31st December 2007, total revenue of Rs. 3780.15 lakhs has already been earned and Employment News is to achieve the total revenue of more than Rs. 4500 lakhs and a net surplus of more than Rs. 2500 lakhs is likely to be achieved in the current financial year. This has been achieved inspite of expenditure on launch of interactive website of Employment News under the domain www.employmentnews.gov.in.

REGISTRAR OF NEWSPAPERS FOR INDIA

FINANCIAL

(Rs. in crores)

NAME OF THE ACTIVITY	YEAR	PLAN	NON-PLAN	TOTAL
BUDGET ESTIMATES	2006-07	Nil	2.48	2.48
ACTUAL EXPENDITURE	2006-07	Nil	2,0699	2,0699
BUDGET ESTIMATES	2007-08	0.02	2.477	2.497
REVISED ESTIMATES	2007-08	0.0588	2.24	2,2988
BUDGET ESTIMATES	2007-09	0.20	2.34	2.54

PHYSICAL

Sl. No.	Programme/ Activity	2006-07		2007-08		2008-09 Targets
		Targets	Achievements	Targets	Achievements Upto 01/2008	
1.	Title Clearance (Processing of requests)	22000	24898	***	12895	22000
2.	De-Blocking of Titles	***	9604	***	7244	***
3.	Registration	3000	3389 [2678-Fresh 711-Revised]	***	3219	3000
4.	Circulation Check Claims	750	179	***	@@@	@@@
5.	No. Of Essentiality Certificate issued for import of printing Machinery.	***	05	***	10	***
6.	No Newspaper Certificates issued under F.C.R.A., 1976.	***	03	***	3	***
7.	No. of Eligibility Certificates issued to the publishers for import of newsprint.	***	663	***	666	***
8.	No. of applications cleared under RTI B. PROGRAMME	***	125	***	103	***
9.	Annual Report of R.N.I. (Press In India)	2005-06 Report	2005-06 Report	2006-07 Report	2006-07 Report	2007-08 Report

Note:-***1. Depending upon the applications/requests received from the Publishers. As such no targets can be fixed in these categories.

@@@ 2. With the new Advertisement Policy of the Government effective from 1.6.2006, the work of circulation verification was discontinued in RNI

RESEARCH, REFERENCE AND TRAINING DIVISION

BUDGET ALLOCATION

(Rs. in lakhs)

S.N	Activity Classification	Actual for 2006-07			Budget Estimates 2007-08			Revised Estimates 2007-08			Budget Estimates 2008-09		
		3	4	5	6	7	8	9	10	11	12	13	14
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1.	Research, Reference & Documentation & Training	18.69	100.53	119.22	2.00	103.95	105.95	19.60	128.00	147.60	100.00	128.00	228.00

OUTCOME BUDGET FOR PHYSICAL PERFORMANCE (NON-PLAN)

Name of Scheme	2006-07		Reason for Variation	2007-08		Reason for variation	2008-09
	Target	Achievement		Target (Upto Dec.2007)	Achievement		Target
I. NDCMC Collection, interpretation and dissemination information about the events and trends in Mass Media through its periodical services.	59	55	One post of Documentation Officer (DO) remained vacant during the year as the post is to be surrendered for abolition as Min. of Finance permitted to fill up the post of CDO on the condition to surrender the resultant Vacancy of D.O.	59	36	A little deviation because of the post of Documentation Officer (DO) remained vacant during the year as this post is to be surrendered for abolition as Min. of Finance permitted to fill up the post of CDO on the condition to surrender the resultant vacancy of DO	59
Compile and edit of Mass Media in India – An Annual Publication	1	1	Shortage of staff	1	-	Under printing	1
II. RESEARCH WING Compilation and Editing of ‘India – A Reference Annual’	1	1		1	1	N.A.	1
Prepares Diary of Events - a fortnightly service	24	24		1	-	Two posts of Research Assitants remained vacant during the year	24

OUTCOME BUDGET FOR PHYSICAL PERFORMANCE (PLAN)

Name of Scheme	2006-07		2007-08		Reason for variation	2008-09
	Target	Achievement	Target	Achievement (Upto Dec.2007)		Target
I. TRAINING In Service Training of IIS Officers	14	11	14	2	As per Ministry of I&B's instructions training has been deferred until further orders	The plan scheme has now been transferred to Main Secretariat of the Ministry.
2. Research Unit-Research in Mass Media			Release of 20 Research Papers	-	In absence of release of scheme wise allocation of budget for target could not be achieved.	Release of 20 Research Papers
3. A) Reference Unit - Upgradation of Library			i) Furnishing Furniture for Readers Equipment. ii) Purchase of 5 computers, 5 software, 2 telephones, wireless intercom system. 1 fax Machine, 1 colour photocopier, 1 projector, 50 books tracks, 1000 Books/e-books & periodicals etc.			To purchase 50 Book Racks. 1000 Books/e-Books, periodicals and AMC for the IT equipment purchased in the perceeding year
3. B) Reference Unit - National Media Awards			Constitution of National Media Award Committee and Jury, Selection for awards. Designing Casting Fabrication of Memento, Content Analysis, Opinion Poll and Award Function			To institute 28 National Media Awards on the recommendation of Apex Committee

- The Plan Scheme has been converted into Non Plan

SONG AND DRAMA DIVISION

There are nearly 10,000 folk and traditional artistes including departmental troupes, empanelled artistes and pvt. Registered parties working with the Division on a fairly regular basis. Perhaps, Song and Drama Division is one of the model Government organizations which has tremendous flexibility to enhance its areas of operation as well as quantum of activity without increasing Non-Plan expenditure creating permanent long term liability. Only about 8% of the Division's working strength is on the regular rolls of the Division. In addition it is an undisputed fact that the traditional Media or live Media is the most cost effective medium for IEC activities, given its reach, impact and flexibility.

Physical achievement during 2007-08

The Division continued to render services during 2007-08 for motivational campaigns relating to National and Socio Economic Themes. The focus of multi media publicity has been on themes such as national integration, communal harmony, freedom struggle, rural developmental themes, Prime Minister's new 15 Point Programme, Right to Information, Health and Family Welfare Themes including prevention of AIDS and other themes like cleanliness, blindness control, civil defence, anti-tobacco, blood donation, publicity on women and child development issues, a dengue and chikengunea, bird flue, etc.

Special Publicity Campaigns in the 76 identified districts on anti-terrorism, national integration and communal harmony were also the remarkable activities during 2007-08. Special publicity on Common Minimum Programme all over India especially in NE and J&K was undertaken under Plan components, special publicity on CMP and special activities in NE and J&K. In addition, all fairs, festivals and anniversaries like Republic Day, World Population Day, Independence Day, Gandhi Jayanti Day, Children's Day, Qami Ekta Week, Teachers Day and India International Trade Fair were all provided full coverage. Since Song and Drama Division caters to publicity requirements of client Departments, the annual targets fixed may always vary depending on the requirements of the client.

F.M. RADIO (PRIVATE)

The project has started in April 2006. The status of the project as on January 2008 is given below:

Sl.No.	Site Name	Status		Target set for completion of tower	Expected Schedule of completion
		Foundation	Tower		
1.	Jaipur	Completed	Erection completed	March, 2007	Completed in February 2007
2.	Hyderabad	Completed	Fabrication in progress	March, 2007	Completed in October 2007
3.	Delhi	Under Progress	Fabrication in progress	March, 2007	Completed in October 2007
4.	Chennai	Under Progress	Fabrication in progress	March, 2007	Completed in October 2007
5.	Kolkata	Foundation work initiated	Fabrication in progress	March, 2007	March 2009
6.	Dehradun	Not yet taken up		March 2009	March 2009

The expenditure incurred towards this project in five cities are under:

(Rs. in crores)

S. No.	Name of the City	Approved Cost	Cost Already Incurred
1.	Jaipur	1.66	
2.	Hyderabad	1.66	
3.	Chennai	2.21	9.14
4.	New Delhi	4.39	
5.	Kolkata	2.21	
6.	Dehradun	0.98	
	Total :	13.11	9.14

The progress of the project has been reviewed monthly quarterly half yearly and annually by this Ministry.

ELECTRONIC MEDIA MONITORING CENTRE (EMMC)

The Project could not be implemented during 10th plan period due to certain unavoidable constraints, which include denial of permission to install antennae and other instruments on the roof-top of allotted space at Pushpa Bhawan by CPWD. A revised SFC (RCE) has been approved by the competent authority. Since bidding process of equipments etc is under finalization, there is no expenditure incurred till December 2007 for this purpose. A new site at R&D building of Prasar Bharati at IP Estate, New Delhi has been selected and preliminary work has already started there. The Project is likely to be commissioned during first quarter of 2008-09.

INTERNATIONAL CHANNEL

Not applicable as the scheme is at the formulation stage.

COMMUNITY RADIO

IEC Activities for Community Radio

As a part of the IEC activities for Community Radio, Ministry of I&B in association with Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi is organizing a number of Workshops/consultations etc. in various parts of the country. The first such consultation was organized at Lucknow during 28th-30th November 2007 and the second consultation is proposed at Kolkata on 24th and 25th March 2008. A Capacity Building Workshop for Managers of functional Community Radio Stations was organized at IIC, New Delhi on 13th February, 2008.

CONSTRUCTION OF SOOCHNA BHAWAN

From the allocated fund i.e. Rs. 1.00 crore for the year 2007-08 for the construction of Phase-IV of Soचना Bhawan, the pending liability of Rs. 93,88,765/- of Phase-IV has been settled. For Soचना Bhawan Phase-V, the EFC Memorandum has been submitted and after getting approval of the same, action will be taken to construct Phase-V.

ECONOMIC ANALYSIS UNIT (NEW SCHEME)

Since this is a new Scheme being implemented from Annual Plan 2007-08, there is no question of review of past performance.

ALL INDIA RADIO
ALL INDIA RADIO – ANNUAL PLAN (2007-08)

PLAN

(Rs. in crores)

S.No.	Name of Scheme/ Programme	Objective/ outcome	Outlay 2007- 08 (Plan Budget)	Expend. 2007-08 (Upto Dec 2007)	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/Timelines (Present status)	Remarks/ Risk Factors
1.	2	3	4	5	6	7	8	9
A.	Continuing Schemes		74.87	50.82				
	Capital		59.22	38.34				
	Revenue		15.65	12.48				
1.	J&K special package Capital Revenue	for expansion of radio coverage in J&K state.	4.00 0.85 3.15	2.39 0.32 2.06	All Schemes in the package completed except hostel renovation at Kargil		Hostel Renovation at Kargil is in progress and will be completed in next working season after April, 08	Improved coverage in J&K border areas
2.	North-East Special Package Capital Revenue	To boost radio coverage in North-East Region.	25.00 22.50 2.50	0.78 0.36 0.41	1.19 new FM Stations		<p>1. 19 New FM Stations: 4 sites have been handed over and 5 sites are to handed over by State Govts. Payment is being made for two sites & demand for cost is awaited for 3 Sites. For five other stations sites are being identified.</p> <p>2. Drawings for building have been finalized for 4 taken over sites & Estimates for building are under submission by Civil Construction Wing.</p> <p>3. Purchase proposal for FM Trs has been processed and is awaiting sanction</p>	Phase-II of Special NE package was sanctioned by Govt. in last week of May, 06. It will improve coverage & strengthen AIR facilities in the North East Region.

S.No.	Name of Scheme/ Programme	Objective/ outcome	Outlay 2007- 08 (Plan Budget)	Expend. 2007-08 (Upto Dec 2007)	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/Timelines (Present status)	Remarks/ Risk Factors
1.	2	3	4	5	6	7	8	9
					2. Chinsura-1000 KW MW Tr. :		2. Chinsura :	
					Aware & completion of Civil Work and Order for Tr. & Repair of Mast.		1. Estimate for civil works has been sanctioned in Dec. 07 and tender action taken up to award the work. 2. Purchase proposal for Tr. has been processed and is awaiting sanction.	
					3. DSNG/MSS Terminals: Procurement of equipment		3. DSNG/MSs Terminals Commercial bids have been opened and Purchase proposal is under process for sanction.	
					4. 100 Watt FM Relay Centres, in remote locations (100 places) Site & accommodation to Locate the Tr. to be finalised with the help of state govt. & procurement of Trs.		4. 100 Watt FM Relay Centres. 1. Tentative list of 100 places hasbeen finalised. State Government's have been approached for suitable location, power supply etc. for installing the Trs. 2. Order for Trs. has been placed. One prototype transmitter is under trial service.	

(Rs. in crores)

S.No.	Name of Scheme/ Programme	Objective/ outcome	Outlay 2007- 08 (Plan Budget)	Expend. 2007-08 (Upto Dec 2007)	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/Timelines (Present status)	Remarks/ Risk Factors
1.	2	3	4	5	6	7	8	9
3.	Expansion of MW services	Upgradation of transmitters to strengthen the primary coverage area.	1.87	0.32	Najibabad 200 KW MW Tr. Building completed. Tr. installed & testing is in progress. Dharmanagar : Building Technical area ready Tr. installation in progress		Najibabad : 200 KW MW Tr. : Commissioning of Tr. is in progress. Dharmanagar : Installation of Tr. is complete. Staff sanction awaited for O&M staff.	Coverage in the adjoining districts of Uttarakhand will increase Dharmanagar station will improve coverage in Tripura.
					Kota : 20 KW MW Tr.: Provision for pending civil work & balance payments for equipment Dungarpur : Building of technical area is nearing completion. Delhi & Raipur-100 KW MW Tr. : Provision for balance payments.		Kota : commissioned Dungarpur : Tr. Building is complete and installation & testing of Tr. is nearing completion.	20 KW MW Tr. at Kota & New Station at Dungarpur will strengthen coverage in the area & fulfil people's aspiration. Old Transmitters being replaced by state of the art digital Trs. which are more efficient & useless power.
4.	Expansion of FM services	To expand FM coverage which has gained popularity due to its superior quality.	9.00	9.05	Completion of Instn. of following projects:			After implementing the ongoing schemes. FM coverage is expected to increase.

(Rs. in crores)

S.No.	Name of Scheme/ Programme	Objective/ outcome	Outlay 2007- 08 (Plan Budget)	Expend. 2007-08 (Upto Dec 2007)	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/Timelines (Present status)	Remarks/ Risk Factors
1.	2	3	4	5	6	7	8	9
					5 KW FM Trs - 2 Nos. (Oras & Longtherai)		<p>5 KW FM Tr. (Oras): Tr. has been installed & is under testing. However, sanction for O&M staff is awaited from the Govt.</p> <p>5 KW FM Tr. : (Longherai) Progress of work has been hampered due to law & Order problem in the area. Most of the works in the Technical area of building are complete & installation of equipment is being taken up. Presently an interim set up with 1 KW FM Tr. is proposed to be pending procurement of 5 KW FM Tr. However, sanction for O&M staff is awaited from the Govt.</p>	
					10 KW FM Trs. 28 Nos.		<p>10 KW FM Trs. :</p> <p>The firm on whom order was placed did not deposit Performance Guarantee & order was cancelled. Fresh tenders were called. Technical Evaluation of tenders is complete and Commercial bids have</p>	

(Rs. in crores)

S.No.	Name of Scheme/ Programme	Objective/ outcome	Outlay 2007- 08 (Plan Budget)	Expend. 2007-08 (Upto Dec 2007)	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/Timelines (Present status)	Remarks/ Risk Factors
1.	2	3	4	5	6	7	8	9
					20 KW FM Trs.-6 Nos.		been opened. Purchase proposal is now under process for sanction for placing order. 20 KW FM Trs. : Trs. have since been installed	
5.	Digitalisation of production facilities	To enhance the technical quality of content	15.00	0.05	1. Digital Consoles - Tenders are under Technical Evaluation	1. Digital Consoles - Q4-order expected to be placed	Induction of digital eqpt. like digital consoles, digital uplinks/downlinks has improved programme quality.	
6.	Automation of Studio & Transmission Facilities & Other misc. schemes	Introduction of new technology like ininternet, digital b'casting etc.		24.55	1. Procurement of -564 Computerised Hard disc based systems & Portable MSS terminals, etc.		1. Procurement of-564 Computerised Hard Disc based systems & Portable MSS terminals, etc. Computer Equipment are being supplied. Eqpt for MSSTerminals supplied. Testing is in progress	Portable MSS terminals are mobile Satellite uplink stations and can be quickly deployed for direct coverage of important events/news from the spot.
					2. Rajkot-1000 KW MW Tr. - Progress of civil work & procurement order of transmitter & Mast		2. Rajkot-1000 KW MW Tr. - Civil Works are in progress. Purchase proposal for Tr. has been processed and is awaiting sanction. Order for a new Mast placed. DP-July, 08. Order for repair of 3 existing Masts also placed & DP is Oct. 08.	

(Rs. in crores)

S.No.	Name of Scheme/ Programme	Objective/ outcome	Outlay 2007- 08 (Plan Budget)	Expend. 2007-08 (Upto Dec 2007)	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/Timelines (Present status)	Remarks/ Risk Factors
1.	2	3	4	5	6	7	8	9
					3. Permanent studio at Leh & Tawang - (Limited working season). Civil work in technical area complete		3. Permanent studio at Leh. & Tawang - (Limited working season) Installation taken up and will be completed in coming working season after April, 08.	Induction of digital eqpt. like digital consoles. Digital uplinks/downlinks has improved programme quality.
					4. Permanent studio at Jaipur & Mysore : Completion of building work & installation of equipment.		4. Permanent studio at Jaipur & Mysore Mysore-Civil works in Technical area are complete & installation is being taken up. Jaipur-Civil works are in progress.	Computerized work stations have improved quality of programme produced tremendously
					5. Captive Earth Stations at Varanasi, Rohtak, Leh, Aurangabad & Silchar.		5. Captive Earth Stations at Varanasi, Rohtak, Leh., Aurangabad & Silchar : Leh. commissioned & installation is complete at other places and NOCC clearance is awaited.	
7.	Accommodation for Staff (Metro S/Q)	To construct S/Q at Metro centres for Prasar Bharati staff	10.00	3.67	Delhi : Construction in progress. Kolkata - Local body yet to clear the proposal. Chennai - do, Mumbai - do			Welfare activity

(Rs. in crores)

S.No.	Name of Scheme/ Programme	Objective/ outcome	Outlay 2007- 08 (Plan Budget)	Expend. 2007-08 (Upto Dec 2007)	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/Timelines (Present status)	Remarks/ Risk Factors
1.	2	3	4	5	6	7	8	9
8.	Revenue	For operation & maintenance of projects completed during the plan period	10.00	10.00				
B.	XI Plan Schemes	Draft proposal submitted for approval of Govt.	4.00					
1	Digitalisation of transmitters, studios, connectivity & DTH Channel		4.08		SW DRM Tr. for nationwide coverage in digital mode. FM Expansion, Studio digitalization & Connectivity		Procurement of 6 nos. of 10 KW MW DRM Trs. approved by SFC for Replacement of old MW Mobile Trs. Specifications are being finalized for issue of NIT	
2	Strengthening of External Services by Digital		0.01		Replacement of old Trs. & provision of new Trs for Tibaten border Service		Procurement of eqpt. for conversion of 250 KW SW Trs. two each at Delhi Aligarh to DRM Mode. Has been approved by SFC.	
3	E-Governance, training-security, Addl. Office Accomodation, Staff Quarters etc.		0.06		Improvement of infrastructure		SFC/EFC proposals are under submission/ approval	
4.	New Technology & Science & Technology		0.01		Multi Media Service, Web casting/ Podcasting		SFC/EFC proposals are under submission/ approval	
5	Establishment & M&E including charged exp.							
C	Total AIR		78.95	50.82				
	Capital		63.30	38.34				
	Revenue		15.65	12.48				

ALL INDIA RADIO

ALL INDIA RADIO – ANNUAL PLAN (2006-07)

(Rs. in crores)

S.No.	Name of Scheme/ Programme	Objective/ outcome	Outlay 2006-07 (Plan Budget)	Expend. 2006-07	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/Timelines (Qrly. Targets)	Remarks/ Risk Factors
1	2	3	4	5	6	7	8	9
1.	Continuing Schemes		6.90	8.14				
a)	Expansion of MW services	Upgradation of transmitters to strengthen the primary coverage area.	1.27	1,30	Najibabad 200 KW MW Tr. Building completed. Major equipment ordered. Dharmanagar : Building work in progress. Tr. available		Najibabad - 200 KW MW Tr.installed. Testing taken up. Dharmanagar : Bldg. Technical Area ready installation by March, 07	Coverage in the adjoining districts of Uttaranchal will increase. Dharmanagar station will improve coverage in Tripura.
b)	Expansion of FM services	To expand FM coverage which has gained popularity due to its superior quality.	1.56	0.75	Longtherai - Completion of Building in progress		Bldg. Technical Area expected to be ready by March, 07.	Longtherai station will improve FM coverage in Tripura
c)	Staff Quarters & Office accommodation	To provide accommodation to staff	0.19	0.45	Completed, provision for pending works.			Welfare activity
d)	Expansion of SW services				No funds were asked under the scheme.			
e)	Archives				Scheme deferred			
f)	Miscellaneous		1.18	2.30	Most of the equipment received for NBH Delhi, Captive Earth Stations, Microwave link, etc. and provision for balance payments has been made.		NBH, Delhi commissioned	Superior program quality due to digital NBH studio.

S.No.	Name of Scheme/ Programme	Objective/ outcome	Outlay 2006-07 (Plan Budget)	Expend. 2006-07	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/Timelines (Qrly. Targets)	Remarks/ Risk Factors
1	2	3	4	5	6	7	8	9
g)	J&K package	For expansion of radio coverage in J&K State.	2.70	3.33	Completion of pending works like STL and modification of hostel block		Modification of hostel work awarded and will be completed in the coming working season after winter.	Improved coverage in J&K border areas.
	Capital		1.20	0.62				
	Revenue		1.50	2.70				
h)	Establishment Charges	installation staff salary, electricity charges, telephone, taxes etc.						
2.	Upgradation/Expansion Scheme		23.35	18.94				
a)	Expansion of MW services	To extend the coverage area	0.34	0.98	Kota : 20 KW MW Tr. Provision for pending civil work & balance payments.		Kota : 20 KW MJW Tr. commissioned on 2nd Oct., 06	Coverage will extend to entire Kota & adjoining districts.
b)	Expansion of FM services	To expand FM coverage which has gained popularity due to its superior quality.	23.00	17.97	5 KW FM Tr. : 1 No. (Oras) - completion of building & start of installation. 10 KW FM Trs : 30 Nos. : Completion of civil works and procurement of Trs.		5 KW FM Tr. Oras : Building technical area is expected to be completed in Feb., 07., Tr. available 10 KW FM Trs. : Civil work complete. Purchase proposal for 28 Nos. cleared by Ministry in Oct., 06. Advance At order placed in Dec., 06	After implementing the ongoing schemes, FM coverage is expected to increase from the present about 35.00% to about 40% by population.

S.No.	Name of Scheme/ Programme	Objective/ outcome	Outlay 2006-07 (Plan Budget)	Expend. 2006-07	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/Timelines (Qrly. Targets)	Remarks/ Risk Factors
1	2	3	4	5	6	7	8	9
					20 KW FM Trs. : 6 Nos. Order placed		20 KW FM Trs. : After clearance from Ministry pre-dispatch inspection of Trs. at manufacturer's place was completed in 1st week of Sep., 06. Trs. just received and installation taken up. All Trs. will be commissioned duiring the year.	
3.	Modernisation Scheme		10.24	12.86				
a)	Digitalisation of production facilities	To enhance the technical quality of content	6.16	2.55	1. Permanent studio at Leh & Tawang - Completion of Civil work 2. Permanent studio at Jaipur & Mysore-Award & start of building work.		Permanent studio at Leh & Tawang Civil work in technical area completed and installation will be taken up in the coming working season after April, 07 Permanent studio at Jaipur & Mysore - Building work is in progress. Building is expected to be ready by 2nd quarter of 2007-08	Induction of digital eqpt. like digital consoles etc. would improve programme quality.
b)	Automation of Studio & Transmission Facilities	To economise the cost of operation	4.08	10.31	3. Procurement of - Hard disc based systems.		Procurement of 61 Hard disc based audio work stations is in progress	Computerized work stations have improved quality of programme produced tremendously
4	Replacement Schemes		9.10	5.79				

S.No.	Name of Scheme/ Programme	Objective/ outcome	Outlay 2006-07 (Plan Budget)	Expend. 2006-07	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/Timelines (Qrly. Targets)	Remarks/ Risk Factors
1	2	3	4	5	6	7	8	9
a)	Replacement of existing equipment	Replacement of old and obsolete equipment	8.29	3.44	Rajkot-1000 KW MW Tr. : Award of civil work & processing of tenders for procurement of transmitter Raipur & Delhi : 100 KW MW Trs. : Order placed for Trs. Mobile DSNG Systems at 2 places		Rajkot-1000 KW MW Tr.: Civil work awarded. NIT issued for Tr. on 18.10.2006. Tenders opened and are under scrutiny. Raipur & Delhi : 100 KW MW Tr. : Civil work complete. Pre-dispatch inspection of Trs. completed after clearance from Ministry in Aug., 06, Trs. now received and installation is expected to be completed by march., 07 Mobile DSNG systems : Order placed. Delivery expected by March, 07	Old Transmitters being replaced by state of the art digital Trs. which are more efficient & use less power
b)	Miscellaneous		0.81	2.35				Digital quality of news coverage, VIP broadcasts, etc.
5	New Schemes		97.01	93.80				
a)	North-East Special Package	To boost radio coverage in North-East Region.	13.90	2.90	Approval of Phase-II of NE Special Package by CCEA was expected to be approved		Approval of Ph-II of NE Spl Package received in last week of May, 06. Acquisition of site & procurement of eqpt. is in progress.	It will improve coverage & strengthen AIR facilities in the North East Region.

S.No.	Name of Scheme/ Programme	Objective/ outcome	Outlay 2006-07 (Plan Budget)	Expend. 2006-07	Quantifiable Deliverables/ Physical Outputs	Projected Outcomes	Processes/Timelines (Qrly. Targets)	Remarks/ Risk Factors
1	2	3	4	5	6	7	8	9
	Capital : Revenue (Misc) Revenue (Software)		12.00 - 1.90	2.03 - 0.87				
b)	New Technologies like internet Radio B'casting Digital B'casting etc.	Introduction of new technology like internet, digital B'casting, etc.	0.57	2.80	In-principle approval of Planning Commission awaited			In principle approval of Planning Commission awaited.
c)	Accommodation for staff	S/Qrs. at Metros & six other places	10.00	10.66	Completion of S/Qtrs. at Vadodara, Ranchi, Leh., Mysore, and Patna (2006-07)		Staff qtrs. completed at Leh, Mysore & Patna and at Ranchi, and Vadodra will be completed by March, 07	It is a welfare activity
d)	Established Charges	Installation staff salary, electricity charges, telephone, taxes, spares etc.	26.00	28.43				
e)	Miscellaneous schemes, including security measures, Improvement of facilities at existing centres etc.	Security measures, improvement of facilities at existing centres etc.	1.55	1.04	In principle approval of Planning Commission awaited.			In-principle approval of Planning Commission awaited.
f)	Software		18.10	24.99				
6	Revenue (Miscellaneous)	For operation & maintenance of projects completed during the plan period	26.90	23.69	Funds are being provided for the smooth running of stations completed during the plan period			
	GRAND TOTAL		146.60	139.53				
	DBS		71.60	61.77				
	IEBR		75.00	77.76				

(PRASAR BHARATI) DOORDARSHAN

ANNUAL PLAN (2006-07)

(Rs. in crores)

Name of scheme	Approved Outlay (Rs. cr.) Capital	Expenditure (Rs. cr.)	Physical Targets	Achievements	Remarks
1. J&K Special Plan	24.51	4.19	HPTs (pmt. set up)-2	1	Second HPT since commissioned in July, 07
2. NE Special package	53.00	2.25	DTH Receive units & TV sets-25000	One LPT commissioned (though not targeted for 2006-07)	NE special package was approved in May, 06. Tenders for DTH receive units recd earlier had to be rejected on technical considerations. Order for DTH receive units since placed in July, 07. Orders for TV sets since placed in June, 07
3. Normal schemes	126.00	227.89	I. Studio Projects		
			i) Full digitalisation of Studios-6	6	
			ii) Partial digitalisation of Studios-19	19	
			iii) Studio (pmt. set up)-1		Building constructed. Installation works in progress.
			II. HPT Projects		
			i) New HPTs-12	8	Delay in completion of 4 HPTs due to delay in completion of building tower works.
			ii) HPTs (permanent setup)-10	2	Delay in completion of HPTs due to delay in tower works. Two HPTs since commissioned in 2007-08.
			iii) Replacement of old HPTs-4	2	Out of remaining 2 HPTs, one commissioned in 2007-08 & installation works of second HPT taken up.
			III. LPT/VLPT Projects		
			i) New LPTs/VLPTs-1	1	
ii) Automation of LPTs-105	47	Installation of 4 additional LPTs since completed in 2007-08. Equipment for 50 LPTs ordered in 2007-08.			

(Rs. in crores)

Name of scheme	Approved Outlay (Rs. cr.) Capital	Expenditure (Rs. cr.)	Physical Targets	Achievements	Remarks
			IV. Earth Station Projects		
			i) DTH (augmentation)-1	1	
			ii) Earth Station-4	1	Schemes for remainig 3 Earth Stations not approved
			v. DTH Receive units HP-20000	-	Tenders for DTH receive units recd. earlier had to be rejected on technical considerations. Order since placed in July, 07. Supplyof DTH sets has commenced.
TOTAL	203.51	234.33*			

* Extra expenditure met from IEBR

(PRASAR BHARATI) DOORDARSHAN

ANNUAL PLAN (2007-08)

(Rs. in crores)

Name of scheme	Approved Outlay (Rs. cr.) Capital	Expenditure (Rs. cr.) (till Dec., 07)	Physical Targets	Achievements (till 15.12.07)	Remarks
1 (a). J&K Sepcial Plan (Phase-I)	17.00	2.15	HPTs (DD1 & Kashir channel - pmt. set up) - 1	1	
			HPTs (DDI & DD News-pmt. set up)-1		HPTs in interim set up operational at old site. Building for pmt set up at new site completed. 300M tower work in progress.
1 (a). J&K Sepcial package (Phase-II)	3.00				Scheme sanctioned in September, 07
2. Special package (Phase-II) for NE states & Island Territories	25.00	19.65	i) Stuio (aug.)-1		Building construction not envisaged. Part eqpt procured.
			ii) HPTs (DDI & DD News)-1		Existing building to be used. Order for transmitters placed.
			iii) HPT (DD 1) -1 (int. set up)	1	
			iv) VLPTs (New Delhi)-20		Sites for 7 VLPTs (out of 8 new locations) finalised. 12 DD News VLPTs are to be set up at existing sites. Orders for equipment placed.
			v) VLPTs (upgdn.)-15		Orders for equipment placed.
			vi) DTH Receive units & TV sets-25000 for NE states 1000 for A&N Islands	17768 TV sets & 3290 DTH sets handed over to Nodal officers of State Govt. in NE states.	Additional 4100 TV Sets & 2640 DTH sets despatched by the firm. Supply DTH sets & TV sets is expected to be completed during 2007-08. Order for DTH Sets & TVS etc for A&N Islands placed.
			vii) Earth Station (upgrdn. for 2 NE channels)		Tenders received & are under technical evaluation.
			viii) 10 channel uplink (C band) for DTH service in A&N Islands-1		Tenders received & technically evaluated. Purchase proposal under process.

(Rs. in crores)

Name of scheme	Approved Outlay (Rs. cr.) Capital	Expenditure (Rs. cr.) (till Dec., 07)	Physical Targets	Achievements (till 15.12.07)	Remarks
3. Normal schemes	306.64	109.84	I. Studio Projects		
			i) Studio (pmt. set up)-1		Building constructed. Installation works in progress.
			ii) Additional Studios-2		Building works in progress.
			II. HPT Projects		
			i) New HPTs-4		Installation of one more HPT completed & it is under test.
			ii) HPTs (permanent setup)-7		Tower works in progress/ordered at the remaining places.
			iii) Replacement of old HPTs-2		Installation works in progress
			III. LPT/VLPT Projects		
			Automation of LPTs-108		Installation of 2 LPTs in progress. Order for 50 LPTs placed. Order for remaining 50 LPTs to be placed.
IV. DTH Receive units HP-20000		Supply of DTH receive units has commenced. 750 sets received at Pathankot & would be handed over to Nodal officers appointed by			
TOTAL DBS+IEBR	351.64	131.64			

CHAPTER-V

FINANCIAL REVIEW

2005-2006

Media -wise classification

(Rs. in thousands)

Name of Media Units/Activity	BE 2005-2006			RE 2005-2006			Actual 2005-2006		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Revenue Section									
Major Head -'2251' -Secretariat Social Services									
1. Main Sectt. (including PAO)	17000	173600	190600	17000	177330	194330	38474	172430	210904
Major Head -'2205' - Art & Culture Certification of Cinematographic films for public exhibition									
2. Central Board of Film Certification	17500	23000	40500	17500	26000	43500	9862	24322	34184
3. Film Certificationonn Appellate Tribunal	0	1100	1100	0	1100	1100	0	770	770
Total Major Head '2205'	17500	24100	41600	17500	27100	44600	9862	25092	34954
Major Head - '2220' - Information, Films & Publicity									
4. Films Division	29800	239700	269500	31500	238400	269900	33698	230206	263904
5. Directorate of Film Festivals	34800	48800	83600	34800	47000	81800	25460	44780	70240
6. National Film Archive of India	7200	10900	18100	7200	13600	20800	10766	13108	23874
7. Grants-in-aid to Satyajit Ray F.&T.I., Kolkata	3700	38900	42600	3700	65100	68800	3050	62971	66021
8. Grants-in-aid to Children's Film Society of India (CFSI)	50940	1500	52440	45400	1500	46900	44871	1500	46371
9. Grants-in-aid to Film & Television Institute of India, Pune	3000	61700	64700	3000	69800	72800	1772	67519	69291
10. Grants-in-aid to Film Societies	0	0	0	0	0	0	0	0	0
11. Electronic Media Monitoring Centre	100000	51000	151000	73000	2500	75500			0
12. Research, Reference & Training Division	1500	8600	10100	1500	8570	10070	1062	8667	9729
13. Grants-in-aid to IIMC	5200	36100	41300	1930	37200	39130	2430	38790	41220
14. Directorate of Advertising & Visual Publicity	27800	588900	616700	27800	598150	625950	29389	616712	646101
15. Press Information Bureau	6910	201200	208110	6960	203969	210929	7012	198344	205356
16. Grants-in-aid to Press Council of India	0	19000	19000	0	21731	21731	0	21448	21448
17. Subsidy in lieu of Interest on loan to PTI	0	0	0	0	0	0	0	0	0
18. Payment for Pro. & Spl. Services	0	100	100	0	100	100	0	0	0
19. Transfer to Journalists Welfare Fund	0	0	0	0	0	0	0	0	0
20. Directorate of Field Publicity	2000	231200	233200	700	239400	240100	908	234518	235426
21. Song and Drama Division	74600	139200	213800	74600	133300	207900	79401	134741	214142
22. Publications Division	4600	122200	126800	4000	135050	139050	2598	126407	129005

(Rs. in thousands)

Name of Media Units/Activity	BE 2005-2006			RE 2005-2006			Actual 2005-2006		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
23. Employment News	0	230600	230600	0	279200	279200	0	255248	255248
24. Registrar of Newspapers for India	1970	23900	25870	1970	24000	25970	822	22038	22860
25. Photo Division	5000	23800	28800	5000	25000	30000	4997	22752	27749
26. Contribution to International programme for the Development of Communication	0	100	100	0	1400	1400	0	1357	1357
27. Contribution to Asia Pacific Institute for Broadcasting Development	0	2000	2000	0	2000	2000	0	1326	1326
Total: Major Head '2220'	359020	2079400	2438420	323060	2146970	2470030	248236	2102432	2350668
Total: Major Head 2251, 2205 and 2220	393520	2277100	2670620	357560	2351400	2708960	296572	2299954	2596526

(Rs. in thousands)

Name of Media Units/Activity	BE 2005-2006			RE 2005-2006			Actual 2005-2006		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Broadcasting (Major Head - 2221)									
Sound Broadcasting (Sub Major Head)									
Direction and Administration (Minor Head)									
Salaries	100	100	200	100	100	200	0	0	0
Television (Sub Major Head)									
Salaries	100	100	200	100	100	200	0	0	
General (Sub Major Head)									
Prasar Bharati (Minor Head)									
Grants-in-aid	1622400	8473300	10095700	1622400	9429100	11051500	1351100	9429100	10780200
Total - Broadcasting	1622600	8473500	10096100	1622600	9429300	11051900	1351100	9429100	10780200
North Eastern Area other expenditure scheme for the benefit of North Eastern Region & Sikkim									
Lump Sum Provision (Major Head - 2552)	524200	0	524200	523700	0	523700	0	0	0
Total - Revenue Section	2540320	10750600	13290920	2503860	11780700	14284560	1647672	11729054	13376726

(Rs. in thousands)

Name of Media Units/Activity	BE 2005-2006			RE 2005-2006			Actual 2005-2006		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Capital Section									
1. Acquisition of Equipment for Films Division	10500	0	10500	0	0	0	0	0	0
2. Acquisition of Equipment for Press Information Bureau	1790	0	1790	1540	0	1540	0	0	0
3. Acquisition of Equipment for Directorate of Field Publicity	14600	0	14600	3000	0	3000	4972	0	4972
4. Acquisition of Equipment for Song and Drama Division	400	0	400	400	0	400	2447	0	2447
5. Acquisition of Equipment for Photo Division	6000	0	6000	6000	0	6000	5212	0	5212
6. Acquisition of Equipment for Main Sectt.	0	0	0	0	0	0	0	0	0
7. Acquisition of Equipment for Indian Institute of Mass Communication	5850	0	5850	6420	0	6420	5183	0	5183
8. Acquisition of Equipment for Satyajit Ray Film and Television Institute, Kolkata	0	0	0	0			0	0	0
9. Acquisition of Equipment for Film and Television Institute, Pune	19060	0	19060	19090	0	19090	19060	0	19060
10. Acquisition of Equipment for CBFC	15600	0	15600	10000	0	10000	8015	0	8015
11. Upgradation of Print Unit in DFF									
12. Electronic Media Monitoring Centre									
B] Buildings	0	0	0	0	0	0	0	0	0
13. Multi storeyed building for Films Division - Major Works	0	0	0	0	0	0	0	0	0
14. Setting up Museum of Moving Images (FD) Major Works	74400	0	74400	0	0	0	0	0	0
15. Construction of Nitrate Vaults/Staff Quarters for NFAI	0	0	0	0	0	0	0	0	0
16. Construction of Phase II Building for NFAI Complex	40000	0	40000	40000	0	40000	30000	0	30000
17. Film Festival Complex - Additions and alterations - Major Works	20000	0	20000	20000	0	20000	19556	0	19556
18. Setting up of Film & Television Institute at Kolkata - Acquisition of Land & Construction of Building	0	0	0	0	0	0	0	0	0
19. Soochna Bhawan building - Major Works	0	0	0	0	0	0	0	0	0
20. Construction of office & Residential Accommodation for Field Publicity - Major Works	0	0	0	0	0	0	0	0	0
21. Setting up of National Press Centre and Mini Media Centre for PIB	181950	0	181950	66190	0	66190	76000	0	76000

(Rs. in thousands)

Name of Media Units/Activity	BE 2005-2006			RE 2005-2006			Actual 2005-2006		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
22. Construction of Building for Press Council of India	0	0	0	0	0	0	0	0	0
23. Building & Housing project of IIMC	11530	0	11530	1500	0	1500	0	0	0
24. Building & Towers for Private FM Radio Stations	0	0	0	80000	0	80000	80000	0	80000
25. Setting up of Institute of Mass Media (FD)	0	0	0	0	0	0	0	0	0
26. Electronic Media Monitoring Centre									
Investment									
Engineering Consultants (India) Ltd.									
Total - Capital Section Major Head '4220'	401680	0	401680	254140	0	254140	250445	0	250445
Loans for Information & Publicity (Major Head - 6220)									
Films (Sub Major Head)									
Loans to Public Sector and undertakings (Minor Head)									
National Film Development Corporation									
Loans and Advances	0	0	0	0	47700	47700	0	47700	47700
Loans for Broadcasting (Major Head - 6221)									
Loans to Public Sector and Other Undertakings									
Prasar Bharati									
Loans and Advances	1749700	0	1749700	1749700	0	1749700	1754700	0	1754700
Capital Outlay on North East Areas other expenditure									
Project/Scheme for benefit of North Eastern Region and Sikkim (Major Head - 4552)									
Lump Sum provision	588300	0	588300	34600	0	34600	0	0	0
Loans for North-Eastern Area (Major Head-6552)									
Loans to Broadcasting									
Loans to Prasar Bharati									
Lump Sum provision	0	0	0	0	0	0	0	0	0
Total - Capital Section	2739680	0	2739680	2038440	47700	2086140	2005145	47700	2052845
Total - Demand No. 58	5280000	10750600	16030600	4542300	11828400	16370700	3652817	11776754	15429571

FINANCIAL REVIEW
2006-2007

(Rs. in thousands)

Name of Media Units/Activity	BE 2006-2007			RE 2006-2007			Actual 2006-2007		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Revenue Section									
Major Head-'2251' -Secretariat Social Services									
1. Main Sectt. (including PAO)	17000	174300	191300	16000	182804	198804	15296	175525	190821
Major Head -'2205' - Art & Culture Certification of Cinematographic films for public exhibition									
2. Central Board of Film Certification	18600	27600	46200	18600	28500	47100	11351	26531	37882
3. Film Certification Appellate Tribunal	0	1200	1200	0	908	908	0	525	525
Total Major Head '2205'	18600	28800	47400	18600	29408	48008	11351	27056	38407
Major Head - '2220' - Information, Films & Publicity									
4. Films Division	21000	256400	277400	80600	225010	305610	69964	220714	290678
5. Directorate of Film Festivals	35300	47400	82700	21800	45240	67040	14365	44116	58481
6. National Film Archive of India	7300	14000	21300	7300	14330	21630	7967	14459	22426
7. Grants-in-aid to Satyajit Ray F.&T.I., Kolkata	27900	48500	76400	27900	49039	76939	22075	48159	70234
8. Grants-in-aid to Children's Film Society of India (CFSI)	52130	1500	53630	34600	4000	38600	24450	3000	27450
9. Grants-in-aid to Film & Television Institute of India, Pune	3000	68200	71200	3000	67236	70236	2732	67236	69968
10. Grants-in-aid to Film Societies	0	0	0	0	0	0	0	0	0
11. Electronic Media Monitoring Centre	58500	30000	88500	20000	200	20200	0	0	0
12. Research, Reference & Training Division	2500	8900	11400	2500	10395	12895	1869	10053	11922
13. Grants-in-aid to IIMC	3980	40000	43980	2800	37600	40400	2650	36321	38971
14. Directorate of Advertising & Visual Publicity	23300	592500	615800	228900	593175	822075	13448	582137	595585
15. Press Information Bureau	7196	216947	224143	7196	320198	327394	8030	292613	300643
16. Grants-in-aid to Press Council of India	0	23153	23153	0	23050	23050	0	21428	21428
17. Subsidy in lieu of Interest on loan to PTI	0	0	0	0	0	0	0	0	0
18. Payment for Pro. & Spl. Services	0	100	100	0	100	100	0	0	0
19. Transfer to Journalists Welfare Fund	0	0	0	0	0	0	0	0	0
20. Directorate of Field Publicity	900	270100	271000	1139	262595	263734	1137	250614	251751
22. Song and Drama Division	72500	123600	196100	61250	131915	193165	74815	128825	203640
22. Publications Division	0	130700	130700	0	134670	134670	0	133474	133474
23. Employment News	0	291700	291700	0	280220	280220	0	242732	242732

(Rs. in thousands)

Name of Media Units/Activity	BE 2006-2007			RE 2006-2007			Actual 2006-2007		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
24. Registrar of Newspapers for India	0	24800	24800	0	22560	22560	0	20699	20699
25. Photo Division	7500	27100	34600	10500	21875	32375	9559	21792	31351
26. Contribution to International programme for the Development of Communication	0	1400	1400	0	1400	1400	0	1326	1326
27. Contribution to Asia Pacific Institute for Broadcasting Development	0	2000	2000	0	1380	1380	0	1350	1350
Total: Major Head '2220'	323006	2219000	2542006	509485	2246188	2755673	253061	2141048	2394109
Total : Major head 2251, 2205 and 2220	358606	2422100	2780706	544085	2458400	3002485	279708	2343629	2623337

(Rs. in thousands)

Name of Media Units/Activity	BE 2006-2007			RE 2006-2007			Actual 2006-2007		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Broadcasting (Major Head - 2221)									
Sound Broadcasting (Sub Major Head)									
Direction and Administration (Minor Head)									
Salaries	100	100	200	100	100	200	0	0	0
Television (Sub Major Head)									
Salaries	100	100	200	100	100	200	0	0	0
General (Sub Major Head)									
Prasar Bharati (Minor Head)									
Grants-in-aid	2981900	9358400	12340300	2505727	9392100	11897827	2555000	8685900	11240900
Total - Broadcasting	2982100	9358600	12340700	2505927	9392300	11898227	2555000	8685900	11240900
North Eastern Area other expenditure scheme for the benefit of North Eastern Region & Sikkim			0						
Lump Sum Provision (Major Head - 2552)	464600	0	464600	464777	0	464777	0	0	0
Total - Revenue Section	3805306	11780700	15586006	3514789	11850700	15365489	2834708	11029529	13864237

(Rs. in thousands)

Name of Media Units	BE 2006-2007			RE 2006-2007			Actual 2006-2007		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Capital Section									
1. Acquisition of Equipment for Films Division	10000	0	10000	12700	0	12700	8201	0	8201
2. Acquisition of Equipment for Press Information Bureau	4500	0	4500	4500	0	4500			0
3. Acquisition of Equipment for Directorate of Field Publicity	8300	0	8300	8900	0	8900	7948	0	7948
4. Acquisition of Equipment for Song and Drama Division	2500	0	2500	2500	0	2500	0	0	0
5. Acquisition of Equipment for Photo Division	5000	0	5000	5000	0	5000	4982	0	4982
6. Acquisition of Equipment for Main Sectt.	0	0	0	0	0	0		0	0
7. Acquisition of Equipment for Indian Institute of Mass Communication	9370	0	9370	8200	0	8200	7582	0	7582
8. Acquisition of Equipment for Satyajit Ray Film and Television Institute, Kolkata	51500	0	51500	51500	0	51500	51500	0	51500
9. Acquisition of Equipment for Film and Television Institute, Pune	20511	0	20511	20511	0	20511	20511	0	20511
10. Acquisition of Equipment for CBFC	6913	0	6913	5000	0	5000	74	0	74
11. Upgradation of Print Unit in DFF	0	0	0	0	0	0	0	0	0
12. Electronic Media Monitoring Centre									
B] Buildings									
13. Multi storeyed building for Films Division - Major Works	0	0	0	0	0	0	0	0	0
14. Setting up Museum of Moving Images (FD) Major Works	70000	0	70000	25000	0	25000	5935	0	5935
15. Construction of Nitrate Vaults/Staff Quarters for NFAI	0	0	0	0	0	0	0	0	0
16. Construction of Phase II Building for NFAI Complex	40000	0	40000	64700	0	64700	64700	0	64700
17. Film Festival Complex - Additions and alterations - Major Works	31800	0	31800	21000	0	21000	20966	0	20966
18. Setting up of Film & Television Institute at Kolkata - Acquisition of Land & Construction of Building	0	0	0	0	0	0	0	0	0
19. Soochna Bhawan building - Major Works	0	0	0	0	0	0	0	0	0
20. Construction of office & Residential Accommodation for Field Publicity - Major Works									
21. Setting up of National Press Centre and Mini Media Centre for PIB	100000	0	100000	45000	0	45000	687	0	687
22. Construction of Building for Press Council of India	0	0	0	0	0	0	0	0	0
23. Building & Housing project of IIMC	2500	0	2500	2500	0	2500	2500	0	2500
24. Building & Towers for Private FM Radio Stations	100000	0	100000	41500	0	41500	6300	0	6300
25. Setting up of Institute of Mass Media (FD)	0	0	0	0	0	0	0	0	0
26. Electronic Media Monitoring Centre	0	0	0	0	0	0	0	0	0
Investment									
Engineering Consultants (India) Ltd.	0	0	0	0	0	0	0	0	0
Total - Capital Section Major Head '4220'	462894	0	462894	318511	0	318511	201886	0	201886

(Rs. in thousands)

Name of Media Units	BE 2006-2007			RE 2006-2007			Actual 2006-2007		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Loans for Information & Publicity (Major Head - 6220)									
Films (Sub Major Head)									
Loans to Public Sector and undertakings (Minor Head)									
National Film Development Corporation									
Loans and Advances	0	0	0	0	0	0	150000	0	150000
Loans for Broadcasting (Major Head - 6221)									
Loans to public Sector and Other Undertakings									
Prasar Bharati									
Loans and Advances	457100	0	457100	411100	0	411100	400200	0	400200
Capital outlay on North East Areas other expenditure Project/Scheme for benefit of North Eastern Region and Sikkim (Major Head - 4552)									
Lump Sum provision	654700	0	654700	505600	0	505600	0	0	0
Capital outlay on Nort East Areas other expenditure Project/Scheme for benefit of North Eastern Region and Sikkim (Major Head - 4552)									
Lump Sum provision	0	0	0	0	0	0	0	0	0
Total - Capital Section	1574694	0	1574694	1235211	0	1235211	752086	0	752086
Total - Demand No. 58	5380000	11780700	17160700	4750000	11850700	16600700	3586794	11029529	14616323

**FINANCIAL REVIEW
2007-2008**

(Rs. in thousands)

Name of Media Units/Activity	BE 2007-2008			RE 2007-2008		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Revenue Section						
Major Head-'2251' -Secretariat Social Services						
1. Main Sectt. (including PAO)	33600	187570	221170	25900	204900	230800
Major Head -'2205' - Art & Culture Certification of Cinematographic films for public exhibition						
2. Central Board of Film Certification	15000	29700	44700	6100	34970	41070
3. Film Certification Appellate Tribunal	0	1200	1200	0	1200	1200
Total Major Head '2205'	15000	30900	45900	6100	36170	42270
Major Head - '2220' - Information, Films & Publicity						
4. Films Division	46200	235260	281460	51300	265100	316400
5. Directorate of Film Festivals	38200	49320	87520	32200	65565	97765
6. National Film Archive of India	10100	14940	25040	10100	16405	26505
7. Grants-in-aid to Satyajit Ray F.&T.L., Kolkata	77700	50735	128435	37700	60030	97730
8. Grants-in-aid to Children's Film Society of India (CFSI)	27100	4200	31300	27100	8400	35500
9. Grants-in-aid to Film & Television Institute of India, Pune	62100	70515	132615	62100	82500	144600
10. Grants-in-aid to Film Societies	0	0	0			0
11. Electronic Media Monitoring Centre	29000	30000	59000	0	30000	30000
12. Research, Reference & Training Division	200	10395	10595	1960	12800	14760
13. Grants-in-aid to IIMC	1000	39500	40500	100	45000	45100
14. Directorate of Advertising & Visual Publicity	234100	613925	848025	158119	343330	501449
15. Press Information Bureau	1210	227015	228225	86000	223700	309700
16. Grants-in-aid to Press Council of India	0	23700	23700	0	25500	25500
17. Subsidy in lieu of Interest on loan to PTI	0	0	0	0	0	0
18. Payment for Pro. & Spl. Services	0	100	100	0	200	200
19. Transfer to Journalists Welfare Fund	0	0	0	0	0	0
20. Directorate of Field Publicity	100	259910	260010	1000	261700	262700
22. Song and Drama Division	35600	145415	181015	35600	151200	186800
22. Publications Division	400	134720	135120	8120	143200	151320
23. Employment News	100	281700	281800	700	236700	237400

(Rs. in thousands)

Name of Media Units/Activity	BE 2007-2008			RE 2007-2008		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total
24. Registrar of Newspapers for India	200	24770	24970	588	22400	22988
25. Photo Division	200	23310	23510	5500	23200	28700
26. Contribution to International programme for the Development of Communication	0	1400	1400	0	1400	1400
27. Contribution to Asia Pacific Institute for Broadcasting Development	0	2000	2000	0	2000	2000
Total: Major Head '2220'	563510	2242830	2806340	518187	2020330	2538517
Total: Major Head 2251, 2205 and 2220	612110	2461300	3073410	550187	2261400	2811587

(Rs. in thousands)

Name of Media Units/Activity	BE 2007-2008			RE 2007-2008		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Broadcasting (Major Head - 2221)						
Sound Broadcasting (Sub Major Head)						
Direction and Administration (Minor Head)						
Salaries	100	100	200	100	100	200
Television (Sub Major Head)						
Salaries	100	100	200	100	100	200
General (Sub Major Head)						
Prasar Bharati (Minor Head)						
Grants-in-aid	1031300	9607600	10638900	1031300	9839100	10870400
Total - Broadcasting	1031500	9607800	10639300	1031500	9839300	10870800
North Eastern Area other expenditure scheme for the benefit of North Eastern Region & Sikkim						
Lump Sum Provision (Major Head - 2552)	205190	0	205190	190190	0	190190
Total - Revenue Section	1848800	12069100	13917900	1771877	12100700	13872577

(Rs. in thousands)

Name of Media Units/Activity	BE 2007-2008			RE 2007-2008		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Capital Section						
1. Acquisition of Equipment for Films Division	0	0	0	0	0	0
2. Acquisition of Equipment for Press Information Bureau	0	0	0	0	0	0
3. Acquisition of Equipment for Directorate of Field Publicity	1100	0	1100	3434	0	3434
4. Acquisition of Equipment for Song and Drama Division	400	0	400	400	0	400
5. Acquisition of Equipment for Photo Division	0	0	0	0	0	0
6. Acquisition of Equipment for Main Sectt.	0	0	0	0	0	0
7. Acquisition of Equipment for Indian Institute of Mass Communication	0	0	0	0	0	0
8. Acquisition of Equipment for Satyajit Ray Film and Television Institute, Kolkata	0	0	0	0	0	0
9. Acquisition of Equipment for Film and Television Institute, Pune	0	0	0		0	0
10. Acquisition of Equipment for CBFC	5100	0	5100	5100	0	5100
11. Upgradation of Print Unit in DFF	100	0	100	100	0	100
12. Electronic Media Monitoring Centre				28000	0	28000
B] Buildings						
13. Multi storeyed building for Films Division - Major Works	0	0	0	0	0	0
14. Setting up Museum of Moving Images (FD) Major Works	50000	0	50000	10100	0	10100
15. Construction of Nitrate Vaults/Staff Quarters for NFAI	0	0	0	0	0	0
16. Construction of Phase II Building for NFAI Complex	0	0	0	0	0	0
17. Film Festival Complex - Additions and alterations - Major Works	34000	0	34000	34000	0	34000
18. Setting up of Film & Television Institute at Kolkata - Acquisition of Land & Construction of Building	0	0	0	0	0	0
19. Soochna Bhavan building - Major Works	20000	0	20000	19389	0	19389
20. Construction of office & Residential Accommodation for Field Publicity - Major Works	0	0	0	0	0	0
21. Setting up of National Press Centre and Mini Media Centre for PIB	100000	0	100000	8200	0	8200
22. Construction of Building for Press Council of India	0	0	0			0
23. Building & Housing project of IIMC	0	0	0			0
24. Building & Towers for Private FM Radio Stations	10000	0	10000	10000	0	10000
25. Setting up of Institute of Mass Media (FD)	100	0	100	0		0
26. Electronic Media Monitoring Centre				1000	0	1000
Investment						0
Engineering Consultants (India) Ltd.	0	0	0			0
Total - Capital Section Major Head '4220'	220800	0	220800	119723	0	119723

(Rs. in thousands)

Name of Media Units/Activity	BE 2007-2008			RE 2007-2008		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Loans for Information & Publicity (Major Head - 6220)						
Films (Sub Major Head)						
Loans to Public Sector and undertakings (Minor Head)						
National Film Development Corporation						
Loans and Advances	31000	0	31000	1000	0	1000
Loans for Broadcasting (Major Head - 6221)						
Loans to public Sector and Other Undertakings						
Prasar Bharati						
Loans and Advances	2174400	0	2174400	1667400	0	1667400
Capital outlay on North East Areas other expenditure Project/Scheme for benefit of North Eastern Region and Sikkim (Major Head - 4552)						
Lump Sum provision	0	0	0	0	0	0
Capital outlay on North East Areas other expenditure Project/Scheme for benefit of North Eastern Region and Sikkim (Major Head - 4552)						
Lump Sum provision	475000	0	475000	440000	0	440000
Total - Capital Section	2901200	0	2901200	2228123	0	2228123
Total - Demand No. 58	4750000	12069100	16819100	4000000	12100700	16100700

FINANCIAL REVIEW
Object-head wise classification

(Rs. in thousands)

Description	Budget Estimates 2005-2006		Revised Estimates 2005-2006		Actuals 2005-2006		Budget Estimates 2006-2007		Revised Estimates 2006-2007		Actuals 2006-2007		Budget Estimates 2007-2008		Revised Estimates 2007-2008	
	Plan	Non Plan	Plan	Non Plan	Plan	Non Plan	Plan	Non Plan	Plan	Non Plan	Plan	Non Plan	Plan	Non Plan	Plan	Non Plan
	Revenue Section															
Salaries																
Voted	650	910600	750	934680	487	911842	580	942690	610	946331	410	896984	1850	966179	470	965531
Charged	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Wages	0	6325	0	6025	0	6350	0	6405	0	7000	0	6379	0	7185	0	27043
O.T.A.	150	8418	150	7903	136	7590	0	8250	0	7865	0	7472	300	8230	100	8411
Medical Expenses	0	0	0	0	0	0	20	26525	20	26235	12	19224	150	28575	5	27943
Domestic Travel Exp.	1450	42252	1450	44328	1095	42161	7775	40276	3725	42730	4436	38761	5520	43260	4345	45868
Foreign Travel Exp.	4500	4500	4700	4500	1730	4703	3500	4725	2000	5000	1105	6192	3400	5250	3200	7250
Office Expenses	35010	124475	34093	133070	25500	129205	38421	140630	39491	147560	31235	142108	8970	140880	26523	171463
Rent, Rates & Taxes																
Voted	150	46215	150	43159	141	39152	1650	35627	300	36053	1122	31531	1600	35191	1600	34791
Charged	0	300	0	300	0	0	0	300	0	300	0	100	0	300	0	300
Publications	600	23650	500	30126	498	30040	0	23600	0	29620	0	34383	0	28900	0	39650
Bank Cash	0	0	0	0	0	0	0	295	0	433	0	148	0	440	0	213
Transaction Tax																
Other Administrative Exp.	5950	6750	6350	7830	29690	9125	5500	9000	4850	8800	1919	9654	1790	8850	3930	11992
Supplies & Materials	12400	230500	11300	256578	9654	244302	14200	287050	10139	250850	9593	246076	7245	254300	9345	213700
P.O.L.	300	13250	400	14325	400	14340	0	14750	0	15250	0	15427	400	16300	600	17040
Advertising & Publicity	28100	532250	28100	544470	29764	553799	23300	535845	228900	634250	13448	598771	235070	553100	238779	278600
Minor Works	170	54360	1137	63084	0	58020	0	68310	0	47600	0	54647	0	49500	0	55012
Professional Services	65250	24100	64250	21131	70388	22279	47950	20899	47950	28350	59330	26880	35600	40460	24925	47795
Grants-in-aid	1687240	8630785	1678430	9624721	1404501	9621593	3070910	9540293	2576027	9573565	2606907	8862409	1199200	9796790	1158300	10061060
Contributions	0	2100	0	3400	0	2683	0	3400	0	2780	0	2676	0	3400	0	3400
Subsidies	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Lumpsum	524200	1100	523700	1100	0	770	464600	1200	464777	908	0	525	205190	1200	190190	1200
Provision																
Other Charges	74200	37670	75400	37470	73688	31100	68400	40630	116000	39020	105191	29182	105030	38810	101180	67738
Inter Account Transfer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14700
Information & Technology	0	0	0	0	0	0	0	0	0	0	0	0	8485	12000	8385	0
Electronic Media Monitoring Centre	100000	51000	73000	2500	0	0	58500	30000	20000	200	0	0	29000	30000	0	0
Total	2540320	10750600	2503860	11780700	1647672	11729054	3805306	11780700	3514789	11850700	2834708	11029529	1848800	12069100	1771877	12100700

(Rs. in thousands)

Description	Budget Estimates 2005-2006		Revised Estimates 2005-2006		Actuals 2005-2006		Budget Estimates 2006-2007		Revised Estimates 2006-2007		Actuals 2006-2007		Budget Estimates 2007-2008		Revised Estimates 2007-2008	
	Plan	Non Plan	Plan	Non Plan	Plan	Non Plan	Plan	Non Plan	Plan	Non Plan	Plan	Non Plan	Plan	Non Plan	Plan	Non Plan
Capital Section																
Machinery & Equipment	73800	0	46450	0	44889	0	118594	0	118811	0	100798	0	6700	0	37034	0
Major Works	327880	0	207690	0	205556	0	344300	0	199700	0	101088	0	214100	0	82689	0
Investments	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Loan & Advances		0		47700	0	47700	0	0	0	0	150000	0	31000	0	1000	0
Loans to Prasar Bharti	1749700	0	1749700	0	1754700	0	457100	0	411100	0	400200	0	2174400	0	1667400	0
For the benefit of North East & Sikkim	588300	0	34600	0	0	0	654700	0	505600	0	0	0	475000	0	440000	0
Total	2739680	0	2038440	47700	2005145	47700	1574694	0	1235211	0	752086	0	2901200	0	2228123	0
Grand Total	5280000	10750600	4542300	11828400	3652817	11776754	5380000	11780700	4750000	11850700	3586794	11029529	4750000	12069100	4000000	12100700

FINANCIAL REVIEW
Autonomous Institutions-wise Classification

(Rs. in thousands)

Description	Budget Estimates 2005-2006		Revised Estimates 2005-2006		Actuals 2005-2006		Budget Estimates 2006-2007		Revised Estimates 2006-2007		Actuals 2006-2007		Budget Estimates 2007-2008		Revised Estimates 2007-2008	
	Plan	Non Plan	Plan	Non Plan	Plan	Non Plan	Plan	Non Plan	Plan	Non Plan	Plan	Non Plan	Plan	Non Plan	Plan	Non Plan
	<i>Revenue Section</i>															
Childrens Film Society	50940	1500	45400	1500	44871	1500	52130	1500	34600	4000	24450	3000	27100	4200	27100	8400
Film & Television (R)	3000	61700	3000	69800	1772	67519	3000	68200	3000	67236	2732	67236	62100	70515	62100	82500
Institute of (C) India, Pune	19060	0	19090	0	19060	0	20511	0	20511	0	20511	0	0	0	0	0
Satyajit Ray Film & (R)	3700	38900	3700	65100	3050	62971	27900	48500	27900	49039	22075	48159	77700	50735	37700	60030
Television Institute (C) Kolkata	0	0	0	0	0	0	51500	0	51500	0	51500	0	0	0	0	0
Indian Institute of (R)	5200	36100	1930	37200	2430	38790	3980	40000	2800	37600	2650	36321	1000	39500	100	45000
Mass Communication (C)	5850	0	6420	0	5183	0	9370	0	8200	0	7582	0	0	0	0	0
(C)	11530	0	1500	0	0	0	2500	0	2500	0	2500	0	0	0	0	0
Press Council of India	0	19000	0	21731	0	21448	0	23153	0	23050	0	21428	0	23700	0	25500
Prasar Bharati	1622400	8473300	1622400	9429100	1351100	9429100	2981900	9358400	2505727	9392100	2555000	8685900	1031300	9607600	1031300	9839100

Grants released to various bodies alongwith unspent balance

(Rs. in lakhs)

Name	Grants released during				Unspent Balance (if any)			
	2005-2006		2006-2007		2005-2006		2006-2007	
	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan
Children's Film Society	448.71	15.00	244.51	30.00	14.85	NIL	2.02	NIL
Film & Television Institute of India, Pune	208.32	675.19	232.43	672.36	2.67	NIL	7.18	NIL
Satyajit Ray Film & Television Institute Kolkata	30.50	629.71	739.66	490.39	3.91	8.80	125.93	19.47
Indian Institute of Mass Communication	75.20	387.90	127.31	363.20	6.69	12.79	2.70	25.93
Press Council of India	NIL	214.48	NIL	214.28	NIL	16.22	NIL	0.18
Prasar Bharati	13511.00	85174.00	25550.00	86859.00	NIL	959.00 *	2703.00 **	NIL

* Rs. 95900.00 lakhs have been adjusted towards release of funds during 2006-07.

** Rs. 2703.00 lakhs have been refunded by Prasar Bharati.

FINANCIAL REVIEW - EXPENDITURE STATEMENT

(Rs. in lakhs)

Sl. No.	Schemes	2006-2007				2007-2008						B.E. 2008-09		
		Plan		Non Plan		Plan			Non Plan					
		R.E.	Actual Expn	R.E.	Actual Expn	B.E.	R.E.	Actual Receipt	B.E.	R.E.	Actual Receipt	Plan	Non Plan	Total
1.	Film Production	260.00	192.28			0.00	195.00					355.00		
2.	Film Festivals	52.00	41.00			Does not exist in 11th Plan								
3.	Modernisation & Augmentation	1.25	0.19			Does not exist in 11th Plan								
4.	Filmmaking Workshop	2.20	2.44			Does not exist in 11th Plan								
5.	Audience Research & Market Survey	0.00	0.00			Does not exist in 11th Plan								
6.	Digitalisation & Webcasting of CFSI Films	0.00	0.00			11.00	11.00					5.00		
7.	Exhibition of Films in Municipal Schools	41.55	37.66			50.00	50.00					40.00		
	New Scheme													
1.	CFSI Complex at Hyderabad	0.00				200.00	05.00					0.00		
	Total	356.00	273.87	30.00	30.00	271.00	271.00	45.30	42.00	84.00	42.00	400.00	84.00	484.00

CHAPTER VI

REVIEW & PERFORMANCE OF AUTONOMOUS BODIES

CHILDREN'S FILM SOCIETY, INDIA

(An autonomous body under Min. I&B, Govt. of India)

During last five years number of films produced and coverage of children audience is as follows: -

2002-03

Production - - 2 Feature Films were completed.

Marketing - 6087 shows covering 26 lakhs children audience.

Expenditure incurred Rs.271.67 Lakhs.

2003-04

Production - 5 Feature and 5 short films were produced.

Marketing - Total 6557 shows were organized by covering 28.25 lakhs children audience

Expenditure - An amount of Rs.402.67 lakhs was incurred.

2004-05

Production - 2 feature films and 1 short film were produced.

Marketing - Total 6082 shows were organized covering 29.14 lakhs children audience..

Expenditure - An amount of Rs. 203.28 lakhs was spent.

2005-06

Production - 4 Feature films were completed.

Marketing -7026 shows were organized covering 27 lakhs children audience.

Expenditure - An amount of Rs.448.68 lakhs was incurred.

2006-07

Production – 7 feature & 4 short films were completed.

Marketing – 7895 shows were organized covering 32 lakhs children audience.

Expenditure – An amount of Rs. 273.87 lakhs was incurred.

2007-08 (upto 31.12.2007)

Production – 2 feature & 1 short films nearing completion.

Marketing – 4712 shows were organized covering 24 lakhs children audience.

Expenditure – An amount of Rs. 33 Lakhs was incurred.

REVIEW ON THE PERFORMANCE OF FILM AND TELEVISION INSTITUTE OF INDIA (FTII), PUNE

FUTURE VISION

Approach to the XIth Five Year Plan with regard to FTII will have to essentially take into account the question of viability of continuance of this Institute as a public institution. Given such a position, the Institute will continue to need the support of the Government not just to augment the infrastructure already available but also enable it to keep pace with changes in technology of training in film-making.

The outlook for the next ten years is to introduce more courses, of varying duration and all to be self-sustaining. FTII would also like to collaborate with other universities and film-schools in India as well as other countries for these courses. These collaborations will be in the form of exchange programs for both students and teachers; for students through credit transfers and Joint Degree Programs. FTII is looking forward to reap benefits of Internet technology, wired as well as through satellite, so as to connect to its counterparts within and outside the country and thus become a part of Global Film School. It is proposed to put to use 26 acres of land currently available with FTII. Build a brand new film school on the New Land and put the present campus and its facilities to commercial use by hiring them out to production houses; or Build a Global Film School on New Land with state of the art facilities while the existing Institute continues to function on the present campus with necessary renovations and up-gradations.

WOMEN

The Women's Cell has been functioning at the FTII to review the programmes and monitor implementation of development Schemes for women in accordance with the guidelines suggested by the National Commission for Women. The cell is also functioning as the Complaint Committee in terms of the judgements delivered by the Hon'ble Supreme Court of India in matter relating to sexual harassment in work place, which has since been included in the CCS (Conduct) Rules 1964 under Rule 3(3C).

SC/ST

As per clarification issued by the Ministry of Information and Broadcasting there is no backlog vacancy in the FTII in SC, ST, OBC and Physically Handicapped category.

ROADMAP FOR THE 11TH FIVE YEAR PLAN

- Introduction of new technologies such as HD TV, advanced computer animation and Digital film recording along with replacement of old and obsolete equipments
- To have centralized resource system of educational development activities.
- Upgradation of existing computers in FTII so as to bring them at par with those outside
- Creation of video link over LAN so as to enable easy transfer of media files
- Setting up of Resource Room i.e. Central facility for academic staff for preparing study material. It would have scanners and image/audio acquisition device.
- Providing research and training in the areas of radio programming, audience and innovation to the students. The radio programmes are regularly being transmitted with the 10th Plan nearing completion. Provision has been made for production relay of the programmed and maintenance of transmission system.
- To provide a scope for students' research, innovation and experiments in the area of programming and broadcasting. The basic idea is to provide close and direct interaction with the targeted audience.
- The Exchange programme activities envisages students to interact with the films schools outside the country and to exchange film making ideas, to get acquainted with the advanced technology in the international environment. FTII plans to collaborate with other Universities and film schools in India as well as in other countries to expand its activities.

SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

REVIEW ON THE PERFORMANCE OF SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

The Satyajit Ray Film and Television Institute was setup by the Govt. of India in 1995 under the Ministry of Information and Broadcasting and was registered under West Bengal Society Registration Act. 1961. The society consist of eminent personalities connected with Film, television, communication, culture, alumni of the Institute and ex-officio Government members. The Institute is governed by a Governing Council headed by a Chairman, the current Chairman being the renowned Filmmaker Shri Buddhadeb Dasgupta.

2. The Institute offers three years post graduation diploma in Direction and Screenplay Writing, Editing, Cinematography and Audiography.

3. Apart from the basic diploma courses Institute also organizes various short-term courses and undertakes various projects on request of various organization and Film industry.

4. The following students' Films during the year have been selected in the different Film festival which are listed below:

SN	Name of the film	Awards Won	Director/Cinematographer
1	Tetris (Bengali/English)	Selected for featuring in the Cinefoundation sec-of the Cannes Film Festival, 2006 (France)	Anirban Dutta
2	Kulai Chaula(Oriya)	Selected in competition section Kerala Film Festival 2006	Sanjib Behera
3	Bagher Bachcha (Bengali)	Selected for Asian Film Festival of 1st Films, Singapore; Vsoul Film Festival, France Cinerail, Paris	Bishnu Dev Halder
4	An Actor Prepares (Bengali/Hindi)	Selected in Cinema du Reel, Paris	Kanu Behl
5	Kahon (Bengali)	Nominated for showing in Scene, first Student Film Festival, Willimington, North Carolins	Sudeshna Bose
6	Chinese whispers	Selected for featuring in the Cine Foundation section of the Cannes film Festival,2007. The Diploma film is the most successful Production of SRFTI for this year. Already got the nominated to be screened at twelve prestigious Film Festivals throughout the year.	Raka Dutta

5. Non-plan expenditure during the year 2006-07 was Rs.539.50 as against revised estimate and final grant of Rs.490.39 lakhs under Non-Plan, Rs.481.59 lakhs has been actually received during the year 2006-07. The excess expenditure of Rs.49.11 lakhs has been met out of revenue receipts during the year.

6. Out of the total grant of Rs.794.00 lakhs under plan, the actual amount received during the year was Rs.739.66 lakhs, and the amount has been utilized and balance amount of Rs.125.93 lakhs remained unutilized at the end of the year 2006-07 under plan.

7. The working of the Institute is monitored by the Government from time to time, while releasing installment of Grants-in-aid, during meetings of the Governing Council, Standing Finance Committee etc., which inter-alia include Government's representatives. In the light of the Annual Report and Audited Statement of Accounts of the Institute, its performance has been found to be, on the whole, satisfactory.

Future Vision

I. Creation of a New Academic Department “Production Management in Films and Television” at SRFTI, Kolkata

The Institute proposes to start two-year postgraduate diploma course in Production Management in Film and Television with an intake capacity of 10 students in each batch commencing from the academic year 2011-12:

To bring in efficient and professional management, qualified managers having practical knowledge of media practices is essential.

To bring in trade related discipline and transparency that will help the productions in becoming economically viable and credible.

The course will not only to cater the growing need of trained manpower in the field and industry it is felt absolutely necessary to start the new academic department but also the industry status of the media business could have a formal accountable structure.

II. Creation of a New Academic Department “Animation and Electronics Imaging” at SRFTI, Kolkata

The Institute proposes to start two-year postgraduate diploma course in ‘Animation and Electronic Imaging’ with an intake capacity of 10 students in each batch as there is:

- Scarcity of specially trained manpower in the field.
- There is a vibrant vast market and potential for web related application and multimedia CD-ROMS/ Games development in addition to animation films.
- There is a huge demand for trained manpower to support these activities,

Roadmap under the 11th Five Year Plan

- To broadcast programmes of social relevance suited to local interest.
- To provide hands on exposure to students.
- Production and telecasting of TV programmes having target –specific content for local audience
- Provide a support base for the deserving students of the Institute to attune themselves to the emerging technology and techniques of film making through exposure in International film festivals/forums and student-exchange programmes with reputed film schools abroad. The scheme draws strength from the emerging need to exposure for our young film professionals to adapt themselves to the fast changing audio-visual technology today.
- Help the faculty member to be acquainted with the modern technological changes in the field of Cinema and Television. Students will be benefited for getting opportunity to interact on various levels.

- To bring in efficient and professional management to that respect qualified managers having practical knowledge of media practices is essential. Those managers will also be able to bring in trade related discipline and transparency that will help the productions in becoming economically viable and credible.
- To keep pace with the changing environment of audio-visual art, with starting a two-year postgraduate diploma course in ‘Animation and Electronic Imaging’.

PRESS COUNCIL OF INDIA

PERFORMANCE REVIEW OF THE COUNCIL

Press Council of India is a statutory autonomous body. During deliberations on the ERC recommendations in the Ministry it was felt that keeping in mind the nature of Press Council of India, which is a self-regulatory body of the Press, such a review would neither be appropriate nor is another ‘Peer Body’ available to review it. The above decision was also conveyed to Ministry of Finance while communicating this Ministry’s response on the ERC’s Report on autonomous institutions of this Ministry.

PRASAR BHARATI ALL INDIA RADIO

The Prasar Bharati (Broadcasting Corporation of India) is the Public service broadcaster in the country, with All India Radio and Doordarshan as its two constituents. It came into existence on 23rd November, 1997 with a mandate to organize and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting in the country.

The broad physical and financial performance achieved by All India Radio during the year 2006-07 and upto third quarter of 2007-08 have been already given in the Chapter IV. As reported therein, the performance of the organization is found to be satisfactory and the Government is in agreement with the report submitted by All India Radio.

PRASAR BHARATI DOORDARSHAN

The Prasar Bharati (Broadcasting Corporation of India) is the Public service broadcaster in the country, with All India Radio and Doordarshan as its two constituents. It came into existence on 23rd November, 1997 with a mandate to organize and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting in the country.

The broad physical and financial performance achieved by Doordarshan during the year 2006-07 and upto third quarter of 2007-08 have been already given in the Chapter IV. As reported therein, the performance of the organization is found to be satisfactory and the Government is in agreement with the report submitted by Doordarshan.