

XII FIVE YEAR PLAN (2012-17)

ON

INFORMATION AND

BROADCASTING SECTOR

(Vol.II – Schemes and Programmes

of XII Five Year Plan)

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**Film & Information Sector**  
**XII Plan (2012-17)**  
**New Schemes**

**Scheme I: Media Infrastructure Development Programme**  
**Rationale & Objective**

As part of the rationalization development schemes/programmes of Film and Information Wing of the Ministry, the Media Infrastructure Development Programme has been designed reflecting under it various activities having similar objective of infrastructure development.

The sub-schemes or activities that come under this scheme are :

**Film Sector**

(Rs. in crore)

<b>S.No.</b>	<b>Scheme</b>	<b>Outlay Recommended</b>
1.1	Establishment of computerized management and modernization of certification process (CBFC)	7.00
1.2	Upgradation and Expansion of Infrastructure of CBFC Offices including creation of regional offices at Ahmedabad and Patna	5.00
1.3	Upgradation of Siri Fort Complex	10.00
1.4	Upgradation of building infrastructure of Film Division	18.00
1.5	Upgradation of Infrastructure at NFAI	10.00
1.6	Documentation of Archives and Conversion of Jayakar Bungalow into a Digital Library for Archival Material (NFAI)	9.00
1.7	Grant-in-Aid to FTII	40.00
1.8	Infrastructure development in SRFTI	54.00
	<b>Total</b>	<b>153.00</b>

**Information Sector**

<b>S.No.</b>	<b>Name of the Scheme</b>	<b>Outlay Recommended</b>
1.9	Revamping & Restructuring of DAVP	25.00
1.10	Infrastructure Development Support to NE & J&K	25.00
1.11	Modernisation of PIB ( PIB)	50.00
1.12	Opening up of New Regional Centers of IIMC ( IIMC)	125.00
1.13	Revitalization, up-gradation and modernization of Publication Division and Employment News ( Publication Division)	16.00
1.14	National Centre of Photography and Special Drive for North Eastern States ( Photo Division)	8.00
1.15	Strengthening of RNI H.Qrs.( RNI)	1.00

	<b>Total</b>	<b>250.00</b>
	<b>Grand Total</b>	<b>403.00</b>

## **Film Sector**

### **1.1 Establishment of Computerized Management System and Modernisation of Certification Process (CBFC)**

1.	Name of the Sector	FILM
2.	Name of the Media Unit	Central Board of Film Certification, Mumbai
3.	Name of the Scheme	<b>Establishment of Computerized Management System and Modernisation of Certification Process (CBFC)</b>
4.	Outlay for XII Five Year Plan	Rs.7.00 cr

#### **Activities:**

Plan scheme envisages to computerize delivery of speedy certification service to the beneficiaries and facilitate non-core activities of the Board that include introduction of personnel management system, inventory management system, Budget Information System, comprehensive pay roll management system and integration in the Annual plan

#### **Rationale and objective:**

Scheme is in line with the policy of the government to make public services IT enables and thereby provide easy accessibility and timely processing to end users. It will also enable greater coordination between the various offices of the CBFC and ensure uniformity in practices of certification across all offices.

#### **Time Frame:**

The scheme is to be executed during the 12<sup>th</sup> Plan period.

#### **Financial Phasing**

Year	Plan Outlay	Special Component (wherever applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East Component
2012-2013	1.00	Nil	Nil	Nil	11%
2013-2014	1.00	Nil	Nil	Nil	11%
2014-2015	1.50	Nil	Nil	Nil	11%
2015-2016	1.50	Nil	Nil	Nil	11%
2016-2017	2.00	Nil	Nil	Nil	11%
<b>Total</b>	<b>7.00</b>				

#### **Year-wise Targets of the Physical Parameters of the Scheme:**

Year	Target
2012-13	Implementation of specialized programme in the non-core areas.
2013-14	-do-
2014-15	-do-
2015-16	-do-
2016-17	-do-

#### **Physical Parameters for Special Component of the Scheme:**

**Gender Budgeting:**

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

**SCSP/TSP**

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

**Children Welfare Component:**

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

**North-East Component :**

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

**1.2 Upgradation and Expansion of infrastructure of CBFC offices including creation of regional offices at Ahmedabad and Patna**

1.	Name of the Sector	FILM
2.	Name of the Media Unit	Central Board of Film Certification, Mumbai
3.	Name of the Scheme	<b>Upgradation and Expansion of infrastructure of CBFC offices including creation of regional offices at Ahmedabad and Patna.</b>
4.	Outlay for XII Five Year Plan	Rs. 5.00 cr

**Activities:**

Acquisition of capital assets in the form of infrastructure specific to the functioning of CBFC including preview theaters, preview equipments, preview facilities for 3D cinemas,

acquisition of relevant office space for headquarters as well as Regional Offices for supporting such infrastructure and includes civil works wherever required.

**Rationale and objective:**

Presently the Headquarters of the CBFC is located in a private building and hence the requisite infrastructure for preview/ examination of films for certification is not available. In Regional Offices also there on account of space constraints these infrastructure is not available. This entails cost on specialization of examining officers to outside preview theaters etc. resulting administrative inexpediency as well financial burden on account of travel by the examining officers.

**Time Frame:**

The scheme is to be executed during the 12<sup>th</sup> Plan period.

**Financial Phasing:**

Rs.crore

Year	Outlay	Special Component (wherever applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East Component
2012-2013	1.00	Nil	Nil	Nil	11%
2013-2014	1.00	Nil	Nil	Nil	11%
2014-2015	1.00	Nil	Nil	Nil	11%
2015-2016	1.00	Nil	Nil	Nil	11%
2016-2017	1.00	Nil	Nil	Nil	11%
<b>Total</b>	<b>5.00</b>				

**Year-wise Targets of the Physical Parameters of the Scheme:**

Year	Physical Targets
2012-13	Proposal for SFC approval by November 2012. Estimates for office space acquisition to run concurrently to be complete by November 2012. Upon approval of SFC, legal formalities for the space to be completed
2013-14	Estimates for Civil Works and site preparation to go to CPWD by May 2013. Proposals Concurrently identification of state of art equipment at the extant time to identified by June 2013. Calling of quotation for procurement by September 2013 Finalization of Orders by December 2013
2014-15	Installation of equipment by June 2014 Concurrently modernization of offices shall also be undertaken for making activities and work environment IT friendly.
2015-16	SOPs for Maintenance of the Capital assets including preventive maintenance schedules to be finalized through development of software.
2016-17	Maintenance schedules to be integrated with other computerization activities so that programming work and scheduling work of core activities is integrated with the same for optimization of infrastructure use.

**Physical Parameters for Special Component of the Scheme:****Gender Budgeting:**

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

**SCSP/TSP**

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

**Children Welfare Component:**

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

North-East Component :

Year	Plan Outlay
2012-13	11%
2013-14	11%
2014-15	11%
2015-16	11%
2016-17	11%

### 1.3 Upgradation of Siri Fort Complex

1.	Name of the Sector.	FILM
2.	Name of the Media Unit	Directorate of Film Festivals
3.	Name of the Scheme:	<b>Upgradation of Siri Fort Complex</b>
4.	Outlay for XII Five Year Plan	Rs.10.00 crore

#### Activities

The scheme “Additions and alterations to Film Festival Complex (Sirifort Auditoria)” which was introduced in the 10<sup>th</sup> and 11<sup>th</sup> Five Year Plan to carry out improvement of facilities, additions and renovation of Film Festival Complex. The works envisaged under the scheme were carried out ahead of the schedule and thus objective of the scheme has been accomplished. Now, it is proposed to focus on upgradation of Sirifort Complex as a key center for performing arts and cultural activities in Delhi.

The Siri Fort Cultural Complex is the only one of its kind in New Delhi and can, with correct branding, marketing strategies, and high quality services, emerge as the key center for the performing arts and cultural activities in Delhi. It has good infrastructure and a strong location advantage and is also equipped with the largest seating capacity in India. However, the technical aspects of the complex such as acoustics, sound, projection, air conditioning need constant upgradation in consonance with the modern technology so as to ensure that the facilities in the complex are of international standards.

#### Rationale and Objective

The scheme aims at upgradation of Sirifort Complex as a key center for performing arts and cultural activities in Delhi through improvement of facilities in consonance with the modern technology, proper maintenance/renovation of Sirifort Complex. The output is expected to be in the form of attracting premier institutions for hosting prestigious national and International events, film weeks, film festivals etc. by correct branding, marketing strategies, and high quality services. This will pave way for optimal generation of revenue throughout the year.



**Timeframe -- Entire XII Five Year Plan period i.e. from 2012-13 to 2016-17.**

**Financial Phasing**

Rs. crore

Year	Plan Outlay	Special Component Plan (Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-2013	2.00	Nil	Nil	Nil	Nil
2013-2014	2.00	Nil	Nil	Nil	Nil
2014-2015	2.00	Nil	Nil	Nil	Nil
2015-2016	2.00	Nil	Nil	Nil	Nil
2016-2017	2.00	Nil	Nil	Nil	Nil
Total	10.00	Nil	Nil	Nil	Nil

**Year-wise Targets of the Physical Parameters of the Scheme.**

Year	Targets
2012-2013	Timely finalization of SFC so that there is no interruption in availability of funds maintenance and upgradation of Sirifort Complex.
2013-2014	Timely implementation of the works envisaged in the SFC subject to availability of funds as per the proposed outlay.
2014-2015	-do-
2015-2016	-do-
2016-2017	NIL

**Physical Parameters for Special Component of the Scheme.**

**Gender Budgeting**

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

**SCSP/TSP**

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

#### Children Welfare Component

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

#### North-East Component

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

#### 1.4 Upgradation of Building Infrastructure of Films Division

1.	Name of the Sector	FILM
2.	Name of the Media Unit	Films Division
3.	Name of the Scheme	<b>Upgradation of building infrastructure of Films Division</b>
4.	Outlay for XII Five Year Plan	Rs. 18.00 crore

#### Activities

The Scheme – Improvement and beatification of the facades of the existing as well as the new buildings those are proposed to come up in the Films Division's complex pursuant to setting up of the National Museum of Indian Cinema are important requirements as their should be synergy between the new buildings as well as the old buildings. The old buildings were constructed long way back and renovation of the old buildings is also essential to ensure the synergy with the new buildings. Removal of AC plant from the existing buildings for creation of space for storage which works out to Rs.4.50 crore and renovation and revamping of the two existing buildings with an estimated cost of Rs.8.50 crore (as per the estimate given by NBCC) do not come within the scope of work of the NMIC Project and it was decided in the meeting held on 19.4.2011 under the Chairmanship of the AS&FA to propose this work in the 12<sup>th</sup> plan so that the work will be completed before 31.12.2012.

The complex will also have a small theatre to serve as both preview theatre for Films Division and CFSI and also be a venue for showing the acclaimed films as a part of the government's initiative to support the setting up of small theatres. An outlay of about Rs.2.00 crores would be required for the same.

Likewise, the Films Division's Auditorium on Mahadev Road that is used for film screenings for Films Division and the Ministry of Information and Broadcasting's screenings, and also

hired out as a preview theatre to the industry is proposed to be renovated at an estimated cost of Rs.3.00 crores. **Rationale and Objective** – As above.

**Timeframe** – About one year

**Financial Phasing** -

( Rs. Crore )

Year	Plan Outlay	Special Component Plan (Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East Component
2012-13	18.00				
2013-14	-				
2014-15	-				
2015-16	-				
2016-17	-				
Total	<b>18.00</b>				

### 1.5 Upgradation of infrastructure at NFAI

1.	Name of the Sector	FILM
2.	Name of the Media Unit	National Film Archive of India, Pune
3.	Name of the Scheme	<b><i>Upgradation of infrastructure at NFAI</i></b>
4.	Outlay for XII Five Year Plan	<i>Rs. 10.00 crore</i>

#### Activities:

NFAI was set up by the Government of India in 1964 with the following main objects and functions:

- To trace, acquire and preserve for the use of posterity the heritage of national cinema and a representative collection of world cinema.
- To classify and document data related to film and undertake and encourage research on cinema.
- To act as a center for the dissemination of film culture in the country, and to promote Indian cinema abroad.

Given the foregoing objects, NFAI is assigned the task of acquiring National and State Award winning films, Indian Panorama films, Box-office hits and films shown in international film festivals. Film adaptations of famous literary works, films representing different genres of Indian Cinema, newsreels, documentaries representing the categories mentioned above also find their way to the Archive. In addition, NFAI also collects books and periodicals covering Indian and World Cinema, Festival Publications, ancillary material like Song booklets, photographs, wall posters, pamphlets, folders, disc records and other memorabilia on Cinema.

Since its inception in 1964, NFAI has been performing the important task of preserving film heritage of the country. Over the years the number of archival material has increased and the responsibility of the NFAI has also increased many folds. This requires

constant upgradation of the existing infrastructure of NFAI, so that it is fully equipped to take on not only the future requirement but also adapt itself to latest technology available in the field.

#### **Proposed Activities:**

The activities under proposal includes replacement of Air-conditioning system of the vaults, providing power back-up, provision of modern fire fighting system, providing better sound system at main and preview theatre, construction of security fencing and repair of approach roads etc.

#### **Rationale and objective:**

By providing all these additional facilities, it will serve the basic purpose of this organization viz. archiving movies, which are the irreplaceable stories of cultures and civilizations of the concerned era. The main objective is better management of the facilities, using improved technology and having a higher uptime of available equipment and resources available.

**Time Frame** -To be implemented during the 12<sup>th</sup> Plan period.

#### **Financial Phasing:**

(Rs. crores)

Year	Plan Outlay	Special Component(wherever Application)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East Component
2012-13	5.00	---	---	---	---
2013-14	5.00	---	---	---	---
2014-15	---	---	---	---	---
2015-16	---	---	---	---	---
2016-17	---	---	---	---	---
Total	10.00	-	-	-	-

#### **Year-wise Targets of the Physical Parameters of the Scheme:**

Year	Target
2012-13	Finalisation of SFC, preparation of Plans and seeking approval of local authority wherever required, initiating tender process and commencing of the work.
2013-14	Continuing with construction and renovation and refurbishment work.
2014-15	-
2015-16	-
2016-17	-

**Physical Parameters for Special Component of the Scheme:**

(a) Gender Budgeting:

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

(b) SCSP/TSP

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

(c) Children Welfare Component:

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

(d) North-East Component :

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

## 1.6 Documentation of Archives and Conversion of Jayakar Bungalow into a Digital Library for Archival Material (NFAI)

1.	Name of the Sector	FILM
2.	Name of the Media Unit	National Film Archive of India, Pune
3.	Name of the Scheme	<b>Documentation of Archives and Conversion of Jayakar Bungalow into a Digital Library for Archival Material</b>
4	Outlay for XII Five Year Plan	Rs. 9.0 crore

### Activities:

Jayakar Bungalow which is in the premises of NFAI main campus at Law College Road is a structure classified as heritage structure by the Pune Municipal Corporation. The building is historically important and holds the interest of film research people as well as the common man and needs to be preserved in good condition for posterity. While preserving the heritage building it is proposed that with a view to increase the interest on the building, digital screening/video library may be setup.

The scheme would involve suitable preservation work of the building and setting up of the required infrastructure for digital / video library. Access to the same can be made through a monthly payment plan or a per admission basis. This step would also ensure the establishment of systems for documentation of archives for posterity and provide transparent access to all archives of the organization. The scheme would also cater for instituting fellowships for research students.

### Rationale and objective:

By implementing the scheme the heritage would be suitably protected and appropriately used.

**Time Frame:** To be implemented during the 12<sup>th</sup> Plan period.

Financial Phasing:

(Rs. crores)

Year	Outlay Rs.Cr.	Special Component(whenever Application)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East Component
2012-13	1.0	---	---	---	---
2013-14	2.0	---	---	---	---
2014-15	2.0	---	---	---	---
2015-16	2.0	---	---	---	---
2016-17	2.0	---	---	---	---
Total	9.0	--	--	--	--

**Year-wise Targets of the Physical Parameters of the Scheme:**

Year	Target
2012-13	Finalisation of SFC, preparation of Plans and seeking approval of local authority wherever required and initiating the work and initiating research work.
2013-14	Continuing the preservation work of <i>Jayakar</i> Bungalow and setting up of digital / video library/ research work.
2014-15	-do-
2015-16	-do-
2016-17	-do-

**Physical Parameters for Special Component of the Scheme:**

## (a) Gender Budgeting:

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

## (b) SCSP/TSP

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

## (c) Children Welfare Component:

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

(d) North-East Component :

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

**1.7 Grant-in-Aid to FTII Pune**

1.	Name of the Sector	Film Sector
2.	Name of the Media Unit	Film and Television Institute of India, Pune-4.
3.	Name of the Scheme	Grant-in-Aid to FTII Pune
4.	Outlay for XII Five Year Plan	Rs. 40.00 crore
(i)	<b>Activities</b>	<p>The Scheme to Modernize FTII, Pune will have following components:</p> <p><b>a) Machinery and equipment</b></p> <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> <p>III) To overcome the shortages of the infrastructure, updating and upgrading the existing equipment, making available training facilities with proper infrastructure to bring about overall improvement in the standards of higher professional education in the field of film making and TV Production.</p> <p>IV) Since the intake capacity of students has increased due to implementation of OBC reservations policy, more equipment are needed to meet the requirements of the educational curriculum and hence adequate funds for procurement of machinery and equipments is imperative.</p> <p><b>b) Civil/Electrical Construction works and</b></p> <p><b>c) Computerization and Modernisation</b></p> <p><b>d) Upgradation of Course curriculum which are initiated as part of Global Film School</b></p> <p>There is shortage of space in the present campus of FTII for students' accommodation and programmes. The current plan proposes vertical expansion of some parts of buildings of FTII</p>



		wherever feasible. As advanced resource and knowledge centre is also being planned so as to integrate all resources such as Library e-library internet viewing students centre, discussion room for faculty and video conferencing additional funds are required for special repairs to be carried out for infrastructural changes to accommodate new machinery and equipments. As some of the buildings are quite old, complete renovation is required. <b>d) Setting up of Community Radio Station</b> <b>I) The scheme aims at Human Resource development, thereby catering to the social needs of local community, this will be a platform for local talent a tool for experimentation by students this helps in exchange of ideas, experience and skills with similar institutions and universities abroad.</b> <b>II) Expansion of the activities of FTII beyond its won walls. Study of relevant field activities at international level by the faculties as well as students under HRD scheme of exchange programme.</b> <b>III)Additional funds are required to conduct high level international seminars, conferences, workshops, research and fellowships.</b> <b>IV) This is a scheme having objective of providing research and training in the areas of radio programming, audience research and innovation to the student.</b>			
(ii)	<b>Rationale and Objective</b>	The objective is to strengthen this prestigious institute of repute by upgrading its infrastructure as well as enhancing its human resource development capacity.			
(iii)	<b>Time frame</b>	The scheme mentioned above will continue in all the five years of Twelfth Plan.			
(iv)	<b>Financial Phasing</b>				
				<u>(Rs. Crores)</u>	
Year	Plan Outlay	Special component (Wherever Application)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East Component
2012-13	8.00				
2013-14	8.00				
2014-15	8.00				
2015-16	8.00				
2016-17	8.00				
Total:	<b>40.00</b>				

(v) Year-wise Targets of the Physical Parameters of the Scheme

<u>Year</u>	<u>Targets</u>
2012-13	<b><u>Conceiving the Skill Development package, development of curriculum, augmentation of Infrastructure and faculty.</u></b>
2013-14	<b><u>Running of the Courses</u></b>
2014-15	<b><u>do</u></b>
2015-16	<b><u>do</u></b>
2016-17	<b><u>do</u></b>

**(vi) Physical Parameters for Special Component of the Scheme**

**(a) Gender Budgeting**

(Rs. Crores) \_\_\_\_\_

<u>Year</u>	<u>Plan Outlay</u>
2012-13	<b>Nil</b>
2013-14	<b>Nil</b>
2014-15	<b>Nil</b>
2015-16	<b>Nil</b>
2016-17	<b>Nil</b>

**(b) SCSP/TSP**

(Rs. Crores) \_\_\_\_\_

<u>Year</u>	<u>Plan Outlay</u>
2012-13	<b>Nil</b>
2013-14	<b>Nil</b>
2014-15	<b>Nil</b>
2015-16	<b>Nil</b>
2016-17	<b>Nil</b>

**(c) Children Welfare Component**

(Rs. Crores) \_\_\_\_\_

<u>Year</u>	<u>Plan Outlay</u>
2012-13	<b>Nil</b>
2013-14	<b>Nil</b>
2014-15	<b>Nil</b>
2015-16	<b>Nil</b>
2016-17	<b>Nil</b>

(d) North-East Component

(Rs. Crore)

Year	Plan Outlay
2012-13	Nil
2013-14	Nil
2014-15	Nil
2015-16	Nil
2016-17	Nil

**1.8 INFRASTRUCTURAL DEVELOPMENT in SRFTI**

1.	Name of the Sector	FILM
2.	Name of the Media Unit	Satyajit Ray Film & Television Institute, Kolkata
3.	Name of the Scheme	<b>INFRASTRUCTURAL DEVELOPMENT</b>
4	Outlay for XII Five Year Plan	Rs. 54.00 crore

		<b>Activities</b>	The Institute proposes to undertake various activities grouped under the scheme INFRASTRUCTURAL DEVELOPMENT to improve its infrastructural setup . and set up a Television Deptt as that of FTII, Pune.
		<b>Rationale and objective</b>	Keeping in view the advances in Film & Television Technology, the Institute proposes further development in its infrastructural setup. This will enable the Institute to have access to better physical facilities and advance technologies which in the process will bring in academic excellence.
		<b>Time frame</b>	5 years during the 12 <sup>th</sup> Plan period from 2012-13 to 2016-17.

## Financial Phasing

(Rs Crores)

Year	Plan Outlay	Special Component Plan (Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-13	9.00				
2013-14	22.00				
2014-15	11.00				
2015-16	6.00				
2016-17	6.00				
Total	54.00				

Special Component of Plan Outlay is not applicable

A provision of Outlay of Rs. 54 cr. has been kept under this scheme. However, item--wise estimate of cost will be carried out during the EFC stage.

### (v) Year-wise Targets of the Physical Parameters of the Scheme.

Year	Targets
2012-13	Planning , architectural designs and development of site wherever Civil constructions are involved. Obtaining approval of local authorities for construction activities . Major renovation and up gradation works to be initiated
2013-14	25 % of Civil Construction Work to be completed
2014-15	40 % of Civil Construction Work to be completed
2015-15	35 % of Civil Construction Work to be completed. Electrical installation to be taken up
2016-17	Completion of electrical works and completion of development of service area.

### Physical Parameters for Special Component of the Scheme (NOT APPLICABLE)

#### (a) Gender Budgeting

Year	Plan Outlay
2012-13	
2013-14	
2014-15	
2015-15	
2016-17	

**(b) SCSP/TSP**

<b>Year</b>	<b>Plan Outlay</b>
2012-13	
2013-14	
2014-15	
2015-15	
2016-17	

**(c) Children Welfare Component**

<b>Year</b>	<b>Plan Outlay</b>
2012-13	
2013-14	
2014-15	
2015-15	
2016-17	

**(d) North-East Component**

<b>Year</b>	<b>Plan Outlay</b>
2012-13	
2013-14	
2014-15	
2015-15	
2016-17	

## Information Sector

### 1.9 REVAMPING AND RESTRUCTURING OF DAVP (New Scheme)

1. Name of the Sector: Information Sector
2. Name of the Media Unit: DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
3. Name of the Scheme: REVAMPING AND RESTRUCTURING OF DAVP
4. Outlay for XII Five Year Plan: Rs.25.00 crore

#### (i) INTRODUCTION

CDC, an autonomous body under the Ministry of Science and Technology, was engaged to study the functioning of the organization and suggest measures for improving its efficiency and transparency. Its report recommends several measures in the fields of human resources, IT up-gradation, systemic changes, procedures and work flow improvements, mandate expansion, etc. These recommendations would require funds to implement the introduction of new management systems, new services and business process re-engineering.

Following activities will be undertaken as part of the 12<sup>th</sup> Plan scheme:

#### A. INFRASTRUCTURE

##### Relocation of DAVP into the NEW “VIGYAPAN BLOCK”

DAVP attracts a large number of visitors such as representatives of the ministries and other organizations of the Government of India, representatives of various media, various service providers etc. The offices of DAVP are presently located in various floors of Sochna Bhawan, and at K.G. Marg. This results in lack of control over the security and maintenance of the area, supervision of the people and confusion to the visitors.

Besides, there is an acute shortage of office space for its employees and outsourced professionals. There is also no space for setting up a canteen, common room, staff club, library, video-conferencing hall, committee room, etc. Thus, it is proposed to shift the present DAVP offices from different locations to the proposed independent Vigyapan Block in Sochna Bhavan, after the completion of the construction by 2012. The setting up of the “Vigyapan Block” would involve changes in the building -- civil and electrical -- ergonomic and environment-friendly designing, installation of new equipment and procurement of office furniture etc.

#### B. IT & MODERNIZATION

- Procurement of automation software like e-office, etc.
- Designing a mirror website of the DAVP for the purpose of security and ease of uploading/downloading
- Modernization of Regional and Field Offices - So far DAVP's functioning has been Delhi-centric. However, there are 32 field offices which have to be strengthened, given a new role and nomenclature, so they can play a holistic role, in harmony with the mandate of the DAVP.

- Procurement of hardware like high-end servers, computers, scanners.
- Procurement of radio frequency devices and bar code devices for proper tracking of outdoor publicity material, physical verification of all objects, and easy transfer of data and minimizing the human role in such activities.
- Setting up infrastructure for new and upcoming media vehicles

**C. Training, HRD and engaging professionals for various services**

- Training to employees to upgrade their skills.
- Engaging professionals (individuals or agencies) for various services like impact evaluation, software development and maintenance, client servicing, bill processing, empanelment, distribution of printed material, organizing exhibitions, etc.
- Taking part in National and International advertising festivals, seminars, workshops for skill development and to showcase DAVP's capabilities.

**Financing Phasing:**

**The total outlay projected under the scheme is Rs.25.00 crore and the scheme will be implemented in two years as given below:**

**2012-13        - Rs.15.00 crore**

**2013-14        - Rs.10.00 crore**

**1.10    Infrastructure Development Support to NE & J&K**

1.    Name of the Sector:            Information Sector
2.    Name of the Media Unit:        Main Secretariat
3.    Name of the Scheme:           Infrastructure Development Support to NE & J&K
4.    Outlay for XII Five Year Plan: Rs.25.00 crore

**The Scheme**

A new scheme for North East & J&K.

**Timeframe : 2012-2017**

**Financial Phasing :**

(Rs. crore)

Year	Plan Outlay	Special Component Plan (Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-2013	5.00	-	-	-	-
2013-2014	5.00	-	-	-	-
2014-2015	5.00	-	-	-	-
2015-2016	5.00	-	-	-	-
2016-2017	5.00	-	-	-	-
	<b>25.00</b>				

**Year-wise Targets of the Physical Parameters of the Scheme.**

Year	Targets
2012-2013	*
2013-2014	*
2014-2015	*
2015-2016	*
2016-2017	*

\* This will be decided once the scheme is approved.

Physical parameters for Special component of the Scheme

**(a) GENDER BUDGETING**

2012-13	Nil
2013-14	Nil
2014-15	Nil
2015-16	Nil
2016-17	Nil

**(b) SCSP/TSP**

2012-13	Nil
2013-14	Nil
2014-15	Nil
2015-16	Nil
2016-17	Nil



(c) Children Welfare Component

2012-13	Nil
2013-14	Nil
2014-15	Nil
2015-16	Nil
2016-17	Nil

(d) North East component

(Rs. crore)

2012-13	4.00
2013-14	4.00
2014-15	4.00
2015-16	4.00
2016-17	4.00
<b>Total</b>	<b>20.00</b>

(e) J&K

2012-13	1.00
2013-14	1.00
2014-15	1.00
2015-16	1.00
2016-17	1.00
<b>Total</b>	<b>5.00</b>

### 1.11. Modernisation of PIB

1. Name of the Sector : Information Sector
2. Name of the Media Unit : Press Information Bureau
3. Name of the Scheme Modernisation of PIB
4. Outlay for XII Five Year Plan: Rs.50.00 crore

(i) **The Scheme:** The objective of the Scheme is to modernize and upgrade the communication and information dissemination systems in the PIB to fully utilize the modern technology and bring about a sea change in efficiency of PIB both at headquarters and its regional and branch offices. It also seeks to:

- Bring in technical expertise for technological up-gradation and innovation;
- Enhance the capability of PIB by augmenting systems to respond during emergencies;
- Improve efficacy of media outreach in regional media.

To achieve the above objectives, it is proposed to have the following components under the Scheme of 'Modernization of PIB':

- (a) Modernizing communication and information dissemination systems.
- (b) 24x7 Media Control Room for Emergencies.
- (c) Strengthening infrastructure of regional and branch offices

(iv) **Financial Phasing :**

(Rs. crore)

Year	Plan Outlay	
2012-13	10.00	
2013-14	10.00	
2014-15	10.00	
2015-16	10.00	
2016-17	10.00	
<b>Total</b>	<b>50.00</b>	

**The sub schemes:**

a) **Modernizing communication and information dissemination systems:** This would involve:

- Strengthening of ICT infrastructure in PIB's Headquarters and at its Regional and Branch offices to equip them with up to date and latest technology;
- Providing ICT enabled services for efficient information dissemination and media facilitation;
- Use of social media network to reach various segments of the society;

- Improving mobility for information gathering & dissemination and media management functions of PIB;
- Training & capacity building including training of officers and staff in using IT tools;
- Upgrading the websites with modern features commensurate with technological advancement, to make it interactive, compatible for quality live web cast, hosting of high quality video content;
- Creating digital archives of all text, graphic, photo and video resources available and being created within the Bureau;
- Developing software applications for ensuring quick online press accreditation for ease and comfort of media person;
- Digitizing record and inventory management relating to accreditation and other services offered by the Bureau to bring in greater transparency in service delivery;
- Linking all field offices with PIB Headquarters and with the nearest NIC hub through high-speed network for live web cast off press conferences on regional/branch offices website, live participation of regional media in press conferences held in Delhi;
- Creating digital language resources of press material for ensuring extensive use by regional media especially small and medium newspapers;
- Strengthening Regional and Branch offices for greater outreach to rural audience through regional media.
- Providing portable/mobile communication tools such as laptops/iPads, smart phones/iPhones to officers for instant and efficient communication and data processing/transfer.

**(b) 24x7 Media Control Room for Emergencies**

It is proposed to set up a 24x7 feedback & response system for emergencies in the

Press Information Bureau, which will monitor news channels round the clock for providing feedback to Ministers and other senior officers of Government of India so as to enable them formulate a response on developing issues/ news stories on real time basis. This is proposed keeping in view the experience that such an arrangement is very much required to be in place to counter many news stories, which otherwise can have the potential of snowballing into bigger controversies. The objective is to equip the policy makers at the highest level in the Government with information for formulation of appropriate response on events as soon as they happen. In the aftermath of 26/11, Mumbai attack, for better media management, PIB had been asked to set up 24x7 Media Control Room. PIB was also asked to put in place an electronic link between PIB Headquarters in Delhi and its offices in State capitals so that the media at State level could get direct access to information. Since May, 2011 a Group of Ministers on Media has been constituted by PMO to analyse the events of the day and issue suitable directions to a nodal office to prepare appropriate material for the briefing the media. PIB is the nodal organization for the purpose and is required to have a small secretariat to service GoM on media. The 24x7 control room will also provide the necessary support for GoM on media.

The following infrastructure is proposed to be set up for data capturing and processing:

- The 24 x 7 Media Control Room for Emergencies in New Delhi to track national dailies, websites, national radio and national TV news channels.
- This would also involve tracking of prominent regional channels/newspapers by deploying adequate resources for the purpose
- The Media Control Room will function in three shifts 24 x 7.
- It will also provide secretarial support for GoM on media.

**( c ) Construction of Building at New places has been merged with DFP scheme for construction of Soochna Bhavan at Guwahati, Bhubaneshwar etc.**

#### **1.12 Opening up of New Regional Centers of IIMC (New Scheme)**

1. Name of the Sector Information Sector
2. Name of the Media Unit: Indian Institute of Mass Communication
3. Name of the Scheme: Opening up of New Regional Centers of IIMC (New Scheme)
4. Outlay for XII Five Year Plan: **Rs.125.00 crore**

**The Scheme-** It is proposed to create permanent campus for the four new regional centers. It includes construction of academic block, administrative block, studios, computer rooms as well as hostel for boys and girls, accommodation for faculty & staff. Further upgradation of IIMC to international standards and university status

#### **Rationale and objective**

Off late a necessity has been felt for expanding the reach of IIMC in the country. To achieve this aim, it is proposed to open 4 Regional Centers covering all the four zones of the country i.e. Mizoram in the North-East, J&K in North, Maharashtra (Vidarbha region) in the west and Kerala in south, in addition to the existing IIMC Regional centre at Dhenkanal(Orissa) in the east. The locations were finalized in the Ministry of I & B keeping in mind that remote and backward regions are given the benefit of location of IIMC Regional centers. Further up gradation of IIMC to international standards by up-grading its one year PG Diploma programmes to two year advanced PG Diploma programmes, equivalent to MA Degrees, including new courses and up gradation to university status are also required.

#### **Timeframe**

The scheme is proposed to be completed during the period from 2012-13 to 2016-17 (extendable to the 13<sup>th</sup> five year plan if required)

#### **Financial Phasing**

(Rs. crore)

Year	Plan Outlay	Special Component Plan (Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-13	10.00				6.00
2013-14	20.00				4.00

2014-15	30.00				7.00
2015-16	30.00				7.00
2016-17	35.00				7.25
<b>Total :</b>	<b>125.00</b>				<b>31.25</b>

Year-wise Targets of the Physical Parameters of the Scheme

Year	Targets
2012-13	To start two new center at Kerala and J&K. To complete the demarcation of the land to be provided by the State Govts. at Amravati, Aizawl, Jammu & Kerala. Fencing of the allocated land. Cleaning, leveling, soil testing, topographical survey and line plan finalizing for all land allocated to IIMC at the four centers. Administrative expenses and equipment procurement.
20-13-14	Award of the contact for architectural drawing and project management and also appointment of contractors for construction of the of buildings. Area development. Administrative expenses and equipment procurement
2014-15	Building construction & equipment procurement
2015-16	Building construction & equipment procurement
2016-17	Building construction & equipment procurement

#### 1.13 Revitalization, Upgradation and Modernisation of Publications Division and Employment News (Publications Division)

1. Name of the Sector. Information Sector
2. Name of the Media Unit. Publication Division
3. Name of the Scheme. **Revitalisation, Upgradation and Modernisation of Publications Division and Employment News**
4. Outlay for XII Five Year Plan: **Rs.16.00 crore**

The Scheme proposes to have six components given as under: -

1. Commissioning books on specific topics as works of original research.
2. Creating a Digital Archive of its publications since 1944
3. The computerization of inventory management, royalty and other activities of the business-wing
4. Modernization of Office Infrastructure
5. Participation in International Book Fairs
6. Making Employment News available on the web.

A detailed description of all the components of the Scheme is given herewith-

## **A) Commissioning books on specific topics - Projected Outlay— 268 Lakh**

**The component content:** There are a number of authors who want to do a specific project which requires in-depth research and extensive consultation with libraries, documentation and similar other efforts. However, these titles cannot be published since we have no scheme or fund to support such works. This plan scheme proposes to fund 5 such proposal each year for a period of 12 month after which the manuscript would be made available to the Publications Division for publication. The time frame could be 18 months-altogether.

### **Rationale and Objective**

To publish original research based work. The object is to bring 5 such books each year. Proposals would be invited through advertisement from people on certain specific topics identified by the Division. These proposals once received would be examined by a committee of eminent scholars and experts. The committee would recommend five such proposals for providing fellowship for book writing under this scheme.

The successful proposal would then be given the financial assistance at the decided rate of Rs. 40,000 per month for one year and in addition a grant of Rs. 5000 per month for buying books, travel etc. for research purpose. The grantee would be required to submit the progress report on a quarterly basis to the Division. The progress of the work would be certified by an expert before the next installment of fellowship is released. The grantee would be required to submit the final manuscript within six months after the expiry of the fellowship for publication. There would be agreement with the grantee to ensure that the work is completed on time.

The book would include works which are:

- ☐ Original
- ☐ Involving research
- ☐ Capable of enhancing the understanding of Indian society, culture and providing insights into its working etc.

Author will have no claim on royalty upto 2500 copies of the book. After this, if the books are reprinted, they would become eligible for royalty at the existing rate of the Division.

### **Timeframe – Five Years**

#### **Financial Phasing**

(a) Monthly fellowship @Rs. 40,000 for 12 months plus a book/research grant of Rs. 5000 per month= Rs.5,40,000 per fellow.

5 such fellowships to be given each year- Rs. 5.40x 5 = Rs. 27 lakh per year

(b) Evaluation of Proposals- The proposals received would be evaluated by a committee of eminent scholars and experts on the identified subject. The expenditure on the expert committee towards travel, accommodation, evaluation and supervision would be required. The tentative breakup of the expenditure would be

- Travel- Rs. 30,000x5 = Rs. 1,50,000.00
- Accommodation- Rs. 20,000x5 = Rs. 1,00,000.00
- Evaluation Fee- Rs. 10,000 x 5= Rs. 50,000.00

- Supervision fee @ Rs. 15,000 on quarterly basis to each expert assigned to the grantee-

Rs. 60,000 per year to each supervisor x5= Rs. 3,00,000.00

- Other miscellaneous Expenses on the meeting (Hiring of venue, vehicles etc.)

= Rs. 1,00,000.00

**Total Expenditure: Rs. 7 lakh per year x 5= Rs. 35,00,000.00**

(c) Other Expenses- During the period of the plan scheme, a secretarial staff would be required along-with editorial assistance to oversee the project and look after its implementation. Also, after the fellowship is over, the book would be published by the Division and its printing cost would be borne by the Division. The various heads on which expenses would be incurred are as under-

□ Secretarial Assistance to run the project- 2 persons @ Rs. 15,000 per month= Rs. 3.6 lakh per annum.

□ Two Editorial professionals @ Rs. Rs. 25,000 per month Rs.50,000x12= Rs. 6 lakh per annum

□ Printing, typesetting, artwork, publicity, book-release etc. @ Rs. 2,00,000.00 per book= Rs. 10,00,000.00 per annum.

Total of (a), (b), (c) is Rs. 27.00 lakh+ 7 lakh+ 19.6 lakh per year= Rs. 53.6 lakh per year.

**Over the plan period this would be Rs. 53.6 lakh x 5= Rs. 2.68 crore**

Physical parameters for Special Component of the Scheme

(Rs. Crore)

Year	Plan Outlay	Special Component (wherever applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East Component
2012-13	0.5360	NA	NA	NA	NA
2013-14	0.5360	NA	NA	NA	NA
2014-15	0.5360	NA	NA	NA	NA
2015-16	0.5360	NA	NA	NA	NA
2016-17	0.5360	NA	NA	NA	NA

Year-wise Targets of the Physical Parameters of the Scheme

Year	Targets
2012-13	Provide 5 book fellowships for original, research based books each year.
2013-14	Provide 5 book fellowships for original, research based books each year.
2014-15	Provide 5 book fellowships for original, research based books each year.
2015-16	Provide 5 book fellowships for original, research based books each year.
2016-17	Provide 5 book fellowships for original, research based books each year.

**B). Creating a Digital Archive of its publications since 1944-- Projected outlay Rs 318 lakh**

**The component content:** The Division has published more than 8200 titles since its inception. Out of these approximately, 2000 titles are still alive. Many of the titles published by this Division are rare and they have a historical value. They need to be preserved. They are part of our national heritage and need to be preserved for posterity.

The proposal in this respect would involve the following work-

1. Identification of the titles and collection of all the titles from various sources.
2. Convert them into electronic/ machine-readable format.
3. Prepare E-books out of them and if they are out of copyright purview, put them up on our website for public viewing and usage.
4. The books which are still relevant may be taken up for reprint in the Division.

**Rationale and Objective:** To preserve selected books of this Division of lasting value. The object is to by digitization of 60 books each year. The work can be started with the digitisation and E-book preparation of the existing titles which are alive and available in the library of the Division or the Central Secretarial library.

1. In the second stage, the more important titles among the books from the earlier period can be identified and digitised.
2. The website of the Publications Division should be made capable and dynamic to accommodate the e-books and be user friendly providing them easy tools for searching and arranging data.

**Timeframe** –About 300 books are proposed to be digitized during the **five year period**.

**Financial Phasing**

Outsourced editorial and secretarial support would be essential for undertaking the Project. For 60 books per year, the Division would require five editors, seven secretarial assistants. (Rs. 25000 p.m. editorial support + Rs.15,000 p.m. secretarial assistants per month). Total outgo would be 2.3 lakhs per month x 12 X 5 = 138 lakhs. (for 5 years)

Approximate cost of Digitization of book- Rs 30,000 + Rs 30,000 for converting it into e-book with additional features. Total expenditure = Rs 60,000 per book.

Expenditure for 60 books per year= Rs 60,000 x 60 + 27.6 lakhs= 63.6 lakhs in a year.

**Physical parameters for Special Component of the Scheme**

(Rs. Crore)

Year	Plan Outlay	Special Component (wherever applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East Component
2012-13	0.6360	NA	NA	NA	NA
2013-14	0.6360	NA	NA	NA	NA
2014-15	0.6360	NA	NA	NA	NA
2015-16	0.6360	NA	NA	NA	NA
2016-17	0.6360	NA	NA	NA	NA



### Year-wise Targets of the Physical Parameters of the Scheme

Year	Targets
2012-13	Digitizing 60 books of archival value of the Division each year and its e-book.
2013-14	Digitizing 60 books of archival value of the Division each year and its e-book.
2014-15	Digitizing 60 books of archival value of the Division each year and its e-book.
2015-16	Digitizing 60 books of archival value of the Division each year and its e-book.
2016-17	Digitizing 60 books of archival value of the Division each year and its e-book.

### **C) The computerization of inventory management, royalty and other activities of the business-wing for improved business operations of the Division.- Projected outlay Rs. 83 lakh**

**The component content:** At present, the stock and inventory of books in the Division, as also the details of sale are managed manually in each of the twelve sales emporia, the journals unit and the feeder store. Ascertaining the stock of a particular book, or its exact sale figure is a very cumbersome, and time taking task involving physical counting and manual tabulation of data received from each emporium. Manual computation of data also often leads to errors. This severely hampers many areas of our working. When we get bulk orders for some books, rather than responding promptly we have to undertake a huge exercise for counting the books in our various stores to find whether we have enough stock. Although we have a system of periodic checks for our titles, it is understandably a very slow and long drawn out process. Similarly, since we do not have sales figures readily available, the process of calculation of royalty gets delayed, and we have many complaints from authors in this regard.

Many of the Division's post on the business and accounts side got abolished under ERC. With the curtailed staff strength, it is becoming increasingly difficult to manage this manual procedure, and even critical tasks like regular maintenance of stock and sales register and physical verification of stores get hugely delayed, even raising audit objections.

#### **Rationale and Objective:**

- ☐ Leverage technology for a more efficient functioning of the organization : for business advantage : for developing strategies to fulfill Divisions mandate more effectively and efficiently
- ☐ Serve our stakeholders – customers and authors – in a more organized, user friendly and transparent manner.
- ☐ Tide over the staff crunch
- ☐ Enable quick and effective decision making regarding printing/ reprinting of books
- ☐ To enable efficient accounting.
- ☐ Strengthen the capabilities of the organization in face of the rising competition in the sector.

**Timeframe** – The scheme would be completed in **Two Years** time frame.

#### **Financial Phasing --**

A tentative estimate of the expenditure involved in the computerization work, as given below:

Hardware – (Computers, Servers etc.) - Rs 20 lakh

Software –(retailing solution and anti-virus etc) - Rs 13 lakh

Training (on site in two spells) - Rs 10 lakh

Travel – (for trainers at each site and office staff) - Rs 20 lakh

Data Entry operators on site- - Rs 5 lakh

Technical Support (maintenance) - Rs 5 lakh

Office expenditure (hiring of vehicles/ etc) - Rs 10 lakh

**Total - Rs 83 lakhs**

Physical parameters for Special Component of the Scheme

(Rs. Crore)

Year	Plan Outlay	Special Component (wherever applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East Component
2012-13	0.4150	NA	NA	NA	NA
2013-14	0.4150	NA	NA	NA	NA
2014-15	NA	NA	NA	NA	NA
2015-16	NA	NA	NA	NA	NA
2016-17	NA	NA	NA	NA	NA

Year-wise Targets of the Physical Parameters of the Scheme

Year	Targets
2012-13	Installation of software, hardware for computerized inventory management, training, hiring of vehicles, travel, payment to data-entry Operators and calculation of royalty payment etc.
2013-14	Training, payment to data-entry Operators, Technical support (maintenance), hiring of vehicles, travel & calculation of royalty payment etc.
2014-15	NA
2015-16	
2016-17	

#### D) Modernization of Office Infrastructure - Projected outlay—Rs 375 lakh

**The component content:** The development and procurement of office infrastructure needs to be improved to enhance productivity and efficiency.

**Rationale and Objective :** To strengthen infrastructure for optimum utilization of space - better work amenities for efficient functioning of the Editorial, Production, Administration, Accounts and stock section of the Division needs immediate provision for infrastructure, modern equipments, recurring maintenance expenditure. Expenditure would also be required for furnish and relocate the offices of Yojana, Kurukshetra and book gallery of Publications Division after the completion of the building at Soochna Bhawan.

**Timeframe** – The scheme would be completed in **Five Years** time frame.

**Financial Phasing** -- This would cost approximately Rs. 75 lakh per year.

Physical parameters for Special Component of the Scheme

(Rs. Crore)

Year	Plan Outlay	Special Component (wherever applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East Component
2012-13	0.7500	NA	NA	NA	NA
2013-14	0.7500	NA	NA	NA	NA
2014-15	0.7500	NA	NA	NA	NA
2015-16	0.7500	NA	NA	NA	NA
2016-17	0.7500	NA	NA	NA	NA

Year-wise Targets of the Physical Parameters of the Scheme

Year	Targets
2012-13	Up-gradation and modernization of the infrastructure (3-5 Sections/Rooms)
2013-14	3-5 Sections/Rooms will be upgraded and modernization
2014-15	3-5 Sections/Rooms will be upgraded and modernization
2015-16	3-5 Sections/Rooms will be upgraded and modernization
2016-17	3-5 Sections /Rooms will be upgraded and modernization

#### E) Participation in International Book Fairs— Proposed outlay- Rs 262.5 lakh

**The component content:** In order to improve its visibility and exposure to international trends in book publishing and marketing, the Division proposes to participate in **five** major international book exhibitions/ Fair every year. Such participation would give the much needed exposure to our publications in international market. We have largely been participating in Fairs and exhibitions within the country and the response, in terms of sales, post exhibition orders and subscription is usually good.

**Rationale and Objective:** - To generate interest in our publications internationally and showcase the publications brought out by the Division and improve visibility. Such exhibitions would also explore the possibility of having trade ties with foreign publishers also and to learn international trends in the field of publishing and marketing.

**Timeframe** – Five Years

**Financial Phasing** — A tentative estimate of the expenditure involved in the participation of foreign book fairs, for a team of three officials of the Division:

Air fare — as per entitlement ( Rs 1 lakh per official)

Accommodation/TA/DA -- as per entitlement (Rs 1.5 lakhs per person. Expenditure on participation (rent, transportation, misc.) --- Rs. 3 lakhs

**Total — Rs 10.5 lakhs per Fair**

Total expenditure per year on 5 international book-fairs= Rs. 10.5x5= Rs. 52.5 lakh

**Physical parameters for Special Component of the Scheme**

(Rs. Crore)

Year	Plan Outlay	Special Component (wherever applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East Component
2012-13	0.5250	NA	NA	NA	NA
2013-14	0.5250	NA	NA	NA	NA
2014-15	0.5250	NA	NA	NA	NA
2015-16	0.5250	NA	NA	NA	NA
2016-17	0.5250	NA	NA	NA	NA

**Year-wise Targets of the Physical Parameters of the Scheme**

Year	Targets
2012-13	Publications Division proposes participation in 5 international book-fairs each year to showcase its publications
2013-14	Publications Division proposes participation in 5 international book-fairs each year to showcase its publications
2014-15	Publications Division proposes participation in 5 international book-fairs each year to showcase its publications
2015-16	Publications Division proposes participation in 5 international book-fairs each year to showcase its publications
2016-17	Publications Division proposes participation in 5 international book-fairs each year to showcase its publications

Physical Parameters for Special Component of the Scheme

Gender Budgeting **NOT APPLICABLE**

(Rs. Crore)

Year	Plant Outlay				
2012-13	NA	NA	NA	NA	NA
2013-14	NA	NA	NA	NA	NA
2014-15	NA	NA	NA	NA	NA
2015-16	NA	NA	NA	NA	NA
2016-17	NA	NA	NA	NA	NA

(b) SCSP/TSP **NOT APPLICABLE**

(Rs. Crore)

Year	Plan Outlay				
2012-13	NA	NA	NA	NA	NA
2013-14	NA	NA	NA	NA	NA
2014-15	NA	NA	NA	NA	NA
2015-16	NA	NA	NA	NA	NA

(c) Children Welfare Component **NOT APPLICABLE**

(Rs. Crore)

Year	Plan Outlay				
2012-13	NA	NA	NA	NA	NA
2013-14	NA	NA	NA	NA	NA
2014-15	NA	NA	NA	NA	NA
2015-16	NA	NA	NA	NA	NA
2016-17	NA	NA	NA	NA	NA

(d) North-East Component NOT APPLICABLE

(Rs. Crore)

Year	Plan Outlay				
2012-13	NA	NA	NA	NA	NA
2013-14	NA	NA	NA	NA	NA
2014-15	NA	NA	NA	NA	NA
2015-16	NA	NA	NA	NA	NA
2016-17	NA	NA	NA	NA	NA

#### **1.14 National Centre of Photography & Special Drive for North Eastern States etc.**

##### **(New Scheme) (Photo Division)**

1. Name of the Sector : Information Sector
2. Name of the Media Unit : Photo Division
3. Name of the Scheme : National Centre of Photography & Special Drive for North Eastern States etc.
4. Outlay for XII Five Year Plan: **Rs.8.00 crore**

##### **The Scheme :**

##### **A. "National Center of Photography: -**

National Centre of Photography envisages at wider dissemination of the photographic heritage with a view to creating the awareness amongst the masses about the freedom movement and development of the country as a whole.

Photo Division caters to photographic documentation of growth and development be it political, social, infrastructural or the economic development of the country. It has to be a continuing project which will not only upgrade the digital storage system of the photographs but also add the new images on day to day basis. This will also allow researchers, academicians and others to access the photographs from their home front and would result in a specific accessing system on conventional as well as digital platform for authentic photographic information. All the important images would be accessible by any one from any part of the globe.

##### **B. Special Drive for North-Eastern States & isolated areas:-**

The Division would try to disseminate its technical know how for the benefit of the government of the isolated places like the North East and the difficult places like Andaman & Nicobar Islands, Lakshadweep, Jammu and Kashmir etc. by supporting them with the new technology and also time to time documentation of their people, and environments etc.

**Rationale and Objective :** Collection, Preservation & Storage of the important images and Cross Referencing

##### **A Brief Road Map**

1. Outsourcing of services (2012-2017): - The Division would be requiring the outsourcing services of the IT professionals & Library science professionals. The work relates to uploading of digital image data into the server as well as maintenance of official website, provision of proper captions, creation of keywords, filling up of history sheet, transferring the digital image into the DVD/CD and back up servers etc will be done by the outsourced team.
2. Acquisition of backup server: (2012) - The Division initially installed one high capacity server during the previous Plan Scheme. The server was installed for the off-line access of the archive. In order to substantiate the Cross Referencing of the information, Division would like to connect the server with the official website to introduce for the access of the entire collection and initiate the e-commerce as well as retrieval of the archive to the entire globe from their home. Hence back-up servers are required for the 24 hours functioning for the connection of the server with the website .

3. Out sourcing of Images(2012-2017): To strengthen with the more important images in the archive of the Division on various subjects it is proposed to acquire valuable archival images from different corner of the country. This will help to protect the valuable archival images of the country in proper manner.

4. Permanent Photo Gallery (2012-2017): The Division would like to create a permanent photo gallery in its premises and to give boost to the photo exhibitions of the developmental activities of the government, as well as would also like to provide the support to the upcoming amateur & professional photographers to display their work with a very nominal expenditure. This will give a boost to the people as well as the younger generation to work in this field of photography.

5. Sharing Technical knowledge(2012-2017): National Centre of Photography will be able to disseminate its technical know how etc. by conducting Workshops and Conferences in addition to launching a regular authentic training programme with all the nitty-gritty of the medium which is lacking at the moment in the country.

6. Special Documentation (2012-2017): For the past many years the Division is concentrating on only NEWS coverage. It is observed that often the media units as well as outsiders have regular demands of the developmental images from the Division. Hence the Division proposes photo documentation of particularly FLAGSHIP programme of the Government of India.

7. National Photo Awards (2012-2017): To encourage the photography profession & Photographers of the country, on the occasion of its 50<sup>th</sup> year celebration the Division introduced the National Photo Award the same will be continued in the 12<sup>th</sup> five year Plan.

8. North East component (2012-2017): Support the North-East States and isolated areas like Andaman & nicobar, Lakshadweep J&K with the help in training, digitalization and also documentation of these places.

#### **YEAR WISE UTILISATION OF THE FUNDS DURING THE XI PLAN**

**(2007-08 to 2011-2012)**

(Rs. lakh)

Year	Plan Outlay	Revised Estimate	Expenditure (Year ending)
2007-08	Rs.55.00 Lakh	Rs.48.00 Lakh	Rs.48.00 Lakh
2008-09	Rs.55.00 Lakh	Rs.50.28 Lakh	Rs.50.28 Lakh
2009-10	Rs.70.00 Lakh	Rs.210.00 Lakh	Rs.209.47 Lakh
2010-11	**Rs.286.00 Lakh	Rs.133.00 Lakh(R.E.) Rs.84.50 Lakh( Final Grant)	Rs.65.47 Lakh
2011-12	* Rs.180.00 Lakh		nil

Timeframe : 12<sup>th</sup> five year plan period (2012-2017)

# Financial Phasing

(Rs.8.00 crore)

Year	Plan Outlay	Special Component Plan (Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-2013	1.20	-	-	-	.10
2013-2014	1.70	-	-	-	.10
2014-2015	1.70	-	-	-	.10
2015-2016	1.70				.10
2016-2017	1.70				.10
Total	8.00				

Year-wise Targets of the Physical Parameters of the Scheme.

Physical Parameters for Special Component of the Scheme.

Gender Budgeting : **NIL**

(Rs. crore)

Year	Plan Outlay
2012-2013	
2013-2014	
2014-2015	
2015-2016	
2016-2017	

(b) SCSP/TSP : **NIL**

(Rs. crore)

Year	Plan Outlay
2012-2013	
2013-2014	
2014-2015	
2015-2016	
2016-2017	



(c) Children Welfare Component : **NIL**

(Rs. crore)

Year	Plan Outlay
2012-2013	
2013-2014	
2014-2015	
2015-2016	
2016-2017	

(d) North-East Component :

(Rs. crore)

Year	Plan Outlay
2012-2013	0.10
2013-2014	0.10
2014-2015	0.10
2015-2016	0.10
2016-17	0.10
Total	0.50

**1.15 Strengthening of Registrar of Newspapers for India Headquarters (RNI)**

1. Name of the Sector. Information Sector
2. Name of the Media Unit. Office of Registrar General of India
3. Name of the Scheme. Strengthening of Registrar of Newspapers for India Headquarters (RNI)
4. Outlay for XII Five Year Plan: **Rs.1.00 crore**

**(A) DIGITALISATION OF RECORDS**

- i. Certificate of Registration Register is a very voluminous one and maintained in manual form and is a permanent register. These can be digitalized immediately as manually maintained registers are not possible to be retained for a long duration. Some of the old registers have already gone damaged.
- ii. Eligibility Certificates, Essentiality Certificates are also to be digitalized which are also to be referred very frequently to ascertain the utilization of newsprint, purchase of printing machinery etc.

- iii. Legal Documents like disputed ownership of publications, court cases and important administrative documents etc. Pension Papers etc., can also be digitalized which may be required frequently for reference purposes.
- iv. The Registers pertaining to Cash Section viz, Pay Bill Registers, Cash Book etc., are of permanent nature can also be digitalized.

## **(B) ONLINE CERTIFICATE OF REGISTRATION PROCESS**

RNI receives every year by post & by hand near about 6000 to 7000 cases of Registration from various publications spread all over India for getting them registered with RNI. Getting all the required documents from the publisher and their scrutiny consumes lots of time.

- I Once the Registration Certificate is ready, the same will be put into online and subsequently the publishers can download their Registration Certificates from their places itself. They need not come to Delhi for obtaining the registration Certificates.
- II Registration Status will also be placed online daily so that they can ascertain their latest status.

## **(C). E-FILING OF ANNUAL STATEMENTS**

RNI receives every year by and & by post near about 20000 to 30000 Annual Statements from the publishers which is the basis for compilation of annual report "Press in India" which is the statutory duty of this Office. Filing of annual statement also facilitates empanelment of various Publications mainly daily newspapers with DAVP for Government advertisements besides getting Revised Certificates, Eligibility Certificates, Essentiality Certificates and No Newspaper Certificates as required under Foreign contributions Regulation Act. Since, there are more than 77000 registered publishers and only about 14% are filing statements, the system of e-filing will make it convenient for the publishers to undertake the filing of annual returns in the very remote area of the country where they are stationed. Moreover, the easy process involved in e-filing shall help RNI to compile Annual Report called "Press in India" to Union government which is mandatory under Section 19G of the PRB Act. This will not only increase the authenticity of publications, it also indicate the trends of ownership and growth of newspaper industry in the country.

### E-Filing.

E- Filing is to facilitate publishers all over the country to file annual Statements from their own places of work. They need not come to Delhi RNI Hqrs. To file annual statements. Daily Newspapers are to file their annual Statements in form II and form IV. Publications other than dailies are to file their annual Statements in Form II. The filing can be done online through RNI e-filing Website.

#### Rationale and Objective:-

RNI is a Statutory Authority, allots titles and register them for newspapers/periodicals all over the country. It also submits an Annual Report better known as Press in India to the Central government before 31<sup>st</sup> December every year.

RNI also does the scrutiny and analysis of annual statements sent by the publishers every year under Section 19D of the Act. Its non statutory functions comprise issuance of eligibility certificate for newsprint import, issuance of essentiality certificate for import of printing machinery and circulation check of the newspapers through empanelled Chartered Accountants. Our stakeholders are Publishers who publishes Newspapers and Periodicals and due to this government is benefited to know the growth trend of Print Media.

At present records/documents are maintained in manual form and its retention also as per approved record retention schedules as per the norms fixed for it. By Digitalization of records, it is very easy to maintain in a better form and space constraints can also be saved. This will help the Office to maintain the records in a better manner. Similarly, e-filing of annual statements will facilitate publishers all over the country to file their annual statements from their own places of work who are the stake holders and they are the beneficiaries. Similarly, due to the online process of Certificate of Registration, the publishers can download their Registration Certificates from their places itself. They need not come to Delhi for obtaining the registration Certificates. Registration Status will also be placed online daily so that they can ascertain their latest status.

**Tentative cost involved in e-filing of Annual Statements is Rs.63.00 lakhs (approximately).**

#### **Time Frame:-**

This will be implemented during the full plan period itself, since it is a continuing process.

#### **Financial Phasing (Rs. Crores)**

Year	Plan Outlay	Special component Plan			
		Gender Budgeting	SCSPTSP	Children Welfare Component	North East Component
2012-13	0.3	0	0	0	0
2013-14	0.3	0	0	0	0
2014-15	0.2	0	0	0	0
2015-16	0.1	0	0	0	0
2016-17	0.1	0	0	0	0
Total	1.0	0	0	0	0

### Year-Wise Targets of the Physical Parameters of the Scheme

Year	Targets
2012-13	i) Digitalisation of records/documents ii) Online C.R. Registration Process iii) E-filing of Annual Returns
2013-14	i) Digitalisation of records/documents ii) Online C.R. Registration Process iii) E-filing of Annual Returns
2014-15	i) Digitalisation of records/documents ii) Online C.R. Registration Process iii) E-filing of Annual Returns
2015-16	i) Digitalisation of records/documents ii) Online C.R. Registration Process iii) E-filing of Annual Returns
2016-17	i) Digitalisation of records/documents ii) Online C.R. Registration Process iii) E-filing of Annual Returns

Physical parameters for Special component of the Scheme Not applicable, since , no staff component is involved in this Scheme.

#### (a) GENDER BUDGETING

2012-13	Nil
2013-14	Nil
2014-15	Nil
2015-16	Nil
2016-17	Nil

#### (b) SCSP/TSP

2012-13	Nil
2013-14	Nil
2014-15	Nil
2015-16	Nil
2016-17	Nil

#### (C) CHILDREN WELFARE COMPONENT

2012-13	Nil
2013-14	Nil
2014-15	Nil
2015-16	Nil
2016-17	Nil

**(D) NORTH EAST COMPONENT**

2012-13	Nil
2013-14	Nil
2014-15	Nil
2015-16	Nil
2016-17	Nil

## Scheme II – Development Communication and Dissemination

### Film Sector

(Rs. crore)

S.No.	Scheme	Outlay Recommended
2.1	Promotion of India cinema in film festivals and film markets in India and abroad.	50.00
2.2.	Production of feature films in various Indian languages	50.00
2.3	Centenary Celebrations of Indian Cinema	30.00
2.4	Exhibition of films on TV channels	5.00
2.5	Promotion of film culture through film festivals in India and National Film Awards	50.00
2.6	Dissemination of film culture through film societies, film festivals, NGOs and educational institutions	10.00
2.7	Production of documentary films	32.00
2.8	Webcasting of Film archives (FD) to be Nodal Point)	10.00
2.9	Mumbai International Film Festival	25.00
2.10	Acquisition of current films and ancillary film material for preservation	20.00
2.11	Production of children's films ( CFSI)	50.00
2.12	International Children's Film Festival ( CFSI)	10.00
2.13	Exhibition of children's films in schools of various States.	15.00
	<b>Total</b>	<b>357.00</b>

### Information Sector

(Rs. crore)

S.No.	Name of the Scheme	Outlay Recommended
2.14	People's Empowerment through Development Communication (Conception and Dissemination) (DAVP)	700.00
2.15	Media Outreach Programme and Publicity for Special Events (PIB)	100.00
2.16	<b>Direct Contact Programme by Directorate of Field Publicity (DFP)</b>	80.00
2.17	Live Arts and Culture (S&DD)	50.00
	<b>Total (Information Sector)</b>	<b>930.00</b>
	<b>Grand Total</b>	<b>1287.00</b>

## **Film Sector**

### **Scheme II – Development Communication and Dissemination:**

#### **2.1 Promotion of Indian Cinema through Film Festivals & Film Markets in India and Abroad.**

##### **NEW SCHEME**

1. Name of the Sector. FILM
2. Name of the Organisation Min. of I&B ( Main Secretariat)
3. Name of the Scheme: Promotion of Indian Cinema through Film  
Festivals & Film Markets in India and Abroad.
4. Outlay for XII Five Year Plan Rs.50 crore

##### **Activities**

The scheme “Export Promotion through Film Festivals in India and Abroad” under the Directorate of Film Festivals was introduced in the 10<sup>th</sup> and 11<sup>th</sup> Five Year Plan to promote the Export of the Indian Cinema through Films Festivals in India and abroad. The Scheme contains components like International Film Festival of India (IFFI), Indian Panorama, Participation in Foreign Film Festivals (includes mini-festivals and retrospectives being held in India), foreign travel expenses and Grant-in-Aid).

2. Another ongoing scheme is “Participation in Film markets in India and abroad”. The objective of the scheme is to promote export of Indian films to provide a fillip to the industry and is implemented by the main secretariat of the Ministry through NFDC. NFDC participates in Film Markets abroad.

3. It is proposed to merge the Participation in foreign film festivals component of “Participation in film festivals in India and abroad” with scheme of Main Secretariat ‘Participation in Film Markets in India and abroad’. The focus of the scheme will also be on properly promoting the Indian films in various International Film Festivals by not only entering those select movies but also enabling the participation of Director and select cast and crew of these films along with creating marketing opportunities through Film Market.

4. The other component which will feature in the scheme is ‘Setting up of Special Purpose Vehicle (SPV) for the purpose of organizing IFFI’. In the past five decades, the Ministry of Information & Broadcasting has been conducting the International Film Festival of India (IFFI) with a view to promoting the culture of films and the institution of best practices in the film fraternity. The IFFI has had a checkered history both in terms of qualitative parameters as also organizational set up of the festival. Till now, IFFI was being organized by Directorate of Film Festivals under the Plan Scheme ‘Export promotion through film festivals in India and abroad’.

5. Given the growing criticism regarding the effectiveness of the event, the increasingly vocal demand for a more effective event and the need to review the

performance as also the constraints of the structural set up of the festival, an expert committee under the chairpersonship of Pritish Nandy was set up by the Ministry of I&B in 2010 to examine, review and submit recommendations for upgradation of the event in order

to make it a landmark international event. That Committee has recommended a number of measures to make the IFFI a global brand and be among the top film festivals of the world.

6. These measures are proposed to be implemented. These measures would involve additional funding. The main recommendation is for setting up of Special Purpose Vehicle (SPV) for organizing IFFI annually. The new IFFI set up is expected to be functional for organising IFFI in 2012. Thus, in the initial years the SPV would require budgetary support from Plan funds. However, after a few years, it is hoped that the SPV would leverage the IFFI brand and its dependence on Plan funds would come down.

7. For setting up the SPV, a non-recurring (one-time) allocation of Rs.3 crore would be required and an amount of Rs.50 crore would be required as recurring expenses for running the SPV as well as conduct of IFFI during the 12<sup>th</sup> Plan.

8. Non-recurring (one-time) expenditure will involve setting up of office that includes taking up office-space, buying furniture and office equipments; employing officials; procuring vehicles, etc.

9. Recurring expenditure will include rent for the office space; telephone, electricity, water charges; staff salaries; stationary & store items; postage, broadband; TA/DA, medical, OTA, conveyance, advances (motor, building, furniture, etc.) official foreign & local tours; publicity of events; TA/DA for the professionals invited for workshops and other programmes; expenses for the steering committee and other sub-committees meetings – TA/DA for the outstation members; expenses relating to Indian Panorama selection and conduct of festival and other miscellaneous expenses.

10. The Secretariat envisages to organize the annual International Film Festival of India; select Indian Panorama films, striking of fresh Indian Panorama prints and promote Indian films through participation in various film festivals abroad; enabling the participation of Director and select cast and crew of these films, etc. in these festivals.

11. The total outlay proposed for the scheme is Rs.100 crore, the break-up of which is as under:-

S.No.	Name of component	Proposed outlay
(i)	Participation in Film Festivals/Film Markets in India and abroad	23.00 crore
(ii)	Setting up of SPV for IFFI	27.00 crore
	Total	50.00 crore

### **Implementation**

12. The Special Purpose Vehicle being set up for the purpose of organizing IFFI shall be implemented by IFFI Sectt.

### **Rationale and Objective**

The scheme aims at setting up of a Special Purpose Vehicle for, for the purpose of raising the standard of the festival at par with reputed international film festivals, organization of IFFI annually, selection of films of cinematic, thematic and aesthetic excellence, for the promotion of film art and through participation in various film festivals in India and abroad. The scheme will also promote the export of Indian films through participation in Film Markets at various film festivals in India and abroad and thereby providing a fillip to Indian Film Industry.



(Timeframe -- **Entire XII Five Year Plan period i.e. from 2012-13 to 2016-17.**

**Financial Phasing**

Year	Plan Outlay	Special Component Plan (Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-2013	10.00	Nil	Nil	Nil	Nil
2013-2014	10.00	Nil	Nil	Nil	Nil
2014-2015	10.00	Nil	Nil	Nil	Nil
2015-2016	10.00	Nil	Nil	Nil	Nil
2016-2017	10.00	Nil	Nil	Nil	Nil
Total	50.00	Nil	Nil	Nil	Nil

(v) Year-wise Targets of the Physical Parameters of the Scheme

Year	Targets
2012-2013	Setting up of SPV for IFFI, Conduct of IFFI-2012 – 01, Selection of films under Indian Panorama – 2012 – 01, PFM (Participation in Film Markets)-10, PFF (Participation in Film Festivals abroad) -50, Foreign Travel - 10
2013-2014	Conduct of IFFI-2013 – 01, Selection of films under Indian Panorama – 2013 – 01, PFM (Participation in Film Markets)-10, PFF (Participation in Film Festivals abroad) -55, Foreign Travel - 10
2014-2015	Conduct of IFFI-2014 – 01, Selection of films under Indian Panorama – 2014 – 01, PFM (Participation in Film Markets)-10, PFF (Participation in Film Festivals abroad) -60, Foreign Travel - 10
2015-2016	Conduct of IFFI-2015 – 01, Selection of films under Indian Panorama – 2015 – 01, PFM (Participation in Film Markets)-10, PFF (Participation in Film Festivals abroad) -65, Foreign Travel - 10
2016-2017	Conduct of IFFI-2016 – 01, Selection of films under Indian Panorama – 2016 – 01, PFM (Participation in Film Markets)-10, PFF (Participation in Film Festivals abroad) -70, Foreign Travel - 10

**(vi) Physical Parameters for Special Component of the Scheme.**

**(a) Gender Budgeting**

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

**(b) SCSP/TSP**

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

**(c) Children Welfare Component**

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

**(d) North-East Component**

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

## 2.2 Production of Feature Films in various Indian Languages

### NEW SCHEME

1. Name of the Sector. FILM
2. Name of the Organisation Min. of I & B (Main Secretariat)
3. Name of the Scheme: Production of Feature Films in various Indian Languages
4. Outlay for XII Five Year Plan Rs.50 crore

### Activities

The Indian Film Industry is one of the largest in the world with more than 1000 films being certified for public exhibition each year and an estimated cinema audience of one million per day. However, the growth in the industry is not well spread and is mainly on account of mainstream commercial films mostly made in Hindi, which is popularly called Bollywood. However, growth of regional films is still at a nascent stage and requires support from the Government in terms of production. Cinema is a vital tool for promoting and maintaining Indian cultural values and languages and particularly so in India in view of the fact that cinema is the most popular medium of entertainment.

### Rationale and Objective :

The objective of the scheme is to produce films in various Indian/regional languages with a view to promoting new talent, to promoting the multi-lingual diversity of Indian cinema, and to encourage international co-productions as the growth of the industry remained confined mostly to the mainstream commercial films made in Hindi. Support for production of films in regional/ Indian languages will help in making growth of the industry wide spread.

**Timeframe:** 2012-2017 (Five Years)

### Financial Phasing

(Rs. crore)

2012-2013	10.00
2013-2014	10.00
2014-2015	10.00
2015-2016	10.00
2016-2017	10.00
Total	50.00

(Rs. Crore)

Year	Outlay	Special Component (Wherever Application)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-13	Not applicable				nil
2013-14					nil
2014-15					nil
2015-16					nil
2016-17					nil
Total					nil

## 2.3 Centenary Celebration of Indian Cinema – 1913 to 2013

### NEW SCHEME

1.	Name of the Sector	FILM
2.	Name of Organisation	Ministry of Information & Broadcasting (Main Sectt.)
3.	Name of the Scheme	<b>Centenary Celebration of Indian Cinema – 1913 to 2013</b>
4.	Outlay for XII Plan	Rs.30.00

(Rs. in crores)

(i)	The Scheme (Explain the activities being undertaken)	To celebrate the centenary of Indian cinema by undertaking variety of activities like production of non-fiction films on various facets of Indian cinema, to prepare a tableau on 100 years of Indian cinema to be displayed in Republic Day, printing a Coffee table book on the subject, a TV serial on Unsung heroes of Indian cinema, launch film clubs for students, release of postage stamp to commemorate 100 years of Indian cinema, signature line of collectibles like T-Shirts, Mugs, a theme song of the highest standards, production of a documentary on the oldest operating theatres, holding of film festivals, etc.					
(ii)	Rationale and objective	To celebrate 100 years of Cinema in India.					
(iii)	Financial Phasing	2012-13	2013-14	2014-15	2015-16	2016-17	<b>2017-18</b>
		15.00	15.00	Nil	Nil	Nil	Nil
(iv)	Date of Administrative Approval	Yet to be obtained.					

Remaining Outlay Proposed to be Utilized during XII plan with year-wise Phasing

(Rs.n crores)

Year	Plan Outlay	Special Component Plan (Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-2013	15.00	Nil	Nil	Nil	Nil
2013-2014	15.00	Nil	Nil	Nil	Nil
2014-2015	-	Nil	Nil	Nil	Nil
2015-2016	-	Nil	Nil	Nil	Nil
2016-2017	-	Nil	Nil	Nil	Nil

Year-wise Targets of the Physical Parameters of the Scheme.

	Targets
2012-13	To achieve the activities proposed in the scheme.
2013-14	--do--
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

#### **2.4 Exhibition of films on TV channels**

1. Name of the Sector : Film Sector
2. Name of the Media Unit : mFilms Division
3. Name of the Scheme Exhibition of films on TV channels
- 4 Outlay for XII Plan : Rs. 5.00 crore

## 2.5 Promotion of film culture through Film Festivals in India and National Film Awards (NEW SCHEME)

1. Name of the Sector. FILM
2. Name of the Media Unit Directorate of Film Festivals
3. Name of the Scheme: Promotion of film culture through Film Festivals in India and National Film Awards.
4. Outlay for XII Plan Rs.50.00

### Activities

The scheme “Export Promotion through Film Festivals in India and Abroad” was introduced in the 10<sup>th</sup> and 11<sup>th</sup> Five Year Plan to promote the Export of the Indian Cinema through Films Festivals in India and abroad. The Scheme contains components like IFFI, Indian Panorama, Participation in Foreign Film Festivals (includes mini-festivals and retrospectives being held in India), foreign travel expenses and Grant-in-Aid).

2. Modifications to the existing scheme are being proposed with a view to achieving the following cultural objectives in the film sector:-

- (a) Preservation of our national cultural identity and its expression through the audio-visual media;
- (b) Encouragement of best talent in the Indian film industry through National Film Awards;
- (c) Preservation and promotion of cultural diversity of our country;
- (d) Highlighting linguistic and cultural diversity;
- (e) Provide and encourage opportunities to the quality films produced in every part of the country;
- (f) Promote wider enjoyment and understanding of Indian cinema through mini film festivals, film weeks, etc.

3. In order to achieve the above cultural objective, it has been felt that the following activities should come together under one Plan Scheme to have a unified approach :-

- (a) National Film Awards [So far, this has been a Non-Plan activity]; and
- (b) Participation and conduct of film festivals in India.

4. The NFA was so far a Non-Plan activity and it is proposed to include this also in the scheme to have a holistic approach. Similarly, it is proposed to merge the Participation in Film Festivals in India component of “Participation in film festivals in India and abroad” to have a unified focus towards promotion of Indian film culture as well as spread the rich and diverse Indian culture beyond the Metropolis in the country. DFF would draw a calendar of film festivals and retrospectives which would be held throughout the length and breadth of the country.



5. The focus of the scheme will not only be to take Indian film beyond Metropolis, especially North-East States and other remote area of the country but also to ensure participation of Directors, select cast and crew and other celebrities in order to have maximum outreach to the public.

6. For proper profiling, programming and curating with a view to achieve better results, it is proposed to have a provision for human resources component in the scheme. This will enable the concerned implementing agency to hire suitable professionals for curating and programming as well as maintenance of the Print Unit of DFF.

The proposed scheme will have the following components:

- (a) **National Film Awards (NFA)**
- (b) **Participation and conduct of film Festivals in India .**
- (c) **Hiring and engagement of specialists and procurement of equipment.**
- (d) **Other Media Units who conduct film festivals within India can also coordinate with DFF who has the expertise.**

### **Rationale and Objective**

This scheme seeks to promote good Indian Cinema by encouraging production of quality films in all the regional languages through National Film Awards as well as participation in festivals and also to spread the rich and diverse Indian culture throughout the country, especially beyond the Metropolis. This objective can be achieved by encouraging production of good films through National Awards and ensuring greater outreach of Indian films throughout the country through conduct of Film Festivals, Film Weeks, Retrospectives, etc.

**Timeframe -- Entire XII Five Year Plan period i.e. from 2012-13 to 2016-17.**

### **Financial Phasing**

(Rs. crore)

Year	Plan Outlay	Special Component Plan (Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-2013	09.00	Nil	Nil	Nil	Nil
2013-2014	09.50	Nil	Nil	Nil	Nil
2014-2015	10.00	Nil	Nil	Nil	Nil
2015-2016	10.50	Nil	Nil	Nil	Nil
2016-2017	11.00	Nil	Nil	Nil	Nil
Total	50.00	Nil	Nil	Nil	Nil

### Year-wise Targets of the Physical Parameters of the Scheme

Year	Targets
2012-2013	59 <sup>th</sup> NFA(National Film Awards) -01, Conduct of film festivals, film weeks, retrospectives, etc. in India-30
2013-2014	60 <sup>th</sup> NFA(National Film Awards) -01, Conduct of film festivals, film weeks, retrospectives, etc. in India-35
2014-2015	61 <sup>st</sup> NFA(National Film Awards) -01, Conduct of film festivals, film weeks, retrospectives, etc. in India-40
2015-2016	62 <sup>nd</sup> NFA(National Film Awards) -01, Conduct of film festivals, film weeks, retrospectives, etc. in India-45
2016-2017	63 <sup>rd</sup> NFA(National Film Awards) -01, Conduct of film festivals, film weeks, retrospectives, etc. in India-50

### Physical Parameters

#### (a) Gender Budgeting -

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

#### (b) SCSP/TSP

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

#### (c) Children Welfare Component

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

#### (d) North-East Component

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

## **2.6 Dissemination of film culture through Film Societies, Film Festivals, NGOs and Educational Institutions**

### **NEW SCHEME**

1. Name of the Sector. FILM
2. Name of the Media Unit Directorate of Film Festivals
3. Name of the Scheme: Dissemination of film culture through Film Societies, Film Festivals, NGOs and Educational Institutions
4. Outlay for XII Plan Rs.10.00 crore

### **Activities**

The scheme “Export Promotion through Film Festivals in India and Abroad” was introduced in the 10<sup>th</sup> and 11<sup>th</sup> Five Year Plan to promote the Export of the Indian Cinema through Films Festivals in India and abroad. Grant-in-aid is a component of the scheme which is provided for exhibition of films of artistic value, propagating film consciousness, publication of journals on film appreciation and organization seminars, conference etc. Grant-in-aid to NGOs/State Govt. organizations propagating film consciousness and development audience taste resulting in development of film culture with fresh vigour.

The various activities undertaken by the Ministry under Film Sector during XI Plan were reviewed and various components of ongoing schemes have been merged with new initiatives for effective implementation of the same. As a sequel to this, it is proposed to have a new scheme entitled ‘Dissemination of Film Culture through Film Societies, Film Festivals, NGOs and Educational Institutions’.

The existing component of Grants-in-aid to Federation of Film Societies of India (FFSI) and the NGOs & State Govt. Organizations would be strengthened and made broad based to have a wider reach of the film culture through exhibition of films of artistic value, publication of journals on film appreciation and organization seminars, conference etc.

#### The Grant-in-Aid to NGO/State Government organizations/Educational Institutions:

The basic objective of assistance for organization of film festivals is to encourage the culture of film festivals in the country. There is increasing demand from states for organization of film festivals in their respective states. The number of film festivals organized in different States has also increased. Cinema is an accepted art form and part of the culture and ethos of society. It also serves to bring people together irrespective caste and creed. The film festivals promote good films reflecting the changes, the challenges and the opportunity of the society. The movement of film festival requires continuous nurturing to take deep root among the masses and to provide opportunity to the people to see good films. The proposed scheme would also render support to the another new scheme “Promotion of Film Culture through Film

Festivals in India and National Film Awards”, in areas/places which are not covered by DFF for organizing film festivals, etc.

Another aspect of the scheme would be to provide Grants-in-aid to NGOs/Educational Institutions like FTII, SRFTI, etc. for organizing series of lectures, presentations, panel discussions on various aspects of film production, development, use of modern techniques in Indian Cinema and distribution. These events are proposed to be conducted round the

year in different parts of the country. The films for the scheme would be sourced from Films Division/NFDC/CFSI and also other sources.

The existing guidelines for Grants-in-aid for organizing film festivals by NGOs, etc. would be reviewed and necessary amendments wherever required will be carried out for effective implementation of the scheme.

The total outlay proposed for the scheme is Rs.10 crore.

#### Implementation

**This scheme would implemented by Directorate of Film Festivals.**

#### **Rationale and Objective**

This scheme seeks to propagate film consciousness, develop audience taste in the field of cinema resulting in development of film culture through exhibition of films, organizing of seminars, workshops, etc.

Timeframe -- Entire XII Five Year Plan period i.e. from 2012-13 to 2016-17.

#### Financial Phasing

(Rs. crore)

Year	Plan Outlay	Special Component Plan (Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-2013	02.00	Nil	Nil	Nil	Nil
2013-2014	02.00	Nil	Nil	Nil	Nil
2014-2015	02.00	Nil	Nil	Nil	Nil
2015-2016	02.00	Nil	Nil	Nil	Nil
2016-2017	02.00	Nil	Nil	Nil	Nil
Total	10.00	Nil	Nil	Nil	Nil

#### Year-wise Targets of the Physical Parameters of the Scheme

Year	Targets
2012-2013	Timely Finalisation of SFC/Guidelines for Grants-in-aid for effective implementation of scheme.
2013-2014	Timely release of Grants-in-aid to the applicants subject to fulfillment conditions laid down in the guidelines and availability of funds as per the proposed outlay.
2014-2015	Timely release of Grants-in-aid to the applicants subject to _ulfillment conditions laid down in the guidelines and availability of funds as per the proposed outlay.
2015-2016	Timely release of Grants-in-aid to the applicants subject to _ulfillment conditions laid down in the guidelines and availability of funds as per the proposed outlay.
2016-2017	Timely release of Grants-in-aid to the applicants subject to _ulfillment conditions laid down in the guidelines and availability of funds as per the proposed outlay.

**(vi) Physical Parameters****(a) Gender Budgeting -****(Rs. crore)**

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

**SCSP/TSP****(Rs. crore)**

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

**Children Welfare Component****(Rs. crore)**

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

**North-East Component****(Rs. crore)**

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

## 2.7 Production of documentary films

### **NEW SCHEME**

1. Name of the Sector. - FILM
2. Name of the Media Unit. - Films Division
3. Name of the Scheme. - **Production of documentary films**
4. Outlay for XII Plan Rs.32.00 crore

### **Activities**

The Scheme - Films Division has proposed to continue with the scheme of "Production of Documentary Films" during the 12<sup>th</sup> Plan period.

### **Rationale and Objective –**

The thrust of this plan scheme is to encourage production of more and more documentary films by the outside producers to boost up documentary film movement in the country. Films Division has proposed to produce 30 films with duration upto 52 minutes with an allocation of Rs.10.00 crores and 10 feature length films with duration of 75-90 minutes with a budgetary outlay of Rs.10 crores. 120 short documentary films with a duration of 26 minutes each with an allocation of Rs. 12 crores.

**Timeframe** - 2012-13 to 2016-17

( Rs. crore

Year	Plan Outlay	Special Component Plan (Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East Component
2012-13	6.00				
2013-14	6.00				
2014-15	6.00				
2015-16	7.00				
2016-17	7.00				
Total	<b>32.00</b>				

## 2.8 Webcasting of Film archives (FD to be Nodal Point)

### New Scheme

1. Name of the Sector. - FILM
2. Name of the Media Unit. - Films Division
3. Name of the Scheme. - Webcasting of Film archives (FD to be Nodal point)
4. Outlay for XII Plan Rs.10.00 crore

### **Activities**

The Scheme - During the 11<sup>th</sup> Plan period, Rs.16.143 crore was allocated to Films Division for webcasting and Digitalization of Films Division's films. Digitalization of Films Division's films without restoration have been completed during the 11<sup>th</sup> Plan period but because of technical problems, webcasting of films of Films Division could not take off and hence, webcasting is proposed to be done in the 12<sup>th</sup> Plan Period.

**Rationale and Objective** – Webcasting of Films Division Films

**Timeframe** - 2012-17

( Rs.Crore )

Year	Plan Outlay	Special Component Plan (Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East Component
2012-13	2.00				
2013-14	2.00				
2014-15	2.00				
2015-16	2.00				
2016-17	2.00				
Total	<b>10.00</b>				



## 2.9 Mumbai International Film Festival for Documentary, Short & Animation Films.

### NEW SCHEME

1. Name of the Sector. - FILM
2. Name of the Media Unit. - Films Division
3. Name of the Scheme. Mumbai International Film Festival for Documentary, Short & Animation Films.
4. Outlay for XII Plan Rs.25.00 crore

### Activities:

The Scheme - To fund internationally famous biennial festival of Documentary, Short and Animation films at Mumbai known as Mumbai International Film Festival (MIFF). The Plan Scheme proposes to make the festival an annual event in place it being held earlier as a biannual festival. Also it is proposed that it will include in it a documentary film market segment to provide a platform for short and documentary film makers to explore collaborations in the realm of production and distribution.

### Rationale and Objective –

It provides unique opportunity to otherwise neglected Short and Documentary film makers and producers to showcase their talent and exchanges ideas and concepts. This internationally acclaimed festival has all along been held successfully in collaboration with the Maharashtra State Govt. since 1990.

**Timeframe** -Will continue in all the five years of Twelfth Plan.

( Rs. Crore )

Year	Plan Outlay	Special Component Plan (Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East Component
2012-13	5.00				
2013-14	5.00				
2014-15	5.00				
2015-16	5.00				
2016-17	5.00				
Total	25.00				

## 2.10 Acquisition of Archival Films and Film Material ( NFAI)

NEW SCHEME:

1.	Name of the Sector	FILM
2.	Name of the Media Unit	National Film Archive of India, Pune
3.	Name of the Scheme	<b>Acquisition of Archival Films and Film Material</b>
4.	Outlay for XII Plan	Rs.20.00 crore

### Activities:

NFAI already has acquired approximately one fifth of the current national production of films, backlog materials, foreign film classics, journals dealing with technological and aesthetical aspects of cinema. To ensure that the Indian film heritage is passed on to future generations for educational, academic, research purposes, action towards cataloging, assimilation, preservation and restoration is to be continued.

Even the primary objective of NFAI is acquisition of material for the purposes of preservation, the current practice of acquiring of film print of each film and dissemination of the same is proposed to be changed to acquisition of inter-negative of a film and preserve the same. The Scheme proposes acquiring of inter-negative of 30 landmark Indian films every year alongwith a digital copy. While the inter-negative would be preserved, digital copy would be used for dissemination and research work. The scheme also includes acquisition of ancillary material of film which is required to be preserved as our heritage and for research purposes.

**The total allocation required for the scheme to be Rs.20.00 Crores.**

The following components are proposed for **Acquisition of Archival Films and Ancillary Film Material** at NFAI, Pune with financial involvement are as under:-

S.No.	Components of expenditure	Rs.Crores)
1)	Acquisition of inter-negatives of 30 best current feature films	Rs. 10.00
2)	Digital copies and ancillary material of films (at the rate of Rs.2 crore per annum).	Rs. 10.00
	<b>Total</b>	<b>Rs. 20.00 crore</b>

### Rationale and objective:

NFAI's prime role is to preserve and protect the film heritage of the country. The objective scheme is to continue with the activities relating to film archiving.

### Time Frame:

The scheme is to be executed during the 12<sup>th</sup> Plan period.

Financial Phasing:

(Rs. crores)

Year	Plan Outlay	Special Component(wherever Application)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East Component
2012-13	4.00	---	---	---	---
2013-14	4.00	---	---	---	---
2014-15	4.00	---	---	---	---
2015-16	4.00	---	---	---	---
2016-17	4.00	---	---	---	---
Total	20.00				

**Year-wise Targets of the Physical Parameters of the Scheme:**

Year	Target
2012-13	Acquisition of inter-negatives of 30 best current feature films and Digital copies and ancillary material of films.
2013-14	-do-
2014-15	-do-
2015-16	-do-
2016-17	-do-

**Physical Parameters for Special Component of the Scheme:**

(a) Gender Budgeting:

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

(b) SCSP/TSP

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

(c) Children Welfare Component:

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

(d) North-East Component :

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

## 2.11 Production of Films ( CFSI)

### New Scheme

1. Name of the Sector - : FILM
2. Name of the Media Unit: Children's Film Society, India
3. Name of the Scheme: **Production of Films**
4. **Outlay for XII Plan: Rs.50.00 crore**

### **Activities:**

The Scheme has seven components:

1. Production of feature Films, short films and TV serials
2. Dubbing of Films
3. Subtitling of Films
4. Purchase of Films
5. Making of Prints
6. Making of Promos
7. Big/Mega Budget films

### **Rationale and Objective :**

Objectives of the scheme is to develop Children's Cinema in the country, to provide children healthy and wholesome entertainment that encourages reflection and understanding of the

world they live in, and helps shape them into responsible citizens of modern India. CFSI makes films for children aged 6 to 16 and this constitutes almost one third of the entire population. During 12<sup>th</sup> Plan period CFSI propose to produce three feature films and two short films each year. In addition to this, it is proposed for dubbing of films, for acquisition of films and for striking prints. Further for digital distribution and projection of motion pictures and alternative content through available technology i.e. to be released through D-Cinema formats available viz UFO, Scrabble, Cube and Adlab2K etc. a provision of Rs.2.00 crores for content conversion for the purpose of monetizing it.

## **2.12 International Children's Film Festival ( CFSI)**

### **NEW SCHEME**

1. Name of the Sector: Film
2. Name of the Media Unit: Children's Film Society, India
3. Name of the Scheme: International Children's Film Festival
4. Outlay for XII Plan: Rs.10.00 crore

### **Activities**

The purpose of the festivals is to document and exhibit the best of the world and Indian cinema in children's film sector to the film viewing audience amongst the children. It is proposed to be held annually as this will ensure the growth of this sector overcoming the limiting factor of time gap. The festival would aim to establish itself as the focal point for World Cinema for children in the region of Asia.

### **Rationale and Objective**

The festival is also meant to provide a platform for exchange of ideas between Indian and foreign film makers. CFSI films also participate in International Film Festivals.

**Timeframe:** 2012-13 to 2016-17

(Financial Phasing

(Rs. crore)

2012-2013	2.00
2013-2014	2.00
2014-2015	2.00
2015-2016	2.00
2016-2017	2.00
Total	10.00

## **2.13 Exhibition of Children's Films in Schools**

### **NEW SCHEME**

1. Name of the Sector: Film
2. Name of the Media Unit: Children's Film Society, India
3. Name of the Scheme: Exhibition of Children's Films in Schools
4. Outlay for XII Plan: Rs.15.00 crore

### **Activities:**

This Plan Scheme visualizes exhibition of shows (both theatrical and non-theatrical) in rural areas and schools through District/State level film festivals in collaboration with District/State administration. It requires a fund of Rs.3.00 crores annually and the fund requirement over the entire period of the five year plan is Rs.15.00 crores.

### **Rationale and Objective :**

The objective of the scheme is to exhibit films without charge for the benefit of the disadvantaged children in semi-urban and rural areas and children studying in schools who are otherwise deprived of good quality children's cinema. This activity is proposed to be expanded during the plan period

**Timeframe:** 2012-2017 (Five Years)

**Financial Phasing:**

(Rs. crore)

2012-2013	3.00
2013-2014	3.00
2014-2015	3.00
2015-2016	3.00
2016-2017	3.00
Total	15.00

(Rs. Crore)

Year	Plan Outlay	Special Component (Wherever Application)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-13	Not applicable				0.30
2013-14					0.30
2014-15					0.30
2015-16					0.30
2016-17					0.30
Total					1.50

**2.14 People's Empowerment through Development Communication (Conception and Dissemination) (DAVP) (New Scheme)**

1. Name of the Sector : Information Sector
2. Name of the Media Unit : DAVP
3. Name of the Scheme : "People's Empowerment through Development Communication (Conception and Dissemination) (DAVP)"
4. Outlay for XII Five Year Plan Rs.700.00

**(i) The Scheme:**

DAVP is the nodal multi-media advertising agency of the Government of India to carry the policies, programmes and achievements of various Ministries and Departments to masses through various media. The scheme has been envisaged as a continuation of the 11<sup>th</sup> Plan scheme of DAVP "Developmental Publicity Programme: Conception & Dissemination", for effective campaigns of the flagship programmes on various issues covering national integration, communal harmony and other themes of national and social importance.

The Government of India through its various programmes has launched various welfare schemes. Government is concentrating on supporting and delivering services to the disadvantaged sections of the society. In the last five years, Government has created entitlements backed by legal guarantees for an individual's right to information and his right to work. This has been followed up with the enactment of the right to education in 2009-10. As a next step, Government is ready with the draft Food Security Bill which will be placed in the public domain very soon. To fulfill these and other commitments, the spending on social sector has been increased to about Rs.1,40,000 crore which stands at 37 % of the total plan outlay in 2010-11. Another 25 per cent of the plan allocation are devoted to the development of rural infrastructure. In recent years, Sarva Shiksha Abhiyan (SSA) has made significant contribution in improving enrolment and infrastructure for elementary education. About 98 per cent of habitations are now covered by primary schools. The quantum of funds available under various welfare schemes runs into thousands of crores in various social sector schemes i.e. on health, education, rural development, agriculture, infrastructure, women and child development etc. The main objective of Government in spending such a huge amount is social welfare and development of the people of the country so that the common man gets the maximum benefit of these schemes. The success of all these government sponsored social welfare schemes depends upon the publicity of the programmes to the last mile so that every citizen is aware of the initiatives of the Government.

Hence, in order to showcase the Government initiatives, it is necessary to devise a multimedia advocacy strategy. This strategy shall ensure the visibility, awareness and reach of Government programmes. Accordingly, it is proposed to publicize the flagship programmes/schemes of the Government of India through the Outdoor publicity tools, electronic media, newspaper advertisements and printed matter in the form of booklets/folders etc. Further, the same messages can also be taken up through new media such as SMS, digital cinema, internet ads and other upcoming social media networks to increase viewership of the targeted people. Thus, in order to achieve the above voluminous work, it is being proposed to increase the budget of the scheme so that the publicity work does not get hampered due to shortage of funds.

It is also proposed to upgrade the quality of government advertisements so that they attract the readers/viewers aesthetically. Instead of going for new creative every time, DAVP is also planning to have a creative bank for meeting publicity requirement at a short notice.

The progress of campaign needs to be monitored and evaluated simultaneously so that mid course corrections if required can be carried out. Ministry has already started an exercise to identify certain agencies for this purpose and DAVP proposes to adopt the same for monitoring & evaluation of its publicity campaigns.

#### BUDGET REQUIREMENT

During the 11<sup>th</sup> Five year Plan, an amount of Rs. 49 crore was initially proposed for a period of five year but the publicity requirement increased manifold from year to year and the amount was increased to Rs. 101.07 crore in 2008 and Rs. 196.47 crore in 2010 for the current five year plan.

The recent publicity trend indicate that there is increase in number of publications to about 5000, TV & Radio channels over 600, Digital Cinema screens over 3000 in addition to increasing demand for mobile telephone and websites publicity by various ministries and



deptts. About 8 to 10 % growth is expected in traditional media vehicles and over 20 to 25% growth in new media vehicles.

During each phase of Bharat Nirman campaign, print advertisement for about Rs. 10 crore and Radio, Television, new media and outdoor publicity for about Rs. 20 crore are released through different publicity vehicle of DAVP. The coverage through newspapers, channels and hoardings is ensured in such a way that the maximum number of people in different target areas are covered through the campaign.

During the 11<sup>th</sup> Five Year Plan, special components were not provided separately as earlier it was felt that the advertisements of DAVP are of national characteristic and special components are covered during general advertising by the Directorate.

In order to implement the policy guidelines of the government and to advertise specifically for each components such as gender, SC/ST, Children and North-East etc., Plan document for the 12<sup>th</sup> Five year Plan is proposed to incur 80% under general advertising and 20% under special component advertising including 5% for gender, 3% for SC/ST, 2% for children and 10% for North-East separately in addition to the normal advertising for these category under the plan scheme.

**(iv) Financial Phasing :**

(Rs. crore)

Year	Plan Outlay	Special Component Plan (Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-2013	100.00	-	-	-	-
2013-2014	100.00	-	-	-	-
2014-2015	100.00	-	-	-	-
2015-2016	200.00	-	-	-	-
2016-2017	200.00	-	-	-	-
	<b>700.00</b>				

**(v) Year-wise Targets of the Physical Parameters of the Scheme.**

Year	Targets
2012-2013	*
2013-2014	*
2014-2015	*
2015-2016	*
2016-2017	*

\* This will be decided once the scheme is approved.

vi) Physical parameters for Special component of the Scheme

(a) GENDER BUDGETING

2012-13	Nil
2013-14	Nil
2014-15	Nil
2015-16	Nil
2016-17	Nil

(b) SCSP/TSP

2012-13	Nil
2013-14	Nil
2014-15	Nil
2015-16	Nil
2016-17	Nil

(c) Children Welfare Component

2012-13	Nil
2013-14	Nil
2014-15	Nil
2015-16	Nil
2016-17	Nil

(d) North East component

2012-13	Nil
2013-14	Nil
2014-15	Nil
2015-16	Nil
2016-17	Nil

2.15 Media Outreach Programme & Publicity for Special Events (PIB)

1. **Name of the Sector.** : Information sector
2. **Name of the Media Unit** : Press Information Bureau
3. **Name of the Scheme.** : Media Outreach Programme & Publicity for Special Events (PIB)
4. Outlay for XII Five Year Plan: Rs.100.00 crore

The scheme 'Media Outreach Program' is envisaged as a special scheme to reach the poor and marginalized sections of society particularly in rural areas with a special campaign. This campaign focuses on interpersonal communication dovetailed with use of latest technology/ digital media in the remote, underdeveloped and difficult to reach parts of the country. It will take the developmental schemes of Government of India to the doorsteps of the people and opinion makers to enable them to appreciate and benefit from the schemes. The basic strategy is to:

- Increase awareness of development schemes at grass root level
- Empower people especially in rural and remote areas, through information dissemination
- Resolution of problems through interpersonal interaction at doorstep
- Welfare of minorities and marginalized people
- Women empowerment
- Enabling inclusive governance

It is proposed to enhance the impact of the Scheme by quality improvement and expand the outreach by increasing number of campaigns to be organized. This should be achieved through the activities proposed as under:

*Better content management and increased outreach*

- Regional Outreach would be expanded by use of quality material and information brochure on flagship schemes prepared by the language experts.
- Creative material to be developed which would include interactive dissemination of information through games, local sports, computer aided programmes, audio-visual interactive programmes etc. The cost of these elements related to qualitative improvement will be reflected in the per unit cost of PICs.
- Use of new user friendly video format for issue of success stories. The cost of this element is proposed to be included under the scheme 'Modernization of PIB'.

*Administrative and financial management*

- Project Management Unit (PMU) at Headquarters and Regional offices of PIB with adequate Human Resources, infrastructure and technology to ensure effective organization, monitoring, evaluation and feedback of PICs, training and other components of the scheme mentioned above. The unit will ensure effective media

management to maximise the multiplier effect of this information dissemination scheme.

- Periodic training in latest communication techniques and administrative and financial matters.

#### *Use of new technology for greater outreach*

- Interaction through new media applications like pre recorded voice mail and interactive SMSs to mobile subscribers, social media networks and community radio etc.
- Use of laptops/I-pads, smart phones/I-phones by the officers for instant transmission of information and feedback from the field.

#### *Monitoring and evaluation*

- Evaluation and Impact assessment will be undertaken through independent agencies during second and fifth year of the scheme.

The components of the existing scheme are:

**A) Public Information Campaigns (PICs):** PIC is a three day field level multimedia campaign coordinated by PIB with active participation of all media units of Ministry of I&B, state government and other relevant agencies. The campaigns are organized mainly in rural areas dominated by the underprivileged and minority population who are the potential beneficiaries of the Bharat Nirman and other flagship schemes of the Government of India.

The campaign seeks to deliver information and services at the door steps of the poorest and marginalized through effective interpersonal communication activities in the local language and idiom that is easily understood by the common people. The Campaign utilizes the traditional interpersonal communication techniques and the new technology-internet, mobile etc so as to create a multiplier effect. The components are:

- Pre-publicity about the Public Information Campaign.
- Stalls of various government agencies implementing flagship programmes and other developmental scheme.
- Demonstration of the schemes and clarification are given by the experts in these stalls to the potential beneficiaries.
- Quiz programmes on flagship scheme in which youth and the students of the region participate and prizes are given.
- Nukkad Nataks are organized picking up the themes of the flagship schemes, success stories leading to empowerment of common people through these schemes.
- Song and drama shows demonstrating flagship schemes.
- Exhibitions depicting flagship schemes.
- Feedback on PICs and flagship programme implementation.

**B) Seminars & Workshops:** Holding of seminars on the flagship programmes of the Government and other important topical issues of local importance. These would ensure participation of media persons and opinion leaders at national and regional level.

**C) Press Tours & Success Stories:** Press tours to developmental projects and highlighting local success stories through projection at local, State and National levels through print and electronic media.

A judicious combination of the three components mentioned above leads to multiplier effect on the publicity effort resulting in a more effective campaign.

### **Rationale & Objectives:**

#### *Background*

The Scheme 'Media Outreach Programme' was started in 2006 as a pilot project and was included in the 11th Five Year Plan as a Plan scheme w.e.f. financial year 2007-08 with a budget of Rs. 49.00 crore as total outlay for the Plan period. This was an innovative outreach strategy going beyond dissemination of information to media to create a multiplier effect by targeted campaigns, focusing on the flagship programmes of the Government especially in areas where the electronic & print media does not reach effectively. The scheme was started under the direct supervision of Prime Minister Office and is a combined effort of PIB, DFP and DAVP. PIB has been designated as the coordinating agency as Principal Director General (Media & Communication), Press Information Bureau is the senior most IIS officer in the media units. Since 2006, five hundred PICs have been organized till March, 2011. Initially on an average 90 PICs per year were being organized. However, with special efforts the number of PICs was increase to 136 during 2010-11.

Each PIC is visited by over 50000-70,000 people over a period of three days, mostly rural who are informed by various schemes and programmes meant for their welfare. School and college students, community leaders, panchayat members, local political representatives such as local MLAs/MPs are invited to participate in the PICs. These primary attendees then act as agents of secondary dissemination of information and a wide populace is covered. In addition delivery of services is also provided and demonstrated at these venues which benefit the visitors. The scheme has worked very well during last five years. It has been very effective and popular and needs to be intensified with need for greater quality control and streamlining administrative and

financial management. The campaign has given a tremendous boost to the information dissemination efforts of Government of India which has resulted in increasing demands from Members of Parliament, MLAs and local bodies for organizing such an event in their area.

PIB set up an internal committee in May 2010 to review and evaluate the existing program, constraints faced and for suggesting ways to improve the quality, impact and number of PIC under the media outreach program. The committee took extensive inputs from regional PIB offices and suggested additional features for increasing the reach and impact further.

### **Objectives**

- To educate people at the grass roots level about government schemes and enable them to take the benefits of the same especially to the poor, backward and minorities.

- Demonstration of benefits and clarifications on the schemes by the experts for the potential beneficiaries.
- Soliciting people's participation in Central Government programmes/ schemes
- Eliciting public response/ feedback about implementation of the development schemes.
- To facilitate actual benefits reach a majority within the target population

**Timeframe:** It is proposed to organize 136 PICs and put systems in place, set up Project Monitoring Unit at Headquarters and regions in the first year. The number of PIC's will then be increased to 150 in the second year of the Plan period. In the subsequent years the number would increase at the rate of 25 PICs per year. By the year 2016-17, 225 PICs per year are proposed to be organized.

Name of the component	2012-13	2013-14	2014-15	2015-16	2016-17	Total
Number of Public Information Campaigns	136	150	175	200	225	886

**Financial Phasing:-** Details of the calculations are given in Annexure-I(a) to I(d).

(Rs. in crore)

Year	Plan Outlay	Special Component (Wherever applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East Component
2012-13	15.00	-	-	-	2.25
2013-14	15.00	-	-	-	2.50
2014-15	20.00	-	-	-	2.75
2015-16	25.00	-	-	-	3.00
2016-17	25.00	-	-	-	3.50
<b>Total</b>	<b>100.00</b>	-	-	-	<b>14.00</b>

## 2.16 Direct Contact Programme by Directorate of Field Publicity (DFP)

1. Name of the Sector Information Sector
2. Name of the Media Unit: Directorate of Field Publicity
3. Name of the Scheme: Direct Contact Programme by Directorate of Field Publicity (DFP)
4. Outlay for XII Five Year Plan: Rs.80.00 crore

### Objective / Rationale:

The scheme envisages a paradigm shift in the information delivery mechanism of Government of India through interpersonal communication mode by ushering in systemic changes in the existing mechanism. At present, full use of the efficacy of this mode of communication is not being taken leaving a gap that this scheme attempts to fill in. The scheme proposes holding of 3000 special programmes on flagship schemes all over the country, providing a robust information delivery mechanism serving people at their convenience at all existing establishments of DFP, organizing 55 conducted tours for opinion leaders of grass-root and village level, having 2.5 lakh village visits to 50,000 villages in backward states through outsourcing, infrastructure support the scheme and having 'Kendriya Soochana Sadans' at state capitals of five backward states.

The scheme would have following **six components**:

1. **3000 Special Outreach Programmes (New):** Under this component, DFP proposes to conduct 3000 special programmes on flagship schemes of Government of India throughout the country involving the Line Ministries. Every year 600 programmes will be conducted by DFP's existing staff.

**Fund Projection:** Rs. 7.0 crores. (@Rs. 25,000/- each programme).

2. **Information at Peoples' Convenience (New):** As of now, the information delivery mechanism of Government of India is designed to function keeping in view the convenience of the Government / delivery mechanism as it is the government that decides when, what, where, to whom, and how to deliver information. As receiver of information, the people do not have any mechanism or mode to get information they want at their convenience. Under this component, an effort is being made to create information delivery mechanism at all present establishments of DFP all over the country which would function 0800 am to 0800 pm everyday on 24\*7\*365 basis to provide the information *along with relevant local inputs* requested for by anybody on any government plan, project, policy, scheme or achievement. The sub-scheme component will be designed after a fully evaluated pilot project depending upon success.

**Fund Projections:** Rs.10 crore.

3. **Conducted Tours and Skill Upgradation (Continuing):** This component, which is an existing plan scheme, opinion leaders at grass root and village levels in one region would be exposed to the development taking place in another region. It helps these prominent personalities from grass root to make best use of what they learn during these tours towards the development of their own areas by adopting new techniques and methods. Fifty five conducted tours would be organized at five lakh rupees each. **Modalities and norms would be completely revised for implementation. New element of impact assessment by outside agency at the end of the plan period is incorporated.**

**Fund Projection:** Rs. 3.00 crore.

4. **Covering 50000 villages through 2.5 lakh village visits through outsourcing: (New)**

It is seen that even under ideal conditions, it would take DFP over 23 years to re-visit a village by the present 207 FPU's. This inordinate time gap washes out the benefits of interpersonal communication. **DFP proposes that during a five year period, at least ten most important schemes, selected by the government, would be taken to the people through outsourcing.** For this end, it is proposed to set up communication teams at Block-Levels to reach out a group of about 100 villages. By this mode, it is proposed to cover all villages in that area **once every six years**. In view of the magnitude of the scheme and available resources, it is proposed that the scheme may begin with covering 10,000

villages in some backward states in country namely Madhya Pradesh, Rajasthan, Bihar and Uttar Pradesh in a ***phased manner***.

**Fund Projection: Rs 10.00 Crore.**

5. **Infrastructure support for Direct Contact Programme Scheme (Continuing):** This component is designed to provide infrastructure support to the Directorate by modernization of technology. In the 12<sup>th</sup> Five Year Plan, the remaining establishments of DFP would be armed with latest technology in the form of multi-media projectors, DVD Players, Wireless PA Systems, Digital still cameras, Generating Sets, Photo Copier machines, projector phones, mini exhibition kits, outsourcing of man power etc. for implementing and improved functioning by its field units. Under this component, DFP also proposes to keep provision for shifting of its HQ Office to Soochna Bhawan. This component would help DFP in implementing the other components properly.

**Fund Projections: Rs. 5.00 crores.**

6. **Kendriya Soochana Sadans(New):** This component is designed to bring all media units of Ministry of Information & Broadcasting in the State Capitals under one roof for the purpose of better coordination and effective use of infrastructure. It is proposed to begin in the XIIth plan period with five “**KENDRIYA SOOCHNA SADANS**” in five backward states namely; Bihar, Uttar Pradesh, Madhya Pradesh, Rajasthan and Orissa during the plan period. The PIB proposal to contract PIB Building at Bhubaneswar, Aizwal & Guwahati will get merged with

**Fund Projections: Rs. 45 crores (@ Rs. 9 crore each).**

Total fund projections during XIIth plan period: **Rs.80.00 crores.**

## **2.17 Live Arts and Culture (S&DD)**

1. Name of the sector : Information Sector.
2. Name of the Media Unit. : Song and Drama Division
3. Name of the Scheme.: Live Arts and Culture
4. Outlay for XII Five Year Plan : Rs. 50.00 crore

### **Rationale and Objective :**

Effective dissemination of Information of Government programmes and policies to the public and achieve the plan targets.

Financial Phasing :

(Rs. Crore)

Year	Plan Outlay	Special Component Plan (Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-2013	10.00	4.00	3.00	1.52	1.52
2013-2014	10.00	4.00	3.00	1.55	1.55
2014-2015	10.00	4.00	3.00	1.58	1.58
2015-2016	10.00	4.00	3.00	1.61	1.61
2016-2017	10.00	4.00	3.00	1.64	1.64
<b>TOTAL:</b>	<b>50.00</b>	<b>20.00</b>	<b>15.00</b>	<b>7.90</b>	<b>7.90</b>



**Year-wise Targets of the Physical Parameters of the Schemes :**

Year	Targets	
2012-2013	26140-Shows (including * 50-Light & Sound Shows)	Number of programmes by the outsourcing agency not yet finalized. However S&DD will mount 50 no. of light & sound shows during 12 <sup>th</sup> five year Plan.
2013-2014	26410-Shows (including * 50-Light & Sound Shows)	
2014-2015	26660-Shows (including * 50-Light & Sound Shows)	
2015-2016	26900-Shows (including *50-Light & Sound Shows)	
2016-2017	27220-Shows (including *50-Light & Sound Shows)	
<b>TOTAL:</b>	<b>133360-Shows (including 250-Light &amp; Sound Shows)</b>	
<b>N.B. :</b> The remuneration fees of the Registered Private Troupes/ Casual Artists are likely to be enhanced by the Ministry. In that case, the number of programmes, as mentioned above, would be decreased.		

**Scheme III – Human Resources Development:**

Both for Information &amp; Film Sector

(Rs. in crore)

<b>S.No.</b>	<b>Name of the Scheme</b>	<b>Outlay Recommended</b>
3.1	Training for Human Resource Development including film sector Media Units (CBFC)	30.00
3.2	International Media Programme	2.50
3.3	Media Awards ( RR&TD)	2.50
3.4	Promoting innovation in Information, Film & Broadcasting Sector activities	25.00
3.5	Policy Related Studies, Seminar, Evaluation, etc.	10.00
	<b>Total (Information Sector)</b>	<b>70.00</b>
	<b>Grand Total</b>	<b>70.00</b>

### 3.1 Training for Human Resource Development including film sector Media Units (CBFC)

1. Name of the Sector. Information Sector, Film Sector & Broadcasting sector including Media Units ( except Prasar Bharati)
2. Name of the Media Unit. Main Secretariat
3. Name of the Scheme. **Training for Human Resource Development**
4. Outlay for XII Five Year Plan: Rs.30.00 crore

#### The Scheme

This scheme is to develop human resources of all the three sectors- Information, Film and Broadcasting through training , retraining

#### Rationale and Objective

- Human Resource Development in respect of officers of the Ministry, Media Units by enhancing their working skills through short term trainings.
- To impart a global outlook and an international perspective through participation in various training programmes being conducted by reputed institutions abroad.
- 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.
- Long term trainings to officers leading to post graduate diplomas/ degrees and doctorates.

**Timeframe** : Giving training to officers of the Ministry, its media units is a continuous process.

#### Financial Phasing

(Rs. crore)

Year	Plan Outlay	Special Component Plan (Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-2013	6.00	-	-	-	-
2013-2014	6.00	-	-	-	-
2014-2015	6.00	-	-	-	-
2015-2016	6.00	-	-	-	-
2016-2017	6.00	-	-	-	-
	<b>30.00</b>				

Gender Budgeting

(Rs. crore)

Year	Plan Outlay
2012-2013	-
2013-2014	-
2014-2015	-
2015-2016	-
2016-2017	-

(b) SCSP/TSP

(Rs. crore)

Year	Plan Outlay
2012-2013	-
2013-2014	-
2014-2015	-
2015-2016	-
2016-2017	-

(c) Children Welfare Component

(Rs. crore)

Year	Plan Outlay
2012-2013	-
2013-2014	-
2014-2015	-
2015-2016	-
2016-2017	-

(d) North-East Component

(Rs. crore)

Year	Plan Outlay
2012-2013	-
2013-2014	-
2014-2015	-
2015-2016	-
2016-2017	-

### **3.2 International Media Programme**

1. Name of the Sector : Information Sector& Film Sector
2. Name of the Media Unit : Ministry
3. Name of the Scheme : International Media Exchange Programme
4. Outlay for XII Plan: Rs.2.50 crore

#### **The Scheme**

The Components of the Scheme are following;

- a) Media Exchange Programmes
- b) Joint Working Groups & Agreement on cooperation in the field of Information & Film Sector.
- c) International Media Seminars/Workshops.

#### ***Media Exchange Programme:***

Cultural Exchange programs are signed between the Ministry of Culture of two countries having a common desire to establish and develop closer relations with other countries in the field of education, Art & Culture, Information and Mass Media, Youth & Sports on the basis of mutual respect that exists between them. In India, the CEPs are signed by the Ministry of Culture and a copy of the agreement is forwarded to all the concerned Ministries/ Departments of the Government of India for implementation. As far as media is concerned, PIB is the nodal agency for facilitating exchange of journalists and media professionals and meeting the expenditure on the implementation. The process of implementation includes exchange of media persons and facilitating visits to various media establishments and other organisations of relevance to media.

Either of the two sides can initiate action and find out the convenience of the other side to implement a particular item. This implies that if there is no initiative for implementation of an item by the other side, the Indian side (PIB) will take the initiative, get in touch with the counterpart through the Embassy/High Commission of India based in that country. Generally the channel of communication is the Embassy/High Commission of India in that country, but if references are received from the other country's Embassy based in New Delhi on points of detail, there will be no objection to supplying the information to the Embassy, but copies of such communication has to be invariably endorsed to the Indian Embassy in that country and the Ministry of External Affairs.

The financial liability for implementing the CEP rests entirely on the concerned implementing Department/ Organization. The progress of implementation of the Programme is required to be sent to the Ministry of Culture at the end of every quarter commencing from 1<sup>st</sup> April, 2003.

#### ***Joint Working Groups & Agreements in the field of Information & Mass Media:***

These are signed between the Governments of the two countries as these act as an instrument for mutual cooperation in the field of information and mass media. In the last few years, Joint Working Groups and Agreements in the field of Information and Mass Media signed with Poland, Pakistan, Egypt, Kazakhstan, Norway and North Korean. However during last 3 years no agreement has been received by the bureau under joint working group.

**Scope:** To ensure efficient implementation and fulfillment of basic objective cooperation in the field of mass media, the programme will be directed more specifically towards:

- a) Exchange 5 journalists including 2 who are engaged in dissemination of Government information for a period not exceeding 2 weeks for CEPs
- b) 5 member delegation comprising of journalists representing print and electronic media and 2 Officers of the PIB engaged in dissemination of government information for the Joint Working Groups and Agreements in the field of Information as PIB is the nodal Organization for dissemination of the Government information, if a clause related to print media is included in the agreement.

***International media seminars/workshops.***

It is proposed to expand the scope of the existing scheme during the XII Plan in order to enhance the visibility and image of India in the light of its central role in post liberalisation phase at many international events, viz. BRICS, G-20, SAARC summits etc. It is proposed to organise seminars and workshops for media representatives separately in India and also outside on the sidelines of such Conferences. The provision of the Scheme would also include organizing similar seminars/workshops on the sidelines of Prawasi Bhartiya Diwas/ National Science Congress etc.

**Rationale and Objective :**

- Recognizing the vital role that Media play 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.
- Recognizing the critical role that media plays in the promotion of democratic values and tolerance in societies.
- The broad objective this scheme is to strengthen the friendly ties with different countries by promoting better understanding 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.

### 3.3 Media Awards (RR&TD)

1. Name of the Sector: INFORMATION
2. Name of the Media Unit: Research, Reference and Training Division
3. Name of the Scheme: *Media Awards*
4. Outlay for XII Plan: *Rs.2.50 crore with annual allocation of Rs. 0.50 crore*

The Scheme

*National Media Awards*

Rationale and Objective

**National Media Awards:** Under this component, it was envisaged to introduce National Media Awards to sensitize Media about its social commitment and obligation towards society.

### 3.4 Promoting innovation in I&B Sector

1. Name of the Sector: Information, Film and Broadcasting Sector
2. Name of the Media Unit: Main Secretariat
3. Name of the Scheme: **Promoting innovation in I&B SectorI Information, Film & Broadcasting sector)**
4. Outlay for XII Five Year Plan: Rs.25.00 crore with annual allocation of Rs. 5 crore for Ministry and Media Units of all three sectors ( excluding Prasar Bharati).

### 3.5 Policy Related Studies, Seminar, Evaluation, etc.

1. Name of the Sector: Information Sector
2. Name of the Media Unit: Main Secretariat
3. Name of the Scheme: Policy Related Studies, Seminar, Evaluation, etc.
4. Outlay for XII Five Year Plan: Rs.10.00 crore with annual allocation of Rs. 2 crore.

### Scheme IV- Missions/Special Projects:

Film Sector

(Rs. in crore)

S.No.	Scheme	Outlay Recommended
4.	<b>Missions/Special Projects:</b>	
4.1	National Film Heritage Mission	<b>500.00</b>
4.2	Anti-Piracy initiatives	<b>10.00</b>
	<b>Total</b>	<b>510.00</b>

#### 4.1 National Film Heritage Mission

1.	Name of the Sector	FILM
2.	Name of Organisation	Ministry of Information & Broadcasting (Main Secretariat)
3.	Name of the Scheme	<b>National Film Heritage Mission</b>
4	Outlay for XII Five Year Plan	Rs. 500.00 crore

(Rs. in crores)

(i)	The Scheme (Explain the activities being undertaken)	(a) Restoration of 1500 feature films and 1500 short films; (b) digitalization of 1000 feature films and of 2000 short films; (c ) striking of inter-negatives of 1500 feature films and 1500 short films for archiving purposes; (d) construction of vaults of international standards for preservation of such restored material; (e) conduct of training programmes in the fields of restoration and preservation.				
(ii)	Rationale and objective	The scheme proposes to archive the films produced with the goal of “preservation without errors, access without end”.				
(iii)	Financial Phasing	2012-13	2013-14	2014-15	2015-16	2016-17
		100.00	100.00	100.00	100.00	100.00
(iv)	Date of Administrative Approval	Yet to be approved by the competent authority.				

(Rs. crores)

Year	Plan Outlay	Special Component Plan(Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-2013	100.00	Nil	Nil	Nil	Nil
2013-2014	100.00	Nil	Nil	Nil	Nil
2014-2015	100.00	Nil	Nil	Nil	Nil
2015-2016	100.00	Nil	Nil	Nil	Nil
2016-2017	100.00	Nil	Nil	Nil	Nil



**Year wise Targets of the Physical Parameters of the Scheme.**

	Targets
2012-13	the following NFHM objectives to be achieved – <ul style="list-style-type: none"> <li>• Restoration and acquisition of film material.</li> <li>• Vaults to be completed by March, 2014 to enable transfer of inter-negatives and other film formats to them. Until then, they would stored in the existing space available in NFAL's existing vaults.</li> </ul>
2013-14	
2014-2015	
2015-2016	
2016-2017	

**(vi) Physical Parameters for Special Component of the Scheme.**

Gender Budgeting

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

SCSP/TSP

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

Children Welfare Component

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

North-East Component

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

#### 4.2 Anti piracy initiatives

1.	Name of the Sector	FILM
2.	Name of Organisation	Ministry of Information & Broadcasting (Main Secretariat)
3.	Name of the Scheme	<b>Anti piracy initiatives</b>
4	Outlay for XII Five Year Plan	Rs. 10.00 crore

(Rs. crores)

(i)	<b>Activities</b>	(a) Dissemination of multi-media campaign on piracy; (b) training programmes and workshops to sensitize police, judicial and administrative officials about the copyright Act; (c ) conduct of research on the affects of piracy and to enable development as well as implementation of public private strategies to combat piracy.				
(ii)	<b>Rationale and objective</b>	There is an urgent need to have an effective legal mechanism in place to combat piracy and at the same time there is a need to create public awareness of the affects of piracy on the economy amongst consumers. The consumers are passive participants in various forms of piracy. Therefore, an effective and all encompassing multi-media campaign to be carried out during the 12 <sup>th</sup> Plan period involving all stakeholders from the film and music industry. It is also felt that there is a need to set up training programmes and to undertake research and development accurately estimate impact of piracy on the Indian economy.				
(iii)	<b>Financial Phasing</b>	2012-13	2013-14	2014-15	2015-16	2016-17
		2.00	2.00	2.00	2.00	2.00
(iv)	<b>Date of Administrative Approval</b>	Yet to be approved by the competent authority.				

(Rs. in crores)

Year	Plan Outlay	Special Component Plan(Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-2013	2.00	Nil	Nil	Nil	Nil
2013-2014	2.00	Nil	Nil	Nil	Nil
2014-2015	2.00	Nil	Nil	Nil	Nil
2015-2016	2.00	Nil	Nil	Nil	Nil
2016-2017	2.00	Nil	Nil	Nil	Nil
Total	10.00				

**Year-wise Targets of the Physical Parameters of the Scheme.**

	Targets
2012-13	(a) To engage NFDC towards dissemination of multi-media campaign on piracy (b)To engage expert agencies to organize training programme and workshops to sensitize all the stakeholders about the copyright Act (c ) To interact with all the stakeholders to conduct research on affects of piracy towards the ultimate goal of developing effective strategies to combat piracy ,
2013-14	-do-
2014-2015	-do-
2015-2016	-do-
2016-2017	-do-

**(vi) Physical Parameters for Special Component of the Scheme.**

**(a) Gender Budgeting**

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

**(b) SCSP/TSP**

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil

2016-2017	Nil
-----------	-----

(c) Children Welfare Component

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

(d) North-East Component

(Rs. crore)

Year	Plan Outlay
2012-2013	Nil
2013-2014	Nil
2014-2015	Nil
2015-2016	Nil
2016-2017	Nil

**Scheme V - Ongoing Schemes**

Film Sector

Rs. in crore

S.No.	Name of the Scheme	<b>Outlay Recommended</b>
5.1	Setting up a Centre of Excellence for Animation, Gaming and VFX	52.00
5.2	National Museum of Indian Cinema	42.00
5.3	Global Film School	70.00 *
5.4	Grant-in-aid to SRFTI	16.00
	<b>Total</b>	180.00

\* Since approval is yet to be accorded some activities under this scheme will be adjusted in the Grant-in-Aid Scheme."

**Information Sector**

(Rs. in crore)

S.No.	Name of the Scheme	<b>Outlay Recommended</b>
5.5	Setting up of National Press Centre at New Delhi <b>(PIB)</b>	9.00
5.6	Up-gradation of IIMC to International Standards <b>(IIMC)</b>	27.00

5.7	Construction of Soochna Bhawan <b>(MS)</b>	15.00
	<b>Total</b>	<b>51.00</b>
	<b>Grand Total</b>	<b>231.00</b>

## Film Sector

### 5.1 Setting up a Centre of Excellence for Animation, Gaming and VFX Sector

1.	Name of the Sector	FILM
2.	Name of organisation	Ministry of Information & Broadcasting (Main Secretariat)
3.	Name of the Scheme	<b>Setting up a Centre of Excellence for Animation, Gaming and VFX Sector</b>
4	Outlay for XII Five Year Plan	Rs. 52.00 crore

(i)		<b>Activities</b>	To set up National Centre of Excellence for providing trained manpower in the animation, gaming and visual effects sector by operating it under PPP mode.					
(ii)		<b>Rationale and objective</b>	To provide highly skilled manpower to fuel growth in the sectors of animation and gaming.					
(iii)		<b>Time frame</b>	During the 11 <sup>th</sup> Five Year Plan Period and proposed to be continued during the 12 <sup>th</sup> Five Year Plan Period (from 2012-13 to 2016-17).					
(iv )		<b>Administrative Approval</b>	Planning Commission has approved the scheme 'in-principle'.					
	(i)	Date of Appraisal by SFC /EFC	--					
	(ii)	Approved Outlay	Rs 52.00 crores					
	(iii)	Financial Phasing	2007-08	2008-09	2009-10	2010-11	2011-12	<b>Total</b>
			235000	211500	649000	1513316	20000000	<b>2451236</b>
	(iv )	Date of Administrative Approval	-					

#### v. Year-wise Progress of Financial Parameters of the Scheme.

(Rs. crore)

Year	Budget Estimate	Revised Estimate	Expenditure (year ending)
2007-08	0.10	0.10	0.0235

2008-09	1.00	0.50	0.2115
2009-2010	1.00	0.15	0.0649
2010-2011	1.00	0.20	0.1514
2011-2012	2.00	Yet to be decided	Nil (till date)
<b>Total</b>	<b>5.10</b>		<b>0.4548</b>

Remaining Outlay Proposed to be Utilized during XII plan with year-wise Phasing

(Rs. Crore)

Year	Outlay	Special Component (Wherever Application)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-13	17.00	Nil	Nil	Nil	Nil
2013-14	17.00	Nil	Nil	Nil	Nil
2014-15	18.00	Nil	Nil	Nil	Nil
2015-16	Nil	Nil	Nil	Nil	Nil
2016-17	Nil	Nil	Nil	Nil	Nil
<b>Total</b>	<b>Nil</b>	<b>Nil</b>	<b>Nil</b>	<b>Nil</b>	<b>Nil</b>

Note: Special component of outlay is not applicable

**Total Proposed Outlay required for continuation of the project during the 12<sup>th</sup> Five Year Plan Period with year wise phasing**

(Rs in crores)

Year	Total Estimated Outlay for the 12 <sup>th</sup> Plan period	Remaining Outlay of 11 <sup>th</sup> Plan period proposed to be utilized	Additional Outlay Required for continuation of the scheme during the 12 <sup>th</sup> Plan Period	Remarks / Justifications for additional outlay for continuation of the scheme
2012-13	17.00	-	-	Nil
2013-14	17.00	-	-	
2014-15	18.00	-	-	
2015-16		-	-	
2016-17		-	-	
<b>Total</b>		-	-	

## 5.2 National Museum of Indian Cinema

1. Name of the Sector. - FILM
2. Name of the Media Unit. - Films Division
3. Name of the Scheme. - **Setting up of “National Museum of Indian Cinema”**
4. Outlay for XII Five Year Plan - Rs. 42.00 crore

### Activities

(i) The Scheme -The National Museum of Indian Cinema will not only provide a store house of information to the laymen but it will also help film makers, film students, enthusiasts and critics to know and evaluate the development of cinema as a medium of artistic expression not only in the country but also in all parts of the world. The Museum of Moving Images will cater to the needs of contemporary people for acquainting themselves with the changes in the field of film production and also enlist their active support in appreciating the technological changes in the present media scenario. Artifacts, equipments like Cameras, Editing, & Recording Machines, Projectors etc., Costumes, Photographs and other material are proposed to be kept in the Museum. The properties, dresses, sets, tapes, vintage equipment, posters, copies of important films, prints, promotional leaflets, developing equipment books, biographies, sound tracks, trailers, transparencies, Cinema magazines, statistics covering film distribution etc. to be displayed in a systematic arrangement depicting the history in a chronological manner, will be procured through donations and also by purchase. There will also be a Museum shop which will sell the copies/photographs etc. of the vintage items, books and booklets on the work of noted film makers and mementoes.

### Rationale and Objective –

- To encapsulate the socio-cultural history of India as revealed through the evolution of cinema;
- To develop as a research centre focusing on the effect of cinema on society;
- To exhibit the work of the noted directors, producers, Institutions etc. for the benefit of visitors/film enthusiasts;
- To arrange seminars, workshops for film makers & film students;
- To generate interest in the future generation in the field of film movement;

**Timeframe** – Under the 11<sup>th</sup> plan period, the National Museum of Indian Cinema(NMIC) is proposed to be constructed by the end of the financial year 2011-12 and to be commissioned by 2013, to coincide with the celebration of the Centenary Year of the Indian Cinema. However, since commencement of the construction of the museum i.e. New Building Block, Amphitheatre and Underground parking is not going on as per the prescribed timelines due to some technical difficulties for obtaining statutory permissions from various local departments like Environment Department, Collector Office, Fire Officers, Airport Authorities, Traffic Police , Electrical Department and finally, from MCGM, this plan scheme may be continued as a ongoing plan scheme during the 12<sup>th</sup> plan period.

### Administrative Approval

- (i) Date of Appraisal by EFC : 11.01.2010
- (ii) Approved Outlay : Rs.116.40 Crores revised by Rs.121.55 Crores (vide Ministry's letter dated 28-07-2011)
- (iii) Financial Phasing(Year-wise)
- (iv) Date of Administrative approval : 31-03-2010
- (ii) Year-wise Progress of Financial Parameters of the Scheme.

( Rs. Crore )

Year	Plan Outlay	Revised Estimate	Expenditure(Year Ending)
2007-08	5.00	1.01	1.01
2008-09	5.00	0.1752	0.1752
2009-10	12.50	12.50	12.50
2010-11	29.00	34.00	34.00
2011-12	62.51	62.51	44.00 (expected expenditure)
Total	<b>114.01</b>	<b>110.1952</b>	<b>91.68</b>

- (iii) Remaining Outlay Proposed to be Utilized during XII Plan with year-wise Phasing

( Rs. Crore )

Year	Plan Outlay	Special Component Plan (Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East Component
2012-13	10.00				
2013-14	8.00				
2014-15	8.00				
2015-16	8.00				
2016-17	8.00				
Total	42.00				



### 5.3 Global Film School ( Upgradation & Modernisation of FTI)

#### ONGOING SCHEME

1.	Name of the Sector	Film Sector
2.	Name of the Media Unit	Film and Television Institute of India, Pune-4.
3.	Name of the Scheme	Global Film School ( Upgradation & Modernisation of FTI)
4	Outlay for XII Five Year Plan	Rs. 70.00 crore
(i)	<b>Activities</b>	<p>To build a global state-of-the-art film school with advanced teaching methodology as well as technology at par with the best in the world. The scheme was launched in 11<sup>th</sup> 5 year plan to upgrade FTII. FTII appointed a consultant to conduct a study and submit DPR on Upgrading FTII to international standards. However this report was not accepted by various stake holders. Therefore a new Group of Experts was constituted to prepare a fresh DPR which is acceptable to all and is in tune with ideals of FTII. The scheme also addresses the requirement of additional infrastructure due to increase of number of students as a result of introduction of new courses and implementation of reservation policy of Govt. This new DPR has been accepted by the governing council .Consequently the ongoing scheme of Global Film School in 11<sup>th</sup> Five year plan has been recast and is proposed to be implemented during 11<sup>th</sup> Plan itself on receipt of SFC approval and to continue in the 12<sup>th</sup> Plan.</p> <p>FTII is submitting a new DPR to the planning commission in that regard.</p> <p>An allocation of Rs 2 Crore has been kept in this year's budget from Rs 52 allocated for the Global Film School for the year 2011-12. This has been done to start the preliminary work for the various aspects of up gradation of FTII , if the planning commission accepts the DPR and approves the budget requested for revitalization and upgrading of FTII to international standards .</p>
(iii)	<b>Time frame</b>	The scheme will continue in all the five years of Twelfth Plan.

(iv)	<b>Administrative Approval</b>	
	(i) Date of appraisal by SFC/EFC	Awaited
	(ii) Approved Outlay	Awaited
	(iii) Financial Phasing (Year wise)	<b>Year Plan Outlay</b> (Rs. In Crore) 2007-08 -- Rs. 00.01 2008-09 -- Rs. 03.50 2009-10 -- Rs. 23.50 2010-11 -- Rs. 08.50 2011-12 -- Rs. 06.49 Total -- <b>Rs. 52.00</b>
	(iv) Date of Administrative approval	Awaited
	<p>(v) Year-wise Progress of Financial Parameters of the Scheme  The scheme was launched in 11<sup>th</sup> five year plan. FTII appointed Hewitt Associates to conduct a study and submit DPR on Upgrading FTII to international standards. However this report was not accepted by various stake holders. Therefore a new Group of Experts was constituted to prepare a fresh DPR which is acceptable to all and is in tune with ideals of FTII. This new DPR has been accepted by the governing council .Consequently the ongoing scheme of Global Film School in 11<sup>th</sup> Five year plan has been recast a new scheme in 12<sup>TH</sup> five year plan . FTII is submitting a new DPR to the planning commission in that regard .</p> <p><b>An allocation of Rs 2 Crore has, however , been kept in this year's budget from Rs 52 allocated for the Global Film School for the year 2011-12. This has been done to start the preliminary work for the various aspects of up gradation of FTII , if the planning commission accepts the DPR and approves the budget requested for revitalization and upgrading of FTII to international standards</b></p>	

(Rs. Crores)

Year	Plan Outlay	Revised Estimate	Expenditure (year ending)
2007-08	<b>0.01</b>	<b>0.00</b>	<b>0.00</b>
2008-09	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
2009-10	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
2010-11	<b>1.00</b>	<b>0.20</b>	<b>0.00</b> <b>No fund was sanctioned.</b>
2011-12	<b>2.00</b>	<b>2.00</b>	0.00
Total	3.01	2.20	0.00

(vi)	Proposed outlay to be utilized during XII Plan with year wise Phasing				
				<b><u>(Rs. in Crores)</u></b>	
Year	Outlay	Special component (Wherever Application)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East Component
2012-13	<b>20.00</b>	Nil	Nil	Nil	Nil
2013-14	<b>20.00</b>				
2014-15	<b>15.00</b>				
2015-16	<b>10.00</b>				
2016-17	<b>5.00</b>				
Total:	<b>70.00</b>				

**(vii) Year –wise targets of the Physical Parameters of the Scheme:**

Year	Target
2012-13	Initiation of action for clearance of backlog of courses. Implementation of Scheme as per schedule.
2013-14	Implementation of creation of additional infrastructure, completion of clearance of backlog.
2014-15	Continuing with the upgradation programme
2015-16	Continuing with the upgradation programme
2016-17	Continuing with the upgradation programme

**(viii) Physical Parameters for Special Component of the Scheme:**

**(a) Gender Budgeting:**

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

**(b) SCSP/TSP**

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

**(c) Children Welfare Component:**

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

**(d) North-East Component :**

Year	Plan Outlay
2012-13	---
2013-14	---
2014-15	---
2015-16	---
2016-17	---

### **5.3 Grant-in-aid to SRFTI**

**Under the existing scheme there was approval of a studio/ Lab with Rs. 16 crore. Out of which only Rs. 12 lakh or so have been utilized during XI plan. Hence, an amount of Rs. 16 crore has been provided to complete the work. Film Wing will ensure due processing of release of fund to complete it as part of Ongoing Scheme.**

## Information Sector

### 5.5 Setting up of National Press Centre (PIB)

1. Name of the Sector : **Information Sector.**
1. Name of the Media Unit : **Press Information Bureau.**
2. Name of the Scheme : **Setting up of National Press Centre**
3. Outlay for XII Five Year Plan: **Rs.9.00 crore**

**The Scheme** (Explain the activities being undertaken): **Setting up of National Press Centre at 7-E, Raisina Road, New Delhi.**

**Rationale and Objective:** To create facility of international standard for media persons at Delhi with separate building of its own and to provide media facilities to national & international journalists at one place which will have state of the art facilities.

**Time Frame: Upto 31.08.2012.**

#### Administrative Approval

Date of appraisal by SFC/EFC : **15.09.2009**  
Approved Outlay : **Rs. 60.00 crore**  
Financial Phasing (Year-wise) : **Given below**  
Date of Administrative Approval : **16.11.2009**

(iv) Year-wise Progress of Financial Parameters of the Scheme.

(Rs. in crore)

Year	Plan Outlay	Revised Estimate	Expenditure (year ending)
2007-08	10.00	-	-
2008-09	4.37	4.37	-
2009-10	5.00	4.00	4.00
2010-11	10.00	10.00	10.00
2011-12	20.50	30.00 (Proposed)	-
<b>Total</b>	<b>49.87</b>	<b>48.37</b>	<b>14.00</b>

(v) No expenditure incurred during the financial year 2007-08 & 2008-09.

(vi) Remaining Outlay Proposed o be utilized during XII plan with year-wise Phasing.

(Rs. in crore)

Year	Plan Outlay	Special Component (Wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-13	9.00	N/A	N/A	N/A	N/A
2013-14	-	N/A	N/A	N/A	N/A
2014-15	-	N/A	N/A	N/A	N/A
2015-16	-	N/A	N/A	N/A	N/A
2016-17	-	N/A	N/A	N/A	N/A

### 5.6 Up-gradation of IIMC to International Standards (IIMC)

1. Name of the Sector Information Sector
2. Name of the Media Unit Indian Institute of Mass Communication
3. Name of the Scheme Up-gradation of IIMC to International Standards
4. Outlay for XII Five Year Plan: **Rs.27.00 crore**

#### The Scheme

The scheme is up-gradation of IIMC into international Standards and setting up of four new regional Centers in the state of Mizoram, Maharashtra (Vidarbha), Jammu & Kashmir and Kerala. The activities includes conversion of present one year PG Diploma Courses to two years advance PG Diploma Courses and also introduction of two new courses in Development Journalism and Corporate communication and Media Management.

To accommodate the additional strength of the students, new infrastructure like class rooms, studios, computer labs as well as hostel for boys and girls is to be constructed. The new regional centers are proposed to be operationalised in the temporary campuses to be provided by state govt. free of cost. Under the scheme one time expenditure on infrastructure and equipments is to be provided and every year expenditure of recurring nature is also to be provided.

#### Rationale and objective

IIMC plans to transform itself into a global centre of repute for promoting education, learning and research in the fields of communication and media. The mission of the Institute will be to create a dynamic state of the art learning & working environment to nurture intellectual excellence among the leaders and innovators of tomorrow in the domain of media and mass communication. The vision of the Institute is to serve as a fountainhead for nurturing world class human capital in the realm of Media and Communication. The research conducted by the Institute would go on to play an active role in the policy making and advocacy issues to be taken up for various groups of stakeholders (Government and Non-Government) in the sector

The following would be the objectives of the IIMC:

- a) To build capacity of individuals and 'institutions' in the domain of media and mass communication through imparting of multi-disciplinary education at the baccalaureate, postgraduate diploma, master's and doctoral levels that transcends all barriers of content, levels, structures, processes, methods and territories;
- b) To foster the creation of new knowledge in the domain of Media and Mass Communication by undertaking basic and applied research in prioritized areas of media and mass communication and its transmission for the benefit of the user sector;
- c) To undertake projects and program development & evaluation on media- related issues in association and partnership with individuals / associations communication / central & State Governments.
- d) To offer customized manpower development programs that serve the current and on-going needs of Media & Mass Communication professionals to upscale their knowledge and skill base with a view to enhance their capacity for performing functions relevant to their profession;
- e) Advocacy and networking to create a consciousness amongst media professionals for the promotion of ethical values and standards in media an mass communication activities;
- f) To liaise with media and other civil society organizations to promote the creation of meaningful career prospects and opportunities for media and mass communication professionals; and
- g) To undertake sponsored research and consultancy assigned aimed at shaping media policies, creating higher standards of information dissemination and addressing specific needs of the media and mass communication sector.

**Timeframe-** The scheme is proposed to be implemented over a period of three years.

#### **Administrative Approval**

- a) **Date of appraisal by SFC/EFC** - 15-07-2010
- b) **Approved outlay:** Outlay of Rs. 62.00 crores (net budgetary support of Rs. 51.50 crores)
- c) **Financial Phasing Year-wise** (As per SFC Memo)

S. No.	Budget Heads	2010-11 (in Rs.)	2011-12 (in Rs.)	2012-13 (in Rs.)	Total (Rs.)
1	Revenue Expenditure salaries of additional faculty and staff, hiring of vehicles and other recurring expenditure	0.70	6.50	5.80	13
2	Capital Expenditure 1. Equipment machinery, computers etc 2. Building Projects and renovation work	0.62 9.00	3.02 19.50	0.40 16.46	4.04 44.96



Total	10.32	29.02	22.66	62
Less: Revenue income to be generated by IIMC	NIL	4.21	6.29	10.50
Net amount to Govt. grant	10.32	24.81	16.37	51.50

(d) date of administrative approval- 5.8.2010

**Yearwise progress of Financial Parameter of Scheme( as per actual sanctioned and released).**

**( Rs. crore )**

Year	Plan Outlay	Revised Estimate	Expenditure (year ending)
2007 – 08			
2008-09			
2009 – 10			
2010 – 11	3.70	3.70	3.60
2011 – 12	20.00		
<b>Total :</b>	<b>23.70</b>		

**Remaining Outlay Proposed to be utilized during XII Plan with year-wise phasing**

Year	Outlay	Special Component (Wherever Application)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-13	14.00				0.20
2013-14	13.80				

#### **5.7 Construction of Phase-V of Soochna Bhawan (MS) (Ongoing scheme)**

1. Name of the Sector: Information
2. Name of the Media Unit.: Main Sectt. (M/o I&B)
3. Name of the Scheme: Construction of Phase-V of Soochna Bhawan
4. Outlay for XII Five Year Plan: **Rs.15.00 crore**

**Rationale and Objective :** To house all Media Units under one roof.

The project for construction of phase-V was approved by the Planning Commission in Jan'08 and included in the 11<sup>th</sup> five year plan. The EFC has approved Rs. 74.60 Crores on 12.03.2008. Subsequently, on the advice of IFD of this Ministry, the 3% contingency amount which was earlier included in the total cost was deducted

from the project estimate and administrative approval for construction of Phase-V of Soochna Bhawan amounting to Rs. 72.88 crores was issued.

2. The project of Soochna Bhawan is located at envelop-8, CGO Complex, New Delhi with land measuring 8364.3 Sqm. Earlier Phase-I, II,III & IV was constructed with a total area of 27,259 Sqm during the period from 1987 to 2004 with a cost of Rs. 25.69 Crores. The final Phase-V is being executed through CCW, a Public Works Organization under Ministry of I& B covering an approx. area of 45500 Sqm.

3. The work actually started at site on 21.12.2009. The stipulated date of completion of the work is 27.10.2011 (Period 24 Months) as per original proposal but due to some unavoidable delays the target date of completion may get extended by six months.

4. Approximately 35% of physical work has already been completed upto 31.03.2011. CCW has intimated that 90% of the total work will be completed by 31.03.2012 and balance 10% will spill over to next five year plan. The CCW has further informed that total anticipated cost of project will be around Rs. 89.00 Crores against the sanctioned amount of Rs. 72.88 Crores. The allocation during the 11<sup>th</sup> Plan has been 68.75 crores.

5. In view of above the project is likely to be completed by 31.03.2013 and additional amount of Rs. 15.00 Crores over and above already allocated amount will be required to complete the project.

6. The project is delayed due to the following reasons:

- (i) Initial delay of 2 months in start of the work due to non-availability of structural drawings of foundation.
- (ii) The work could not be started in all the pockets simultaneously, due to existence of temporary structure in phase-V area, parking problems, access problem to the site, some common land around our site occupied by DMRC for their work related to CWG, working office etc(approx. 2 months).
- (iii) Common Wealth Games in Oct-Nov-2010 (approx. 1 month).

**Timeframe :** By 31.03.2013

Administrative Approval

- (i) Date of Appraisal by SFC/EFC : 12.03.2008
- (ii) Approved Outlay :Rs.74.60 Crores
- (iii) Financial Phasing (Year-wise) :

The Year-wise proposed outlay for the 11<sup>th</sup> Five Year Plan is:-

(Rs. crore)

Year	Plan Outlay
2007-2008	2.80
2008-2009	12.70
2009-2010	21.50
2010-2011	23.61
2011-2012	14.99
<b>Total</b>	<b>75.60**</b>

**\*\* However, EFC approved the total cost of Construction of Phase-V of Soochna Bhawan Rs. 74.60 crores**

- Date of Administrative Approval : 25.07.2008
- Year-wise Progress of Financial Parameters of the Scheme.

(Rs. crore)

Year	Plan Outlay	Revised Estimate	Expenditure (year ending) (Funds released by Ministry)
2007-2008	1.00	1.00	1.00
2008-2009	3.53	3.53	1.76
2009-2010	10.00	10.00	10.00
2010-2011	10.00	18.00	18.00
2011-2012	36.22	36.22	3.00 (Released on 13.7.11)
<b>Total</b>	<b>60.75</b>	<b>68.75 (till 11.8.11)</b>	<b>33.76 (till 11.8.11)</b>

- Remaining Outlay Proposed to be Utilized during XII plan with year-wise Phasing

(Rs. Crore)

Year	Outlay	Special Component (Wherever Application)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North East component
2012-13	15.00	-	-	-	-
2013-14	-	-	-	-	-
2014-15	-	-	-	-	-
2015-16	-	-	-	-	-
2016-17	-	-	-	-	-

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**XII Plan (2012-17)****Prasar Bharati (New Schemes)****Scheme I – Broadcasting Infrastructure Network Development****A. ALL INDIA RADIO (AIR)****(Rs. Crore)**

<b>Sl No.</b>	<b>Sub-Scheme</b>	<b>Outlay Recommended</b>
<b>1.1</b>	Digitalization of Studios	<b>140.00</b>
<b>1.2</b>	Digitalization of Transmitters	
<b>(i)</b>	Digitalization of MW Transmitters	<b>322.00</b>
<b>(ii)</b>	Digitalization of SW Transmitters	<b>600.00</b>
<b>(iii)</b>	Digital FM	<b>300.00</b>
<b>1.3</b>	Digitalization of Networking & Connectivity	<b>105.00</b>
<b>1.4</b>	AIR Network Expansion/ Replacement	
<b>(i)</b>	FM Expansion	<b>1800.00</b>
<b>(ii)</b>	FM Replacement	<b>500.00</b>
<b>1.5</b>	Strengthening of coverage in border areas	<b>300.00</b>
<b>1.6</b>	Broadcasting on alternate platforms (Webcasting/ Podcasting /SMS/Mobile services/ DTH Radio)	<b>30.00</b>
<b>1.7</b>	Consolidation of existing Network	<b>200.00</b>
<b>1.8</b>	Auditorium at Delhi	<b>20.00</b>
<b>1.9</b>	Disaster Management facilities	<b>20.00</b>
	Total of AIR	<b>4337.00</b>

**DOORDARSHAN****(Rs crore)**

<b>S. No.</b>	<b>Scheme</b>	<b>Outlay Recommended</b>
<b>Broadcasting Infrastructure Network Development</b>		
1.10	Digitalization of terrestrial transmitter network	2396.00
1.11	HDTV	827.00
1.12	Expansion of DTH	222.00
1.13	Modernization of Doordarshan network	643.00

1.14	Strengthening of Border Coverage	586.00
1.15	Centre of Excellence- State of Art Programme Production Centre at Delhi	175.00
1.16	Expansion of Mobile TV	150.00
1.17	Media Asset Management	115.00
1.18	New media technology / Alternate delivery platforms	20.00
1.19	Infrastructure Augmentation and Misc works	75.00
	TOTAL of DD	5209.00
	GRAND TOTAL	9546.00

### 1.1 Digitalization of Studios

#### The Scheme

- Complete flow of signal in studio chain will be in digital format including recording, editing, scheduling, playback and backup.
- Replacement of Analogue Switcher/ Mixer Consoles by Digital Consoles
- Supply and Installation of Audio workstations and server with editing, recording, playback and archive software
- Providing Digital OB equipment, Measuring equipment, etc.

#### Rationale

- Analogue equipment are getting obsolete and manufacturing firms have stopped production.
- Quality of digital signal does not deteriorate during editing, dubbing and transmission.
- Signal processing possibilities.

#### Objective

- To enhance quality
- To improve efficiency
- To promote automation.

**Time frame :** to be completed during the 12<sup>th</sup> Plan

#### Financial Phasing

(Rs. crore)

Year	Plan Outlay	Special Component Plan (wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare	North-East Component

				Component	
2012-2013	7.00				0.75
2013-2014	21.00				2.25
2014-2015	56.00				6.00
2015-2016	42.00				4.50
2016-2017	14.00				1.50
Total	140.00				

Year-wise Targets of the Physical Parameters of the Scheme.

Year	Targets
2012-2013	Approval of the scheme, Design, Planning and preparation of Project notes
2013-2014	Framing of detailed Specifications, Tendering, Evaluation, etc.
2014-2015	Placement of order, Receipt of equipment
2015-2016	Installation, Testing & Measurement
2016-2017	Commissioning

**Physical Parameters for Special Component of the Scheme**

- (a) Gender Budgeting : **N/A**
- (b) SCSP/TSP : **N/A**
- (c) Children Welfare Component : **N/A**
- (d) North-East Component :

(Rs. crore)

Year	Plan Outlay
2012-2013	0.75
2013-2014	2.25
2014-2015	6.00
2015-2016	4.50
2016-2017	1.50
Total	15.00

## 1.2 Digitalization of Transmitters:

### 1.2(i) Digitalization of MW Transmitters (38 transmitters)

#### The Scheme (Activities to be Conducted)

- Replacement of old Analogue MW transmitters by Digital DRM (37 nos.)
- Conversion of DRM compatible MW transmitters to DRM (1 no.)
- Replacement/modification of Antenna system/earth radials/AC Plants, etc.
- Provision of digital measuring equipment
- Modification/ renovation of building

#### Rationale

- Analogue MW transmitters are getting obsolete and manufacturing companies have stopped production.
- Planning commission set deadline for complete digitalisation of broadcasting by 2017

#### Objective

- To enhance reception quality, coverage & channel capacity
- To improve efficiency and minimize power consumption
- To provide value added services.

#### Time frame :

Digital radio receivers would be expensive initially. They should be exempted from Excise/ Import duty.

#### Financial Phasing

(Rs. crore)

Year	Plan Outlay	Special Component Plan (wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North-East Component
2012-2013	16.10				2.10
2013-2014	48.30				6.30
2014-2015	128.80				16.80
2015-2016	96.60				12.60
2016-2017	32.20				4.20
Total	332.00				

**Year-wise Targets of the Physical Parameters of the Scheme.**

Year	Targets
2012-2013	Approval of the scheme, Design, Planning and preparation of Project notes, obtaining of building & electrical works estimates from CCW
2013-2014	Civil & Electrical works, Framing of detailed Specifications, Tendering, Evaluation, etc.
2014-2015	Placement of order, Receipt of equipment (except transmitter)
2015-2016	Receipt of transmitter, Installation, Testing & Measurement
2016-2017	Commissioning

**Physical Parameters for Special Component of the Scheme**

- (a) Gender Budgeting : **N/A**
- (b) SCSP/TSP : **N/A**
- (c) Children Welfare Component : **N/A**
- (d) North-East Component :

(Rs. crore)

Year	Plan Outlay
2012-2013	2.10
2013-2014	6.30
2014-2015	16.80
2015-2016	12.60
2016-2017	4.20
Total	42.00



## 1.2(ii) Digitalization of SW Transmitters

### The Scheme (Activities to be Conducted)

- Replacement of old Analogue SW transmitters by Digital DRM (38 nos.)
- Replacement/ modification of Antenna system
- Provision of digital measuring equipment
- Replacement of old switchgear, AC Plant, DG sets, etc.
- Modification/ renovation of building

### Rationale

- Analogue SW transmitters are getting obsolete and manufacturing firms have stopped production.
- Planning commission set deadline for complete digitalisation of broadcasting by 2017

### Objective

- To enhance reception quality, coverage & channel capacity
- To improve efficiency and minimize power consumption
- To provide value added services.

### Time frame :

Digital radio receivers would be expensive initially. They should be exempted from Excise/ Import duty.

### Financial Phasing

(Rs. crore)

Year	Plan Outlay	Special Component Plan (wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North-East Component
2012-2013	30.00				5.50
2013-2014	90.00				16.50
2014-2015	240.00				44.00
2015-2016	180.00				33.00
2016-2017	60.00				11.00
Total	600.00				110.00

**Year-wise Targets of the Physical Parameters of the Scheme.**

Year	Targets
2012-2013	Approval of the scheme, Design, Planning and preparation of Project notes, obtaining of building & electrical works estimates from CCW
2013-2014	Civil & Electrical works, Framing of detailed Specifications, Tendering, Evaluation, etc.
2014-2015	Placement of order, Receipt of equipment (except transmitter)
2015-2016	Receipt of transmitter, Installation, Testing & Measurement
2016-2017	Commissioning

**Physical Parameters for Special Component of the Scheme**

- (a) Gender Budgeting : **N/A**
- (b) SCSP/TSP : **N/A**
- (c) Children Welfare Component : **N/A**
- (d) North-East Component

(Rs. crore)

Year	Plan Outlay
2012-2013	5.50
2013-2014	16.50
2014-2015	44.00
2015-2016	33.00
2016-2017	11.00
Total	110.00

### 1.2(iii) Digital FM (at 50 places)

#### The Scheme (Activities to be Conducted)

- Installation of DRM+ transmitter (digital FM) setup at state capitals and major cities (50 nos.), which will be able to carry 2 music and 2 spoken words channels on a single transmitter.
- Playback, distribution & reception of surround Sound programme from Mumbai to all DRM+ transmitters
- Distribution and collection of content for sports channel
- Distribution of Journaline service feed to all DRM+ transmitters
- Collection and posting of value added services (traffic, stock market, weather update, Railway reservation status etc.)

#### Rationale

- DRM+ is state-of-the-art technology developed for digital radio broadcasting in FM band. However, approval of the standard is awaited and expected by 2012 from International Telecommunication Union (ITU).
- Digital FM can provide multiple channels, surrounds sound, dedicated sports, dedicated music channels, etc.
- In view of FM being the popular mode of broadcasting and private FM stations are also planned in analogue FM, AIR is also planning to expand FM in analogue mode simultaneously. In view of advances of digital FM, it is imperative to introduce digital FM broadcasting.
- Depending upon the popularity of DRM+ and availability of DRM+ receivers, it will be expanded further in the subsequent Five Year Plans.

#### Objective

- To enhance reception quality, coverage & channel capacity
- To improve efficiency and minimize power consumption
- To provide value added services.

#### Time frame :

<p>Digital radio receivers would be expensive initially. They should be exempted from Excise/ Import duty.</p>
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**Financial Phasing**

(Rs. crore)

Year	Plan Outlay	Special Component Plan (wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North-East Component
2012-2013	15.00				2.15
2013-2014	45.00				6.45
2014-2015	120.00				17.20
2015-2016	90.00				12.90
2016-2017	30.00				4.30
Total	300.00				43.00

**Year-wise Targets of the Physical Parameters of the Scheme.**

Year	Targets
2012-2013	Approval of the scheme, Design, Planning and preparation of Project notes, obtaining of building & electrical works estimates from CCW
2013-2014	Civil & Electrical works, Framing of detailed Specifications, Tendering, Evaluation, etc.
2014-2015	Placement of order, Receipt of equipment
2015-2016	Installation, Testing & Measurement
2016-2017	Commissioning

**Physical Parameters for Special Component of the Scheme**

- (a) Gender Budgeting : **N/A**
- (b) SCSP/TSP : **N/A**
- (c) Children Welfare Component : **N/A**
- (d) North-East Component

(Rs. crore)

Year	Plan Outlay
2012-2013	2.15
2013-2014	6.45
2014-2015	17.20
2015-2016	12.90
2016-2017	4.30
Total	43.00

### **1.3. Digitalization of Networking & Connectivity**

#### **The Scheme (Activities to be Conducted)**

- 98 Studio Centres are being networked to a Central Data Server System for exchange of programme in XI Plan. Connectivity from the Central Data Server System will be provided to the remaining stations.
- New FM stations proposed in the XII plan will be networked to the Central Data Server System.
- Augmentation of capacity of Central Data Server System and bandwidth.
- Uplink facility and receive terminals for relay of regional programme by local stations
- Programme feeding arrangement at such stations where STL is not feasible.
- Provision of Digital satellite receiving setup to complete digitalisation of networking
- Provision for 4 pole feeds, migration to MCPC, Codecs, mobile VSAT Terminals.

#### **Rationale**

- All AIR stations have programme archive but most of them are in analogue or on CDs and therefore, these are not shared amongst other AIR stations. Many of these archives are very useful and valuable for reuse and reproduction. However, once they are digitized and uploaded at the Central Server, these could be shared easily.
- Commercial programmes available with AIR stations will be put on the Central server for sharing with others
- Sharing of programme content among all broadcasting centres without any loss of quality
- Fast and easy exchange of programme amongst the stations
- Down loading will be in off-broadcast time and all playbacks will be from local servers only.

#### **Objective**

- To enhance quality of shared programme
- To improve distribution efficiency
- To provide reliable and fast connectivity

**Time frame :** to be completed during the 12<sup>th</sup> Plan

#### **Financial Phasing**

(Rs. crore)

Year	Plan Outlay	Special Component Plan (wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North-East Component
2012-2013	5.25				1
2013-2014	15.75				3
2014-2015	42.00				8
2015-2016	31.50				6
2016-2017	10.50				2
Total	105.00				20

**Year-wise Targets of the Physical Parameters of the Scheme.**

Year	Targets
2012-2013	Approval of the scheme, Design, Planning and preparation of Project notes
2013-2014	Framing of detailed Specifications, Tendering, Evaluation, etc.
2014-2015	Placement of order, Receipt of equipment
2015-2016	Installation, Testing & Measurement
2016-2017	Commissioning

**Physical Parameters for Special Component of the Scheme**

- (a) Gender Budgeting : **N/A**
- (b) SCSP/TSP : **N/A**
- (c) Children Welfare Component : **N/A**
- (d) North-East Component

(Rs. crore)

Year	Plan Outlay
2012-2013	1
2013-2014	3
2014-2015	8
2015-2016	6
2016-2017	2
Total	20

## **1.4 AIR Network Expansion/ Replacement**

### **1.4(i) FM Expansion**

#### **The Scheme (Activities to be Conducted)**

- Setting up of full fledged FM station with Production and transmission facilities at about 200 places, including 160 places where AIR setup is not there but Private FM is coming up in Phase-III
- Provision of transmission and production facilities at 32 places where AIR has only relay facilities but Private FM is coming up in Phase-III
- Setting up of low power FM relay transmitter at shadow zones where no FM coverage reported due to obstruction
- Providing FM coverage at uncovered pockets and remote inaccessible areas by establishing 100w FM relay transmitters with remote control at about 100 places

#### **Rationale & Objective**

- FM technology is very popular because of excellent quality and mobile phones have built in FM receivers. There is demand from every nook and corner for FM stations. Govt. of India has approved Private FM transmitters in Phase-III at 313 cities. AIR does not have FM set up at many cities where Pvt. FM in Phase III is coming up. At some of the stations FM setup of AIR is working as a relay but production & transmission facilities need to be provided.
- Also a number of requests for FM set up at various parts in India have been received.
- There are many districts in India where no FM set up is available.
- It is also necessary to provide FM coverage at shadow zones/ uncovered pockets by putting low power FM relay transmitter. As such about 50 numbers of low power FM transmitters would be required in the shadow zones, as and when no availability of signal is reported.
- At remote inaccessible areas there is no FM coverage available. These places(at about 100 places) will be covered by providing 100w FM relay transmitters with remote control and monitoring facilities.

**Time frame :** to be completed during the 12<sup>th</sup> Plan

**Financial Phasing**

(Rs.crore)

Year	Plan Outlay	Special Component Plan (wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North-East Component
2012-2013	50.00				20
2013-2014	250.00				60
2014-2015	750.00				160
2015-2016	550.00				120
2016-2017	200.00				40
Total	1800.00				400

**Year-wise Targets of the Physical Parameters of the Scheme.**

Year	Targets
2012-2013	Approval of the scheme, site selection, Design, Planning and preparation of Project notes
2013-2014	Acquiring of land & Construction of building, staff quarters, Towers, Boundary wall, etc.
2014-2015	Framing of detailed Specifications, Tendering, Evaluation, Placement of order, Receipt of equipment
2015-2016	Installation, Testing & Measurement, identification of shadow zone/ uncovered pockets and installation of low power FM relay transmitters
2016-2017	Commissioning

**Physical Parameters for Special Component of the Scheme**

- (a) Gender Budgeting : **N/A**
- (b) SCSP/TSP : **N/A**
- (c) Children Welfare Component : **N/A**
- (d) North-East Component

(Rs. crore)

Year	Plan Outlay
2012-2013	20
2013-2014	60
2014-2015	160
2015-2016	120



2016-2017	40
Total	400

#### 1.4(ii) FM Replacement

##### The Scheme (Activities to be Conducted)

- Replacement of old FM transmitters, which have outlived their life by new FM transmitters including modification/ replacement of Feeder line, Antenna system, etc. (61 places)
- Replacement of 1 kW MW transmitters by FM transmitters with Feeder line, Antenna system, Tower, etc.
- Provision of measuring equipment
- Replacement of old switchgear, AC Plant, DG sets, etc.
- Modification/ renovation of building

##### Rationale

- The efficiency and power output of old transmitters have reduced leading poor coverage and frequent breakdowns.
- Maintenance of obsolete equipment is very expensive and difficult as spares are not available.

##### Objective

- To enhance broadcast coverage
- To improve efficiency
- To provide interruption free transmission.

**Time frame :** to be completed during the 12<sup>th</sup> Plan

##### Financial Phasing

(Rs.crore)

Year	Plan Outlay	Special Component Plan (wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North-East Component
2012-2013	20.00				5
2013-2014	80.00				15
2014-2015	200.00				40
2015-2016	150.00				30
2016-2017	50.00				10
Total	500.00				100

**Year-wise Targets of the Physical Parameters of the Scheme.**

Year	Targets
2012-2013	Approval of the scheme, Design, Planning and preparation of Project notes, obtaining of building & electrical works estimates from CCW
2013-2014	Civil & Electrical works, Framing of detailed Specifications, Tendering, Evaluation, etc.
2014-2015	Placement of order, Receipt of equipment
2015-2016	Installation, Testing & Measurement
2016-2017	Commissioning

**Physical Parameters for Special Component of the Scheme**

- (a) Gender Budgeting : **N/A**
- (b) SCSP/TSP : **N/A**
- (c) Children Welfare Component : **N/A**
- (d) North-East Component

(Rs. crore)

Year	Plan Outlay
2012-2013	5
2013-2014	15
2014-2015	40
2015-2016	30
2016-2017	10
Total	100

### 1.5. Strengthening of coverage in border areas

#### The Scheme (Activities to be conducted)

- Strengthening of FM setup along Indo-Nepal border
- Strengthening of FM setup along Indo-Bangladesh border
- Strengthening of FM setup along Indo-Myanmar border
- Strengthening of FM setup along Indo-Pakistan border
- Strengthening of FM setup along Indo-China border
- Strengthening of FM setup along Indo-Bhutan border
- Providing FM coverage at various Islands in Andaman & Nicobar using low power FM relay transmitters
- Providing FM setup and coverage at various Islands in Lakshadweep and Minicoy
- FM relay transmitters in J&K uncovered areas

#### Rationale & Objective

FM coverage in the border areas is required to be strengthened further to counter the propaganda from across the border (Indo-Nepal, Indo-Bangladesh, Indo-Myanmar, Indo-Bhutan, Indo-China, Indo-Pakistan). Also, to provide FM coverage of various uncovered Islands in A & N and Lakshadweep & Minicoy.

**Time frame :** to be completed during the 12<sup>th</sup> Plan

#### Financial Phasing

(Rs. crore)

Year	Plan Outlay	Special Component Plan (wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North-East Component
2012-2013	15.00				5
2013-2014	45.00				10
2014-2015	120.00				30
2015-2016	90.00				20
2016-2017	30.00				5
Total	300.00				70

**Year-wise Targets of the Physical Parameters of the Scheme.**

Year	Targets
2012-2013	Approval of the scheme, site selection, Design, Planning and preparation of Project notes
2013-2014	Acquiring of land & Construction of building, staff quarters, Towers, Boundary wall, etc.
2014-2015	Framing of detailed Specifications, Tendering, Evaluation, Placement of order, Receipt of equipment
2015-2016	Installation, Testing & Measurement
2016-2017	Commissioning

**Physical Parameters for Special Component of the Scheme**

- (a) Gender Budgeting : **N/A**
- (b) SCSP/TSP : **N/A**
- (c ) Children Welfare Component : **N/A**
- (d) North-East Component

(Rscore)

Year	Plan Outlay
2012-2013	5
2013-2014	10
2014-2015	30
2015-2016	20
2016-2017	5
Total	70

### 1.6. Broadcasting on alternate Platforms (Webcasting/ Podcasting /SMS/Mobile services/ DTH Radio)

#### The Scheme (Activities to be Conducted)

- Establishment of IT hardware and software for streaming server for webcasting/podcasting/ etc.
- Development of application software for podcasting, SMS applications and mobile services
- Provision of connectivity and additional facilities for enhancement of DTH Radio channels from 21 to 40

#### Rationale

- to expand the reach and impact of AIR broadcasts through alternate platforms including availability of Content on request by SMS & email and also on i-phones etc.

#### Objective

- To enable Internet users to have access to AIR channels
- To provide diversified means of receiving AIR channels

**Time frame :** to be completed during the 12<sup>th</sup> Plan

#### Financial Phasing

(Rs. crore)

Year	Plan Outlay	Special Component Plan (wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North-East Component
2012-2013	1.50				0.5
2013-2014	4.50				1.5
2014-2015	12.00				3.0
2015-2016	9.00				2.0
2016-2017	3.00				1.0
Total	30.00				8.0

**Year-wise Targets of the Physical Parameters of the Scheme.**

Year	Targets
2012-2013	Approval of the scheme, Design, Planning and preparation of Project notes
2013-2014	Framing of detailed Specifications, Tendering, Evaluation, etc.
2014-2015	Placement of order, Receipt of equipment, development of applications
2015-2016	Installation, Testing & Measurement
2016-2017	Commissioning

**Physical Parameters for Special Component of the Scheme**

- (a) Gender Budgeting : **N/A**
- (b) SCSP/TSP : **N/A**
- (c) Children Welfare Component : **N/A**
- (d) North-East Component

(Rs. crore)

Year	Plan Outlay
2012-2013	0.5
2013-2014	1.5
2014-2015	3
2015-2016	2
2016-2017	1
Total	8.0

**1.7. Consolidation of existing Network****The Scheme** (Activities to be Conducted)

- (a) Reconstruction of studios severely damaged by Floods at 4 places
- (b) Major face lifting of buildings
- (c) Renovation of buildings, toilets, entrance foyer and office rooms
- (d) Replacement of obsolete electrical distribution systems
- (e) Replacement of old Diesel Generator sets and AC Plants, which have outlived their life
- (f) Provision of UPS systems and Power Factor improvement equipment
- (g) Provision/ replacement of Fire Alarm systems and Fire Hydrants
- (h) Strengthening of infrastructure facilities like office accommodations, staff quarters, community centres, Holiday homes.

- (i) Strengthening/ renovations of boundary walls/ security fencing, watch towers and roads
- (j) Remote monitoring and control of low power unattended FM transmitters. Centralised monitoring.
- (k) Feeding arrangement for additional channel on DRM transmitters provided under XI Plan

#### Rationale & Objective

- (l) In order to improve efficiency, effectiveness and quality of broadcast, replacement and improvement of existing facilities at Stations is necessary wherever required to provide corporate working environment.
- (m) To strengthen security and safety of AIR installations.
- (n) To provide facilities for staff welfare

**Time frame :** to be completed during the 12<sup>th</sup> Plan

#### Financial Phasing

(Rs. crore)

Year	Plan Outlay	Special Component Plan (wherever Applicable)			
			SCSP/TSP	Children Welfare Component	North-East Component
2012-2013	12.50				2
2013-2014	37.50				6
2014-2015	100.00				13
2015-2016	75.00				10
2016-2017	25.00				4
Total	250.00				35

#### Year-wise Targets of the Physical Parameters of the Scheme.

Year	Targets
2012-2013	Approval of the scheme, Design, Planning and preparation of Project notes, obtaining of building & electrical works estimates from CCW
2013-2014	Civil & Electrical works, Framing of detailed Specifications, Tendering, Evaluation, etc.
2014-2015	Placement of order, Receipt of equipment
2015-2016	Installation, Testing & Measurement
2016-2017	Commissioning

Physical Parameters for Special Component of the Scheme

- (a) Gender Budgeting : **N/A**
- (b) SCSP/TSP : **N/A**
- (c) Children Welfare Component : **N/A**
- (d) North-East Component

(Rs. crore)

Year	Plan Outlay
2012-2013	2
2013-2014	6
2014-2015	13
2015-2016	10
2016-2017	4
Total	35



### 1.8. Auditorium at Delhi

#### The Scheme (Activities to be Conducted)

- Construction of Auditorium at AIR, Delhi including acoustic works

#### Rationale & Objective

- AIR, does not have any Auditorium in Delhi.
- to provide facility for arranging programmes before invited audience.
- To organize live programme with participation of large groups.

**Time frame :** to be completed during the 12<sup>th</sup> Plan

#### Financial Phasing

(Rs. crore)

Year	Plan Outlay	Special Component Plan (wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North-East Component
2012-2013	1.00				-
2013-2014	3.00				
2014-2015	8.00				
2015-2016	6.00				
2016-2017	2.00				
Total	20.00				

#### Year-wise Targets of the Physical Parameters of the Scheme.

Year	Targets
2012-2013	Approval of the scheme, Design, Planning and preparation of Project notes, obtaining of building & electrical works estimates from CCW
2013-2014	Civil & Electrical works, Framing of detailed Specifications, Tendering, Evaluation, etc.
2014-2015	Placement of order, Receipt of equipment
2015-2016	Installation, Testing & Measurement
2016-2017	Commissioning

#### Physical Parameters for Special Component of the Scheme

- (a) Gender Budgeting : **N/A**
- (b) SCSP/TSP : **N/A**

(c ) Children Welfare Component : **N/A**

(d) North-East Component

(Rs. Crore)

Year	Plan Outlay
2012-2013	-
2013-2014	
2014-2015	
2015-2016	
2016-2017	

### 1.9. Disaster Management facilities

#### The Scheme (Activities to be Conducted)

- Provision of In-House Power Supply to ensure interruption free transmission during disasters
- Provision of standby quickly deployed transmitter, studio, DG set, etc.
- Strengthening of building structure at disaster prone areas

#### Rationale & Objective

- As per the recommendations of the National Disaster Management Authority, AIR is required to ensure continuity of its services in Disaster prone areas.
- During disaster it is important to provide relevant information to the public for which radio is most suitable medium.

**Time frame :** to be completed during the 12<sup>th</sup> Plan

#### Financial Phasing

(Rs. crore)

Year	Plan Outlay	Special Component Plan (wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North-East Component
2012-2013	1.00				0.5
2013-2014	3.00				1
2014-2015	8.00				2.5
2015-2016	6.00				2
2016-2017	2.00				0
Total	20.00				6.0

#### Year-wise Targets of the Physical Parameters of the Scheme.

Year	Targets
2012-2013	Approval of the scheme, Design, Planning and preparation of Project notes, obtaining of building & electrical works estimates from CCW
2013-2014	Civil & Electrical works, Framing of detailed Specifications, Tendering, Evaluation, etc.
2014-2015	Placement of order, Receipt of equipment
2015-2016	Installation and Testing technical facilities
2016-2017	Commissioning

**Physical Parameters for Special Component of the Scheme**

- (a) Gender Budgeting : **N/A**
- (b) SCSP/TSP : **N/A**
- (c ) Children Welfare Component : **N/A**
- (d) North-East Component

(Rs. crore)

Year	Plan Outlay
2012-2013	0.5
2013-2014	1.0
2014-2015	2.5
2015-2016	2.0
2016-2017	0.0
Total	6.0

## **Doordarshan(DD)**

### **1. 10 Complete digitalization of Doordarshan terrestrial transmitter network**

**The scheme:** Doordarshan proposes to establish 590 transmitters (HPTs-190, LPTs-400) for providing current level of terrestrial coverage as being provided by the analog transmitters. 465 transmitters (HPTs-165, LPTs-300) will be procured as digital transmitters. Remaining 125 transmitters will be procured as digital ready analog transmitters under the scheme of “Modernization and Augmentation of DD Network” to replace the existing old transmitters, which are unlikely to sustain their operation till 2017 i.e. proposed year of Analog Switch Off as per Government mandate. Central monitoring of the above mentioned transmitters for their efficient working is also proposed. Proposed 12<sup>th</sup> Plan outlay for the abovementioned activities is Rs.2396 crore.

**Rationale and Objective:** Digitalization of terrestrial transmitter network would be the main thrust area of 12<sup>th</sup> Plan of Doordarshan. Countries all over the world are migrating from analog to digital terrestrial broadcasting in view of advantages offered by digital systems, such as saving in spectrum, superior quality, immense flexibility, transmission of multiple channels within the same spectrum, power efficiency & capacity to carry voice, data etc. As a result, analog equipment are fast becoming obsolete and their operational and maintenance cost is rising day by day. Digitalization, thus, has become a technological compulsion and a must in the era of convergence. Complete digitalization of Doordarshan network has been targeted to be completed by 2017.

**Time Frame:** The scheme is expected to be completed by March, 2017, in phases

#### **Financial Phasing:**

<b>Year</b>	<b>Plan Outlay (Rs. Crore)</b>
<b>2012-13</b>	<b>25.00</b>
<b>2013-14</b>	<b>100.00</b>
<b>2014-15</b>	<b>710.00</b>
<b>2015-16</b>	<b>786.00</b>
<b>2016-17</b>	<b>775.00</b>
<b>Total</b>	<b>2396.00</b>

## Year-wise Targets of the Physical Parameters of the Scheme

Year	Targets
2012-13	1. Approval of scheme by the Government. 2. Identification and acquisition of new sites
2013-14	1. Placement of order for 60 digital HPTs, 100 digital LPTs and their antenna system (phase-I) 2. Completion of departmental works at 73 existing locations
2014-15	1. Supply, Installation, testing and commissioning of 60 digital HPTs, 100 digital LPTs and their antenna system (Phase-I) 2. Placement of order for additional 60 digital HPTs and 100 LPTs along with their antenna system (Phase-II). 3. Placement of order for Set-top boxes.
2015-16	1. Supply, Installation, testing & commissioning of 60 HPTs and 100 digital LPTs and their antenna system (Phase-II). 2. Placement of order for 45 digital HPTs and 100 digital LPTs along with their antenna system. 3. Supply of DVB T-2/ MPEG 4 Set Top boxes.
2016-17	1. Supply, Installation, testing and commissioning of 45 additional HPTs and 100 digital LPTs along with their antenna system. 2. Completion of Central monitoring at Zonal offices.

### 1.11. HDTV

**The scheme:** Doordarshan proposes

- a) to make complete HD production setup at DDKs, Delhi, Mumbai, Chennai, Kolkata, Srinagar and Guwahati
- b) Upgradation of news production facilities in HD at News Headquarter
- c) Setting up of HDTV transmitters at 5 locations viz Kodaikanal, Mussoorie, Srinagar Aurangabad and Guwahati
- d) Upgradation of Earth Stations at 8 locations for uplinking of HD programmes viz Delhi ( 3 nos), Mumbai, Chennai, Kolkata, Guwahati and Srinagar
- e) New HD DSNG vans at DDK, Delhi, Kolkata Chennai and Mumbai and replacement of existing SD units by HD units at 6 locations viz. Thiruvananthapuram, Bhubaneshwer, Bangaluru, Delhi and guwahati

**Rationale and Objective:** With the increase in spending power, people are becoming more and more quality conscious. Viewers are able to distinguish between SD and HD quality with the advent of larger size LED, LCD and Plasma TV. All the major DTH service providers in the country are offering some channels in their bouquet in HD format.

Kendras at abovementioned 6 locations were digitalized during 10<sup>th</sup> Plan period. Equipment at these DDKs have served their useful life. It is proposed to replace these equipment with HD equipment as there is marginal difference in cost of SD and HD equipment and world over trend of production in HD. DDKs will be equipped with HDTV facilities. Estimated cost of establishment of above mentioned HDTV production & transmission facilities is Rs 827 crore

**Time Frame:** The scheme is expected to be completed by March, 2017, in phases

**Financial Phasing:**

Year	Plan Outlay (Rs. Crore)
2012-13	5.00
2013-14	10.00
2014-15	380.00
2015-16	350.00
2016-17	82.00
<b>Total</b>	<b>827.00</b>

**Year-wise Targets of the Physical Parameters of the Scheme**

Year	Targets
2012-13	1. Approval of scheme 2. Finalization of system designs and specifications
2013-14	1. Placement of orders for conversion of 6 Major Kendras 2. Placement of orders for procurement of 5 HDTV transmitters and their antenna system. 3. Placement of orders for up gradation of 8 Earth Stations to HDTV format 4. Placement of order for procurement of 6 DSNG vans 5. Placement of order for procurement of HD equipment for News Headquarter.
2014-15	1. Supply of equipment and installation works in progress for conversion of 6 above Kendras in HDTV Format. 2. Supply of HDTV Transmitters and antenna system 3. Supply of equipment and installation works for upgradation of 8 Earth Stations in progress. 4. Supply of 6 DSNG vans 5. Supply of HD equipment and installation works for upgradation of News facilities at News Headquarter.

	6. Placement of order for remaining 6 DSNGs
2015-16	1.Completion of conversion of 6 Kendras in HDTV Format 2 Completion of project of upgradation of News facility at News HQ. 2..Completion of projects of upgradation of 8 Earth Stations for HDTV uplinking. 4.Installation, testing and Commissioning of 5 HDTV transmitters 5.Supply of 6 DSNGs
2016-17	1. Completion of pending works of the above mentioned projects

### 1.12. DTH expansion

**The scheme:** Doordarshan plans to augment its' DTH platform to 300 SDTV channels capacity

**Rationale and Objective:** Many broadcasters prefer DTH platform for distribution of their content over unorganized Cable sector. There are about 600 TV channels operating in the country. The expansion of DTH platform to 300 channels will enable Doordarshan to broadcast the programmes having vast spectrum, capture demand of programmes in local & regional language and provide free to air multichannel bouquet to the people of India.

Estimated cost of upgradation of Doordarshan's DTH platform for 300 channels is Rs 222 crore.

**Time Frame:** The scheme is expected to be completed by March, 2016

#### Financial Phasing:

Year	Plan Outlay (Rs. Crore)
2012-13	5.00
2013-14	25.00
2014-15	90.00
2015-16	56.00
2016-17	46.00
<b>Total</b>	<b>222.00</b>



## Year-wise Targets of the Physical Parameters of the Scheme

Year	Targets
2012-13	Approval of scheme.
2013-14	Placement of order for the equipment for expansion of DTH.
2014-15	Completion of project of expansion of DTH platform.
2015-16	Commissioning of project
2016-17	

### 1.13 Modernization, Augmentation and Replacement

**The scheme:** Doordarshan proposes to

- (a) convert both the Studios at CPC to HD Studios with multiple cameras and recording facilities. Post production, Field production and Preview facilities in HD format will also be set up. Feed room will be upgraded to HD format. Central graphic storage system for the storage of all the graphics produced will also be set up.
- (b) replace 25 High Power transmitters & 100 Low Power transmitters
- (c) upgrade 15 Earth stations & replace other satellite broadcast equipment like compression equipment, RF equipment, PDAs, IRDs; construction of new earth station buildings at 5 locations and upgradation of maintenance facility at Earth stations
- (d) Procure 6 new DSNGs to deploy them at strategic locations for coverage of important outdoor event.
- (e) Augmentation, Modernization and Replacement of Studio equipment & essential service equipment i/c AC plants, Lighting system, Power supply equipment Acoustic treatment etc. at the existing 20 Doordarshan Kendras
- (e) Disaster management/ emergency requirements  
(Transmitters, antenna, solar panels, port cabins, feeder cables etc.)
- (f) Centralized monitoring station for DSNGs and Earth stations and provision of VPN network

**Rationale and Objective:** Replacement and modernization of Transmission & production facilities at various DDKs is a continuous process and schemes in this regard have been formulated & implemented by Doordarshan from time to time. To ensure good quality programme production and transmission, Doordarshan network needs to be continuously modernized in accordance with the latest technological developments taking place in broadcasting, to the extent possible within the available

resources. Equipment which has served their useful life also needs to be replaced. Analog transmission may have to be continued beyond 2017 (target for digitalization of terrestrial transmission network) keeping in view cost of STBs . Transmitters proposed for replacement use outdated technology. Valves used in High Power Transmitters are no longer in production. Moreover these transmitters consume high power.

Central Production Centre (CPC) was set-up in 1989 with state of art facilities with the objective to produce in-house quality programmes. The basic infrastructure at CPC is 22 years old. Its' technical facilities have been utilized to the maximum. There is an urgent need revamping of technical infrastructure, essential service equipment and office infrastructure to make it a modernized production & transmission centre.

Estimated cost of modernisation, augmentation & replacement as mentioned above is Rs.643 crore.

**Time Frame:** The scheme is expected to be completed by March, 2017, in phases

#### **Financial Phasing:**

<b>Year</b>	<b>Plan Outlay (Rs. Crore)</b>
<b>2012-13</b>	<b>5.00</b>
<b>2013-14</b>	<b>15.00</b>
<b>2014-15</b>	<b>200.00</b>
<b>2015-16</b>	<b>300.00</b>
<b>2016-17</b>	<b>123.00</b>
<b>Total</b>	<b>643.00</b>

#### **Year-wise Targets of the Physical Parameters of the Scheme**

<b>Year</b>	<b>Targets</b>
2012-13	<ol style="list-style-type: none"> <li>1. Approval of schemes</li> <li>2. Departmental works to be in progress</li> </ol>
2013-14	<ol style="list-style-type: none"> <li>1.Placement of orders for 13 HPTs and 50 LPTs</li> <li>2.Placement of orders for upgradation of 5 Earth Stations</li> <li>3.Placement of orders of procurement of DSNGs, compression equipment, RF equipment, PDAs,IRDs ( part equipment only)</li> <li>4. Placement of orders for equipment/ works for revamping of CPC</li> </ol>
2014-15	<ol style="list-style-type: none"> <li>1. Supply, Installation, Testing and commissioning of 13 HPTs and 50 LPTs</li> <li>2. Upgradation of 5 Earth Stations</li> <li>3. Replacement of compression equipment, RF equipment and PDAs in parts.</li> <li>4. Placement of orders for additional 12 HPTs and 50 LPTs</li> <li>5. Placement of orders for upgradation of 5 Earth Stations</li> </ol>

	6. Placement of orders of procurement of compression equipment, RF equipment, PDAs, IRDs (remaining equipment) 7. Implementation of revamping of CPC to be in progress 8. Part completion of replacement of Studio and essential service equipment at DDKs
2015-16	1. Supply, Installation, and commissioning of 12 HPTs and 50 LPTs 2. Upgradation of 5 Earth Stations 3. Replacement of compression equipment, RF equipment and PDAs, IRDs. 4. Completion of works related to modernization, augmentation and replacement of Studio equipment and essential service equipment at existing DDKs 5. Placement of orders for upgradation of 5 Earth Stations 6. Placement of orders for disaster management and emergency requirements 7. Completion of the project of revamping of CPC. 8. Completion of building works 9. Establishment of Centralized monitoring Earth Station, VPN network etc.
2016-17	1. Upgradation of 5 Earth Stations 2. Supply of equipment for emergency and disaster management requirement 3. Upgradation of maintenance facility at Earth stations

### 1.14 Strengthening of TV coverage in Border Areas

**The scheme:** Doordarshan proposes to set up following terrestrial transmitters for penetration of Doordarshan's signal across border as per the following details

Name of Border	Locations where transmitters proposed to be upgraded to HPTs	Locations where new transmitters are to be set up
<b>Indo Nepal Border (8 HPTs)</b>	<b>Uttarakhand:</b> , Pithoragarh, Tanakpur <b>U.P:</b> Nanpara, Sidharthnagar <b>Bihar:</b> Forbesganj, Raxaul <b>W.B:</b> Pankhabari	<b>Bihar:</b> Jainagar
<b>Indo Pak Border (HPTs-8)</b>	<b>Raj:</b> Karanpur, Khajuwala <b>Gujarat:</b> Tharad	<b>Raj:</b> Daw, Bharewala, Jeniyo, Kishangragh <b>Gujarat:</b> Kotesher
<b>Indo Myanmar Border (HPTs-2)</b>	<b>Mizoram:</b> Champai <b>Manipur :</b> Moreh	
<b>Indo Bangladesh</b>	<b>Assam:</b> Karimganj	<b>Tripura:</b> Rabirraipara*, Belonia

<b>Border (HPTs-2 LPT-1)</b>		
<b>Indo China Border ( HPTs-9 LPTs-3)</b>		<b>Arunachal Pradesh:</b> Bomdila,Tawang,Seppa,Daparizo Koloriang (Kurung Komey), Along,Yinkiong,Anini, Hawai (Anjaw) Changlang*, Khosa* Ziro*

### **\*LPT**

Besides the above transmitters, height of Tower at HPT Dwarka is proposed to be increased from 100 M to 300 M. All the locations mentioned above are indicative and subject to operational and installation feasibility.

**Rationale and Objective:** Reception surveys were got conducted by Doordarshan in Border areas through its stations to ascertain the quality of reception of foreign signals vis-a-vis Doordarshan reception. Results of these surveys revealed that Doordarshan's terrestrial coverage in a number of border districts needs improvement to check the propaganda from across the border. There is a need to enhance the DD coverage across the border for viewing of Doordarshan's programmes in neighbouring countries. Moreover, Analog terrestrial transmitters in the border areas will have to continue for a longer period as compared to rest of the country. This is required even for the population living across the borders.

Estimated cost of establishment of above mentioned transmitters for expansion of TV coverage in border areas is Rs 607 crore.

**Time Frame:** The scheme is expected to be completed by March, 2017, in phases

### **Financial Phasing:**

<b>Year</b>	<b>Plan Outlay (Rs. Crore)</b>
<b>2012-13</b>	<b>5.00</b>
<b>2013-14</b>	<b>10.00</b>
<b>2014-15</b>	<b>225.00</b>
<b>2015-16</b>	<b>246.00</b>
<b>2016-17</b>	<b>100.00</b>
<b>Total</b>	<b>586.00</b>

## Year-wise Targets of the Physical Parameters of the Scheme

Year	Targets
2012-13	1. Approval of scheme 2. Approval of building drawings and PEs
2013-14	1. Award of work for building construction/ modifications 2. Placement of orders for 10 HPTs and 4 LPTs. 3. Placement of order for enhancement of height of Dwarka
2014-15	1. Completion of technical areas of the buildings for HPTs 2. Supply, installation testing and commissioning of 10 HPTs and 4 LPTs 3. Placement of orders for 10 HPTs
2015-16	1. Supply, installation testing and commissioning of 10 HPTs 2. Placement of orders for 9 HPTs
2016-17	1. Supply, installation testing and commissioning of 9 HPTs 2. Enhancement of height of Dwarka Tower

### 1.15 Setting up of Centre of Excellence - State of Art Programme Production Centre at Delhi

**The scheme:** Doordarshan proposes to set up a State of Art premier Programme Production Centre of National excellence comprising of Studio production facility alongwith the associated technical areas. Studio facility & all associated technical set up will have modern High-Definition equipment. The set up shall have multiple cameras and recording facilities along with rich Post production, Field production and central Storage systems. An 8 Camera HD OB Van will also be provided. The Centre will cater to the requirement of high quality and mega programme productions. Satellite uplinking facility will also be provided at this centre. Land is already available in Delhi, which may be utilized for this purpose. Building will be constructed by Doordarshan.

**Rationale and Objective:** Present production facilities at Delhi (CPC and DDK) are overengaged catering to 24 hrs transmission needs of 6 channels. Moreover, studio size at these locations also restrict sprawling mega indoor shootings. Establishment of a Centre of Excellence will cater to the requirement of high quality programming.

Estimated cost of establishment of Centre for Excellence Production Centre is of Rs 175 crore.

**Time Frame:** The scheme is expected to be completed by March, 2017, in phases

### Financial Phasing:

Year	Plan Outlay (Rs. Crore)
2012-13	1.00
2013-14	10.00
2014-15	50.00
2015-16	90.00
2016-17	24.00
Total	175.00

### Year-wise Targets of the Physical Parameters of the Scheme

Year	Targets
2012-13	1. Approval of scheme. 2. Finalization of building drawings and sanction of PE for building
2013-14	1. Award of work for construction of building and construction to be in progress. 2. Placement of orders for procurement of equipment
2014-15	1. Completion of technical areas 2. Supply of equipment
2015-16	1. Completion of building 2. Completion of departmental works
2016-17	1. Installation, Testing and Commissioning of Centre of Excellence - Programme Production Centre.

### 1.16. Mobile Television

**The scheme:** Establishment of transmitters for expansion of mobile TV service in NCR and introduction of Mobile TV in Mumbai, Chennai, Kolkata and adjoining area are the projects envisaged under this scheme. About 6 HPTs and 94 LPTs are proposed to be set up as part of this scheme.

**Rationale and Objective:** Today, mobile telephones are just like the multimedia terminals delivering TV, Video on demand, broadband apart from telephony. Appetite for consuming content and accessibility of information continues to increase at a rapid pace. Interactivity is gaining demand day by day. The new demands of consumers have to be met. Viewers want content of their choice on “Any time Any where basis”.

Estimated cost of establishment of above mentioned facility for mobile TV is Rs. 150 crore.

**Time Frame:** The scheme is expected to be completed by March, 2017, in phases.

### Financial Phasing:

Year	Plan Outlay (Rs. Crore)
2012-13	1.00
2013-14	5.00
2014-15	50.00
2015-16	50.00
2016-17	44.00
Total	150.00

### (V) Year-wise Targets of the Physical Parameters of the Scheme

Year	Targets
2012-13	1.Approval of scheme
2013-14	1.Placement of orders for transmitters for expansion of Mobile TV in NCR 2.Placement of orders for Transmitters for Mobile TV in Mumbai
2014-15	1.Supply, Installation, Testing and Commissioning of Transmitters for expansion of mobile TV in NCR and introduction of Mobile TV in Mumbai 2 Placement of orders for transmitters for introduction of Mobile TV in Kolkata and Chennai
2015-16	1 Supply, Installation, Testing and Commissioning of Transmitters for introduction of Mobile TV in Chennai and Kolkata.
2016-17	1.Completion of pending works

### 1.17 Media Asset Management

**The scheme:** During the 12<sup>th</sup> Plan, Doordarshan proposes to strengthen Media Asset Management (MAM) system at Central Archive, Delhi by scaling up its storage to make the system compatible with HDTV to archive HDTV content. Regional archives are to be set up at Hyderabad, Jalandhar, Ahmedabad and Guwahati. The storage at existing Kendras is also proposed to be improved by providing archival management system and augmentation of archival facilities.

**Rationale and Objective:** Doordarshan Archive is a valuable national treasure. After several decades of serving the country as a National broadcaster, Doordarshan Archive comprises content of national importance, cultural heritage, national and international events concerning sports, politics, current affairs, science, entertainment etc. Archiving facilities need to be strengthened at various hierarchal levels and connectivity is required between them for sharing of contents.

Estimated cost of setting up above mentioned archival facilities is Rs. 115 crore. This includes provision of Rs 15 crore for setting up AIR archives at Guwahati.

**Time Frame:** The scheme is expected to be completed by March, 2017, in phases

**Financial Phasing:**

Year	Plan Outlay (Rs. Crore)
2012-13	1.00
2013-14	2.00
2014-15	53.00
2015-16	44.00
2016-17	15.00
<b>Total</b>	<b>115.00</b>

**Year-wise Targets of the Physical Parameters of the Scheme**

Year	Targets
2012-13	Approval of scheme
2013-14	Placement of orders for strengthening of storage system at Central media archive
2014-15	1.Strengthening of Storage system at Central archive 2.Placement of orders for strengthening of archiving facilities at DDKs. 3.Placement of orders for setting up regional archives at Ahmedabad, Hyderabad, Guwahati and Jalandhar
2015-16	1. Completion of strengthening of archiving facilities at DDKs
2016-17	Completion of balance Works

## 1.18 New Media Technology/Alternate delivery Platforms

**The scheme:** Doordarshan proposes to be present on alternate delivery platforms like IPTV, 3G, LTE and BWA by suitably tailoring its programmes/ channels and also plans to start a pilot project for introduction of 3D production facilities in DD Network.

**Rationale and Objective:** In the era of convergence of telecom & broadcasting technologies, several alternate TV platforms have emerged such as IPTV, Internet TV, 3G, BWA, LTE etc. These new media delivery methods provide excellent opportunity for the Doordarshan to serve its viewers and earn revenue as well.

3D TV is a generic term for a display technology that lets home viewers experience TV programs, movies, games, and other video content in a stereoscopic effect. It



adds the illusion of a third dimension; depth to the current TV and HDTV display technology, which is typically limited to only height and width ("2D"). Doordarshan will gain the experience through the pilot project prior to adopting the technology.

Provision of Rs 20 crore has been kept in 12<sup>th</sup> Plan for the above projects.

**Time Frame:** The scheme is expected to be completed by March,2016.

**Financial Phasing:**

Year	Plan Outlay (Rs. Crore)
2012-13	0.0
2013-14	1.00
2014-15	5.00
2015-16	10.00
2016-17	4.00
<b>Total</b>	<b>20.00</b>

**Year-wise Targets of the Physical Parameters of the Scheme**

Year	Targets
2012-13	Approval of scheme
2013-14	Placement of orders
2014-15	1.Commissioning of pilot projects on 3D technology 2.Placement of Doordarshan signals on alternate delivery platform
2015-16	Completion of balance works

**1.19 Infrastructure Augmentation & Misc. works.**

**The scheme:** Doordarshan proposes to take up the following projects:

- Construction of DMC and LPT buildings at 20 locations
- Guest House/ Inspection House and Community centre buildings at select locations.
- Staff quarters at limited places
- Tower reinforcement.

**Rationale and Objective:** Infrastructure at various Doordarshan stations requires extensive repairs/augmentation, to meet the requirements of increased activities over a period of time. Most of DMCs and LPTs are functioning in rented buildings. At times, situations arise when Doordarshan has to vacate rented DMC /LPT buildings due to Court decisions/dilapidated condition of the buildings/ unsuitability of the building to meet the requirement of increased activities etc. Guest

Houses, additional office accommodation, OB Van/DSNG van parking sheds etc are required to be constructed at various.

Doordarshan has a large number of towers of varying height (30M to 300M) in its network. At times, problems of rusting of tower members in coastal areas, deformation of towers members etc arise. Reinforcement of towers is required at certain places.

Provision of Rs 75 crore has been kept in 12<sup>th</sup> Plan for the above projects.

**Time Frame:** The scheme is expected to be completed by March, 2017, in phases

**Financial Phasing:**

Year	Plan Outlay (Rs. Crore)
2012-13	1.00
2013-14	5.00
2014-15	20.00
2015-16	30.00
2016-17	19.00
<b>Total</b>	<b>75.00</b>

**Year-wise Targets of the Physical Parameters of the Scheme**

Year	Targets
2012-13	Approval of scheme
2013-14	1. Finalization of sites 2. Approval of building drawings and LOP 3. Sanction of PEs for buildings and reinforcement of towers
2014-15	1. Award of works 2. Construction of buildings in progress
2015-16	1. Completion of buildings ( part) 2. Reinforcement of tower
2016-17	1. 1. Completion of remaining buildings

## Scheme II – Content Development & Dissemination:

**ALL INDIA RADIO (AIR) - Nil**

**DOORDARSHAN----- Nil**

No Budgetary investment is proposed for content development. Prasar Bharati will invest from its IEBC for its own content development. However, the PSB component of content for North East, J&K, Urdu Channel & International Channel wherever applicable will have to be funded from Budgetary Resources as part of the plan.

## Scheme III – Human Resource Development

**ALL INDIA RADIO (AIR)**

(Rs. crore)

Sl No.	Sub-Scheme	Outlay Recommended
3.1	Capacity Building	65.00
3.2	Strengthening of Research & Development activities	10.00
3.3	E-Governance	70.00
3.4	Strengthening of infrastructure for training of staff	30.00
	Total	175.00

## Doordarshan

Human Resource Development		Provision of Rs 50 crore for these schemes has been kept by AIR
3.5	R & D, Training and capacity building	
3.6	Enterprise Resource Planning System (E-Governance)	

### 3.1. Capacity Building.

#### The Scheme (Activities to be Conducted)

- strengthening the skills, competencies and abilities of people and organization in the areas like O&M, Education, Content Creation, Storage, Training Faculty, Travelling, Study Material, Training Abroad, etc. including induction training of fresh talent.

#### Rationale & Objective

- Capacity building helps on understanding the obstacles that inhibit people, governments, international organizations and non-governmental organizations from realizing their developmental goals while enhancing the abilities that will allow them to achieve measurable and sustainable results.

**Time frame :** to be completed during the 12<sup>th</sup> Plan

#### Financial Phasing

(Rs crore)

Year	Plan Outlay	Special Component Plan (wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North-East Component
2012-2013	5.00				1.0
2013-2014	10.00				1.5
2014-2015	25.00				4.0
2015-2016	15.00				3.0
2016-2017	10.00				1.5
Total	65.00				11.0

#### Year-wise Targets of the Physical Parameters of the Scheme.

Year	Targets
2012-2013	Approval of the scheme, Planning and preparation of Project notes, etc.
2013-2014	Planning of Capacity building programmes
2014-2015	Development of infrastructure
2015-2016	Implementation of capacity building programmes
2016-2017	Feedback analysis and corrective measures

### Physical Parameters for Special Component of the Scheme

- (a) Gender Budgeting : **N/A**
- (b) SCSP/TSP : **N/A**
- (c) Children Welfare Component : **N/A**
- (d) North-East Component

(Rs. crore)

Year	Plan Outlay
2012-2013	1
2013-2014	1.5
2014-2015	4
2015-2016	3
2016-2017	1.5
Total	11.0

### 3.2. Strengthening of Research & Development activities

#### The Scheme (Activities to be Conducted)

- To carry out Digital Radio Propagation Measurements and Investigations study of DRM broadcasting & DVB-T2
- Development of monitoring system for digital transmissions at Receiving Centre Todapur.
- development of comprehensive Interactive Broadcasting Services
- Development of means to reduce the noise in sound recording studios
- To study the feasibility of inside illumination of AIR studios using direct sun light.
- Upgradation of Acoustic measurement facilities and their expansion
- Development of facilities for evaluation and measurements of digital studio and transmission systems
- Study, design and development of Emergency disaster warning system compatible with AIR set-up in context of SAARC countries.

#### Rationale & Objective

- Digital Radio Propagation Measurements would enable the propagation survey staff to carry out propagation studies on digital transmission like DRM/ DRM+, DVB, FM, VHF, UHF, CW etc. It would facilitate extensive and accurate propagation measurement applicable to the Tropical zone in the country.

- To facilitate the Monitoring centre with automated signal/spectrum monitoring system for reception of digital radio transmission and reception & monitoring of radio channel on DD Direct plus DTH platform
- Development of comprehensive Interactive Radio Service will introduce more and more live interactivity in the listener's part so that he can talk with the presenter over telephone and request to play his choice song from the huge library maintained at server/workstations in real time.
- Reduction of noise in sound recording studios will enable to provide better sound isolation in the coming studios of AIR network.
- to study and establish Digital Archiving System of tomorrow's archive, with capabilities of A/D conversion, format conversion, web browsing/downloading, searching, sorting, editing and streaming etc. compatible for 3G, 4G and 5G environment supplementing quality of service in production, post-production, storage & distribution and naturally open the gate way for revenue earning as well.

**Time frame :** to be completed during the 12<sup>th</sup> Plan

**Financial Phasing**

(Rs.crore)

Year	Plan Outlay	Special Component Plan (wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North-East Component
2012-2013	1.00				-
2013-2014	2.00				
2014-2015	3.00				
2015-2016	3.00				
2016-2017	1.00				
Total	10.00				

**Year-wise Targets of the Physical Parameters of the Scheme.**

Year	Targets
2012-2013	Approval of the scheme, Design, Planning and preparation of Project notes
2013-2014	Framing of detailed Specifications for hardware and software, Tendering, Evaluation, etc.
2014-2015	Placement of order, Receipt of software, development of applications
2015-2016	Installation, Testing & Measurement
2016-2017	Commissioning

### Physical Parameters for Special Component of the Scheme

- (a) Gender Budgeting : **N/A**
- (b) SCSP/TSP : **N/A**
- (c) Children Welfare Component : **N/A**
- (d) North-East Component

(Rs. Crore)

Year	Plan Outlay
2012-2013	-
2013-2014	
2014-2015	
2015-2016	
2016-2017	

### 3.3 E-Governance

#### The Scheme (Activities to be Conducted)

- Establishment of online network for ERP implementation with faster and reliable connectivity.
- Installation of IT facilities/ hardware and software with LAN at AIR & DD stations and Zonal office
- Development of application modules in consultation with concerned user groups
- Development and customization of application software
- Preparation of service agreement

#### Rationale & Objective

- to facilitate faster dissemination of information to media units by providing network based on-line management systems and ERP solutions for management of the vast network of AIR & DD stations. It also includes video conferencing, e-tendering, website presence by all stations of AIR and grievance redressal system.

**Time frame :** to be completed during the 12<sup>th</sup> Plan

**Financial Phasing**

(Rs. crore)

Year	Plan Outlay	Special Component Plan (wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North-East Component
2012-2013	5.00				0.5
2013-2014	12.00				1.5
2014-2015	30.00				4
2015-2016	17.00				3
2016-2017	6.00				1
Total	70.00				10.0

**Year-wise Targets of the Physical Parameters of the Scheme.**

Year	Targets
2012-2013	Approval of the scheme, Design, Planning and preparation of Project notes
2013-2014	Framing of detailed Specifications, Tendering, Evaluation, etc.
2014-2015	Development of ERP modules and application software
2015-2016	Installation & Testing
2016-2017	Commissioning

**Physical Parameters for Special Component of the Scheme**

- (a) Gender Budgeting : **N/A**
- (b) SCSP/TSP : **N/A**
- (c) Children Welfare Component : **N/A**
- (d) North-East Component

(Rs. crore)

Year	Plan Outlay
2012-2013	0.5
2013-2014	1.5
2014-2015	4
2015-2016	3
2016-2017	1
Total	10



### 3.4. Strengthening of infrastructure for training of staff

#### The Scheme (Activities to be Conducted)

- upgrade/ augmentation of technical facilities at staff training Institutes functioning at Delhi, Lucknow, Shillong, Bhubaneswar & Malad to meet the challenges of new technologies.
- Establishment of regional technical training institutes at Trivendrum
- Strengthening of training infrastructure at existing Training Institutes.

#### Rationale & Objective

- Strengthening of existing Staff Training Institutes (both Technical and Programme) including above locations

**Time frame :** to be completed during the 12<sup>th</sup> Plan

#### Financial Phasing

(Rs. crore)

Year	Plan Outlay	Special Component Plan (wherever Applicable)			
		Gender Budgeting	SCSP/TSP	Children Welfare Component	North-East Component
2012-2013	2.00				0.5
2013-2014	5.00				1
2014-2015	10.00				3
2015-2016	7.00				2
2016-2017	3.00				0.5
Total	30.00				7.0

#### Year-wise Targets of the Physical Parameters of the Scheme.

Year	Targets
2012-2013	Approval of the scheme, Design, Planning and preparation of Project notes, obtaining of building & electrical works estimates from CCW
2013-2014	Civil & Electrical works, Framing of detailed Specifications, Tendering, Evaluation, etc.
2014-2015	Placement of order, Receipt of equipment
2015-2016	Installation and Testing of technical facilities
2016-2017	Commissioning

**Physical Parameters for Special Component of the Scheme**

- (a) Gender Budgeting : **N/A**
- (b) SCSP/TSP : **N/A**
- (c) Children Welfare Component : **N/A**
- (d) North-East Component

(Rs.crore)

Year	Plan Outlay
2012-2013	0.5
2013-2014	1
2014-2015	3
2015-2016	2
2016-2017	0.5
Total	7.0

**Scheme IV – Special Projects****ALL INDIA RADIO (AIR) - Nil****Doordarshan**

Special Projects		
4.1	Global coverage of DD International Channel	100.00
4.2	Broadcast Museum	20.00
	Total	120.00

**Special Projects****4.1 Global Coverage of DD International Channel**

**The scheme:** Carriage of the channel on different platforms like DTH, cable, fiber cable and C- band for providing last mile connectivity are the major activities envisaged under the scheme.

**Rationale and Objective:** “DD India” channel is known as is Doordarshan’s International channel. Its mission is to build bridges of communications with the Indians living abroad and to showcase the real India, its culture, values, traditions, modernity, diversity, agony and ecstasy to the entire world through programmes of high quality that will inform, educate and entertain the people in the highest traditions of the public service broadcasting. The programmes on DD International channel

offer the international viewers an update on Indian social, culture, political and economic scene. In addition to Hindi and English, DD International channel offer programmes in Urdu, Punjabi, Telugu Tamil, Kannada, Malayalam, Gujarati & Marathi to cater to Indian masses, who have migrated from the different parts of the country. It is the constant endeavour of Doordarshan to expand global coverage of DD International Channel to other countries having sizable strength of India Diaspora.

Provision of Rs 100 crore is to be made in 12<sup>th</sup> Plan for expansion of global coverage of DD International channel.

**Time Frame:** The scheme is expected to be completed by March, 2017, in phases

#### **Financial Phasing:**

<b>Year</b>	<b>Plan Outlay (Rs. Crore)</b>
2012-13	1.00
2013-14	5.00
2014-15	50.00
2015-16	30.00
2016-17	14.00
<b>Total</b>	<b>100.00</b>

#### **Year-wise Targets of the Physical Parameters of the Scheme**

<b>Year</b>	<b>Targets</b>
2012-13	1. Approval of scheme
2013-14	1. Placement of order for Earth Stations
2014-15	1. Supply and installation of C- band Earth station
2015-16	1.Commissioning of Earth station & providing last mile connectivity
2016-17	1.Completion of balance works

## **4.2 Broadcast Museum**

**The scheme:** A Broadcast Museum is proposed to be set up in 12<sup>th</sup> plan. The museum will have display of Broadcast technologies in use during last 50 years, collection of vintage Radio & TV equipment, state of art equipment, Hall of fame for outstanding broadcasters recognized for their contribution to broadcasting, collection of Books & Magazines, collection of archival content, small Auditorium for educational and entertainment purpose, a gift shop offering various items for sale such as cassettes and CDs and books on broadcast history, collection and restoration.

**Rationale and Objective:** Aim of the Broadcast museum is to collect, preserve and present historic & contemporary Radio & Television equipment & content as well

as to educate, Inform and entertain the public. Such a broadcast museum, with interactive exhibits, would attract a diverse group of visitors, ranging from students to senior citizens reminiscing the great moments brought by Radio and Television in their lives.

The museum will provide historical prospective to have unique look at the history of development & growth of Broadcast industry and will motivate young professionals to innovate and inspire to visualize new technologies for the Broadcasting.

Estimated outlay required for the above facilities is Rs 20 crore.

**Time Frame:** The scheme is expected to be completed by March, 2016 in phases

**Financial Phasing:**

<b>Year</b>	<b>Plan Outlay (Rs. Crore)</b>
2012-13	0.00
2013-14	1.00
2014-15	10.00
2015-16	8.00
2016-17	1.00
<b>Total</b>	<b>20.00</b>

**Year-wise Targets of the Physical Parameters of the Scheme**

<b>Year</b>	<b>Targets</b>
2012-13	Approval of schemes
2013-14	Identification of equipment for museum
2014-15	Procurement of part equipment and setting up part facilities.
2015-16	Procurement of remaining items and setting up of the remaining facilities
2016-17	Balance works

## Scheme V – Main Sectt.

(Rs. crore)

S.No.	Scheme	Plan Outlay
5.1	Strengthening of Electronic Media Monitoring Centre (EMMC)	280.00
5.2	Supporting Community Radio Movement in India	20.00
5.3	Community Radio Support Fund of India (CRSFI)	150.00
5.4	IEC activities for promoting Digitalization	50.00
5.5	Creation of Cable TV Cell in the Ministry	30.00
5.6	Capacity building of Cable TV industry personnel in Digital Wire line Broadcasting	32.00
5.7	Automation of Broadcasting Wing	10.00
	<b>Total</b>	<b>572.00</b>

## MAIN SECRETARIAT

### 5.1 Strengthening of Electronic Media Monitoring Centre (EMMC)

The Government has set up a state-of-art Electronic Media Monitoring Centre (EMMC) to monitor and record channels on a 24x7 basis. The capacity of the centre was enhanced during the year 2010-11 from 150 channels to be able to monitor 300 Channels at a time on a random basis. This set up has strengthened the regulatory system and reduced the time period required for taking action in case of violations. Ministry has already issued permission for 750 channels and it is estimated that 100 to 150 channels license will be added every year. Therefore there is a need to augment the capacity of EMMC to 1500 channels from the present capacity of 300 channels during 12<sup>th</sup> Plan Period. Being the sole Government organization to monitor content services, the monitoring capacity of EMMC should also cover private FM Radio and Community Radio Stations since presently there no system of monitoring of content being telecast operators of private FM and community radio. The expansion of EMMC would comprise augmentation of manpower as well as infrastructure. It is estimated that a sum of **Rs. 280 crores** would be required for infrastructure and manpower resource strengthening of EMMC

### 5.2 Supporting Community Radio Movement in India

Guidelines for Community Radio Stations in India were brought in the year 2002. The then Policy allowed only educational institutions to set up and operate Community Radio Stations. Keeping in view the development challenges of India and aspirations of people to have a medium which they can call their own, Ministry of Information and Broadcasting announced a modified Policy in 2006. This policy brought a paradigm shift as it permitted nonprofit making organizations from grass roots also to run Community Radio Stations. Presently, there are more than 100 operational Community Radio Stations in India. The Ministry has been operating a Plan scheme to create awareness about the community policy amongst the masses by organizing a number of workshops and seminars etc. across

the country to inform and educate the Voluntary organizations to develop communication skills for establishing and running the Community Radio Stations. There is a huge potential in India for establishing a large number of Community Radio Stations, given the vast landscape of this country, numerous languages, various cultures and diverse social stratification. The Ministry would carry forward the awareness programmes and capacity building workshops on Community Radio with more vigour during the 12th Plan as well. In addition, the content being broadcast by Community radio Stations would also be monitored by EMMC through an appropriate mechanism. An estimated fund of **Rs. 20** crores would be required for this activity

### **5.3 Community Radio Support Fund of India (CRSFI)**

It is pertinent to note that despite immense potential for expansion on account of its size and population, the community Radio in India has not been expanding as was expected. This is primarily attributed to lack of resources with Non Government organizations to meet the capital cost of setting up CRS and hand holding. Unlike educational institutions, NGO's capacity to mobilize resources is extremely limited. Presently, there is no mechanism in the Government to fund CRS for capital or operating expenses. However UNICEF and UNESCO have supported selected organizations in the recent past to meet the capital cost of the equipment and the machinery. Funds have also been provided to meet the running expenditure. However most of this funding has been in the form of pilots and demonstration. In this back drop, with a view to promote CRS in India, a need has been felt to devise a mechanism to channelize necessary financial assistance to genuine grass roots organizations to enable them set up CRS. Many countries around the world have set up Community Radio Funds to support CRS. Under the 12th Plan, the Ministry would set up a "**Community Radio Support Fund of India (CRSFI)**" for promoting community radio movement. This being a new initiative, to begin with, a corpus grant of **Rs.150 crore** is proposed under 12<sup>th</sup> Plan for the CRSFI, through the Ministry of Information & Broadcasting

### **5.4 IEC activities for promoting Digitalisation**

Broadcasting sector is at a critical juncture today in view of the fast development in the field of digital techniques and mobile. New technology is enabling the broadcasters to provide additional services. Innovations are also taking place in the field of content creation. Video on demand, IPTV, and the convergence of the services of our broadcast and telecom companies are some of the emerging trends in the Indian broadcasting market. The telecom companies are planning to foray into broadcasting while the broadcasters would provide content to the telecom players to do the transmission through the teleport. So there will be a convergence of these two industries overlapping each other. Convergence is coming not only in technology but also in carriage infrastructure equipment. The key growth driver for the future broadcasting sector would be digital broadcasting. In this scenario, there is an imperative need for the digitalization of cable TV services, Doordarshan and All India Radio. There can be no two views that digital addressable cable services would propel the growth of broadcasting industry.

In the above background, introduction digital addressable cable TV system in the country would be one of the thrust areas of the Ministry during the 12th Five Year Plan. Accordingly, a comprehensive road map for digitalization has been formulated in consultation with all concerned stakeholders and TRAI. The Ministry is pursuing vigorously with Ministry of Finance for the fiscal incentives suggested by TRAI in its recommendations on digital addressable systems. Unless these incentives are given to the industry,

digitalization will be very difficult to achieve as entire funds requirement for DAS will have to be borne by the industry. The digitalization of cable sector is a capital intensive programme and domestic market would not be in a position to raise capital for the digitalization requirement. In such a scenario, the foreign investment can be a source to supplement the capital requirement. To this end, the Ministry would make appropriate policies for increase FDI to meet the expenditure on digitalization. There is also a need to bring out certain regulatory reforms in the cable sector. In order to encourage stakeholders to complete the digitalization within the time frame, incentives for digitalization such as reduction of custom duties, tax holiday etc on digital equipment needs to be extended to industry. All the benefits and incentives as are available for infrastructure industry needs to be extended to the broadcasting sector

including availability of finance at concessional rate of interest to give boost to digitalization process in the country. Unless these incentives are given to the industry, digitalization will be very difficult to achieve as entire funds requirement for DAS will have to be borne by the industry. The Ministry would work with Ministry of Finance for devising appropriate policies for fiscal incentives for digitalization. Another critical component of digitalization is the institution of a communication programme to educate LCOs and customers on digitization with addressability so that there is effective participation. The Ministry would undertake a massive education Programme to educate the stakeholders about the benefits of a digital addressable cable TV network. The cable operators who are presently handling analogue technology would require to be trained **in digital domain**. The 12<sup>th</sup> Plan Strategy for digitalization of Cable TV segment aims at the following:-

- (i) Introducing regulatory reforms in cable services for better regulation and management
- (ii) Pursing with the Ministry of Finance for fiscal incentives for digitalization
- (iii) Launching extensive IEC campaigns for creating awareness amongst the consumers on the benefits of digitization
- (iv) Setting up of cable TV cell in the Ministry for facilitating digitalization
- (v) **Capacity building/Training of Cable TV industry personnel in digital wireline broadcasting**
- (vii) **Enhancing capabilities of Indian manufactures to set up facilities for production STBs and digital equipments**

The success of digitalization hinges on raising awareness among the stakeholders, including consumers, on the benefits of digitalization. One of the key players in the up-gradation of the existing analogue cable TV system to digital addressable cable system is the LCO. There has been a reservation in the minds of the LCOs that, with the up-gradation of the cable TV system, their business interests would be adversely affected. All such LCOs need to be sensitized to the reality that in all businesses, as technology changes, the business models also undergo change, and the roles of the stakeholders are redefined. The LCOs would need to be educated about the fact that even with an auditable and verifiable subscriber base, their business interests

would be well served in the long run with the spread of interactive services, value added services and broadband services. A major effort would be required to educate about the consumer on the use of interactive and value added services and broadband

through cable TV. The consumer also needs to be educated on digitalization and how to operate and use a Set Top Box as one of the findings of survey report of CAS is that women and elderly viewers do not feel comfortable in handling the remote of STB and understanding its complexities and assistance when sought is not forthcoming from the MSOs or cable operators.

During the 12th Plan , an aggressive joint campaign through advertisements, TV/radio debates/ articles in print media/seminars/ workshops at various levels by the Government/TRAI/Broadcasters/MSOs/ Cable operators would be undertaken educating the consumers and making him realize that digitalization with addressability is more beneficial to him than the conventional cable, otherwise it will be difficult to overcome consumer resistance This will be done through print media, TV channels, Doordarshan, AIR , private FM channels, and seminars/workshops . **An estimated sum of Rs 50 crore will be required under 12th Plan for these activities.**

## **5.5 Creation of a Cable TV Cell in the Ministry:**

Broadcasting Policy and Legislation (BPL) Section in the Ministry deals with all policy related issues pertaining to the broadcasting sector, which includes DTH, Cable TV, IPTV, HITS, Mobile TV, FM Radio and Prasar Bharati. It also deals with various legislative matters in the broad sector as well as Prasar Bharati. In addition, the BPL section is also vested with responsibilities examination audited accounts of DTH operators to ensure that the annual license fee being paid by them is as per the DTH guidelines, processing of applications for MSO license in the CAS notified areas, processing application for DTH, HITS licenses, examination of shareholding pattern of all DTH operators, MSOs, HITs etc. The section is headed by an Under Secretary who is assisted by a Section Office and a Lower Division Clerk. The work load of the section will increase manifold with the introduction DAS in the Cable sector as this section will be is required process as many as 10000 applications for granting MSOs permissions. As is evident, the existing staff strength will not be able to handle this voluminous task which involves scrutiny of applications details, examination of cross holding and shareholding pattern, etc. Moreover, intense coordination will be required with all stakeholders for the implementation of DAS. The proposed IEC activities for promoting digitalization will also undertaken by BPL section. Keeping in view the increased work load of BPL section in the light of digitalization, a need has been felt to create of separate cell in the Ministry to deal with all Cable TV matters. **The total funds requirement for creating cable TV cell would be Rs 30 crores.**

## **5.6 Capacity building of Cable TV Industry personnel in Digital Wireline Broadcasting**

**Migration from analogue to digital cable TV system would be a challenging task and would require substantial investment in infrastructure as well as trained/skilled manpower to undertake the responsibilities in various areas of Cable TV industry. Further to meet the challenges from other service providers like DTH/IPTV etc. it is imperative for cable TV operators to enhance the quality of service by their technical staff in End of Line (EoL) delivery and Customer Relations. Therefore the cable TV industry requires a large pool of trained and skilled manpower to help in the migration process effectively and meet the Quality of Service (QoS) parameters in a competitive**



environment. During the 12th Plan, it is proposed to impart training to cable TV personal through Broadcast Engineering Consultants India Limited (BECIL) for which an estimated amount of Rs. 32 crores would be required.

## 5.7 Automation of Broadcasting Wing:

The Broadcasting Wing grants permissions for (i) uplinking and down Linking of TV Channels (ii) private FM channels (iii) temporary uplink permissions for licensed broadcasters (iv) Multi System Operators permissions and (v) DTH license Presently, applications for these permissions are proceed manually by skeletal staff as a result of which considerable delay occurs on granting permissions. The automation of processing of applications will considerably cut down the delays. The Ministry would explore automation of Broadcasting Wing for facilitating the speedy processing of applications of various broadcasting licences during the 12th Plan. The estimated fund requirement would be to the tune of Rs 10 cores.

## Scheme VI – ONGOING SCHEME (schemes to be spilled over to XII plan)

### A. ALL INDIA RADIO (AIR)

(Rs. crores)

Sl No.	Sub-Scheme	Outlay Recommended
6.1	J&K Special Package(Ongoing scheme of X plan)	
6.2	Extension of MW Services (Ongoing scheme of X plan	
6.3	Expansion of FM Services (Ongoing scheme of X plan)	
6.4	Digitalization of Production Facilities (Ongoing scheme of X plan	
6.5	Automation of Studio Facilities and Miscellaneous Schemes (Ongoing scheme of X plan)	
6.6	North-East Special Package(Ongoing scheme of X plan)	
6.7	Accommodation for Staff (Ongoing scheme of X plan)	
6.8	Software Acquisition (New Scheme of X plan)	
6.9	Digitalization of Transmitters, Studios, Connectivity and DTH Channel (New Scheme of XI plan)	
6.10	Strengthening of External Services by Digitalization(New Scheme of XI plan)	

<b>6.11</b>	E-Governance, Training, Resources, Security, Additional Office	
<b>6.12</b>	New Science & Technology and R&D (New Scheme of XI plan)	
<b>6.13</b>	Setting up HPT/LPT in border areas of J&K(special scheme introduced in 2009-10 during XI plan)	
	Total	<b>1240.5 crore</b>

## DOORDARSHAN

.crore)

SI No.	Sub-Scheme	Outlay Recommended
<b>6.14</b>	Digitalisation of Transmitters and Studios in DD Network	
<b>6.15</b>	<b>High Definition Television (HDTV)</b>	
<b>6.16</b>	Direct to Home (DTH) of Doordarshan	
<b>6.17</b>	<b>Modernisation, Augmentation, Replacement of Satellite Broadcast Equipment</b>	
<b>6.18</b>	<b>Modernisation, Augmentation, Replacement of Transmitters and Studios Equipment in DD Network</b>	
<b>6.19</b>	<b>Staff Quarters and Other Miscellaneous work</b>	
<b>6.20</b>	<b>Continuing Schemes during 11<sup>th</sup> Plan</b>	
	Total	<b>1215.00</b>

6.1 J&K Special Plan (Ongoing scheme of X plan)

### The Scheme

To complete hostel accommodation & providing of Studio Transmitter Link (STL) at Kargil and provision of diesel generator and UPS at AIR stations in J&K.

### Rationale and Objective

In order to broadcast locally produced programmes at Kargil studio, STL is required and is being provided for. Diesel generators and UPS will ensure uninterrupted power supply to the stations and over J & K.

### Timeframe

Completed during XI plan

### Administrative Approval

Procurement of Diesel generator /UPS for the stations of AIR in J&K was approved on 14.09.2007. The scheme for setting up 12 nos. of MW/FM transmitter at J&K was approved during IX plan . Setting up 200 kW MW transmitter at Kargil was one of them.

**Year wise Progress of financial Parameters of the scheme.**

(Rs. Crore)

Year	Plan Outlay	Revised Estimate	Expenditure (Year ending)
2007-08	4.16	4.00	3.26
2008-09	9.54	6.21	1.85
2009-10	4.00	4.00	3.60
2010-11	4.00	3.50	4.67
2011-2012	4.00	2.50	2.50(Expected)
Total:	25.70	20.21	15.88

**Remaining Outlay proposed to be utilized during XII plan with Year-wise Phasing**

This scheme has been completed and no funds is required during XII plan, However, fund for running the station would be required to be funded under grant in aid to Prasar Bharati

Year	Outlay (Rs. Crore)	Special Component (Where ever applicable)			
		Gender Gender Budgeting	SCSP/TSP	Children welfare component	North East Component
2012-13	NIL				
2013-14					
2014-15	NIL				
2015-16					
2016-17					
Total:					

**6.2 Extension of MW Services (Ongoing scheme of X plan)**

**The Scheme**

To provide with 1 KW MW Transmitter at Dungarpur.

**Rationale and Objective**

The objective is to serve local population of Rajasthan with complete MW service.

**Status**

This scheme has been completed.

**Time frame**

Completed during XI plan

**Administrative Approval**

This scheme was approved during X plan and continued in XI plan vide Ministry I&B letter dated 23.11.2007.

**Year wise Progress of financial Parameters of the scheme.**

Year	Plan Outlay (Rs. Crore)	Revised Estimate	Expenditure (Year ending)
2007-08	1.87	1.87	0.41
2008-09	0.13	0.08	0.53
2009-10	0.00	0.05	0.14
2010-11	0.00	0.00	0.03
2011-2012	0.00	0.40	0.40(Expected)
Total:	2.00	2.4	1.51

**Remaining Outlay proposed to be utilized during XII plan with Year-wise Phasing**

This scheme has been completed and no funds is required during XII plan,

Year	Outlay (Rs. Crore)	Special Component (Where ever applicable)			
		Gender Gender Budgeting	SCSP/TSP	Children welfare component	North East Component
2012-13	NIL				
2013-14	NIL				
2014-15	NIL				
2015-16	NIL				
2016-17	NIL				
Total:	NIL				

### **6.3 Expansion of FM Services (Ongoing scheme of X plan)**

#### **The Scheme**

To increase the F.M (Frequency Modulation) coverage and complete the projects at hand.

#### **Rationale and Objective**

FM is state of the art radio transmission technique that gives high quality service. At present transmission in FM mode is very popular among the masses as it provides better quality of programme over MW mode of transmission. Hence, in Xth Plan, certain number of FM transmitters were proposed. they were in different stage of implementation and were continued in XIth Plan for its completion. Few projects under this scheme have not yet been completed and need to be continued as to complete them in XII plan.

#### **Status**

Out of 67 projects, 53 projects are expected to be completed by 2011-12, But due to following ,this scheme need to be continued in XII plan

- Not able to acquire site at Haldwani (due to high cost), Champavat( due to not approval from ministry to acquire the land for which O&M staff required) , Rae Barelli (Not providing of land by state government),
- Delay in construction of building at Amritsar( not availability of site due to nearby ongoing erection of 300 meter tower) , Dhanbad & Bardhaman( due to decision to hold the project for which fresh O&M staff required) Chautanhill, ( not providing of site by DD), New Tehri ( due to non clearance of forest land by state government. Suryapet (due to revision of scope)
- non procurement of Panel Antenna at 11 places (Mumbai, Patna,Ranchi,Banda, Maunathbhanjan, LakhimpurKheri, Fazilka, Amritsar,Vijaywada, mehboobnager ,Chautanhill
- non procurement of 10 kW FM transmitter at 6 places( Haldwani,Darjeeling, Dhanbad,Bhardman ,Balurghat & coochbehar),
- non procurement of 20 kW FM transmitter Amritsar,Fazilka, Chautanhill, & Raebarelli),
- Non construction of Tower at Suryapet,Raebarelli, Dhanbad, bhardman & Darjeeling ) and other associated works ,

#### **Timeframe**

The Scheme is scheduled to be completed by 2014-15,

## Administrative Approval

67 projects under this scheme had been approved individually during XI plan . These projects were continued by ministry of I&B on 23.11.2007.

### Year wise Progress of financial Parameters of the scheme.

Year	Plan Outlay (Rs. Crore)	Revised Estimate	Expenditure (Year ending)
2007-08	32.74	9.00	14.72
2008-09	60.00	39.03	19.26
2009-10	42.26	42.00	12.81
2010-11	45.00	30.00	12.47
2011-2012	00.00	20.52	35.55(Expected)
Total:	180.00	140.55	94.81

### Remaining Outlay proposed to be utilized during XII plan with Year-wise Phasing

Year	Outlay (Rs. Crore)	Special Component (Where ever applicable)			
		Gender Gender Budgeting	SCSP/TSP	Children welfare component	North East Component
2012-13	40				
2013-14	30				
2014-15	10				
2015-16	0				
2016-17	0				
Total:	80				

#### 6.4 Digitalization of Production Facilities (Ongoing scheme of X plan)

##### The Scheme

To provide Hard Disk Based System (HDBS) at all centers as part of digitalization.

##### Rationale and Objective

It will provide high quality programme production. Technical qualities of programme production and its transmission has improved after the coming of New Broadcasting House at Delhi where programme production facilities have been made 100% digitalized. Therefore, the digitalization of other stations has been undertaken.

##### Status

Completed during the XI plan

##### Timeframe

Completed during XI plan.

##### Administrative Approval

Projects under this scheme were sanctioned during X plan and continued in XI plan vide Ministry of I&B letter dated 23.11.2007.

##### Year wise Progress of financial Parameters of the scheme.

Year	Plan Outlay (Rs. Crore)	Revised Estimate	Expenditure (Year ending)
2007-08	4.00	15.00	0.46
2008-09	2.00	1.30	3.79
2009-10	0.00	2.75	1.32
2010-11	0.00	1.00	1.00
2011-2012	0.00	0.18	0.18(Expected)
Total:	6.00	20.23	6.75

##### Remaining Outlay proposed to be utilized during XII plan with Year-wise Phasing

Year	Outlay (Rs. Crore)	Special Component (Where ever applicable)			
		Gender Gender Budgeting	SCSP/TSP	Children welfare component	North East Component

2012-13	NIL				
2013-14	NIL				
2014-15	NIL				
2015-16	NIL				
2016-17	NIL				
Total:	NIL				



## **6.5 Automation of Studio Facilities and Miscellaneous Schemes (Ongoing Scheme of X plan)**

### **The Scheme**

Construction of studio with digital facilities different AIR Stations at Leh, Mysore, Jaipur and Tawang , Providing of hard disc based system under phase-1 & phase-III and replacement of 1000 Kw MW transmitters at Rajkot.

### **Rationale and Objective**

The automation will improve the programme production quality. Leh & Tawang will have permanent studio set up and other Studios will have better programme production facilities. Replacement at Rajkot would strengthen the foreign service.

### **Status**

This scheme has been completed except minor works which can be taken during XII plan. Procurement of Hard disc based system is under procurement. It is expected to be procured during this plan, However, Rs 4 Cr would be required to be paid in 2012-13 & 2013-14 for annual maintenance contract as per clause under procurement of HDBS.

### **Timeframe**

The Scheme will be completed by 2013-14.

### **Administrative Approval**

Projects under this scheme got approved individually during the X plan. This scheme was continued in XI plan vide ministry of I&B letter dated 23.11.2007.

### **Year wise Progress of financial Parameters of the scheme.**

<b>Year</b>	<b>Plan Outlay (Rs. Crore)</b>	<b>Revised Estimate</b>	<b>Expenditure (Year ending)</b>
2007-08	43.10	0.00	22.12
2008-09	40.00	26.02	11.73
2009-10	0.00	21.80	4.30
2010-11	0.00	6.00	28.60
2011-2012	0.00	5.00	29.47(Expected)
Total:	83.10	58.82	96.22

### **Remaining Outlay proposed to be utilized during XII plan with Year-wise Phasing**

Year	Outlay (Rs. Crore)	Special Component (Where ever applicable)			
		Gender Gender Budgeting	SCSP/TSP	Children welfare component	North East Component
2012-13	2.00				
2013-14	2.00				
2014-15	NIL				
2015-16	NIL				
2016-17	NIL				
Total:	4.00				

## 6.6 North-East Special Package (Ongoing scheme of X plan)

### The Scheme

To improve the FM coverage in North East and providing local window to improve the content based upon local culture, replacement of 1000 KW MW transmitter at Chinsurah and upgradation of 1 KW MW transmitter to 10 KW MW transmitter at Kavarati.

### Rationale and Objective

It will improve the content based upon local culture and keep the people in mainstream. Chinsurah transmitter will provide coverage across the border in Tibet, Bhutan, Nepal and Myanmar. Aim will be to further provide the local window and better FM coverage to boost the local culture and keep the people in the mainstream. Therefore, a special package for North-East was planned in Xth Plan and is being continued in XIth Plan.

### Status

Installation of 100 watt FM transmitters at 89 places has been completed. 10 kW FM transmitter at Gangtok would be installed by Oct,2011. 5 kW FM transmitter at silchar would be installed by Oct,2011. 1000 kW MW transmitter at Chinsurah would be installed/commissioned by feb,2012. Following works are pending and required to be completed during XII plan.

- Acquisition of site at 3 places( Ukrul,Tamenglong, Anini)
- Payment has been made for Zunheboto site but physical possession is yet to be received.
- Building works have to be completed at abovementioned five places.
- Erection of 50 meter Tower at all the nineteen places for setting up 1 kW FM transmitters

- Construction of Staff quarters/Hostel accommodation at all the nineteen places for setting up 1 kW FM transmitter .which was not constructed during XI plan due to pending decision on O&M staff and paucity of funds under the scheme.
- Installation of 1 kW FM transmitter at remaining 5 places.
- Installation of 100 watt FM transmitter at 11 remaining places.
- Procurement of DSNG at three places for which order placed.
- Procurement of Panel antenna for Gangtok & Silchar.
- Minor Pending works at chinsura.
- Installation of 100 meter tower and setting up 10 kW FM transmitter at Kohima
- Construction of hostel accommodation at Kavarati and Gangtok
- Other miscellaneous works.

#### **Timeframe**

The Scheme will be completed by 2014-15.

#### **Administrative Approval**

This scheme was approved as an umbrella scheme in June,2006,This scheme was continued in XI plan vide ministry letter dated 23.11.2007.

#### **Year wise Progress of financial Parameters of the scheme.**

<b>Year</b>	<b>Plan Outlay (Rs. Crore)</b>	<b>Revised Estimate</b>	<b>Expenditure (Year ending)</b>
2007-08	25.00	25.00	3.20
2008-09	60.00	39.03	11.38
2009-10	45.00	43.00	10.65
2010-11	15.00	40.00	10.54
2011-2012	05.00	45.00	42.12(Expected)
<b>Total:</b>	<b>150.00</b>	<b>192.03</b>	<b>77.89</b>

**Remaining Outlay proposed to be utilized during XII plan with Year-wise Phasing**

Year	Outlay (Rs. Crore)	Special Component (Where ever applicable)			
		Gender Gender Budgeting	SCSP/TSP	Children welfare component	North East Component
2012-13	25.00				25.00
2013-14	35.00				35.00
2014-15	20.00				20.00
2015-16	0.00				0.00
2016-17	0.00				0.00
Total:	80.00				80.00

## **6.7 Accommodation for Staff (Ongoing scheme of X plan)**

### **The Scheme**

To provide staff quarters at Metro cities.

### **Rationale and Objective**

It is a welfare activity and it will relieve the staff from the residential problem at Metros. Moreover it will save House Rent Allowance expenditure given in lieu of accommodation.

### **Status**

An ongoing scheme continuing from Tenth Five Year Plan. The Scheme have not been completed during XI plan. This scheme is a combined scheme of AIR/DD and approved in March 2005, AIR was provided Rs 10 Cr for AIR staff quarter at Stations and Rs 30 Cr for Metro Staff quarter, DD was provided Rs 55 Cr for DD staff quarters and Rs 65 Cr for metro staff quarters . AIR has spent its portion of funds . Rest of funding of Metro staff quarter works has to be done by Doordarshan. Therefore, AIR don't require any funds in XII plan

### **Timeframe**

Not required to be carried forward in XII plan

### **Administrative Approval**

Approved in March,2005

### **Year wise Progress of financial Parameters of the scheme.**

<b>Year</b>	<b>Plan Outlay (Rs. Crore)</b>	<b>Revised Estimate</b>	<b>Expenditure (Year ending)</b>
2007-08	10.00	10.00	10.18
2008-09	10.00	6.51	6.42
2009-10	0.00	0.00	0.00
2010-11	0.00	0.00	0.00
2011-2012	0.00	1.00	3.50
Total:	20.00	17.51	20.1

**Remaining Outlay proposed to be utilized during XII plan with Year-wise Phasing**

Year	Outlay (Rs. Crore)	Special Component (Where ever applicable)			
		Gender Gender Budgeting	SCSP/TSP	Children welfare component	North East Component
2012-13	NIL				
2013-14	NIL				
2014-15	NIL				
2015-16	NIL				
2016-17	NIL				
Total:	NIL				

**6.8 Software Acquisition (New Scheme of XI plan)**

**The Scheme**

To produce good quality programme in local language and help flourish the local culture.

**Rationale and Objective**

It will improve and flourish the local culture.

**Status**

A new Scheme to be implemented as a part of Eleventh Five Year Plan. This scheme has not completed during XI plan and need to be continued in XII plan

**Timeframe**

The Scheme will continue in XII plan.

**Administrative Approval**

This scheme was approved on June,2010.

**Year wise Progress of financial Parameters of the scheme.**

Year	Plan Outlay (Rs. Crore)	Revised Estimate	Expenditure (Year ending)
2007-08	92.41	0.00	0.00
2008-09	7.59	4.94	0.00
2009-10	0.00	0.00	0.00
2010-11	0.00	10.00	4.60

2011-2012	0.00	15.00	15.00(Expected)
Total:	100.00	29.94	19.60

**Remaining Outlay proposed to be utilized during XII plan with Year-wise Phasing**

Year	Outlay (Rs. Crore)	Special Component (Where ever applicable)			
		Gender Gender Budgeting	SCSP/TSP	Children welfare component	North East Component
2012-13	20.00				4.00
2013-14	15.00				4.00
2014-15	15.00				4.00
2015-16	15.00				4.00
2016-17	15.00				4.00
Total:	80.00				20.00

**6.9 Digitalization of Transmitters, Studios, Connectivity and DTH Channel (New Scheme of X plan)**

**The Scheme**

An umbrella scheme to provide all-round digital programme with digital production facilities, digital connectivity and digital transmission. A large part of the nation will be covered with digital signal and the listeners will have multiple choice of programmes.

**Rationale and Objective**

The scheme will improve radio broadcasting in the following ways:

- Improved Signals Quality resulting in better reception
- Automation in programme scheduling
- Automation in Traffic Management i.e. Billing & Booking of commercials leading to better transparency and timely revenue realization
- Optimization of Human Resources
- Efficient Archival Management
- Fast and Efficient Transfer /Exchange of programmes
- Multichannel Nation wide coverage with high quality Sound
- Improved signal to noise ratio

- Regional channel covering entire State and adjacent areas
- Provision of value added service through Data Transmission
- Increase in digital coverage from 35% to 55% by population (mainly to semi urban/rural population)
- Signal from some of the transmitters will also be available in Trans- Border Areas
- CD Quality reception
- Option of leasing out 50% of channels to private broadcaster due to capacity expansion.

### **Status**

This scheme could be approved in April 2011. Therefore, phasing of expenditure was rescheduled in XII plan. Major part of the scheme required to be carried forward in the XII plan. Technical; evaluation of almost all the equipment under the scheme has been completed . Formal A/T would be placed during 2011-12 for most of equipment . Most of civil works have been finalized and would be sanctioned by nov,2011. Installation work would be taken in XII plan.

### **Timeframe**

The Scheme was part of new scheme introduced in Eleventh Plan. This scheme could not be completed in XI plan and need to be continued in XII plan.

### **Administrative Approval**

Sub-schemes amounting to Rs. 57 Cr was approved in Feb,2008. Rest of Sub-schemes amounting to Rs.867.20 Cr was approved in April,2010.

### **Year wise Progress of financial Parameters of the scheme.**

<b>Year</b>	<b>Plan Outlay (Rs. Crore)</b>	<b>Revised Estimate</b>	<b>Expenditure (Year ending)</b>
2007-08	4.00	4.00	0.00
2008-09	78.20	63.88	0.00
2009-10	275.00	28.00	0.00
2010-11	282.00	30.00	23.93
2011-2012	285.00	133.77	93.96(Expected)
<b>Total:</b>	<b>924.20</b>	<b>259.65</b>	<b>117.89</b>



**Remaining Outlay proposed to be utilized during XII plan with Year-wise Phasing**

Year	Outlay (Rs. Crore)	Special Component (Where ever applicable)			
		Gender Gender Budgeting	SCSP/TSP	Children welfare component	North East Component
2012-13	400.00				
2013-14	200.00				
2014-15	150.00				
2015-16	50.00				
2016-17	5.00				
Total:	805.00				

**6.10 Strengthening of External Services by Digitalization (New Scheme of XI plan)****The Scheme**

Strengthening of External Services by digitilising the transmitters at Aligarh and Khanpur.

**Rationale and Objective**

- AIR Programme in digital mode will be available from 4 stations on an experimental basis. Keeping in view the inputs received further expansion will be taken up in future.

**Status**

A new Scheme to be implemented as a part of Eleventh Five Year Plan. This scheme has not been completed in XI plan and need to be continued in XII plan

**Timeframe**

The Scheme will be completed by 2012-13.

**Administrative Approval**

This scheme was approved in March,2008.

**Year wise Progress of financial Parameters of the scheme.**

Year	Plan Outlay (Rs. Crore)	Revised Estimate	Expenditure (Year ending)
2007-08	1.71	0.01	0.00
2008-09	7.29	4.74	0.00
2009-10	1.00	3.00	0.00
2010-11	0.00	0.10	0.00
2011-2012	0.00	0.50	0.00
Total:	10.00	8.35	0.00

**Remaining Outlay proposed to be utilized during XII plan with Year-wise Phasing**

Year	Outlay (Rs. Crore)	Special Component (Where ever applicable)			
		Gender Gender Budgeting	SCSP/TSP	Children welfare component	North East Component
2012-13	9.50				NIL
2013-14	0.50				NIL
2014-15	0.00				NIL
2015-16	0.00				NIL
2016-17	0.00				NIL
Total:	10.00				NIL

**6.11 E-Governance, Training, Resources, Security, Additional Office Accommodation (Miscellaneous Scheme) (New Scheme of XI plan)**

**The Scheme**

An umbrella scheme aiming at:

- Strengthening of IT network
- Provision of computer systems with LANS at new stations and strengthening of IT facilities at zonal Headquarters/stations
- Automation in official work
- Improvement of present AIR facility
- To provide better training facility as to efficient training to staff.

## **Rationale and Objective**

Good quality AIR programme will be available as and where basis on Internet Protocol (IP) platform throughout in the world and Programme content will become free from piracy. Moreover, digitalization of vast pool of historical event and programme record will give better storage and reproduction facilities.

## **Status**

A new Scheme to be implemented as a part of Eleventh Five Year Plan. This scheme could not be completed during XI plan. It needs to be continued in XII plan. Following work has to be taken during XII plan.

- (i) Completion of Hostel accommodation at Srinagar
- (ii) Completion of Residential accommodation at Guwahati
- (iii) Completion of office accommodation for Zonal office at Guwahati.
- (iv) Procurement of 1 kW Mobile FM transmitters (5 nos)
- (v) Completion of Hostel accommodation at 5 places
- (vi) Completion of auditorium, meditation center at STI(T) Delhi.
- (vii) Completion of E-governance by ERP system.
- (viii) Other miscellaneous works

## **Timeframe**

The Scheme will be completed by 2014-15 i.e. 3<sup>rd</sup> year of XII plan.

## **Administrative Approval**

Four sub-components of the combined scheme were framed separately.

- Sub – Scheme “Augmentation of Training facility at STI(T) & STI(P)”. was approved in April, 2010.
- Sub-scheme “Office Accommodation & Staff quarter for North-East Zonal office and Hostel accommodation at Srinagar” was approved in April, 2010.
- Sub- schemes, “Improvement of facilities” was approved in Dec. 2010.
- Sub-Scheme “E-governance by Implementing the ERP”. Appraisal meeting has been held on 14.12.2010. The proposal has to be forwarded to the Ministry after getting the concurrence of Planning Commission. Planning commission has asked to include DD in the proposal. Proposal is being framed.

## **Year wise Progress of financial Parameters of the scheme.**

Year	Plan Outlay (Rs. Crore)	Revised Estimate	Expenditure (Year ending)
2007-08	00.06	0.06	0.00
2008-09	02.00	1.30	0.00
2009-10	55.00	1.00	1.00
2010-11	32.00	21.38	0.60
2011-2012	07.94	25.50	16.30(Expected)
Total:	97.00	49.24	17.90

**Remaining Outlay proposed to be utilized during XII plan with Year-wise Phasing**

Year	Outlay (Rs. Crore)	Special Component (Where ever applicable)			
		Gender Gender Budgeting	SCSP/TSP	Children welfare component	North East Component
2012-13	25.00				
2013-14	35.00				
2014-15	10.00				
2015-16	0.00				
2016-17	0.00				
Total:	70.00				

## 6.12 New Technology and Science & Technology ( R&D) (New Scheme of X plan)

### The Scheme

An umbrella scheme aiming at:

- Introduction of latest technology and its development on delivery of programme on other delivery platform i.e multimedia broadcasting in Satellite and terrestrial mode ,web casting /pod casting of different channel in AIR network.
- Remote control and monitoring of FM Transmitters

### Rationale and Objective

Automation will reduce the paperwork and increase the overall efficiency of AIR official activities. Existing AIR facilities will work better after implementation of Improvement of Facilities scheme. Welfare activities i.e staff quarter at remote place will boost the staff morale to serve it far flung areas.

### Status

This scheme could not be completed during X plan . Procurement of equipment required for conducting the research could not be done due to not receipt of quotations. For completing the scheme , it has to be continued in XII plan.

### Timeframe

This scheme will be completed in 2014-15.

### Administrative Approval

This scheme was approved in 20.08.2009.

### Year wise Progress of financial Parameters of the scheme.

Year	Plan Outlay (Rs. Crore)	Revised Estimate	Expenditure (Year ending)
2007-08	3.30	0.01	0.00
2008-09	3.01	1.96	1.47
2009-10	5.71	1.40	0.85
2010-11	7.00	1.50	0.49
2011-2012	0.98	1.00	1.00(Expected)
Total:	20.00	5.87	3.81

**Remaining Outlay proposed to be utilized during XII plan with Year-wise Phasing**

Year	Outlay (Rs. Crore)	Special Component (Where ever applicable)			
		Gender Gender Budgeting	SCSP/TSP	Children welfare component	North East Component
2012-13	8.00				
2013-14	7.00				
2014-15	2.00				
2015-16	0.00				
2016-17	0.00				
Total:	17.00				

**6.13 Installation of HPT/LPT at border areas of J&K (New Scheme)****The Scheme**

This scheme aiming at to augment existing Radio & T.V. coverage and to counteract propaganda from across the border in the J&K border regions,

**Rationale and Objective**

There is a need to counter Pak propaganda from across the border by having Radio/TV transmitters installed on high altitudes. This will increase the coverage and quality of terrestrial broadcasting along the border and across LoC. For this proposal specific transmitter site has to be identified and cooperation from Army and security forces/ State Government is required. In order to stop Pak Radio/TV signals being received at J&K new HPTs are required to be installed at strategic locations in the border and sensitive areas and special area based programme is to be broadcast.

**Status**

This scheme was approved in July,2010. Due to delay in providing of site by state government and delay in approval , this scheme could not be completed during this plan period. It has to be continued in XII plan as to complete the scheme.

**Timeframe**

This scheme will be completed in 2014-15. However ,recurring expenditure has to be met from plan during the plan period.

**Administrative Approval**

This scheme was approved in July,2010.

**Year wise Progress of financial Parameters of the scheme.**

Year	Plan Outlay (Rs. Crore)	Revised Estimate	Expenditure (Year ending)
2007-08			
2008-09			
2009-10	100.00	100.00	0.00
2010-11		40.00	0.00
2011-2012		10.00	5.00(Expected)
Total:	100.00	150.00	5.00

**Remaining Outlay proposed to be utilized during XII plan with Year-wise Phasing**

Year	Outlay (Rs. Crore)	Special Component (Where ever applicable)			
		Gender Gender Budgeting	SCSP/TSP	Children welfare component	North East Component
2012-13	35.00				NIL
2013-14	30.00				NIL
2014-15	20.00				NIL
2015-16	5.00				NIL
2016-17	5.00				NIL
Total:	95.00				NIL

## DOORDARSHAN

### 6.14 Digitalization of Transmitters and Studios in DD Network

**The Scheme:** Scheme provides for setting up of 40 nos of digital Transmitters & their networking through Satellite; full digitalization of all 39 Programme production centres; digitalization of archives & News Automation system besides R & D and training related projects.

**Rationale and Objective:** It will be a major step forward towards digitalisation. Objective in Plan is to achieve digitalization of terrestrial transmission keeping in view the target date of 2017 for achieving digitalization of entire terrestrial network. Switchover from analog terrestrial to digital terrestrial is a technological compulsion. The scheme will ensure digitalization of terrestrial transmission in major cities and full digitalization of programme production centres.

**Time Frame:** Digitalisation of 39 Programme Production Centres is expected to be completed by 2012- 13. 40 no digital HPTs are expected to be set up, in phases by 2013 – 14. The remaining components of scheme will be completed by 2015– 16.

#### Administrative approval

- (i) **Date of approval by CCEA/SFC/EFC** : 26.04.2010
- (ii) **Approved outlay** : Rs. 620.12 Crore

#### Year-wise Progress of Financial Parameters of the Scheme

(Rs. Crore)

Year	Plan outlay	Revised Estimate	Expenditure (year ending)
2007-08	40.00	0.00	0.00
2008-09	48.59	0.44	0.00
2009-10	2.00	0.02	0.00
2010-11	35.00	8.00	3.80
2011-12	93.36		
<b>Total</b>	<b>218.95</b>		



## Outlay Proposed to be utilized during 12<sup>th</sup> Plan with year-wise Phasing

(Rs. Crore)

Year	Outlay
2012-13	280.00
2013-14	150.00
2014-15	36.64
2015-16	27.04
2016-17	0.00
<b>Total</b>	<b>493.68</b>

**Note:** The remaining outlay proposed during 12<sup>th</sup> Plan is based on expenditure incurred during four years (i.e. 2007-08 to 2010-11) and approved outlay in 2011-12 of 11<sup>th</sup> Plan.

### 6.15 High Definition Television (HDTV)

**The Scheme:** HDTV Studios at Delhi & Mumbai; HDTV mobile Vans (2 nos); HDTV Post production, Field production, Preview facilities at four metro DDKs, Fly away field production set up at Delhi, HDTV transmitters at four metro cities and launch of HDTV channel in C- band and Ku- band are the major projects envisaged under this scheme.

**Rationale and Objective:** Main features of HDTV are - Crystal clear & noise free picture; more realistic colors; wide screen picture and more viewing realism. All developed countries like USA, Japan, UK, Canada, Germany, France and Australia etc have made transition to HDTV production and transmission. With the increase in spending power, people are becoming more and more quality conscious. Viewers are able to distinguish between SD and HD quality with the advent of larger sized LED, LCD and Plasma TVs. All the private DTH service providers in the country are offering some channels in their bouquet in HD format.

**Time Frame:** Doordarshan launched “DD HD” channel in satellite mode on the eve of CWG 2010 held at Delhi in Oct, 2010. The scheme is expected to be completed by March, 2017.

#### Administrative approval

- (i) **Date of appraisal by CCEA/SFC/EFC:** 19.08.2009.
- (ii) **Approved outlay:** Rs. 165.00 Crore.

## Year-wise Progress of Financial Parameters of the Scheme

(Rs. Crore)

Year	Plan outlay	Revised Estimate	Expenditure (year ending)
2007-08	0.00	0.00	0.00
2008-09	9.51	21.90	0.00
2009-10	16.00	1.00	0.00
2010-11	15.00	15.00	8.13
2011-12	29.00		
<b>Total</b>	<b>69.51</b>		

## Outlay Proposed to be utilized during 12<sup>th</sup> Plan with year-wise Phasing

(Rs. Crore)

Year	Outlay
2012-13	75.00
2013-14	25.00
2014-15	20.00
2015-16	5.00
2016-17	2.87
<b>Total</b>	<b>127.87</b>

**Note:** The remaining outlay proposed during 12<sup>th</sup> Plan is based on expenditure incurred during four years (i.e. 2007-08 to 2010-11) and approved outlay in 2011-12 of 11<sup>th</sup> Plan.

### 6.16 DTH ( Direct to Home) of Doordarshan

**The Scheme:** Project of augmentation of capacity of DTH platform from present 59 channels to 97 channels was approved by the Govt. Prasar Bharati Board has approved further expansion of DTH platform to 150 channels besides implementation of Conditional Access System and distribution of 30000 DTH receive systems in border & tribal areas.

**Rationale and Objective:** The upgradation of DTH platform will provide free to air multichannel bouquet having a wide variety of TV channels to the people of India and meet the growing demand of broadcasters to come on DD's DTH platform.

**Time Frame:** The scheme is expected to be completed by 2014 - 15.

## Administrative approval

### Date of appraisal by CCEA/SFC/EFC

- “DTH Upgradation of Ku Band DTH platform for improvement of spectrum efficiency for providing additional channels”  
:11.10.2007
- “DTH ( Direct to Home) of Doordarshan” : 17.08.2010.

### Approved outlay

- “DTH Upgradation of Ku Band DTH platform for improvement of spectrum efficiency for providing additional channels” : Rs. 4.95 Crore.
- “DTH” :Rs. 75.43 Crore.

## Year-wise Progress of Financial Parameters of the Scheme

(Rs. Crore)

Year	Plan outlay	Revised Estimate	Expenditure (year ending)
2007-08	0.00	4.5	0.00
2008-09	14.26	5.00	4.17
2009-10	5.00	0.10	0.58
2010-11	0.05	0.50	0.28
2011-12	3.34		
<b>Total</b>	<b>22.65</b>		

## Remaining Outlay Proposed to be Utilized during XII plan with year-wi

(Rs. Crore)

Year	Outlay
2012-13	35.00
2013-14	20.00
2014-15	10.00
2015-16	5.0
2016-17	1.81
<b>Total</b>	<b>71.81</b>

**Note:** The remaining outlay proposed during XII Plan is based on expenditure incurred during fourth year (i.e. 2010-11) and approved outlay in 2011-12 of XI Plan.

### **6.17 Modernization, Augmentation, Replacement of Satellite Broadcast Equipment.**

**The Scheme:** It envisaged upgradation of 10 nos of Earth Stations, establishment of 5 new Earth Stations; replacement of 6 DSNGs; 9 new DSNGs besides replacement of compression equipment at 5 locations and uplink PDA at 2 locations.

**Rationale and Objective:** Upgradation of Earth Stations, new Earth Stations and new DSNGs will increase the News & programme contribution Replacement of old equipment is required for bandwidth efficiency and high quality of transmission.

**Time Frame:** The projects envisaged under this scheme are expected to be completed by 2013 – 14, in phases.

#### **Administrative approval**

**Date of appraisal by CCEA/SFC/EFC**

- “Modernisation, augmentation and replacement of satellite broadcast equipment” : 04.02.2009

#### **Approved outlay**

- “Modernisation, augmentation and replacement of satellite broadcast equipment”: Rs. 125.00 Crore.

### **Year-wise Progress of Financial Parameters of the Scheme**

(Rs. Crore)

<b>Year</b>	<b>Plan outlay</b>	<b>Revised Estimate</b>	<b>Expenditure (year ending)</b>
2007-08	0.00	0.00	0.00
2008-09	0.00	0.00	0.00
2009-10	0.00	0.00	0.00
2010-11	4.95	2.00	0.00
2011-12	16.16		
<b>Total</b>	<b>21.61</b>		

## Outlay Proposed to be utilized during 12<sup>th</sup> Plan with year-wise Phasing

(Rs. Crore)

Year	Outlay
2012-13	40.00
2013-14	25.00
2014-15	16.00
2015-16	5.00
2016-17	3.34
<b>Total</b>	<b>89.34</b>

**Note:** The remaining outlay proposed during 12<sup>th</sup> Plan is based on expenditure incurred during fourth year (i.e. 2010-11) and approved outlay in 2011-12 of 11<sup>th</sup> Plan.

### 6.18 Modernization, Augmentation & Replacement of Transmitter and Studio Equipment in DD Network

**The Scheme:** It envisages replacement of existing transmitters (HPTs – 50 nos.; LPTs – 60 nos.) Additional equipment is envisaged to be provided at 20 DDKs.

**Rationale and Objective:** It is necessary to replace old and aging transmitters & Studio equipment in order to ensure high quality of programme production & transmission.

**Time Frame:** The replacement of old transmitters and Studio equipment is expected to be completed in phases by 2014 – 15.

#### Administrative approval

(i) Date of appraisal by SFC/EFC : 09.02.2011

(ii) Approved outlay : Rs. 298.57 Crore

### Year-wise Progress of Financial Parameters of the Scheme

(Rs. Crore)

Year	Plan outlay	Revised Estimate	Expenditure (year ending)
2007-08	0.00	0.00	0.00
2008-09	0.00	0.00	0.00

2009-10	0.00	0.00	0.00
2010-11	10.00	8.87	0.00
2011-12	6.64		
<b>Total</b>	<b>6.64</b>		

### Remaining Outlay Proposed to be utilized during 12<sup>th</sup> Plan with year-wise Phasing

(Rs. Crore)

Year	Outlay
2012-13	150.00
2013-14	75.00
2014-15	50.00
2015-16	13.36
2016-17	3.57
<b>Total</b>	<b>291.93</b>

**Note:** The remaining outlay proposed during 12<sup>th</sup> Plan is based on expenditure incurred during four years (i.e. 2007-08 to 2010-11) and approved outlay in 2011-12 of 11<sup>th</sup> Plan.

## 6.19 Staff Quarters and Other Miscellaneous Works

**The Scheme:** Construction of Tower C building at DDK Delhi, Staff quarters ( 7 locations), Guest House buildings (22 locations), Community Centres (10 locations, DMC buildings (17 locations), LPTs (10 locations) besides Guest House building at Guwahati.

**Rationale and Objective:** Construction of Staff quarters, Guest House & Community Centres is a welfare activity. DMC & LPT buildings are required to be constructed at the locations where the existing buildings are in dilapidated condition or are to be vacated for other reasons. Tower C building at DDK Delhi is being constructed to meet the requirement of Office accommodation.

**Time Frame:** Projects of Staff quarters, Community Centres, Guest House, DMC, LPT buildings are expected to be completed by 2013 -14, in phases. Tower C building is expected to be completed by 2014 - 15.

### Administrative approval

- (i) **Date of appraisal by CCEA/SFC/EFC:** 23.02.2009.
- (ii) **Approved outlay:** Rs. 65.00 Crore.

## Year-wise Progress of Financial Parameters of the Scheme

(Rs. Crore)

Year	Plan outlay	Revised Estimate	Expenditure (year ending)
2007-08	0.00	0.00	0.00
2008-09	0.43	15.00	0.00
2009-10	5.00	1.00	0.01
2010-11	5.00	2.50	4.51
2011-12	15.00		
<b>Total</b>	<b>25.43</b>		

## Remaining Outlay Proposed to be utilized during 12<sup>th</sup> Plan with year-wise Phasing

(Rs. Crore)

Year	Outlay
2012-13	25.00
2013-14	10.00
2014-15	5.00
2015-16	3.00
2016-17	2.48
<b>Total</b>	<b>45.48</b>

**Note:** The remaining outlay proposed during 12<sup>th</sup> Plan is based on expenditure incurred during four years (i.e. 2007-08 to 2010-11) and approved outlay in 2011-12 of 11<sup>th</sup> Plan.

### 6.20 Continuing schemes during 11<sup>th</sup> Plan

**The Scheme:** These schemes were approved prior to start of 11<sup>th</sup> Plan. Schemes envisage Satellite broadcast, Studio modernization, Terrestrial transmitters and Staff quarters. Schemes are intended for expansion of coverage, modernization of network and enrichment of quality.

**Rationale and Objective:** This scheme meant for completion of ongoing projects.

**Time Frame:** All pending works would get completed in first two years of the 12<sup>th</sup> Plan i.e. by 2013 - 14.

**Administrative approval:**

- (i) **Date of appraisal by SFC/EFC** : Approved during 10<sup>th</sup> Plan.
- (ii) **Approved outlay** : 613.97 Crore
- (iii) **Date of Administrative Approval:** Allocation was approved with 11<sup>th</sup> Plan allocation.

**Year-wise Progress of Financial Parameters of the Scheme****(Rs. Crore)**

Year	Plan outlay	Revised Estimate	Expenditure
2007-08	286.43	265.00	207.61
2008-09	135.48	217.45	138.01
2009-10	134.79	117.02	89.57
2010-11	30.00	100.00	51.38
2011-12	32.51		
<b>Total</b>	<b>619.21</b>		

**Remaining Outlay Proposed to be utilized during 12<sup>th</sup> Plan with year-wise Phasing****(Rs. Crore)**

Year	Outlay
2012-13	60.00
2013-14	34.89
2014-15	0.00
2015-16	0.00
2016-17	0.00
<b>Total</b>	<b>94.89</b>

**Note:** The remaining outlay proposed during 12<sup>th</sup> Plan is based on expenditure incurred during four years (i.e. 2007-08 to 2010-11) and approved outlay in 2011-12 of 11<sup>th</sup> Plan.

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