

**MINISTRY OF INFORMATION AND BROADCASTING**

DEMAND NO. 59

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

	Actual 2016-2017			Budget 2017-2018			Revised 2017-2018			Budget 2018-2019			
	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	
Gross	3933.85	44.45	3978.30	4379.90	29.10	4409.00	3584.99	20.12	3605.11	4065.58	23.40	4088.98	
Recoveries	-322.06	...	-322.06	...	...	...	...	...	...	...	...	...	
Receipts	...	...	...	...	...	...	...	...	...	...	...	...	
<b>Net</b>	<b>3611.79</b>	<b>44.45</b>	<b>3656.24</b>	<b>4379.90</b>	<b>29.10</b>	<b>4409.00</b>	<b>3584.99</b>	<b>20.12</b>	<b>3605.11</b>	<b>4065.58</b>	<b>23.40</b>	<b>4088.98</b>	
A. The Budget allocations, net of recoveries, are given below:													
<b>CENTRE'S EXPENDITURE</b>													
<b>Establishment Expenditure of the Centre</b>													
1. <i>Establishment Expenditure</i>													
1.01	Secretariat	58.81	...	58.81	79.52	...	79.52	61.18	...	61.18	63.85	...	63.85
1.02	Art and Culture	7.95	...	7.95	10.23	...	10.23	8.82	...	8.82	9.55	...	9.55
1.03	Information and Publicity	557.05	...	557.05	405.99	...	405.99	357.79	...	357.79	381.50	...	381.50
		-1.44	...	-1.44	...	...	...	...	...	...	...	...	...
	<i>Net</i>	555.61	...	555.61	405.99	...	405.99	357.79	...	357.79	381.50	...	381.50
	<i>Net</i>	622.37	...	622.37	495.74	...	495.74	427.79	...	427.79	454.90	...	454.90
<b>Central Sector Schemes/Projects</b>													
2. <i>Prasar Bharati</i>													
2.01	Grants-in-aid to Prasar Bharati	607.68	...	607.68	350.00	...	350.00	220.00	...	220.00	260.00	...	260.00
		-320.62	...	-320.62	...	...	...	...	...	...	...	...	...
	<i>Net</i>	287.06	...	287.06	350.00	...	350.00	220.00	...	220.00	260.00	...	260.00
2.02	Grants-in-aid to Prasar Bharati for Kisan Channel	...	...	...	80.00	...	80.00	60.00	...	60.00	51.70	...	51.70
2.03	Grants-in-aid to Prasar Bharati for Arun Prabha Channel	...	...	...	...	...	...	2.00	...	2.00	4.00	...	4.00
	<i>Total- Prasar Bharati</i>	287.06	...	287.06	430.00	...	430.00	282.00	...	282.00	315.70	...	315.70
3. <i>Information</i>													
3.01	Development Communication and Information Dissemination	3.11	...	3.11	140.20	...	140.20	155.62	...	155.62	182.00	...	182.00
3.02	Media Infrastructure Development Programme	2.90	...	2.90	16.00	...	16.00	15.93	...	15.93	23.83	...	23.83
3.03	Human Resource Development	5.04	...	5.04	5.80	...	5.80	5.89	...	5.89	6.68	...	6.68

(In ₹ crores)

	Actual 2016-2017			Budget 2017-2018			Revised 2017-2018			Budget 2018-2019		
	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total
<i>Total- Information</i>	11.05	...	11.05	162.00	...	162.00	177.44	...	177.44	212.51	...	212.51
<b>4. Films</b>												
4.01 Development Communication and Dissemination of Filmic Content	38.25	...	38.25	39.89	...	39.89	53.44	...	53.44	60.74	...	60.74
4.02 Infrastructure Development Programme relating to Film Sector	...	8.07	8.07	40.00	9.10	49.10	30.00	9.20	39.20	36.00	8.20	44.20
4.03 National Museum of Indian Cinema	...	34.39	34.39	...	8.00	8.00	...	10.92	10.92	...	...	...
4.04 Missions/Special Projects	9.24	1.99	11.23	100.01	10.00	110.01	7.57	...	7.57	48.70	12.20	60.90
<i>Total- Films</i>	47.49	44.45	91.94	179.90	27.10	207.00	91.01	20.12	111.13	145.44	20.40	165.84
<b>5. Mass Communication</b>												
5.01 Upgradation of IIMC to International Standards	2.17	...	2.17	4.00	...	4.00	2.00	...	2.00	3.00	...	3.00
5.02 Opening of New Regional Centres of Indian Institute of Mass Communication (IIMC)	13.91	...	13.91	14.00	...	14.00	12.20	...	12.20	13.00	...	13.00
<i>Total- Mass Communication</i>	16.08	...	16.08	18.00	...	18.00	14.20	...	14.20	16.00	...	16.00
<b>6. Strengthening of Broadcasting Activities</b>												
6.01 Strengthening of Electronic Media Centre	7.93	...	7.93	10.00	2.00	12.00	10.00	...	10.00	15.10	3.00	18.10
6.02 Supporting Community Radio Movement in India	1.36	...	1.36	4.00	...	4.00	1.00	...	1.00	4.00	...	4.00
6.03 Mission Digitization	2.26	...	2.26	5.00	...	5.00	1.00	...	1.00	2.00	...	2.00
6.04 Automation of Broadcasting Wing	1.00	...	1.00	2.00	...	2.00	1.00	...	1.00	0.90	...	0.90
<i>Total- Strengthening of Broadcasting Activities</i>	12.55	...	12.55	21.00	2.00	23.00	13.00	...	13.00	22.00	3.00	25.00
<b>Total-Central Sector Schemes/Projects</b>	<b>374.23</b>	<b>44.45</b>	<b>418.68</b>	<b>810.90</b>	<b>29.10</b>	<b>840.00</b>	<b>577.65</b>	<b>20.12</b>	<b>597.77</b>	<b>711.65</b>	<b>23.40</b>	<b>735.05</b>
<b>Other Central Sector Expenditure</b>												
<b>Autonomous Bodies</b>												
<b>7. Support to Autonomous Bodies</b>												
7.01 Prasar Bharati	2525.00	...	2525.00	2996.70	...	2996.70	2514.37	...	2514.37	2820.56	...	2820.56
7.02 Film and Television Institute of India, Pune	42.54	...	42.54	29.22	...	29.22	29.21	...	29.21	31.29	...	31.29
7.03 Satyajit Ray Film and Television Institute(SRFTI) Kolkata	19.97	...	19.97	14.37	...	14.37	14.37	...	14.37	16.46	...	16.46
7.04 Childrens Films Society of India	3.10	...	3.10	3.20	...	3.20	3.47	...	3.47	3.60	...	3.60
7.05 Indian Institute of Mass Communication	17.60	...	17.60	21.23	...	21.23	11.23	...	11.23	20.39	...	20.39
7.06 Press Council of India	6.98	...	6.98	8.54	...	8.54	6.90	...	6.90	6.73	...	6.73
<i>Total- Support to Autonomous Bodies</i>	2615.19	...	2615.19	3073.26	...	3073.26	2579.55	...	2579.55	2899.03	...	2899.03
<b>Grand Total</b>	<b>3611.79</b>	<b>44.45</b>	<b>3656.24</b>	<b>4379.90</b>	<b>29.10</b>	<b>4409.00</b>	<b>3584.99</b>	<b>20.12</b>	<b>3605.11</b>	<b>4065.58</b>	<b>23.40</b>	<b>4088.98</b>
<b>B. Developmental Heads</b>												

(In ₹ crores)

	Actual 2016-2017			Budget 2017-2018			Revised 2017-2018			Budget 2018-2019		
	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total
<b>Social Services</b>												
1. Art and Culture	7.95	...	7.95	10.23	...	10.23	8.82	...	8.82	9.55	...	9.55
2. Information and Publicity	733.08	...	733.08	831.25	...	831.25	691.98	...	691.98	827.57	...	827.57
3. Broadcasting	2812.06	...	2812.06	3374.70	...	3374.70	2762.38	...	2762.38	3090.27	...	3090.27
4. Secretariat-Social Services	58.70	...	58.70	79.52	...	79.52	61.18	...	61.18	63.85	...	63.85
5. Capital Outlay on Information and Publicity	...	44.45	44.45	...	29.10	29.10	...	20.12	20.12	...	23.40	23.40
<b>Total-Social Services</b>	<b>3611.79</b>	<b>44.45</b>	<b>3656.24</b>	<b>4295.70</b>	<b>29.10</b>	<b>4324.80</b>	<b>3524.36</b>	<b>20.12</b>	<b>3544.48</b>	<b>3991.24</b>	<b>23.40</b>	<b>4014.64</b>
<b>Others</b>												
6. North Eastern Areas	...	...	...	84.20	...	84.20	60.63	...	60.63	74.34	...	74.34
<b>Total-Others</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>84.20</b>	<b>...</b>	<b>84.20</b>	<b>60.63</b>	<b>...</b>	<b>60.63</b>	<b>74.34</b>	<b>...</b>	<b>74.34</b>
<b>Grand Total</b>	<b>3611.79</b>	<b>44.45</b>	<b>3656.24</b>	<b>4379.90</b>	<b>29.10</b>	<b>4409.00</b>	<b>3584.99</b>	<b>20.12</b>	<b>3605.11</b>	<b>4065.58</b>	<b>23.40</b>	<b>4088.98</b>
	Budget Support	IEBR	Total	Budget Support	IEBR	Total	Budget Support	IEBR	Total	Budget Support	IEBR	Total
<b>C. Investment in Public Enterprises</b>												
<b>Exploration and Production</b>												
1. Braodcast Engineering Consultants India Limited	...	111.64	111.64	...	...	...	...	70.33	70.33	...	78.33	78.33
2. National Film Development Corporation	...	-0.51	-0.51	...	12.54	12.54	...	6.39	6.39	...	8.27	8.27
<b>Total-Exploration and Production</b>	<b>...</b>	<b>111.13</b>	<b>111.13</b>	<b>...</b>	<b>12.54</b>	<b>12.54</b>	<b>...</b>	<b>76.72</b>	<b>76.72</b>	<b>...</b>	<b>86.60</b>	<b>86.60</b>
<b>Total</b>	<b>...</b>	<b>111.13</b>	<b>111.13</b>	<b>...</b>	<b>12.54</b>	<b>12.54</b>	<b>...</b>	<b>76.72</b>	<b>76.72</b>	<b>...</b>	<b>86.60</b>	<b>86.60</b>

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

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

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

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

(ii) Press Information Bureau- which serves as a link between the Government and the Press and attends to the Publicity and Public relation requirements of various Ministries/Departments of the Government.

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

(iv) Song and Drama Division utilizes live entertainment media for creating awareness amongst the masses, particularly in rural areas, about various activities of national development through units spread all over the country.

(v) Publications Division This provides for expenditure of the Publications Division of the Ministry which publishes priced books, journals and other printed material in English, Hindi and Regional languages on a wide variety of subjects. Publications Division also brings out the weekly Employment News/Rozgar Samachar in English, Hindi and Urdu.

(vi) New Media Wing The provision under this head is for Research and Reference Division renamed as New Media Wing which collects and collates basic information on subjects of media interest for providing assistance to the Ministry and to its Media Units, Indian Missions abroad and newspapers and media agencies.

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

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

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

(x) It includes Establishment Expenditure of (a) Films Division (which disseminates information on all important aspects of the country life to Indian and Foreign audience through news-reels, short films and documentaries), it also includes operational expenditure of National Museum of Indian Cinema (b) Directorate of Film Festivals (DFF) is vested with the responsibility of Promoting good cinema and organizing International Film Festival of India, Indian Panorama Film Festival and National Film Awards and also manage Siri for Auditorium (c) National Film Archive of India (NFAI) which preserves the best of national and foreign film classics.

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

2.01. **Grants-in-aid to Prasar Bharati:** It includes provision to cover the gap in resources of Prasar Bharati in meeting its Revenue expenditure.

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

2.03. **Grants-in-aid to Prasar Bharati for Arun Prabha Channel:** It includes the provision of Grants-in-aid to Prasar Bharati for Arun Prabha Channel.

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

(a) People Empowerment through Development Communication (DAVP)-For educating the masses about the policies and programmes of the Government,

(b) Media Outreach Programme and Publicity for Special Events (PIB)- For increasing awareness of development programme at grass root level through Public Information Campaign.

(c) Direct Contact Programme (DFP)- Special outreach programmes on flagship schemes of Government of India through Field Publicity.

(d) Live, Arts and Culture (Song and Drama Division)- The scope of this scheme is to give the greater reach, access and impact in its efforts to communicate at the grassroots level, including inaccessible hilly terrains, desert, LWE affected districts/areas and border areas.

(e) Social Media Platform (Main Sectt.) for information dissemination and perception management on different social media platforms on behalf of the Government.

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

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

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

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

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

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

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

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

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

5.01. **Upgradation of IIMC to International Standards:** The provision covers up-gradation of IIMC to International Standards .

5.02. **Opening of New Regional Centres of Indian Institute of Mass Communication (IIMC):** The provision is for opening of new Regional Centre of IIMC.

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

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

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

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

7.01. **Prasar Bharati:** It covers the Non-Scheme expenditure of Prasar Bharati.

7.02. **Film and Television Institute of India, Pune:** It covers the Non-Scheme expenditure of Film and Television Institute of India (FTII), Pune

7.03. **Satyajit Ray Film and Television Institute(SRFTI) Kolkata:** Support to Autonomous Bodies - It covers the Non-Scheme expenditure of Satyajit Ray Film and Television Institute (SRFTI), Kolkata

7.04. **Childrens Films Society of India:** It covers the Non-Scheme expenditure of Children Film Society, India (CFSI).

7.05. **Indian Institute of Mass Communication:** It covers the Non-Scheme expenditure of Indian Institute of Mass Communication (IIMC)

7.06. **Press Council of India:** It covers the Non-Scheme expenditure of Press Council of India (PCI)