

**MINISTRY OF INFORMATION AND BROADCASTING****DEMAND NO. 59****Ministry of Information and Broadcasting**

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

<i>(In crores of Rupees)</i>										
Major Head	Budget 2009-2010			Revised 2009-2010			Budget 2010-2011			
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	
Revenue	351.99	1768.00	2119.99	316.67	1600.00	1916.67	515.46	1754.18	2269.64	
Capital	448.01	...	448.01	190.33	...	190.33	334.54	...	334.54	
<b>Total</b>	<b>800.00</b>	<b>1768.00</b>	<b>2568.00</b>	<b>507.00</b>	<b>1600.00</b>	<b>2107.00</b>	<b>850.00</b>	<b>1754.18</b>	<b>2604.18</b>	
1. Secretariat - Social Services	2251	13.50	39.49	52.99	13.04	38.01	51.05	17.01	38.07	55.08
<b>Information and Publicity</b>										
2. Films	2220	31.57	64.60	96.17	38.57	69.57	108.14	34.10	69.00	103.10
3. Certification of Cinematographic Films	2205	1.35	5.80	7.15	0.70	5.73	6.43	1.30	5.70	7.00
4. Research & Training in Mass Communication	2220	1.88	7.00	8.88	1.00	9.82	10.82	0.95	8.67	9.62
5. Advertising and Visual Publicity	2220	26.88	64.87	91.75	36.88	67.00	103.88	44.50	62.28	106.78
6. Press Information Services	2220	19.03	37.66	56.69	19.03	41.76	60.79	34.50	41.03	75.53
7. Field Publicity	2220	0.49	41.27	41.76	0.49	40.66	41.15	0.45	35.72	36.17
8. Song & Drama Division	2220	4.00	20.02	24.02	4.00	22.25	26.25	4.72	20.24	24.96
9. Publications	2220	0.24	52.73	52.97	0.24	47.88	48.12	0.16	49.50	49.66
10. Buildings & Machinery	4220	41.12	...	41.12	40.12	...	40.12	62.56	...	62.56
11. Electronic Media Monitoring Centre	2220	...	4.80	4.80	...	2.87	2.87	2.18	4.10	6.28
12. Other Expenditure	2220	0.87	7.60	8.47	2.27	8.01	10.28	2.70	7.50	10.20
13. Grants-in-aid to Prasar Bharati	2221	213.21	1422.16	1635.37	175.48	1246.44	1421.92	344.77	1412.37	1757.14
14. Investments in Public Enterprises										
14.01. National Film Development Corporation	4220	0.01	...	0.01	0.01	...	0.01	3.00	...	3.00
14.02. Prasar Bharati	6221	355.84	...	355.84	130.21	...	130.21	227.48	...	227.48
15. Lumpsum provision for projects/scheme for development of North Eastern Areas and Sikkim	2552	38.97	...	38.97	24.97	...	24.97	28.12	...	28.12
	4552	0.09	...	0.09	0.09	...	0.09	0.50	...	0.50
	6552	50.95	...	50.95	19.90	...	19.90	41.00	...	41.00
	Total	90.01	...	90.01	44.96	...	44.96	69.62	...	69.62
<b>Grand Total</b>		<b>800.00</b>	<b>1768.00</b>	<b>2568.00</b>	<b>507.00</b>	<b>1600.00</b>	<b>2107.00</b>	<b>850.00</b>	<b>1754.18</b>	<b>2604.18</b>
<b>B. Investments in Public Enterprises</b>	Head of Dev	Budget Support	IEBR	Total	Budget Support	IEBR	Total	Budget Support	IEBR	Total
14.01 National Film Development Corporation	22220	0.01	...	0.01	0.01	...	0.01	3.00	...	3.00
14.02 Prasar Bharati	22221	355.84	...	355.84	130.21	...	130.21	227.48	...	227.48
<b>Total</b>		<b>355.85</b>	<b>...</b>	<b>355.85</b>	<b>130.22</b>	<b>...</b>	<b>130.22</b>	<b>230.48</b>	<b>...</b>	<b>230.48</b>
<b>C. Plan Outlay</b>										
1. Information & Publicity	22220	140.94	...	140.94	156.35	...	156.35	208.13	...	208.13
2. Broadcasting	22221	569.05	...	569.05	305.69	...	305.69	572.25	...	572.25
3. North Eastern Areas	22552	90.01	...	90.01	44.96	...	44.96	69.62	...	69.62
<b>Total</b>		<b>800.00</b>	<b>...</b>	<b>800.00</b>	<b>507.00</b>	<b>...</b>	<b>507.00</b>	<b>850.00</b>	<b>...</b>	<b>850.00</b>

1. **Secretariat-Social Services:** The provision is for expenditure of the Secretariat of the Ministry including training and HRD.

**Information and Publicity**

2. **Films:** The provision under this head covers the following activities of the Ministry, viz. (a) Films Division, which disseminates information on all important aspects of the country's life to Indian and foreign audience through news-reels, short films and documentaries; (b) Expenditure on Directorate of Film Festivals; (c) National Awards for Films; (d) Expenditure on International Film Festival of India and Panorama of Indian Films in the Film Festivals; (e) Additions and alterations to Film Festival Complex at Siri Fort, New Delhi; (f) National Film Archive of India which preserves the best of national and foreign film classics; (g) Grants to Children's Films Society, India which produces and distributes films for

children; (h) Grants to Film & Television Institute of India, Pune which imparts training in the art and technique of film making; and (i) Grants to Satyajit Ray Film and Television Institute, Kolkata.

3. **Certification of Cinematographic Films:** The provision covers expenditure on (i) Central Board of Film Certification and (ii) Film Certification Appellate Tribunal.

4. **Research and Training in Mass Communication:** The provision under this head is for (a) Indian Institute of Mass Communication, an autonomous body which imparts training in mass media and conducts courses in journalism, and (b) Research and Reference Division which collects and collates basic information on subjects of media interest for providing assistance to the Ministry and to its Media Units, Indian Missions abroad and newspapers and media agencies.

5. **Advertising & Visual Publicity:** This covers expenditure of the DAVP which plans and executes publicity campaigns through advertising and other printed materials, as well as through radio, television, exhibitions and other out-door publicity media.

6. **Press Information Services:** This provides for (a) expenditure on the Press Information Bureau, which serves as a link between the Government and the Press and attends to the publicity and public relations requirements of various Ministries/ Departments of the Government; (b) grants to Press Council of India, a statutory organisation seeking to preserve freedom of the Press, and (c) subsidy for running India's News Pool Desk of Non-aligned News Agencies Pool through the Press Trust of India.

7. **Field Publicity:** This covers expenditure of the Directorate of Field Publicity and its district level field units, engaged in inter-personal, developmental communication through film shows, live media programmes, photo displays and seminars.

8. **Song and Drama Division:** Provision under this head is for the Song & Drama Division which utilises live entertainment media for creating awareness amongst the masses, particularly in rural areas, about various activities of national development through units spread all over the country.

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

10. **Buildings & Machinery:** The provision is for capital expenditure on construction of (a) Multi-storey building at Films Division, Mumbai, (b) Phase-II building for National Film Archive of India, Pune (c) Additions and alteration at Siri-Fort Complex, Delhi by the Directorate of Film Festivals (d) Building and Housing Project of Indian Institute of Mass Communication (e) Setting up of Mini Media Centre of Press Information Bureau

and for acquisition of equipment by Films Division, Central Board of Film Certification, Press Information Bureau, Directorate of Field Publicity, Film & Television Institute of India, Pune, Photo Division, Indian Institute of Mass Communication, New Delhi, Electronic Media Monitoring Centre and Song and Drama Division under their modernisation programmes.

11. **Electronic Media Monitoring Centre:** The provision is for monitoring Television channels/Radio for violation of programme code and advertising code.

12. **Other Expenditure:** The provision is for expenditure of the Photo Division, Registrar of Newspapers for India, contribution to International Programme for Development of Communication and contribution to the Asian Institute of Broadcasting Development.

13. **Grants-in-aid to Prasar Bharati:** The Grants -in- aid is being provided to cover the gap in resources of Prasar Bharati in meeting its revenue expenditure.

#### 14. Investments in Public Enterprises

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

14.02 **Prasar Bharati:** The loan is being provided to Prasar Bharati to finance its capital expenditure.

15. Lump sum provision is for projects/schemes for development of North Eastern Areas including Sikkim.

The Plan allocation for Ministry of Information & Broadcasting for the year 2010-11 is Rs.850 crore which includes Rs.531.48 crore for normal plan schemes of the Ministry and Rs.318.52 crore for Commonwealth Games. Of the total normal plan outlay of Rs. 531.48 crore, allocation of Rs.343.48 crore is for Broadcasting Sector, Rs. 100 crore for Information Sector and Rs. 88 crore for Film Sector.