### MINISTRY OF INFORMATION AND BROADCASTING

**DEMAND NO. 60**

Ministry of Information and Broadcasting

**Demand for Grants, 2020-2021**

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<td></td>
<td>Revenue</td>
<td>Capital</td>
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<td>9.28</td>
<td>4000.80</td>
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A. The Budget allocations, net of recoveries, are given below:

#### CENTRE’S EXPENDITURE

**Establishment Expenditure of the Centre**

1. **Establishment Expenditure**

   1.01 Secretariat
   - 66.76 ... 66.76 66.88 ... 66.88 77.14 ... 77.14 88.83 ... 88.83
   - -0.04 ... -0.04 ... ... ... ... ... ... ...
   - Net 66.72 ... 66.72 66.88 ... 66.88 77.14 ... 77.14 88.83 ... 88.83

   1.02 Art and Culture
   - 8.88 ... 8.88 10.89 ... 10.89 9.39 ... 9.39 12.97 ... 12.97
   - -0.02 ... -0.02 ... ... ... ... ... ... ...
   - Net 8.86 ... 8.86 10.89 ... 10.89 9.39 ... 9.39 12.97 ... 12.97

   1.03 Information and Publicity
   - 379.36 ... 379.36 415.88 ... 415.88 374.11 ... 374.11 453.00 ... 453.00
   - -1.29 ... -1.29 ... ... ... ... ... ... ...
   - Net 378.07 ... 378.07 415.88 ... 415.88 374.11 ... 374.11 453.00 ... 453.00

   Net 453.65 ... 453.65 495.45 ... 495.45 460.64 ... 460.64 554.80 ... 554.80

#### Central Sector Schemes/Projects

2. Prasar Bharati

   2.01 Grants-in-aid to Prasar Bharati
   - 204.70 ... 204.70 ...

   2.02 Grants-in-aid to Prasar Bharati for Kisan Channel
   - 40.24 ... 40.24 ...

   2.03 Grants-in-aid to Prasar Bharati for Arun Prabha Channel
   - 35.76 ... 35.76 ...

   2.04 Broadcasting Infrastructure Network Development
   - ... ... ...

   Total- Prasar Bharati
   - 280.70 ... 280.70 ...

3. Information
### Autonomous Bodies

#### Total

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<td>3.01 Development Communication and Information Dissemination</td>
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#### Films

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<td>4.03 National Museum of Indian Cinema</td>
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<td>3.67</td>
<td>3.67</td>
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<td>4.05 National Film Heritage Mission</td>
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#### Mass Communication

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<td>5.01 Upgradation of Indian Institute of Mass Communication(IIMC) to International Standards</td>
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#### Strengthening of Broadcasting Activities

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<td><strong>Total- Strengthening of Broadcasting Activities</strong></td>
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**Total-Central Sector Schemes/Projects**

- **647.50**
- **9.28**
- **656.82**
- **886.46**
- **13.54**
- **900.00**
- **619.87**
- **5.52**
- **625.39**
- **726.44**
- **13.56**
- **740.00**

### Other Central Sector Expenditure

#### Autonomous Bodies

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<td>7.02 Film and Television Institute of India, Pune</td>
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<td>49.40</td>
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<td>67.55</td>
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7.04  Childrens Films Society of India
2.90  ...  2.90  ...  2.90  ...  3.90  ...  3.90  ...  3.90  ...  3.90
7.05  Indian Institute of Mass Communication
15.01  ...  15.01  ...  26.49  ...  26.49  ...  25.69  ...  25.69  ...  61.30  ...  61.30
7.06  Press Council of India
4.79  ...  4.79  ...  7.45  ...  7.45  ...  9.00  ...  9.00  ...  9.00  ...  8.90  ...  8.90
Total- Support to Autonomous Bodies
2890.37  ...  2890.37  ...  2979.76  ...  2979.76  ...  2978.73  ...  2978.73  ...  3080.41  ...  3080.41

Grand Total
3991.52  9.28  4000.80  4361.67  13.54  4375.21  4059.24  5.52  4064.76  4361.65  13.56  4375.21

B. Developmental Heads

Social Services

1.  Art and Culture
8.86  ...  8.86  ...  10.89  ...  10.89  ...  9.39  ...  9.39  ...  12.97  ...  12.97
2.  Information and Publicity
815.80  ...  815.80  ...  872.09  ...  872.09  ...  800.30  ...  800.30  ...  967.29  ...  967.29
3.  Broadcasting
3100.14  ...  3100.14  ...  3247.36  ...  3247.36  ...  3067.26  ...  3067.26  ...  3218.56  ...  3218.56
4.  Secretariat-Social Services
66.72  ...  66.72  ...  68.68  ...  68.68  ...  77.14  ...  77.14  ...  88.83  ...  88.83
5.  Capital Outlay on Information and Publicity
...  9.28  9.28  ...  13.54  13.54  ...  5.52  5.52  ...  13.56  13.56
Total-Social Services
3991.52  9.28  4000.80  4199.02  13.54  4212.56  3954.09  5.52  3959.61  4287.65  13.56  4301.21

6.  North Eastern Areas
...  ...  ...  162.65  ...  162.65  ...  105.15  ...  105.15  ...  74.00  ...  74.00
Total- Others
...  ...  ...  162.65  ...  162.65  ...  105.15  ...  105.15  ...  74.00  ...  74.00
Grand Total
3991.52  9.28  4000.80  4361.67  13.54  4375.21  4059.24  5.52  4064.76  4361.65  13.56  4375.21

C. Investment in Public Enterprises

Exploration and Production

1.  Broadcast Engineering Consultants India Limited
...  192.54  192.54  ...  142.00  142.00  ...  228.21  228.21  ...  247.02  247.02
2.  National Film Development Corporation
...  1.20  1.20  ...  10.16  10.16  ...  5.26  5.26  ...  6.61  6.61
Total-Exploration and Production
...  193.74  193.74  ...  152.16  152.16  ...  233.47  233.47  ...  253.63  253.63
Total
...  193.74  193.74  ...  152.16  152.16  ...  233.47  233.47  ...  253.63  253.63

1.01.  Secretariat: It covers the establishment expenditure for Main Secretariat, Principal Accounts Office and Pay & Accounts Offices. After rationalization, activities having purely administrative and regular in nature, viz., Human Resource Development (HRD) (except FTII and SRFTI component under HRD for Films Media), Mission Digitization and Automation of Broadcasting Wing have been merged with Main Secretariat from FY 2020-21.
1.02. **Art and Culture:** The provision covers expenditure on (i) Central Board of Film Certification (CBFC) and (ii) Film Certification Appellate Tribunal. Further, CBFC activities under Capital Section Upgradation, modernization and expansion of CBFC and certification process are also merged with CBFC from FY 2020-21.

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

(i) **Bureau of Outreach and Communication -** As per decision taken in the Ministry, the establishment expenditure of Directorate of Advertising and Visual Publicity, Directorate of Field Publicity and Song and Drama Division have been merged and a single budget entry namely Bureau of Outreach and Communication has been made from 2018-19 onwards. It covers the activities viz. publicity campaigns through advertising and other printed materials, as well as through Radio, Televisions, exhibitions and other outdoor publicity media, interpersonal, developmental communication through film shows, live media programmes, photo displays and seminars and live entertainment media for creating awareness amongst the masses, particularly in rural areas. Apart from the above, with the merger of Media Infrastructure Development Programme (MIDP) scheme under Establishment Expenditure due to rationalization, BOC includes its corresponding allocation under MIDP scheme from FY 2020-21.

(ii) **Press Information Bureau (PIB)-** 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. The activities of Photo Division viz. 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, has been merged with Press Information Bureau from FY 2019-20 onwards. Apart from the above, with the merger of Media Infrastructure Development Programme (MIDP) scheme under Establishment Expenditure due to rationalization, PIB includes its corresponding allocation under MIDP scheme from FY 2020-21.

(iii) **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. Apart from the above, with the merger of Media Infrastructure Development Programme (MIDP)scheme under Establishment Expenditure due to rationalization, Publication Division includes its corresponding allocation under MIDP scheme from FY 2020-21.

(iv) **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.

(v) **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. Apart from the above, with the merger of Media Infrastructure Development Programme scheme under Establishment Expenditure due to rationalization, RNI includes its corresponding allocation under MIDP scheme from FY 2020-21.

(vi) **Art and Culture:** The provision covers expenditure on (i) Central Board of Film Certification (CBFC) and (ii) Film Certification Appellate Tribunal. Further, CBFC activities under Capital Section Upgradation, modernization and expansion of CBFC and certification process are also merged with CBFC from FY 2020-21.

(vii) **Information and Publicity:** This covers establishment expenditure of the following Media Units of this Ministry:

(i) **Bureau of Outreach and Communication -** As per decision taken in the Ministry, the establishment expenditure of Directorate of Advertising and Visual Publicity, Directorate of Field Publicity and Song and Drama Division have been merged and a single budget entry namely Bureau of Outreach and Communication has been made from 2018-19 onwards. It covers the activities viz. publicity campaigns through advertising and other printed materials, as well as through Radio, Televisions, exhibitions and other outdoor publicity media, interpersonal, developmental communication through film shows, live media programmes, photo displays and seminars and live entertainment media for creating awareness amongst the masses, particularly in rural areas. Apart from the above, with the merger of Media Infrastructure Development Programme (MIDP) scheme under Establishment Expenditure due to rationalization, BOC includes its corresponding allocation under MIDP scheme from FY 2020-21.

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(iii) **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. Apart from the above, with the merger of Media Infrastructure Development Programme (MIDP)scheme under Establishment Expenditure due to rationalization, Publication Division includes its corresponding allocation under MIDP scheme from FY 2020-21.

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As of now, NFHM was a separate scheme under Films Wing. But on account of rationalization, from FY 2020-21 onwards DCDFC scheme includes the provision under NFHM which is meant for restoring films of historical, cultural and aesthetic value, constructing archival and preservation facilities and also for construction of vaults for preservation of restore materials under capital expenditure.

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

(a) Up gradation, modernization and expansion of CBFC and certification process, (b) Up gradation of Siri Fort Complex (DFF), (c) Up gradation of building infrastructure of Films Division, (d) Upgradation of National Film Archive of India including Jayakar Bungalow and setting up of digital library (NFAI), (e) Grant-in-aid to FTII- Up gradation and modernization of FTII and (f) Infrastructure Development in and SRFTI.

After rationalization, sub-schemes (a) to (d) are shifted to Establishment Expenditure under CBFC, Films Division, DFF and NFAI while sub-schemes (e) and (f) are merged with FTII and SRFTI respectively under Other Central Expenditure category.

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: As of now, the Umbrella Programme Missions /Special Project includes three Schemes viz. (a) National Film Heritage Mission (Main Sectt.), (b) Anti-Piracy Initiatives; and (c) Setting up a national Centre of excellence for animation, gaming and special effects.

4.05. National Film Heritage Mission: NFHM was a separate scheme under Films upto BE 2019-20. From 2020-21 due to rationalization of schemes this scheme is merged with DCDFC scheme.

4.06. National Centre of Excellence for Animation, Gaming and Special Effects: As of now, this is also a separate scheme under Films. From 2020-21 this scheme is shifted to IIMC under Other Central Expenditure owing to rationalization.

4.07. Champion Services Sector Schemes: This is the new scheme proposed to be included in RE 2019-20 under the umbrella scheme titled as Champion Services Sector Scheme of Department of Commerce. This new scheme is entrusted with Audio-Visual Services for promotion media and entertainment sector in India.

5.01. Upgradation of Indian Institute of Mass Communication (IIIMC) to International Standards: The provision covers for up-gradation of IIIMC to International Standards. On account of rationalization, these two schemes are merged with IIIMC under Other Central Expenditure from FY 2020-21. Therefore, the scheme Up gradation of IIIMC to International Standards Mass Communication is cease to exist from FY 2020-21.

5.02. Opening of New Regional Centres of IIIMC: The provision is for opening of new Regional Centre of IIIMC. On account of rationalization, these two schemes are merged with IIIMC under Other Central Expenditure from FY 2020-21. Therefore, the scheme Opening of Regional centres of IIIMC cease to exist from FY 2020-21.

6.01. Strengthening of Electronic Media Centre: The provision is for monitoring Television Channels/ Radio for violation of programme code and advertising code. It also includes capital expenditure on Electronic Media Monitoring Centre under their modernization programmes. From 2020-21, this scheme is merged with establishment of EMMC.

6.02. Supporting Community Radio Movement in India: To support Community Radio Movement which is a crucial communication tools particularly in communities where most people neither read nor write.

6.03. Mission Digitization: Upto BE 2019-20, this is a separate scheme for effective monitoring of the seeding of the Set Top Boxes (STBs). From 2020-21, this scheme is merged with Main Secretariat under Establishment Expenditure.

6.04. Automation of Broadcasting Wing: Upto BE 2019-20, this is a separate scheme for developing a secure online portal for expeditious disposal of the application for new TV Channels. From 2020-21, this scheme is merged with Main Secretariat under Establishment Expenditure.

7.01. Prasar Bharati: It covers the Non-Scheme expenditure of Prasar Bharati. It also includes the leave salary and pension contribution of Government Employees on deemed deputation to 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, which now includes the erstwhile scheme allocation under Infrastructure Development in SRFTI (Kolkata) from FY 2020-21.

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, which now includes the erstwhile scheme allocation under Infrastructure Development in SRFTI (Kolkata) from FY 2020-21.

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 (IIIMC), which now includes the erstwhile scheme allocations under (i) Upgradation of IIIMC to International Standards, (ii) Opening of new regional centres of IIIMC and (iii) Setting up a national Centre of excellence for animation, gaming and special effects from FY 2020-21.

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