

MINISTRY OF INFORMATION & BROADCASTING

Demand No.59

1. Films (CS)

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2019-20			OUTCOMES 2019-20		
2019-20	Output	Indicators	Targets 2019-20	Outcome	Indicators	Targets 2019-20
165	1. Organizing and increased participation in film festivals	1.1 Number of International, National, Children film festivals participated	Participation in International Film festivals: 3-5	1. To preserve, research and promote heritage of Indian Cinema and showcase the same.	1.1. No. of Indian delegates visiting International Film Festivals	30
		1.2 Number of film festivals, Film bazaars organized	Organization of Film Festival in India/abroad: 20 Organization of Film Bazar: 1			
	2. Production of films and documentaries in various Indian languages	2.1. Number of Documentary films produced	Film Division: 110	2. Dissemination: a) Increased Number of regional, documentaries, heritage film screenings b) To exhibit films for children	2.1 Number of screenings held of documentary films, regional films	2375 screenings
		2.2. Number of feature films, short films produced/dubbed/	Feature films : 6 Short films : 2 Dubbed Films: 12 Subtitling of Films		2.2 Number of children attending the	617300 children

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		subtitled		:10		screenings	
	a. National Film Heritage Mission						
	1. Digitization for conservation of films and capacity building	1.1 Number of films covered under preventive conservation (including feature films/short films)		Film reels : 52500	1. To preserve, conserve, digitized and restore the rich heritage of Indian cinema for posterity	1.1. No. of film preserved and digitalized	1600
		1.2 Number of films covered under digitization a. Features films b. Short films		800 800			
		1.3 No. of training workshops to be conducted		3			
		1.4 No of personnel to be trained		180			
	b. National Film Archive of India NFAI						
	1. Archival and digitalization of filmic content	1.1 Number of films covered under digitization Features films : Short films		800 800	1. Dissemination of filmic content	1.1. Number of film screening held	500

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	2. Conducting short term courses	2.1 Number of film festivals/film shows/courses conducted	3		1.2 Estimated attendance of film screenings	45000	
		2.2 Number of people enrolled in the film courses	180				
	c. Central Board of Film Certification (CFBC)						
	1. Issuance of censor certificates	1.1. Number of censor certificates issued	35000	1. Better certification efficiency	1.1 Percentage of films certified	100%.	
		1.2. Number of producers registered on the website	9300				
	d. National Film Development Corporation Limited						
	1. Production and Co-production of films in Indian	1.1. Number of films produced in Indian Languages	1	1. Production and Co-production of films in Indian Languages to	1.1 Production and Co-production of films in Indian	*	

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		Languages , Act as a single window facilitation system for international filmmakers	1.2. Number of permissions given for filming in India	30	support new film makers To make India filming destination	Languages and dissemination	
e. Grants-in-aid to FTII (Infrastructure Development Programme)							
	1. Construction and Modernization of buildings		1.1. No. of civil construction/up- gradation projects completed	3	1. Infrastructure development and purchasing of equipment for optimum facilities for students by creating additional venues for revenue generation for the Institute. This includes construction of auditorium and knowledge center, girls 'hostel and	1.1 Percentage completion of physical construction	Construction of auditorium and knowledge center: 75% work Girls 'hostel and 2 studios: 75% Work.
			1.2. Percentage completion of modernization projects	50%			
	2. Organizing short term courses	2.1 No. of short-term courses, workshops for quality cinema literacy conducted		No. of short-term courses: 40-50		1.2. No of people trained under the courses	Short term: 500 SKIFT :1200-1500

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		2.2 Number of people enrolled in short term courses, workshops	1000	studios.	1.3. Percentage of procurement of equipments for EDM department and Film and animation	EDM: 80% Film and Animation: 60%
	3. Construction and Procurement (SRFTI, Kolkatta)	3.1.No of civil construction/up-gradation projects completed	5			
		3.2. Percentage completion of projects/ Procurement of equipment and machinery	60%			

**Targets not amenable for this indicato*

2. PrasarBharti (CS)

FINANCIAL OUTLAY (Rs. In Cr.)	OUTPUTS 2019-20			OUTCOMES 2019-20			
	2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)	Target 2019-20
473	a. Doordarshan						
	1. Creation of new Programmes: a) to create awareness on various Government schemes produced and efficient farming techniques	1.1. DD Kisan: Number of hours of new interactive programmes created and duration	Approx.2210 Hours of fresh content during the year	1. (a) Increase in the coverage area of transmission across India. (b) Increase in awareness of government schemes among listeners	1.1. Percentage increase in viewership	DD Kisan : 7% increase in viewership (84 lakh to90 lakh)	
	b) Programs aimed at representing the ethos of then regional culture and history	1.2. DD ArunPrabha: Launched inFebruary 2019 Number of hours of new interactive programmes produced	Approx. 894 Hours of new interactive programmes during the year	2. To improve the coverage in Northeast areas.	2.1. Estimated coverage of the population	3.1 % of total population	
	2. Digitization, Modernization, DTH and satellite equipment	2.1 Number of transmitters digitized (MW and SW)	*	3. Increase in coverage area of transmission	3.1.Percentage increase in coverage area of digital terrestrial transmission	*	
		2.2 Number of transmitters upgraded	3				

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2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)	Target 2019-20
		2.3 Number of studios upgraded with new quipment	3	4. Improving quality and reliability of telecast/broadcast for better viewership	4.1. Increase in number of High Power transmitters in border areas of J&K	3
		2.4 Number of Border Area projects completed	4			
		2.5 Number of earth stations upgraded/added	15			
		2.6 Number of HDTV studios operationalized	3			
b. All India Radio						
	1. Digitalization of MW and SW Transmitters	1.1 Number of transmitters digitized MW	* (Transmitters approved have already been digitalized)	1. Increase in the coverage across India , special emphasis on Border areas and rural population.	1.1 Percentage increase in coverage area of Digital MW transmission (DRM)	50%
		1.2 Number of SW Transmitters replaced / upgraded	* (SW Transmitters approved have already been upgraded)	4. Increase in awareness of government schemes among listeners	2.1Percentage increase in coverage area of FM terrestrial transmission	7%

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2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)	Target 2019-20	
	2.FM transmitters - Expansion / and Replacement	2.1. Number of FM Transmitters upgraded/added	Upgradation: 6 Addition: 18	3. Improving quality and reliability of telecast/broadcast for better viewership	3.1 Estimated reach of the radio programs	46%	
	3.Digitalization of Studios	3.1. Number of studios digitalized	29		3.2. Estimated coverage of the population (via the programs) vis-a- vis the total target population	62 %	
		3.2 Number of Archival facilities created	1		3.3. Technical quality of programme production- Average Signal to Noise Ratio	86dB(increase of S/n by 6 dB)	
	4.Digitalization of Network & Connectivity	4.1. Number of Earth Stations upgraded/added	*		4. Increase in coverage of Border Areas	4.1. Percentage increase in covered length in Indo_Nepal Border	39%
		4.2 Number of Studio Transmitter Links digitalized	*				
	5. Strengthening of border area coverage	5.1. Number of Border Area projects completed	8	5. Increase in audio channels with Live Streaming	4.1. Percentage increase in audio channels with Live Streaming	200%	

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2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)	Target 2019-20
	6.Audio streaming under the IT Initiatives	6.1. Number of audio channels with Live Streaming	33	6. Completion of pending works	6.1. Percentage of completed works	100%
	7.Augmentation of Training Facilities	7.1.Number of up gradation projects	1	7. Completion of pending works	7.1. Percentage of completed works for advance telemetry system for AIR transmitters	100%
	8. Strengthening of R&D	8.1. Number of locations with advance telemetry system for AIR transmitters	1			

**Targets not amenable for this indicator*

3. Strengthening of Broadcasting Activities (CS)

FINANCIAL OUTLAY (Rs. In Cr.)	OUTPUTS 2019-20			OUTCOMES 2019-20		
2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)	Target 2019-20
	a. Strengthening of Electronic Media Centre (CS)					
24.0	1. Increasing content acquisition capacity	1.1. Number of channels covered under scheme	100	1. Monitoring of TV channels for compliance to	1.1. Number of violation reports created	*

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2019-20	Output	Indicator(s)	Target 2019- 20	Outcome	Indicator(s)	Target 2019- 20
	2.Setting up content acquisition capacity for DTH Channels	2.1. Number of DTH channels covered under scheme	**	legal framework		
	b. Supporting Community Radio Movement in India (CS)					
	1. Conduct awareness workshops, regional sammelans and national sammelans	1.1. Number of awareness workshops, regional and national sammelans conducted	Awareness workshops : 821 Regional workshops : 2 National Sammelans: 1	1. Enhanced innovative ideas and practice to strengthen CR sector	1.1.Number of innovative ideas implemented to strengthen the sector	3
1.2. No. of operational CRS in charge participated in National and Regional Sammelans.		251				
1.3. Number of organizations(in charge) attended CR awareness workshops		320				
1.4. No. of potential applicants participated in workshops		320				

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2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)	Target 2019-20
	2. Provide grants to new and existing community radio stations.	2.1.No. of applications received for CRS permission	40	2. Enhanced capacity of CRSs and community participation in content development	2.1.Number of hours of programs produced out of grants.	64 hours
		2.2.Number of grants released to new and existing CRSs for purchase of equipment.	16			
	3. Enhanced knowledge about CRS	3.1.Number of applications received to establish CRS	40			
	4. Conduct capacity building of community radio stations in thematic areas	4.1.Number of CRSs trainees participated in capacity building process.	251			
	5. Peer review process for operational CR stations. Number of operational CRSs peer reviewed	5.1.Number of operational CRSs peer reviewed	60			

* Targets not amenable for this indicator

**Indicator is demand driven

4. Information (CS)

FINANCIAL OUTLAY (Rs. In Cr.)	OUTPUTS 2019-20			OUTCOMES 2019-20			
	2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)	Target 2019-20
227	a. Development Communication and Information Dissemination (DCID)						
	i. Peoples' Empowerment						
	1. Conduct Audio Spots, Video Units for greater dissemination of Govt. Programmes	1.1. Number of Radio spots ¹	69.593	1. Awareness generation about the flagship schemes of the Governmen t through systematic disseminati on of information	1.1. Awareness level among the population as measured by the evaluation of the campaign	*	
		1.2. Number of Display classified (insertion in thousands)	4.657				
		1.3. Number of Outdoor Publicity displays (displays in thousands)	8.67				
		1.4. Number of Exhibitions held (in days)	11205				
1.5. Number of jobs created in Printed Publicity		181.1					

* Targets not amenable for this indicator

¹1 display unit in radio spot will consist of 1 insertion in TV, 3 insertions in radio, 10 insertion in digital cinema, 1000 sms and 2500 impressions on internet.

FINANCIAL OUTLAY (Rs. In Cr.)	OUTPUTS 2019-20			OUTCOMES 2019-20		
	2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)
	ii. Media Outreach Programme					
	1. Conduct Audio Spots, Video Units for greater dissemination of Govt. Programmes(PIB)	1.1 Number of National, Regional Conferences, Conclaves organized	National:1 Regional:2 Conclave :60	1. Awareness generation about the flagship schemes of the Government through systematic dissemination of information	1.1. Number of journalists attending the conference/benefitting from the conference	3880
		1.2. Number of Press Tours conducted	5	2. Showcasing of implementation of flagship programmes of the govt. and success stories thereof	2.1. Number of journalists attending the press tours in different states particularly J&K, NE, LWE areas	50
		1.3. Number of events where publicity was conducted	1			
	iii. Live Arts and Culture					
	1.Presentation of live programmes for awareness up	1.1. Number of live programmes for awareness conducted	Live prog: 4180 Theatrical:8	Awareness generation about the flagship schemes of the	Awareness generation	*

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	to Panchayat Level(BoC)	No. of districts covered through activities	450		Government through systematic dissemination of information		
		Number of programmes conducted for special occasions	1570				
iv. Special Outreach Programme (DFP)							
	SpecialSpec1. Special Outreach programme (BOC)	Direct Information Communication campaign	3957				
		Campaign for special occasions	3843				
v. Social Media Cell							

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	1. Conduct programs for greater dissemination of Govt. Programmes	No. of live programmes through YouTube/Twitter/Google Hangouts conducted	70	Awareness generation about the flagship schemes of the Government through systematic dissemination of information	Estimated reach of people covered under the multiple publicity campaign	*
		No. of online competitions held	4		Proportion of people reporting that they are aware of the publicised government schemes out of the total population	*
b. Media Infrastructure Development Programme (MIDP)						
	1. Purchase of audio- visual equipment and vehicles etc. to facilitate FPU's mobility and equip them with modern electronic gadgets for proper documentation and monitoring of field	Number of Multi Media Projector	5			
		Number of Portable Public Address System	*			
		Number of LED TV	25			
		Number of Portable Generator Set	*			
		Number of Desktop Computers	90			

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	activities (BoC)	Number of vehicles for Field Publicity Units	8					
		Number of tablet purchased	200					
		Amount (in INR) for AMC of equipment	*					
		Automation of empanelment process(RNI)	Number of records digitilized.					1 lakh copies
		Strengthening of Public Response Query System.(RNI)	Proportion of queries responded out of total number of queries.					6000 queries

* Targets not amenable for this indicator

5. Indian Institute of Mass Communication

FINANCIAL OUTLAY (Rs. In Cr.)	OUTPUTS 2019-20			OUTCOMES 2019-20		
2019-20	Output	Indicator(s)	Target 2019-20	Outcome	Indicator(s)	Target 2019-20
9.50	1. Completion of construction work of permanent Campuses of regional units of IIMC	1.1. IIMC Jammu	40%(construction work to be completed)	1.Operationalization of the IIMC and enrolment of students for various courses	1.1.Number of IIMC operationalizedC courses being held in temporary campus) And	4
		1.2. IIMC Aizawl	100% (Completion of new building works and campus to be ready)			
		1.3. IIMC Kottayam	100%(Completion of new building works and classes to be commenced)			
		1.4. IIMC Amravati	20%(construction work to be completed)			
	2. Up gradation of IIMC to International Standards	2.1. Number of up gradation projects completed	*		1.1.Number of enrolled students	102
	2.2. Number of on-going up gradation projects					

* Targets not amenable for this indicator