

1. Films (CS)

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2021-22			OUTCOMES 2021-22		
	2021-22	Output	Indicators	Targets 2021-22	Outcome	Indicators
124.21	1. Organizing and participation in National and International Film Festivals	1.1 Participation of Government of India in International Film festivals (in Number)	5	1. To preserve and promote heritage of Indian Cinema	1.1 Number of Indian movies showcased or screened at International Film Festivals	Targets not amenable ¹
		1.2 Number of National Film Festivals to be organized in India	10			
		1.3 Number of Children Film Festivals to be organized in India	1			
		1.4 Number of Film Bazaars to be organized in India	1			
	2. Production of films and documentaries in various Indian languages	2.1 Number of Documentary films to be produced	20	2. Dissemination of number of Regional documentaries, and Films through screening	2.1 Number of screenings held for documentary Films	300
		2.2 Number of Feature films to be produced in regional languages	3			
		2.3 Number of Short films and Dubbed short films to be produced	4		2.2 Number of screenings held for Regional feature Films	150

¹ 21st edition of ICFSI covering 3 lakh children

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	2021-22	Output	Indicators	Targets 2021-22	Outcome	Indicators	Targets 2021-22
		2.4 Number of Screening held for regional films	10				
		2.5 Number of Co-production film with other countries	1				
	3. Digitization for Conservation of Films and capacity building	3.1 Number of Films to be covered under preventive conservation (including feature films/short films) under category B and C	48,445	3. Dissemination of Filmic Content Lending digitized films for screenings on non-commercial basis in India as well as abroad providing access to filmic content to various stake holders, viz; researchers and film enthusiasts for non-commercial purposes	Outcomes are qualitative in nature and could be captured through Evaluation studies taken up from time to time.		
		3.2 Number of Short films to be covered under preventive conservation under category B and C	60,557				
		3.3 Number of Short films/ to be covered under Digitization	1,200				
		3.4 Number of Feature films to be covered under Digitization	1,400				
		3.5 Number of Regional language films (excluding Hindi) to be covered under Digitization of filmic content	1,000				
		3.6 Number of personnel to be trained (NFAI)	120				

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2021-22			OUTCOMES 2021-22		
	2021-22	Output	Indicators	Targets 2021-22	Outcome	Indicators
	4. Restoration of Films	4.1 Number of Feature Film to be restored	382			
		4.2 Number of Short films to be restored	269			
	5. Conduct of short- term courses on Films	5.1 Number of Courses to be conducted (NFAI)	3			
		5.2 Number of persons to be enrolled in the Film courses	240			

2. Prasar Bharati (CS)

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2021-22			OUTCOMES 2021-22		
	2021-22	Output	Indicators	Targets 2021-22	Outcome	Indicators
316.00	a. Doordarshan					
	1. Creation of new programmes: To inform, educate and entertain the public and the ethos of their regional culture and history (DD	1.1. Number of hours of new interactive programmes created (DD Kisan)	1,979	1. Strengthening of coverage in sensitive areas of the country, especially Border and LWE areas and Aspirational districts	1.1 Increase in percent of audience participated in inter-active programmes from border and LWE areas	3-5
		1.2. Number of regional languages covered	12			

FINANCIAL OUTLAY (Rs in Cr)	OUIPUTS 2021-22			OUTCOMES 2021-22			
	2021-22	Output	Indicators	Targets 2021-22	Outcome	Indicators	Targets 2021-22
		Kisan)					
	2. Digitization, Modernization and expansion of Broadcast Infrastructure	2.1 Number of Production Set-up upgraded/added (including Studios, News Units & OB Vans)	6	2. Strengthening/enhancing of production and play out facilities	2.1 Percentage of Production & Play out facilities enhanced/ Renovated	4.72	
		2.2 Number of Border Area projects completed	2	3. Strengthening of Border Area infrastructure	3.1 Percentage increase in the border area	92.42	
					3.2 Percentage increase in the border infrastructure facilities available	3.19	
		2.3 Number of Satellite Uplink Stations upgraded/added (including Earth Stations & DSNG Units)	14	4. Savings of Transponder BW/ use of spectrum efficient & HD compliant technology/increase of TV channel capacity of DTH Platform	4.1 Percentage saving in transponder	6.47	
					4.2 Increase in the number of TV channels of DTH Platform (in Percentage)	7.14	
		2.4 Number of Production/Transmissi on Centers upgraded/migrated to HD	17	5. To provide viewers with an enhanced visual experience with realness	5.1 Percentage increase of the Centre's upgraded /migrated to HD content creation capability (Production)	3.81	
					5.2 Percentage increase of the Centre's upgraded /migrated to HD content creation capability (Transmission)	28.89	

FINANCIAL OUTLAY (Rs in Cr)	OUIPUTS 2021-22			OUTCOMES 2021-22		
	2021-22	Output	Indicators	Targets 2021-22	Outcome	Indicators
		2.5 Number of DTH Set Top Boxes (STBs) procured for Remote, Tribal and LWE areas	1,20,000	6. To enable the remote, tribal & LWE areas of the states/UTs that are to be brought within the reach of digital age which predominantly remain cut off from quality information	6.1 STBs provided for distribution to number of households of Remote, Tribal and LWE areas	1,20,000
	b. All India Radio					
	1. Digitalization of MW and SW Transmitters	1.1 Number of transmitters to be digitalized MW ²	11	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) ³	16
		1.2 Number of SW Transmitters to be replaced. Upgraded	1		1.2 Percentage Coverage area of Digital SW transmission (DRM)	30
	2. FM transmitters-Expansion/ and replacement	2.1 Number of FM Transmitters to be upgraded/added (10 KW)	10	2. Increase in awareness of government schemes among listeners	2.1 Percentage increase in coverage area of FM terrestrial transmission ⁴	16.54
		2.2 Number of FM Transmitters to be upgraded/added (20 KW)	1		2.2 Estimated reach of the radio programs in (Sq km. in Lakh ⁵	23.18
					2.3 Estimated coverage of	107.55

² Already 35(number) are digitized

³ Existing coverage 34%

⁴ Existing coverage 54%

⁵ Existing 17.75

FINANCIAL OUTLAY (Rs in Cr)	OUIPUTS 2021-22			OUTCOMES 2021-22			
	2021-22	Output	Indicators	Targets 2021-22	Outcome	Indicators	Targets 2021-22
		2.3 Number of FM Transmitters to be upgraded/added (1 KW)	2			the population (via the programs) vis-a-vis the total target population (in crore) ⁶	
		2.4 Number of FM Transmitters to be upgraded/added (100 W)	100				
	3. Digitalization of Studios	3.1 Number of Studios to be digitalized	1	3. Improving quality and reliability of telecast/broadcast for better viewership	3.1 Technical quality of programme Production-Average Number Signal to Noise ratio in dB ⁷	86	
		3.2 Number of Archival facilities to be created	1				
	4. Strengthening of Border Area coverage	4.1 Number of Border Area Projects to be completed (India-Nepal Border)	2	4. Increase in coverage across border areas (India-Nepal)	4.1 Percentage increase in covered length of India-Nepal border ⁸	4	
		4.2 Number of Border Area Mobile FM transmitters to be added (J&K Border)	5	5. Increase in coverage across border areas (J&K Border)	5.1 Percentage increase in covered length of J&K LOC border	47	
	5. Audio streaming under the IT Initiatives	5.1 Number of old hardware encoder to be replaced	10	6. Reduction in interruptions in audio streaming and improvement in	6.1 Improvement in AIR channels (in Percentage)	100	

⁶ Existing 82.36

⁷ Existing 80dB

⁸(Existing 35%)

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2021-22			OUTCOMES 2021-22			
	2021-22	Output	Indicators	Targets 2021-22	Outcome	Indicators	Targets 2021-22
					performance of AIR streaming channels		

3. Supporting Community Radio Movement in India (CS)

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2021-22			OUTCOMES 2021-22		
	2021-22	Output	Indicators	Targets 2021-22	Outcome	Indicators
3.84	1. Conduct awareness workshops, National and Regional Sammelans for CRS agencies	1.1 Number of Awareness workshops to be conducted	8	1. Strengthening of CRS with capacity and technology	1.1 Number of CRS strengthened capacity & technology	100
		1.2 Number of Regional workshops to be conducted	4			
		1.3 Number of National Sammelans to be conducted	1			
		1.4 Number of operational CRS stations for participation in National Sammelans	300	2. Enhanced coverage of CRS	2.1 Number of CRS in the country	40
		1.5 Number of operational CRS Stations for participation in Regional Sammelans	300			
		1.6 Number of	320			2.2 Number of CRS in North East

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2021-22			OUTCOMES 2021-22			
	2021-22	Output	Indicators	Targets 2021-22	Outcome	Indicators	Targets 2021-22
			Organizations proposed to attend CR Awareness workshops				
	2. Provide Grants to new and existing community radio stations	2.1 Number of Applications received for setting up CRS	150	3. Strengthening of CRS with resources and financial sustainability leading to better content management	3.1 Number of CRS strengthened with new technology and resources	25	
		2.2 Number of Existing CRSs assisted for purchase of equipments	25				
	3. Enhanced knowledge about CRS	3.1 Number of applications approved to set up new CRS	50	4. Increase in access to information relating to development programmes of the Government, provisioning of a platform to voice the consent of community	4.1 Increase in access to information of local communities (in Number) ⁹	50	
	4. Conduct capacity building of community radio stations in thematic areas	4.1 Number of CRSs Trainees to participate in capacity building programmes	160	5. Enhanced capacity of CRS in content development	5.1 Increase in capacity of CRS in capacity building (in Number) ⁹	40	
		4.2 Number of Training programmes to be organized	4				

⁹ Through evaluation studies

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	2021-22	Output	Indicators	Targets 2021-22	Outcome	Indicators	Targets 2021-22
	5.	Peer review process for operational CR stations.	5.1 Number of Operational CRSs to be peer reviewed	50	6. Enhanced peer learning of CRS in better programming and sustainability	6.1 Number of hands holding for better programming and sustainability	50

4. Information (CS)

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2021-22			OUTCOME 2021-22		
	2021-22	Output	Indicators	Targets 2021-22	Outcome	Indicators
188.00	a. Peoples' Empowerment					
	1. Conduct Audio Spots, Video Units for greater dissemination of Govt. Programmes (BOC)	1.1 Number of Radio spots in thousand (across 200-220 channels)	228	1. Awareness generation among the people about the various schemes and policy announcements of the Government through systematic dissemination of information.	1.1 Estimated number of people reached in terms of average TV viewership of spots (in Million)	400
		1.2 Number of TV insertions (across 100-110 channels)	76		1.2 Estimated number of people reached in terms of average readership of print media where advertisements were given (in Million)	270
		1.3 Number of insertions of Print Media Display classified (in Thousand)	5		1.3 Estimated number of people reached through outdoor publicity	300

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	2021-22	Output	Indicators	Targets 2021-22	Outcome	Indicators
		1.4 Number of Outdoor Publicity Displays (in Thousand)	29		displays (in Million)	
		1.5 Number of Exhibitions held (in Days)	7,424			
	b. Media Outreach Programme					
	1. For greater dissemination of Govt. Programmes (PIB)	1.1 Number of press releases issued	1,00,000	1. Awareness generation among the people about the flagship schemes of the Government through systematic dissemination of information	1.1 Number of journalists who participated in conclaves	1,800
		1.2 Number of National Conferences to be organized	1			
		1.3 Number of Regional Conferences to be organized	2			
		1.4 Number of Conclaves to be organized	30			
		1.5 Number of Press Tours to be conducted	5			
	c. Live Arts and Culture					
	1. Presentation of Live programmes for awareness up to Panchayat Level (BoC)	1.1 Number of Live (including theatrical) programmes to be conducted for awareness	5,446	1. Awareness generation among the people about the flagship schemes of the Government through systematic dissemination of information.	1.1 Number of participants who attended the live (including theatrical) programmes (in Thousand)	10
					1.2 Number of participants who attended the exhibitions (in Thousand)	418
	d. Special Outreach Programme					

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2021-22			OUTCOME 2021-22		
	2021-22	Output	Indicators	Targets 2021-22	Outcome	Indicators
	1. Special Outreach campaigns (BOC)	1.1 Number of Special outreach campaigns (ICOPs) to be organized	2,506	1. Awareness generation among the people about the flagship schemes of the Government through systematic dissemination of information	1.1 Estimated reach of the people through special campaigns including social media reach (in Million)	5.4
	e. Social Media Cell					
	1. Use of social media for greater dissemination of Govt. Programmes and policies	1.1 Number of live programmes on YouTube/Twitter/Google Hangouts / Facebook etc., to be conducted	40	1. Awareness generation among the people about the flagship schemes of the Government through systematic dissemination of information	1.1 Estimated reach of people covered under the multiple publicity campaign on Facebook, Twitter etc. in terms of number of impressions (in Million)	60
		1.2 Number of fact-checks done	Targets not amenable	2. To curb misinformation aspects of Social Media		