

Ministry of Information and Broadcasting
Output Outcome Monitoring Framework 2022-23

1. Films (CS) – Development Communication and Dissemination of Filmic Content (DCDFC)

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2022-23	OUTCOMES 2022-23
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2022-23	Output	Indicators	Targets 2022-23	Outcome	Indicators	Targets 2022-23	Quarterly Targets			
							Q1	Q2	Q3	Q4
127.16	1. Organizing and participation in National and International Film Festivals	1.1 Participation of Government of India in International Film Festivals (in Number) (Films Div.)	6	1. To promote heritage of Indian Cinema	1.1. Number of Indian movies to be showcased or screened at International Film Festivals	80	1	2	2	1
		1.2 Number of Indian delegates visiting International Film Festivals	50				6	12	26	6
		1.3 Number of National Film Festivals to be organized in India	11		60	2	1	4	4	
		1.4 Number of Children Film Festivals to be organized in India	1			0	1	0	0	
		1.5 Number of Film Bazaars to be organized in India	3			0	2	1	0	

2022-23	Output	Indicators	Targets 2022-23	Outcome	Indicators	Targets 2022-23	Quarterly Targets			
							Q1	Q2	Q3	Q4
	2. Production of films and documentaries in various Indian languages	2.1 Number of Documentary films to be produced(Films Div.)	20	2. Dissemination of number of Regional documentaries, and Films through screening	2.1 Number of screenings to be held for documentary films	30	4	4	6	6
		2.2 Number of Feature films to be produced in regional languages	4				1	0	3	0
		2.3 Number of Screening to be held for regional films	10		2.2 Number of screenings to be held for Regional feature Films		2	3	3	2
		2.4 Number of Co-production film with other countries	5				1	2	1	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	24,000 film reels	3. Dissemination of Filmic Content	3.1 Number of filmic contents to be disseminated	40	1000	2000	10000	11000
		3.2 Number of archival and preservation facilities to be constructed for preservation of material restored	6 storage vaults				1	1	2	2
		3.3 Number of Short films to be covered under preventive conservation under category B and C	24,000 film reels				1000	2000	10000	11000

2022-23	Output	Indicators	Targets 2022-23	Outcome	Indicators	Targets 2022-23	Quarterly Targets			
							Q1	Q2	Q3	Q4
		3.4 Number of Short films/ to be covered under Digitization	1,368				280	379	380	329
		3.5 Number of Feature films to be covered under Digitization	1,245				300	311	311	323
		3.6 Number of Regional language films (excluding Hindi) to be covered under Digitization of filmic content	200				50	50	50	50
	4. Restoration of Films	4.1 Number of Feature Film to be restored	300	4. Lending digitized films for screenings on non-commercial basis in India as well as abroad	1. 2. 3. 4.1 Number of digitized films to be lent for screenings on non-commercial basis in abroad	60	20	50	100	130
		4.2 Number of Short films to be restored	330				20	70	120	120
					4.2 Number of digitized films to be lent for screenings on non-commercial basis in India	60				

2022-23	Output	Indicators	Targets 2022-23	Outcome	Indicators	Targets 2022-23	Quarterly Targets			
							Q1	Q2	Q3	Q4
5. Conduct of short-term courses on Films	5.1 Number of Courses to be conducted (NFAI)	3	5.1 Pr oviding access to filmic content to various stake holders, viz; researche rs and film enthusiast s for non-com mercial purposes	5.1 Number of filmic contents' access to be provided to various stake holders, viz; researchers and film enthusiasts for non-commercial purposes	50	0	1	1	1	
										5.2 Number of persons to be enrolled in the Film courses
6. Single window facilitation and clearance mechanism that eases filming in India, as well as endeavours to create a film-friendly ecosystem and promote the country as a filming destination	6.1 Number of foreign film makers to be facilitated	30	6.1 Si ngle-wind ow cleara nce mechanis m that eases filming in India, to support internatio nal and domestic film makers	6.1 Percentage increase of international film makers who are to be facilitated for clearance	100%	10	10	5	5	
										6.2 Number of domestic film makers to be facilitated

2. Prasar Bharati (CS) – Broadcast Infrastructure and Network Development (BIND)

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2022-23			OUTCOMES 2022-23			Quarterly Targets			
	Output	Indicators	Targets 2022-23	Outcome	Indicators	Targets 2022-23	Q1	Q2	Q3	Q4
2022-23										

315.00	a. Doordarshan									
	1. Creation of new programmes: To inform, educate and entertain the public and the ethos of their regional culture and history (DD Kisan)	1.1. Number of hours of new interactive programmes to be created (DD Kisan)	1478 (in-house programmes)	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 participation in inter-active programmes from border and LWE areas	2-3%	370 hrs.	369 hrs.	370 hrs.	369 hrs.
		1.2. Number of regional languages to be covered	11				11	0	0	0
	2. Digitization, Modernization and expansion of Broadcast Infrastructure	2.1 Number of production set-up to be upgraded/added (including Studios, News Units & OB Vans)	11*	2. Strengthening/enhancing of production and play out facilities	2.1 Percentage of production & play out facilities to be enhanced/renovated	8.66%	1	6	3	1
		2.2 Number of Border Area projects to be completed	1	3. Strengthening of Border Area infrastructure	3.1 Percentage increase in the border infrastructure facilities available	2.13%	0	0	0	1
		2.3 Number of Satellite Uplink Stations to be upgraded/added (including Earth Stations & DSNG Units)	9**	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	10%	0	7	1	1
	4.2 Increase in the number of TV channels of DTH Platform (in Percentage)				5%**					

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2022-23			OUTCOMES 2022-23			Quarterly Targets			
	2022-23	Output	Indicators	Targets 2022-23	Outcome	Indicators	Targets 2022-23	Q1	Q2	Q3
		2.4 Number of Transmission Centers to be upgraded/ migrated to HD	1	5. To provide viewers with an enhanced visual experience with realness	5.1 Percentage increase of the Centres upgraded/migrated to HD content creation capability (Transmission)	2.2%	0	1	0	0
		2.5 Number of DTH Set Top Boxes (STBs) to be procured for Remote, Tribal and LWE areas	120000	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 to be provided for distribution to households in Remote, Tribal and LWE areas	120000	0	0	0	120000
	b. All India Radio									

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2022-23			OUTCOMES 2022-23			Quarterly Targets			
	2022-23	Output	Indicators	Targets 2022-23	Outcome	Indicators	Targets 2022-23	Q1	Q2	Q3
	1. Digitalization of MW and SW Transmitters	1.1 Number of transmitters to be digitalized MW ¹	0 (35 already 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) ²	70% (Already achieved)	0	0	0	0
		1.2 Number of SW Transmitters to be replaced/ upgraded	1				0	0	0	1
	2. FM transmitters-Expansion/ and replacement	2.1 Number of FM Transmitters to be upgraded/added (10 KW)	5	2. Increase in awareness of government schemes among listeners	2.1 Percentage increase in coverage area of FM terrestrial transmission ³	63.9%	0	2	1	2

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DD

* New Projects (1 no) out of 11, under Output & Outcome Indicator 2.1, yet to be approved.

** New Projects (1 no) out of 9, under Output Indicator 2.3 & Outcome Indicator 4.2, proposed in 5 Year Action Plan (2021-26). The Plan is yet to be approved.

2

3

AIR

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2022-23			OUTCOMES 2022-23			Quarterly Targets			
	2022-23	Output	Indicators	Targets 2022-23	Outcome	Indicators	Targets 2022-23	Q1	Q2	Q3
		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 ⁴	20.95	0	0	1	0
		2.3 Number of FM Transmitters to be upgraded/added (1 KW)	2		2.3 Estimated coverage of the population (via the programs) vis-a- vis the total target population (in crore) ⁵	97.20	1	0	0	1
		2.4 Number of FM Transmitters to be upgraded/added (100 W)	100				25	25	25	25
	3. Digitalization of Studios	3.1 Number of Studios to be digitalized	0	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 ⁶	N/A	0	0	0	0
		3.2 Number of Archival facilities to be created	0				0	0	0	

¹ Already 35(number) are digitized

² Existing coverage 34%

³ Existing coverage 54%

⁴ Existing 17.75

⁵ Existing 82.36

⁶ Existing 80dB

⁷ Existing 35%

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2022-23			OUTCOMES 2022-23			Quarterly Targets			
	2022-23	Output	Indicators	Targets 2022-23	Outcome	Indicators	Targets 2022-23	Q1	Q2	Q3
	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	70%	1	0	0	1
		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	76.4%	0	0	0	5
	5. Audio streaming under the IT Initiatives	5.1 Number of old hardware encoder to be replaced	0	6. Reduction in interruptions in audio streaming and improvement in performance of AIR streaming channels	6.1 Improvement in AIR channels (in Percentage)	N/A	0	0	0	0

3. Supporting Community Radio Movement in India (CS)

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2022-23			OUTCOMES 2022-23			Quarterly Targets			
	2022-23	Output	Indicators	Targets 2022-23	Outcome	Indicators	Targets 2022-23	Q1	Q2	Q3
3.84	1. Grants for new CRSs; grants for renewal/ replacement of equipment for existing CRSs; and Emergency Grants	1.1 Number of Grants for new CRS.	15	1. Strengthening of New CRS with resources and Strengthening of existing CRS with resources.	1.1. Number of new CRS	25	3	4	3	5
		1.2 Number of Grants for existing CRS for replacement and renewal of equipment and emergency grant.	10		1.2. Number of renewal of permissions	30	2	3	2	3
	2. Capacity building of operational CRSs, LOI Holders and Community Radio awareness workshops through Webinars	2.1 Number of awareness workshops to be conducted	9	2. Enhance knowledge about policy, licensing procedure for CRS	2.1 Number of new CRS applications received	75	2	2	3	2
		2.2 Number of capacity building workshops to be held for permission holders	9	3. Enhance knowledge about setting up of Community Radio Station and Community engagement	3.1 Number of New Grant of Permission of Agreement	30	2	2	3	2
		2.3 Number of capacity building workshop to be held for operational stations	9	4. Enhance knowledge about contents generation, sustainability and Community engagement	4.1 Number of operational stations participation	190	2	2	3	2

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2022-23			OUTCOMES 2022-23			Quarterly Targets			
	2022-23	Output	Indicators	Targets 2022-23	Outcome	Indicators	Targets 2022-23	Q1	Q2	Q3
	3. Regional Sammelans	3.1 Number of Regional Sammelans to be conducted	4	5. Enhance d peer learning, sharing of experiences.	5.1 Number of operational CRS to attend Regional Sammelan	50	1	1	1	1
	4. Annual publication of CRS Compendium	4.1 Number of copies of CRS Compendium publication	500	6. Enhance d awareness about CRS activities to Govt. and non-government organizations	6.1. Number of CRS stations to be covered under the Compendium	200	100	100	200	100
	5. National Community Radio Awards.	5.1 Number of National Community Radio Awards to be conferred	12	7. Encourage innovative ideas, content, quality and community participation	7.1 Number of Community Radio participation in National Awards	100	3	3	3	3
	6. Capacity Building of CRSs through Community Media Empowerment centre at IIMC	6.1. Number of training programmes to be conducted	60	8. Capacity building of CRS on various topics	8.1 Number of CRS beneficiaries	4	15	15	15	15
	7. Support for Content Creation	7.1 Number of CRS to be covered under Grant-in-aid for content creation	50	9. Enhance d financial sustainability of CRS, better content and programmes	9.1 Number of thematic areas coverage.	50	10	10	20	10

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2022-23			OUTCOMES 2022-23			Quarterly Targets			
	Output	Indicators	Targets 2022-23	Outcome	Indicators	Targets 2022-23	Q1	Q2	Q3	Q4
	8. Study in the areas on CRS to assess reach and effectiveness of CRS	8.1 Number of CRS coverage in study.	8				2	2	2	2
	9. Online portal and content sharing platform	9.1 Number of CRS coverage under portal	100				25	25	25	25

4. Information (CS) – Development Communication and Information Dissemination (DCID)

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2022-23			OUTCOME 2022-23			Quarterly Targets			
	Output	Indicators	Targets 2022-23	Outcome	Indicators	Targets 2022-23	Q1	Q2	Q3	Q4
2022-23 184.00	a. Peoples' Empowerment									

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2022-23			OUTCOME 2022-23			Quarterly Targets			
	2022-23	Output	Indicators	Targets 2022-23	Outcome	Indicators	Targets 2022-23	Q1	Q2	Q3
	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)	252	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 to be reached in terms of average TV viewership of spots (in Million)	50-60 crore	63	63	63	63
		1.2 Number of TV insertions (across 100-110 channels)	84		1.2 Estimated number of people to be reached in terms of average readership of print media where advertisements were given (in Million)	20 crore	21	21	21	21
		1.3 Number of insertions of Print Media Display classified (in Thousand)	5	2. Economic empowerment of people	1.3 Estimated number of people to be reached through outdoor publicity displays (in Million)	15 crore	1.25	1.25	1.25	1.25
		1.4 Number of Outdoor Publicity Displays (in Thousand)	32		2.1. Number of jobs to be created in Printed Publicity	90	8	8	8	8
		1.5 Number of Exhibitions to be held (in Days)	8168				2042	2042	2042	2042

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2022-23			OUTCOME 2022-23			Quarterly Targets				
	Output	Indicators	Targets 2022-23	Outcome	Indicators	Targets 2022-23	Q1	Q2	Q3	Q4	
2022-23		1.6 No of Direct Integrated Communication / theatrical show to be organized	6590				1647	1647	1648	1648	
	b. Media Outreach Programme										
	1. For greater dissemination of Govt. Programmes (PIB)	1.1 Number of press releases to be issued	100000	1. Awareness generation among the people about the flagship schemes of the Government through systematic dissemination of information	1.1 Number of journalists to participate in conclaves	1300	25000	25000	25000	25000	
		1.2 Number of National Conferences to be organized	01				0	0	1	0	
		1.3 Number of Regional Conferences to be organized	02		0	1	0	1			
		1.4 Number of Conclaves to be organized	60		15	15	15	15			
		1.5 Number of Press Tours to be conducted	04		1	1	1	1			
	c. Live Arts and Culture										

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2022-23			OUTCOME 2022-23			Quarterly Targets				
	2022-23	Output	Indicators	Targets 2022-23	Outcome	Indicators	Targets 2022-23	Q1	Q2	Q3	Q4
	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	6590	1. Awareness generation among the people about the flagship schemes of the Government through systematic dissemination of information.	1.1 Number of participants to attend the live (including theatrical) programmes (in Thousand)	12 lakh	1647	1647	1648	1648	
					1.2 Number of participants to attend the exhibitions (in Thousand)	74 lakh					
	d. Special Outreach Programmes										
	1. Special Outreach campaigns (BOC)	1.1 Number of Special outreach campaigns (ICOPs) to be organized	2529	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)	30 lakh	632	632	632	633	
	e. Social Media Outreach (NMW)										

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2022-23			OUTCOME 2022-23			Quarterly Targets					
	2022-23	Output	Indicators	Targets 2022-23	Outcome	Indicators	Targets 2022-23	Q1	Q2	Q3	Q4	
	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	120	1.	Awareness generation among the people about the flagship schemes of the Government through systematic dissemination of information	1.1 Estimated reach of people to be covered under the multiple publicity campaign on Facebook, Twitter etc. in terms of number of impressions (in Million)	180	30	30	30	30