

Ministry of Information & Broadcasting

Demand No. 61

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

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2023-24			OUTCOME 2023-24		
	2023-24	Output	Indicators	Targets 2023-24	Outcome	Indicators
200.00	a. People’s Empowerment					
	1. Conduct Audio Spots, Video Units for greater dissemination of Govt. Programmes (CBC)	1.1. Number of Radio spots across 200-220 channels in the financial year	2,52,000	1. Awareness generation among the people about the various schemes and policy announcement of the Government through systematic dissemination of information	1.1. Estimated number of people to be reached through Radio Spots in the financial year	50-60 Cr
		1.2. Number of TV insertions across 100-110 channels in the financial year	84,000		1.2. Estimated number of people to be reached in terms of average TV viewership of spots in the financial year	50-60 Cr
		1.3. Number of insertions of Print Media Display to be classified in the financial year	5,000		1.3. Estimated number of people to be reached in terms of average readership of print media where advertisements were given. (In cr.)	20
		1.4. Number of Outdoor Publicity Displays	36,000		1.4. Estimated Number of people to be reached out (In cr.)	15
		1.5. Number of Exhibitions to be held in the financial year (In Days).	8984		1.5. Estimated Number of people to be reached out	74,00,000

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2023-24			OUTCOME 2023-24		
	2023-24	Output	Indicators	Targets 2023-24	Outcome	Indicators
		1.6. Number of jobs to be created in Printed Publicity	72		1.6. Estimated Number of people to be reached out	57,00,000
		1.7. No of Integration Communication & Outreach Programmes (ICOPs) with Live Arts & Cultural Programmes organised	3121		1.7. Estimated Number of people to be reached out through ICOPs and Live Cultural Programmes	30,00,000
	b. Media Outreach Programme					
	1. Greater dissemination of Govt. Programmes (PIB)	1.1. Number of National Editors' Conferences to be organized	01	1. Awareness generation among the people about the flagship schemes of the Government through systematic dissemination of information	1.1. Number of journalists/Media Persons to be participated in conclaves.	5,100
		1.2. Number of Regional Editors' Conferences to be organized	04		1.2. Number of journalists/media persons to be taken on press tour	60
		1.3. Number of Press Conclaves (Vartalaps) to be organized	80	2. Adequate coverage of the events	2.1 Information dissemination and awareness creation in r/o OFFO and PBDS and to facilitate media for coverage of the events.	2
		1.4. Number of press tours to be conducted.	05			

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	2023-24	Output	Indicators	Targets 2023-24	Outcome	Indicators	Target 2023-24
		1.5. Number of participants in various dissemination programmes	5160				
		1.6. Number of press releases to be issued in the financial year.	1,00,000				
		1.7. Publicity for Special Events	2				
	c. Social Media Outreach (NMW)						
	1. Use of social media for greater dissemination of Govt. Programmes and policies	1.1. Number of live programmes on YouTube, Twitter Facebook etc., to be conducted in the financial year.	1000	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 campaigns on Facebook, Twitter etc. in terms of number of impressions in the financial year. (in mil)		1200

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

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2023-24			OUTCOME 2023-24		
	2023-24	Output	Indicators	Targets 2023-24	Outcome	Indicators

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2023-24			OUTCOME 2023-24		
	2023-24	Output	Indicators	Targets 2023-24	Outcome	Indicators
300.00	1. Organizing and participation in National and International Film Festivals	1.1 Participation of Government of India in International Film Festivals in financial year (in Number)	7	1. To promote heritage of Indian Cinema	1.1 Number of Indian movies to be showcased or screened at International Film Festivals	20
		1.2 Number of Indian delegates to be visited International Film Festivals in the financial year	50		1.2 Number of Indian movies to be showcased/screened at Indian Film Festivals	15
		1.3 Number of National Film Festivals to be organized in India in the financial year	5			
		1.4 Number of Children Film Festivals to be organized in India in the financial year.	1			
		1.5 Number of Film Bazaars to be organized in India in the financial year	1			
	2. Production of films and documentaries in various Indian languages	2.1. Number of Documentary films to be produced (Films Div.) in the financial year.	20	2. Dissemination of number of Regional documentaries, and Films	2.1. Number of screenings to be held for documentary films in the financial year	10

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2023-24			OUTCOME 2023-24		
	2023-24	Output	Indicators	Targets 2023-24	Outcome	Indicators
		2.2. Number of Feature films to be produced in regional languages in the financial year.	5	through screening	2.2. Number of screenings to be held for Regional feature Films in the financial year.	15
		2.3. Number of Co-production films with other countries in the financial year.	1			
		2.4. Number of Children Feature films to be produced in regional languages in the financial year.	4			
	3. Digitization for Conservation of Films and capacity building	3.1. Number of Film reels to be covered under preventive conservation (including feature films/short films) under category B and C	25000	3. To enhance the life of reels to increase its longevity and posterity	3.1. Number of short films and feature films to be converted into HD Quality	350
		3.2. Number of archival and preservation facilities to be constructed for preservation of material restored	6 vaults	4. Storage of Film reels for preservation	4.1 No. of Films earmarked for storage	5,000

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2023-24			OUTCOME 2023-24		
	2023-24	Output	Indicators	Targets 2023-24	Outcome	Indicators
		3.3. 3.3 Number of Short films to be covered under Digitization in the financial year.	528	5. Once the films are digitized and restored they will be accessed for dissemination of filmic culture within India and abroad in national and international film festivals and other events of importance.	5.1. No. of short films to be screened at Film Festivals	75
		3.4. 3.4 Number of Feature films to be covered under Digitization.	1572		5.2. No. of feature films to be selected for screenings at important national and international events	20
		3.5. Number of Regional language films (excluding Hindi) to be covered under Digitization of filmic content	630		5.3. No. of regional films to be selected for screening at important national and international events	20
	4. Restoration of Films	4.1. Number of Feature Film to be restored in the financial year	350	6. Lending digitized films for screenings on non-commercial basis in India as well as abroad	6.1. Number of digitized films to be lent for screenings on non-commercial basis in abroad	20
		4.2. Number of Short films to be restored in the financial year	350		6.2. Number of digitized films to be lent for screenings on non-commercial basis in India in the financial year.	20
	5. Conduct of short-term courses on Films	5.1. Number of Courses to be conducted (NFAI)	2	7. Providing access to filmic content to	7.1 Number of participants accessing filmic contents for non-	200

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	2023-24	Output	Indicators	Targets 2023-24	Outcome	Indicators
		5.2. Number of persons to be enrolled in the Film courses in the financial year.	10	various stake holders, viz; researchers and film enthusiasts for non-commercial purposes.	commercial purposes. access to be provided to various stake holders, viz; researchers and film enthusiasts for non-commercial purposes	
	6. Single window facilitation and clearance mechanism that eases filming in India.	6.1. Percentage change of international filmmakers who will be facilitated for clearance (YoY)	40%	8. Single-window clearance mechanism that eases filming in India, to support international and domestic film makers	8.1 Change in average time taken to take clearance by film makers through a single window clearance mechanism	21
		6.2. Percentage change of domestic filmmakers who will be facilitated for clearance. (YoY)	60%		8.2 Percentage change of domestic filmmakers who will be facilitated for clearance (YoY)	60%

3. Prasar Bharati- Broadcast Infrastructure and Network Development (BIND) (CS)

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2023-24			OUTCOME 2023-24		
	2023-24	Output	Indicators	Targets 2023-24	Outcome	Indicators
	a. Doordarshan					

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2023-24			OUTCOME 2023-24				
	2023-24	Output	Indicators	Targets 2023-24	Outcome	Indicators	Target 2023-24	
	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)	1570	1.	Strengthening of coverage in sensitive areas of the county.	1.1 Percentage change in audience participation in interactive programmes from border and LWE areas. (YoY)	2-3%
			1.2 Number of regional languages to be covered.	11	2.	Telecast of programme in different languages for various States	2.1. Increase in number of regional languages in which the programmes are to be produced	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)	68	3.	Strengthening/enhancing of production and Playout facilities	3.1. Percentage of Production and playout facilities to be enhanced/renovated.	53.44%
			2.2. Number of Satellite Uplink Stations to be upgraded/added (including Earth Stations & DSNG Units)	6	4.	Savings of transponder BW/ use of spectrum efficient and HD compliant technology / increase of TV channel capacity of DTH platform	4.1. Percentage of saving in transponder BW.	0
			2.3. Number of Production/ Transmission Centers to be upgraded/ migrated to HD	4			4.2. Percentage change in the number of TV channels of DTH Platform.	42.3%

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	2023-24	Output	Indicators	Targets 2023-24	Outcome	Indicators
		2.4. Number of DTH Set Top Boxes (STBs) to be procured for Remote, Tribal and LWE areas	8,70,000	5. Enhanced visual experience with realness for viewers	5.1. Percentage of the Centers to be upgraded /migrated to HD content creation capability (Production)	0
					5.2. Percentage increase of the centers to be upgraded/ migrated to HD content creation capability (Transmission)	9.52%
				6. To enable the Remote, Tribal and LWE areas of the states/ UTs that are to be brought within the reach of digital age which predominantly remain cut of for quality information	6.1. STBs to be provided for distribution to number of households of Remote, Tribal and LWE areas	8,70,000
d.	All India Radio					

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2023-24			OUTCOME 2023-24				
	2023-24	Output	Indicators	Targets 2023-24	Outcome	Indicators	Target 2023-24	
	1.	Digitalization of MW and SW Transmitters	1.1. Number of transmitters to be digitalized MW (mast strengthening work)	0	1.	Increase in the coverage across India, special emphasis on Border areas and rural population.	1.1 Percentage change in coverage area of Digital MW transmission (DRM)	0
	2.	FM transmitters- Expansion/ and replacement	2.1. Number of FM Transmitters to be upgraded/ added (10 KW)	3	2.	Increase in awareness of government schemes among listeners.	2.1. Percentage change in coverage area of FM terrestrial transmission in the country.	0.5
			2.2. Number of FM Transmitters to be upgraded/added (20 KW) (Rameshwaram)	1			2.2. Percentage increase in coverage area of FM terrestrial transmission in the state of Tamilnadu.	9.0
			2.3. Number of FM Transmitters to be upgraded/added (1 KW) (Namsai)	1			2.3. Percentage increase in coverage area of FM terrestrial transmission in the state of Arunachal Pradesh.	8.0
	3.	Strengthening of Borer Area Coverage	3.1. Number of FM transmitter to be replaced/added along Indi-Nepal Border	6	3.	Increase in coverage across border areas (Indo-Nepal	3.1 Percentage increase in covered length of Indo-Nepal border	8.0

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	2023-24	Output	Indicators	Targets 2023-24	Outcome	Indicators
		3.2. Number of Border Area Mobile FM transmitters to be added (J&K Border)	5	4. Increase in coverage across border areas (J&K Border)	4.1. Percentage change in covered length of J&K LOC Border	12%

4. Supporting Community Radio Movement in India

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2023-24			OUTCOMES 2023-24		
	2023-24	Output	Indicators	Targets 2023-24	Outcome	Indicators
5.00	1. Grants for new Community Radio Stations; Grants for renewal/ replacement of equipment for existing CRSs including and emergency Grants	1.1 Number of Sanctioned Grants for new CRS.	15	1. Strengthening of New CRSs with resources and Strengthening of existing CRSs with resources.	1.1. Number of new CRS	25
		1.2 Number of Sanctioned Grants for existing CRS for replacement and renewal of equipment and emergency grant.	10		1.2. Number of renewal of permissions	30
	2. Capacity building of operational CRSs, LOI Holders and Community Radio awareness workshops through	2.1. Number of awareness workshops to be conducted	6	2. Enhance knowledge about policy, licensing procedure for CRS	2.1. Number of new CRS applications received	30

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	2023-24	Output	Indicators	Targets 2023-24	Outcome	Indicators
	Webinars	2.2. Number of capacity building workshops to be held for permission holders	4	3. Enhance knowledge about setting up of Community Radio Station and Community engagement	3.1. Number of New Grant of Permission of Agreement	75
		2.3. Number of capacity building workshop to be held for operational stations	3	4. Enhance knowledge about contents generation, sustainability and Community engagement	4.1. Number of operational stations participation	50
	3. Regional Sammelans	3.1. Number of Regional Sammelans to be conducted	4	5. Enhanced peer learning, sharing of experiences.	5.1. Number of operational CRS to attend Regional Sammelan	100
	4. Annual publication of CRS Compendium	4.1. Number of copies of CRS Compendium publication	500	6. Enhanced awareness about CRS activities to Govt. and non-government organizations	6.1. Number of CRS stations to be covered under the Compendium	300

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	2023-24	Output	Indicators	Targets 2023-24	Outcome	Indicators	Target 2023-24	
	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	250
	6.	Capacity Building of CRSs through Community Media Empowerment centre at IIMC	6.1. Number of training programmes to be conducted	4	8.	Capacity building of CRS on various topics	8.1 Number of CRS beneficiaries	100
	7.	Support for Content Creation	7.1 Number of CRS to be covered under Grant-in-aid for content creation	100	9.	Enhanced financial sustainability of CRS, better content and programmes	9.1 Number of thematic areas coverage.	100
	8.	Study in the areas on CRS to assess reach and effectiveness of CRS	8.1 Number of CRS coverage in study.	1	10.	Capacity building of CRS on various topics	10.1 Number of CRS beneficiaries	4
	9.	Online portal and content sharing platform	9.1 Number of CRS coverage under portal	100	11.	Enhanced financial sustainability of CRS, better content and programmes	11.1 Number of thematic areas coverage.	4