

Ministry of Information and Broadcasting

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

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2024-25			OUTCOMES 2024-25		
	2024-25	Output	Indicators	Targets 2024-25	Outcome	Indicators
350.00	1. Organizing and participation in National and International Film Festivals	1.1 Organizing number of National/International Film Festivals in India including Film Bazaar and Participation in International Film Festivals in financial year	10	1. To promote heritage of Indian Cinema	1.1. Number of Indian movies to be showcased or screened at International Film Festivals & Indian movies to be screened at Indian Festivals	10
	2. Production of films and documentaries in various Indian languages	2.1. Number of Documentary, Feature films and children films and Co-production with other countries to be produced in the financial year.	49	2. Dissemination of number of regional documentaries, and Films through screening	2.1. Number of screenings to be held for documentary films and regional feature films in the financial year	3
	3. Conservation of Film reels	3.1. Number of Film reels to be covered under preventive conservation (including feature films/ short films) Under category B and C	20,000	3. To enhance the life of reels to increase its longevity and posterity	3.1. Number of films to be digitized post conservation	100

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2024-25			OUTCOMES 2024-25			
	2024-25	Output	Indicators	Targets 2024-25	Outcome	Indicators	Target 2024-25
	4.	Digitization of films	4.1. Number of Films (Features and Shorts) to be covered under Digitization in the Financial year.	670	4. Providing Access of digitized filmic content to various stakeholders viz researchers and film enthusiasts	4.1. Number of people to access digitized filmic content	100
			4.2. Number of Regional (excluding Hindi) films (Features and Shorts) to be covered under Digitization in the Financial year	418			
	5.	Restoration of Films	5.1. Number of Feature Film & Short films to be restored in the financial year	400	5. Dissemination of filmic content within India and abroad for various film festivals and events	5.1. Number of restored films to be lent for screenings abroad & India in the financial year	75
	6.	Acquisition films content for preservation	6.1. Number of films to be acquired in financial year for preservation	2,000	6. Unique films acquired for reservation which were not preserved in archive previously	6.1. Number of unique films to be acquired for preservation	1,000

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2024-25			OUTCOMES 2024-25		
	2024-25	Output	Indicators	Targets 2024-25	Outcome	Indicators
	7. Single window facilitation and clearance mechanism that eases filming in India.	7.1 Number of Single window facilitation and clearance mechanism that eases filming in India.	50	7. Single-window clearance mechanism that eases filming in India, to support international and domestic film makers	7.1 Change in average time taken to take clearance by film makers through a single window Clearance mechanism (In Day)	21
					7.2 Percentage change of domestic filmmakers who will be facilitated for clearance (YoY) (67% increase)	30

2. Development Communication and Information Dissemination (DCID) (CS)

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2024-25			OUTCOMES 2024-25				
	2024-25	Output	Indicators	Targets 2024-25	Outcome	Indicators	Target 2024-25	
160.00	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 FY	2,52,000	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 through print media, Radio Spots and TV viewership in the Financial Year. (In Crore)	70	
			1.2 Number of TV insertions across 100-110 channels in the FY	84,000			1.2. Estimated number of people to be reached (In Crore)	30
			1.3 Number of Insertion of Print Media Display classified in the FY	5,000		1.3. Estimated number of people to be reached out through (ICOPs) and Live Arts & Cultural Programmes (In Lakh)		30
			1.4 Number of Outdoor Publicity Displays	36,000				
			1.5 Number of Exhibitions to be held in the FY (in days)	8,984				
			1.6 Number of unique publicity material to be printed	72				
			1.7 Number of Integration Communication & Outreach Programmes (ICOPs) with Live Arts & Cultural Programmes Organized	3,121				

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2024-25			OUTCOMES 2024-25			
	2024-25	Output	Indicators	Targets 2024-25	Outcome	Indicators	Target 2024-25
	2.	Conduct of outreach for greater dissemination of flagship programme of Govt. (PIB)	2.1. Number of Editor's Conferences and special event to be organized	2	2. Awareness generation about the flagship schemes of the Government through systematic dissemination of information	2.1 Number of journalist/ media persons to participate in conclaves	3,200
			2.2. Number of Press conclaves (Vartalaps) to be organized	60		2.2 Number of journalist/media persons to be taken on press Tour	260
			2.3. Number of Press Tours to be conducted	20			2.3 Estimated reach of people to be covered under the multiple publicity campaign on Facebook, Twitter etc. in terms of number of impressions in the financial year (in millions)
	3.	Use of social media for greater dissemination of Govt. Programmes and policies (NMW)	3.1. Number of live programmes on YouTube, Twitter, Facebook etc. to be conducted in the financial year	1,200			

3. Supporting Community Radio Movement in India (CS)

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2024-25			OUTCOMES 2024-25				
	2024-25	Output	Indicators	Targets 2024-25	Outcome	Indicators	Target 2024-25	
5.00	1.	Increase in number of permissions issued for setting up of Community Radio Stations	1.1. Number of Letter of Intent (LOI) to be issued for Setting up of Community Radio Stations	75	1.	Operational Community Radio Stations in the country	1.1. Number of Community Radio to start its operations	75
	2.	Organizing Community Radio awareness programmes	2.1. Number of Community Radio Awareness workshops	5	2.	Awareness about the Community Radio	2.1. Number of Community Radio applications	100
			2.2. Number of capacity building programmes and Sammelans for Community Radios	4			2.2. Number of Community Radio participation	200