

**W-11/71/2024-PC Cell**  
**Government of India**  
**Ministry of Information and Broadcasting**  
**(PC Cell)**

**'A' wing, Shastri Bhawan, New Delhi**

**Dated: 11.04.2025**

**OFFICE MEMORANDUM**

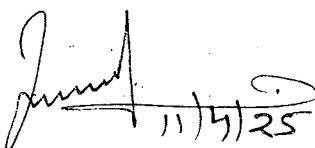
**Subject: Furnishing of the Quarterly targets in respect of Output Outcome Monitoring Framework, 2025-26 -reg.**

The undersigned is directed to refer to the DMEO, NITI Aayog's Email communication dated 26.03.2025 and 08.04.2025 on the above mentioned subject.

2. In this regard, it is stated that the Output Outcome Monitoring Framework, 2025-26 document with the quarterly break-up of annual targets is enclosed for necessary action along with the final OOMF document 2025-26 as presented in the Parliament.

3. This issues with the approval of the Competent Authority.

Encl: As above

  
11/4/25

(Magan Lal Meena)

Additional Economic Advisor

To,

(Kind attn: Ms. Rachna Tanwar)

Director

Development Monitoring and Evaluation Officer

NITI Aayog

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Copy to: Economic Officer (DMEO, NITI Aayog)/ Sr. PPS to Sr. Economic Adviser

**MINISTRY OF INFORMATION & BROADCASTING**

## Demand No. 61

## 1. Broadcast Infrastructure and Network Development (BIND) (CS)

1. Broadcast Infrastructure and Network Development (BIB) (CS)														
FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2025-26							OUTCOMES 2025-26						
2025-26	Output	Indicators	Targets 2025-26	Q1	Q2	Q3	Q4	Outcome	Indicators	Targets 2025-26	Q1	Q2	Q3	Q4
500.00 Cr	1. Digitization Modernization and expansion of Broadcast Infrastructure	1.1. Number of production set-up to be upgraded/ added (including Studios, News Units & OB Vans)	79	45.40	4.89	1.69	27.07	1. Strengthening/ Enhancing of Production and Playout facilities	1.1. Percentage of Production & Playout facilities to be enhanced/ renovated	61.71%	35.46 %	3.82%	1.28%	21.15 %
		1.2. Number of Satellite Uplink Stations to be upgraded/added (including Earth Stations , DSNG Units & DTH Earth Stations)	14	0.5	0.0	2.0	11.5	2. Increase of TV channel capacity of DTH Platform.	2.1. Percentage increase in the number of TV channels of DTH Platform.	89.83%	0%	0%	0%	89.83 %
		1.3. Number of existing Production/ Transmission Centers to be upgraded/ migrated to HD	11	0	0	2	9	3. To provide viewers with enhanced visual experience with realness	3.1. Percentage increase of the Centers to be upgraded/ migrated to HD Content (Production & Transmission)	26.19%	0%	0%	4.76%	21.43 %
		1.4. Number of DTH Set Top Boxes (STBs) to be procured for Remote, Tribal and LWE areas (in lakh)	- (The scheme has undergone a change and is now being implemented in Direct Benefit Transfer mode. As such no procurement of STBs is being envisaged)											

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2025-26							OUTCOMES 2025-26						
	2025-26	Output	Indicators	Targets 2025-26	Q1	Q2	Q3	Q4	Outcome	Indicators	Targets 2025-26	Q1	Q2	Q3
	2. Setting up of new FM Transmitters for Expansion of reach of Public Service Broadcasting including in Strategic/areas of national interest	2.1 Total Numbers of FM Transmitters to be installed (1KW,5KW & 10KW)	22	0	4	6	12	4. Coverage across India, special emphasis on Border areas and rural population	4.1 Percentage increase in coverage area of FM terrestrial transmission in the country including J&K and LOC Border	3.00%	0.0 %	0.6%	0.8%	1.6%
	3.Strengthening of Border Area Coverage under Continuing Projects	3.1 Total Numbers of 5kW mobile FM Transmitters to be installed at J&K and LOC Borders	5	0	0	0	5							

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

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2025-26							OUTCOMES 2025-26						
	Output	Indicators	Targets 2025-26	Q1	Q2	Q3	Q4	Outcome	Indicators	Target 2025-26	Q1	Q2	Q3	Q4
363.01 Cr.	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	13	4	4	3	2	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	9	3	1	3	2
	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.	29	8	7	7	7	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 & number of screenings to be held for Regional feature films in the financial year	50	10	13	15	12
	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	0 (Current Scope of the project is getting completed by 31 <sup>st</sup> March, 2025. If additional scope gets approved, targeted numbers will be assigned accordingly)	0	0	0	0	3. To enhance the life of reels to increase its longevity and posterity	3.1 Number of films to be digitized post conservation	0	0	0	0	0

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2025-26							OUTCOMES 2025-26						
2025-26	Output	Indicators	Targets 2025-26	Q1	Q2	Q3	Q4	Outcome	Indicators	Target 2025-26	Q1	Q2	Q3	Q4
	4. Digitization of films	4.1 Number of Films (Features and Shorts) to be covered under Digitization in the Financial year (all language films).	100	25	25	25	25	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	25	5	5	10	5
	5. Restoration of Films	5.1 Number of Feature Film & Short films to be restored in the financial year	1000	250	250	250	250	5. Dissemination of filmic content within India and abroad for various film festivals and events	5.1Number of restored films to be lent for screenings abroad & India in the financial year	75	20	20	15	20
	6. Acquisition films content for preservation	6.1 Number of films to be acquired in financial year for preservation	3000	600	600	1200	600	6. Unique films acquired for reservation which were not preserved in archive previously	6.1 Number of unique films to be acquired for preservation	50	10	10	20	10
	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	10	10	20	10	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	21	21	21	21	21

### 3. Development Communication and Information Dissemination (DCID)(CS)

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2025-26							OUTCOME 2025-26						
2025-26	Output	Indicators	Targets 2025-26	Q1	Q2	Q3	Q4	Outcome	Indicators	Target 2025-26	Q1	Q2	Q3	Q4
238.09 Cr*	1. Increasing awareness and dissemination on various government programme and scheme various media vehicle (CBC)	1.1 Number of Electronic Media insertions	92	23	23	23	23	1.Awareness generation among the people about the various schemes and policy announcements of the Government through systematic dissemination of information	1.1 Estimated people to be reached through print media. Radio Sports and TV viewership in the Financial Year	95.57 Cr	23.8925 Cr	23.8925 Cr	23.8925 Cr	23.8925 Cr
		1.2 Number of Insertion of Print Media Display classified in the FY (in thousands)	5	1	1	1	2							
		1.3 Number Outdoor publicity displays (in thousands)	44	11	11	11	11		1.2 Estimated number of people to be reached out through (ICOPs). Exhibitions and Live Arts & Cultural Programmes	1.16 Cr	0.29 Cr	0.29 Cr	0.29 Cr	0.29 Cr
		1.4 Number of unique publicity material to be printed	90	22	23	22	23							
		1.5 Number of Integration Communications & Outreach Programmes (ICOPs) with Live Arts & Cultural Programmes and Exhibitions	23527	5882	5881	5881	5883							
	2. Conduct of outreach for greater dissemination of flagship programmes of Govt. (PIB)	2.1 Number of Editor's Conference and special events to organize	01	0	0	1	0	2. Awareness generation about flagship schemes of Govt. of India through systematic	2.1 Number of Journalist/ Media persons sensitized	4540	1120	1120	1120	1180
		2.2 Number of Press conclaves (Vartalaps & Vartas) to organize.	96	24	24	24	24		2.2 Number of Journalist/ Media persons	260	65	65	65	65

FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2025-26							OUTCOME 2025-26						
								dissemination of information.	participated					
		2.3 Number of Press Tours to conduct	20	5	5	5	5							
	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	1500	375	375	375	375		2.3 Estimated reach of people covered under the multiple publicity campaign on Facebook, Twitter etc. in terms of number of impressions in the financially year (in millions)	2100	525	525	525	525

\*EFC has inter-alia appraised the revised outlay for DCID scheme for FY 2025-26 (proposed) from Rs. 207.44 Cr to Rs. 238.09 Cr. However, these revised outlay as appraised by EFC requires approval of Cabinet, which is being sought.

#### 4. Supporting Community Radio Movement in India (CS)

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FINANCIAL OUTLAY (Rs in Cr)	OUTPUTS 2025-2026							OUTCOMES 2025-2026						
2025-26	Output	Indicators	Targets 2025-2026	Q1	Q2	Q3	Q4	Outcome	Indicators	Target 2025-2026	Q1	Q2	Q3	Q4
17.40 Cr	1. Organizing Community Radio Awareness workshops/ Community Radio Sammelan/ Capacity building workshops	1.1 Number of Community Radio Awareness workshops/ Community Radio Sammelan/ Capacity building workshops organised	8	1	3	2	2	1. Strengthening of Community Radio Stations in the country	1.1 Number of Community Radio Stations operationalised	100	20	25	25	30
		1.2 Number of people participated in these awareness programs	750	100	300	200	150							