

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 1454**

TO BE ANSWERED ON 12.12.2023

CENTRALLY SPONSORED SCHEMES

1454 DR. G. RANJITH REDDY:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of Centrally Sponsored Schemes and Central Sector Schemes being implemented by the Ministry in the State of Telangana during each of the last five years and the current year, district-wise;

(b) the details of funds allocated, sanctioned, released and utilized for each of the above scheme during the said period, district-wise;

(c) the details of physical targets set and achieved while implementing above schemes during the same period, scheme and district-wise;

(d) whether the Ministry has found any shortcomings while implementing above schemes and if so, the details thereof and the manner in which the Ministry fixed those shortcomings;

(e) whether there is time and cost overrun of any of the above schemes; and

(f) if so, the details thereof ?

ANSWER

**THE MINISTER OF INFORMATION AND BROADCASTING; AND
MINISTER OF YOUTH AFFAIRS AND SPORTS (SHRI ANURAG SINGH
THAKUR):**

(a) to (f): Ministry of Information and Broadcasting carried out a comprehensive rationalization and restructuring of the Plan Schemes in 2019-20 for effective and better utilization of resources. After rationalization of 14 Central Sector Schemes, Ministry now implements four Central Sector Schemes. These schemes of the Ministry aim at mass communication and information dissemination of the policies and programmes of the Government as well as entertainment and education. The benefits of these schemes/programmes/activities uniformly flow to the entire population of the country, including Telangana.

In Information Sector, Development Communication & Information Dissemination (DCID) Scheme aims at ensuring peoples' participation in various plans programmes of the Government, for their welfare, promoting national integration and ensuring nation building. This is done through the launch of integrated development communication campaigns using media vehicles like print advertisement, audio-visual publicity, outdoor publicity, distribution of informative brochures/flyers, inter-personal communication during exhibitions and new media vehicles for effective and targeted reach.

In Film Sector, Development Communication & Dissemination of Filmic Content (DCDFC) Scheme aims to promote Indian Cinema through film

festivals, film markets, production of films and digitization and preservation of archival films through National Film Heritage Mission. The scheme aims to synergize activities of various media units in participation in and organization of international film festivals in India and abroad for showcasing Indian cinema to a large and versatile audience.

In Broadcasting Sector, Broadcasting Infrastructure Network Development (BIND) scheme aims to strengthen broadcasting infrastructure and content of Doordarshan and All India Radio (AIR) from time to time. This will enable the public broadcaster to meet the expenditure requirement towards the augmentation and replacement of transmitters, satellite broadcast equipment and digitization, expansion of TV Channels, FM expansion with special emphasis on strengthening of coverage in sensitive areas especially those in border and LWE areas.

Doordarshan covers entire state of Telangana with One Doordarshan Kendra (DD Yadagiri, Satellite Channel) at Hyderabad and 01 PGF Centre at Warangal. The coverage of All India Radio also reflects the entire state with 01 nos. of MW Transmitter and 16 FM Stations.

An amount of Rs. 15.29 Cr. has been spent on modernization of infrastructure of Akashwani and Doordarshan in the state of Telangana during the last 5 years.

Likewise, Supporting Community Radio Movement Scheme under Broadcasting Sector aims to strengthen both new and existing CR Stations with resources, capacity and technology, thereby increasing

number and effectiveness of operational CRS, which are critically required to Community Radio Sector. The Scheme “Supporting Community Radio Movement in India” provides financial assistance, in the form of grants, which are released to the eligible existing and new Community Radio Stations for building up infrastructure. Funds are used for organizing Community Radio Awareness workshops at various places in India, where the community radio penetration is limited.

There are 9 Community Radio Stations in the State of Telangana at present.

There is no shortcomings and time and cost overrun on any of the schemes implemented by the Ministry.
