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**STANDING COMMITTEE ON
INFORMATION TECHNOLOGY
(2014-15)**

SIXTEENTH LOK SABHA

MINISTRY OF INFORMATION AND BROADCASTING

**[Action Taken by the Government on the Observations/Recommendations of the
Committee contained in their Fourth Report (Sixteenth Lok Sabha) on
'Demands for Grants (2014-15)']**

SIXTEENTH REPORT



**LOK SABHA SECRETARIAT
NEW DELHI**

August, 2015/Shravana, 1937 (Saka)

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Committee contained in their Fourth Report (Sixteenth Lok Sabha) on
'Demands for Grants (2014-15)']**

***Presented to Lok Sabha on 13 August, 2015
Laid in Rajya Sabha on 13 August, 2015***



**LOK SABHA SECRETARIAT
NEW DELHI**

August, 2015/Shravana, 1937 (Saka)

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COMPOSITION OF THE STANDING COMMITTEE ON INFORMATION TECHNOLOGY (2014-15)

Shri Anurag Singh Thakur - Chairperson
Lok Sabha

2. Shri L.K. Advani
3. Shri Prasun Banerjee
4. Dr. Sunil Baliram Gaikwad
- * 5. Dr. K.C. Patel
6. Shri Hemant Tukaram Godse
7. Dr. Anupam Hazra
8. Dr. J. Jayavardhan
9. Shri P. Karunakaran
10. Shri Virender Kashyap
11. Shri Harinder Singh Khalsa
12. Smt. Hema Malini
13. Shri Keshav Prasad Maurya
14. Ms. Mehbooba Mufti
15. Shri Paresh Rawal
16. Dr. (Smt.) Bhartiben Dhirubhai Shiyal
17. Shri Abhishek Singh
18. Shri D.K. Suresh
19. Shri Ramdas C. Tadas
20. Smt. R. Vanaroja
- @21. Shri Raosaheb Danve Patil

Rajya Sabha

22. Shri Javed Akhtar
23. Shri Salim Ansari
24. Smt. Jaya Bachchan
25. Shri Vijay Jawaharlal Darda
26. Shri Santiuse Kujur
27. Shri Derek O'Brien
28. Dr. K.V.P. Ramachandra Rao
29. Shri Sachin Ramesh Tendulkar
30. Mahant Shambhuprasadji Tundiya
- # 31. Shri Meghraj Jain

Secretariat

- | | |
|---------------------------|----------------------|
| 1. Shri K. Vijayakrishnan | Additional Secretary |
| 2. Shri J. M. Baisakh | Director |
| 3. Smt. Meenakshi Sharma | Additional Director |

* Nominated to the Committee w.e.f. 11.09.2014 *vide* Shri Feroze Varun Gandhi, M.P., *vide* Bulletin Part – II w.e.f. 11.09.2014.

@ Nominated to the Committee w.e.f 15.07.2015 *vide* Bulletin Part-II dated 17.07.2015

Nominated to the Committee w.e.f. 14.01.2015 *vide* Bulletin Part – II dated 16.01.2015.

INTRODUCTION

I, the Chairperson, Standing Committee on Information Technology (2014-2015), having been authorised by the Committee, do present the Sixteenth Report on Action Taken by the Government on the Observations/Recommendations of the Committee contained in their Fourth Report (Sixteenth Lok Sabha) on 'Demands for Grants (2014-15)' of the Ministry of Information and Broadcasting.

2. The Fourth Report was presented to Lok Sabha/laid on the Table of Rajya Sabha on 22nd December, 2014. The Department of Telecommunications furnished their Action Taken Notes on the Observations/Recommendations contained in the Fourth Report on 18th March, 2015.

3. The Report was considered and adopted by the Committee at their sitting held on 11th August, 2015.

4. For facility of reference and convenience, Observations/Recommendations of the Committee have been printed in bold in Chapter-I of the Report.

5. An analysis of Action Taken by the Government on the Observations/Recommendations contained in the Fourth Report of the Committee is given at Annexure-II.

New Delhi;
11 August, 2015
20 Shravana, 1937 (Saka)

ANURAG SINGH THAKUR,
Chairperson,
Standing Committee on
Information Technology.

CHAPTER-I

REPORT

This Report of the Standing Committee on Information Technology deals with the action taken by the Government on the Observations /Recommendations of the Committee contained in their Fourth Report (Sixteenth Lok Sabha) on the Demands for Grants of the Ministry of Information and Broadcasting for the year 2014-2015.

2. The Fourth Report was presented to Lok Sabha on 22.12.2014 and was laid on the Table of Rajya Sabha on the same date. The Report contained 17 Observations/Recommendations.

3. Action Taken Notes in respect of all the Observations/Recommendations contained in the Report have been received from the Ministry of Information and Broadcasting and are categorized as under:-

- (i) Observations/Recommendations which have been accepted by the Government
Rec. Sl. Nos.:- 1, 2, 3, 6, 8, 9, 10, 11, 12 and 15.

- (ii) Observation/Recommendation which the Committee do not desire to pursue in view of the replies of the Government
Rec. Sl. Nos.:- 4

- (iii) Observation/Recommendation in respect of which reply of the Government has not been accepted by the Committee
Rec. Sl. Nos.:- 7

- (iv) Observations/Recommendations in respect of which the final replies of the Government are still awaited
Rec. Sl. Nos.:- 5, 13, 14, 16 and 17

4. The Committee desire that the final replies in respect of recommendations for which only interim replies have been given by the Government included in Chapter-V of this Report and replies to recommendations made in the Chapter-I of this Report may be furnished to them within three months of presentation of the Report to Parliament.

5. The Committee will now deal with the action taken by the Government on some of their Observations/Recommendations that require reiteration or merit comments.

A. Launching of New Channels for North East

(Recommendations Sl. No. 7)

6. The Committee, in their Original Report, had recommended as under:-

“The Committee note that at present there is a single 24X7 North-East channel which is inadequate to meet the aspirations and needs of the vast North-Eastern Region of the country, comprising 8 States where multiple languages and dialects are followed. Accordingly, it has been proposed by the Prasar Bharati that the existing North East channel be trifurcated by launching two additional 24X7 satellite channels for North Eastern Region designated as DD – “Arun Prabha” (Itanagar) and DD – “Ma-Mi-Na” (Aizawl). The proposal is under finalization for circulation to appraisal agencies. The proposed Arun Prabha Channel will cater to the States of Arunachal Pradesh and Sikkim and the second channel will cater to the States of Nagaland, Mizoram and Manipur and the third to Assam and Meghalaya. Taking into consideration the geographical isolation of the far-flung North–Eastern States of the country, the Committee find it a praiseworthy initiative of the Government for launching these two additional channels. The Committee, at the same time, recommend that these projects are needed to be implemented on a priority basis and specific time-frames be prescribed within which the channels would be operationalised. The Committee may be apprised of the progress made in this regard.”

7. The Ministry of Information and Broadcasting, in their Action Taken Note, have inter-alia stated as under:-

- “Starting of three new additional 24x7 satellite channels for North East Region under existing Plan Scheme. ‘Arunachal Pradesh – Sikkim(Arunprabha); Manipur –

Mizoram – Nagaland(Ma-Mi-Na) and Assam- Meghalaya is going to be a software intensive exercise as content will need to be customized to the requirement of North eastern states.

- **DD-Arunprabha', 'DD-Ma-Mi-Na' and 'DD-As-Me'** are new channels in addition to those existing which gets contribution from all 8 States of North East. Hence the projected amount under SFC for software needs be analyzed in terms of three channels.
- As soon as **DD-Arunprabha', 'DD-Ma-Mi-Na' and 'DD-As-Me'** go on air we will be able to telecast more and more local programmes including films and local tribal content keeping in view the border Area.
- The basis of the proposal for trifurcation of the North East Channels is to:
 - To provide a strong platform to showcase the rich and diverse cultural and linguistic identity of the North Eastern States of India.
 - To cater to the population of the North East India to create overall awareness and a drive for development.
 - To play a catalytic role for the prosperity and health of the tribal community of the North Eastern India.
 - To provide authentic, quality and useful information and analyses in languages/dialects comprehensible to the North East India.
 - To regenerate and rejuvenate the cultural ethos and spirit of the people of the North Eastern region.
 - To promote the cause of gender equality, weaker sections and differently abled persons of the region.
 - To inculcate scientific temper, self-respect, self-confidence, and mutual trust amongst citizens of NER.
 - To ensure that all the States in the North East get adequate representation through the creation of 3 focused, 24x7 Channels instead of the existing single North East Channel which is insufficient for the purpose.”

8. Taking into consideration the proposal of Prasar Bharati to trifurcate the existing single 24x7 North East channel into 'DD-Arunprabha', 'DD-Ma-Mi-Na' and 'DD-As-Me', the Committee had recommended that these projects be implemented on a priority basis and operationalised within specific time frames. In their Action Taken Note, Prasar Bharati has merely stated that the starting of these three channels involves software intensive exercise as content needs to be customized. Further, Prasar Bharati is yet to finalize the budget provision for this Project. Evidently, there is a clear lack of progress in taking these important Projects forward. Keeping in view that these channels will cater to the needs of the entire North Eastern region, the Committee want the Ministry to implement the projects expeditiously. While reiterating their earlier recommendation, the Committee urge the Ministry to accord top priority to these projects as well as to fix time frames to operationalise them. The Committee will like to be apprised of the action taken in this regard.

B. Modernization of AIR and Doordarshan

(Recommendation Sl. No. 8)

9. The Committee, in their Original Report, had recommended as under:-

“One of the focal points of successive Reports of the Committee have been the modernization of All India Radio and Doordarshan, the two constituents of the Prasar Bharati. The Committee note that for the Twelfth Plan period, the Government have allocated Rs. 2252 crore for All India Radio for modernisation /expansion of its infrastructure which include Rs. 1020 crore for the New schemes under the Twelfth Plan and Rs. 1232 crore for the continuing schemes of the Tenth and Eleventh Plans. In regard to the modernization of Doordarshan, the Committee have been informed that it is a continuous process and various schemes for modernisation are formulated and implemented from time to time. At present, the schemes which are under implementation include Digitalization of Transmitters and Studios in Doordarshan Network, High Definition Television (HDTV), Modernization, Augmentation and Replacement of Transmitter and Studio equipment, Modernization, Augmentation and Replacement of Satellite Broadcast equipment and DTH Service, etc. The Committee recommend that the remaining works related to digitisation of Medium Wave (MW) and Short Wave (SW) Transmitters, studios and digitisation of connectivity are completed within the time limits prescribed under the Twelfth Plan. The Committee also take a serious note of the fact that for complete digitisation

of AIR networks and 100 per cent coverage by FM signal, inadequate funds were allocated during the Eleventh Plan and even during the Twelfth Plan, the requisite requirement of Rs. 4179 crore allocation has not been met and as a result, the digitization plan has been shifted further and is expected to be completed only by December, 2018. The Committee note that both AIR and Doordarshan, as national broadcasters, are playing a crucial role in the socio-economic development of the country because of their extensive reach across the masses, particularly in the rural and far flung areas of the country. The Committee, therefore, find it very crucial to rejuvenate and revitalize Prasar Bharati by improving its efficiency, effectiveness and quality of broadcasting through complete digitisation. However, looking at the unsatisfactory performance during the Eleventh Plan, the Committee recommend that earnest efforts must be made to see that all the planned schemes for modernization of AIR and DD are implemented during the Twelfth Plan period.”

10. The Ministry of Information and Broadcasting, in their Action Taken Note, have inter-alia stated as under:-

1. “It is the endeavour of Doordarshan to complete the projects at the earliest & utilize its facilities optimally within the constraint of available resources and manpower. Every possible step is being taken by Doordarshan to complete the projects within the time frame.
2. Expansion of DD Freedish, DTH platform of Doordarshan from 59 to 97 channels has been undertaken. Equipment has been installed & tested. Conditional Access System is under consideration.
3. Digital Terrestrial Television: Replacement of Analogue transmitters by Digital is one of the thrust areas of Five Year Plans. In XI & XII Plan, 63 Digital transmitters were sanctioned. Currently 19 Digital transmitters are under installation.
4. HDTV component has almost been achieved.

As regards All India Radio (AIR), digitization of AIR MW network is on fast track. All Transmitters provided for in the Plan have been procured and installation is under way. This is likely to be completed within the Plan Period.

FM: The listenership of Radio has moved over to FM which not only provides high quality reception but is also available on mobile phones numbering 900 million (approx). However, current FM coverage is only 45% by population. It is imperative that to interest listeners, AIR needs to bring its Primary, Vividh Bharati & Gold/Rainbow services on FM on Pan India basis.”

11. In view of the fact that both AIR and Doordarshan are national broadcasters which play a crucial role in the socio-economic development of the country due to their extensive outreach to masses, the Committee had recommended that the Prasar Bharati be rejuvenated and revitalized by improving their efficiency, effectiveness and quality of broadcasting through complete digitization. The Committee had also urged the Ministry to make earnest efforts so that all planned schemes for modernization of AIR and Doordarshan are implemented during the Twelfth Plan Period. The Committee appreciate that several measures have been taken in this regard, like expansion of DD Freedish, undertaking DTH platform of Doordarshan from 59 to 97 channels, replacing analogue transmitters by digital ones and installing transmitters for AIR MW network, etc. to completely digitize AIR and Doordarshan to improve effectiveness and quality of broadcasting. The Committee, at the same time, will like to be apprised of the steps taken by the Ministry/AIR to bring its Primary, Vividh Bharati & Gold/Rainbow services on FM on Pan India basis in view of the current FM coverage which is only 45% by population. The Committee also note that steps are being taken by the Ministry to complete all planned schemes for modernization of AIR and Doordarshan during the Twelfth Plan Period. The Committee trust that through these efforts, AIR and Doordarshan will be digitized and all planned schemes will be implemented during the Twelfth Plan Period which will certainly enhance efficiency, effectiveness and the quality of broadcasting.

C. Digitisation of Cable TV Networks

(Reccommendation Sl. No. 9)

12. The Committee, in their Original Report, had recommended as under:-

“The Committee note that Phase I of the digitization of Cable TV Networks was completed by 31st October, 2012. Out of the four metro cities planned to be digital, digitization has been near total in Delhi, Mumbai and Kolkata. Chennai is yet to undergo the digital transition due to several pending court cases. Phase II of digitization was concluded by 31st March, 2013 in 38 cities spanning 14 states and one union territory. The Committee, however, note that the process of digitisation under Phase I and Phase II was not smooth as there was strong opposition from cable operators Associations, non-acceptance of revenue sharing arrangements between cable operators and MSOs and between MSOs and broadcasters, delay in filling of Consumer Application Forms, monopoly of few selected STBs manufacturers and service providers and opposition from some State Governments. In this regard, the Committee note that in order to implement the final phases in a professional manner, the Ministry have proposed constitution of a new Task Force exclusively to provide policy direction and to take stock of the progress on a regular basis. The Phase III and IV digitization process is now planned to be completed by December, 2015 and December 2016 respectively. In view of the past experience of the Ministry, the Committee recommend that suitable steps be taken proactively to address the concerns of all the stakeholders in achieving the final phases of digitization within the envisaged time frame.”

13. The Ministry of Information and Broadcasting, in their Action Taken Note, have inter-alia stated as under:-

“In order to timely implementation of final phases i.e. Phase III & IV in a professional manner, following multi-pronged strategy has been planned:

(1) **Constitution of a new Task Force**

Task Force has been constituted for implementation of Phase III & IV. The Task Force provide policy directions and take stock of the progress made on a regular basis. Five

meetings of the Task Force already held. Hon'ble MIB addressed the members of the Task Force in the 1st meeting.

(2) Launch of an intensive **Communication Campaign** to enhance the consumer awareness about the benefits of digitization and the need for installation of Set Top Boxes.

- A Publicity Campaign Committee has been constituted.
- Print advertisement issued in all newspapers.
- Video Spot on benefits of digitization has been developed and DDn and all regional channels are carrying this spot.
- AIR is giving radio jingles on digitization.

(3) **Registration of MSOs**

A print advertisement was issued in leading newspapers inviting applications from interested parties for operation in Phase III areas in a time bound manner. Over 500 fresh applications received.

(4) **Involvement of State Governments** through Nodal Officers and **capacity building** of stakeholders especially Nodal Officers to carry out digitization.

15 State Governments have already nominated State level as well as District level nodal officers. Remaining State Governments have being reminded to nominate.

Workshops at the national as well as regional level with nodal officers have been planned to sensitise them about their role in the digitization exercise.

A meeting with Resident Commissioners was held on 24.02.2015 to sensitize them about the role of State/UT Govts.

(5) **Setting up of Regional Units** by the Ministry to take up digitization in a mission mode.

12 Regional units would be set up for coordination.

(6) Meetings with MSO and LCOs: Sub groups of MSOs have been created and meeting schedules prepared for meeting with these Sub-groups. 1st meeting with 5 sub-groups of MSOs already held. A sub group of LCOs have also been constituted. Regular meetings with national MSOs, independent MSOs and LCO Associations have been planned.

(7) Seeding plans: Seeding plans of STBs are being collected from registered MSOs to monitor their readiness and progress.

Ministry of Information & Broadcasting is now all set to meet the target of 31st Dec 2015 for Phase III and 31st Dec 2016 for Phase IV of cable TV digitisation.”

14. While observing that the implementation of Phase I and Phase II of digitization of Cable TV Networks was not smooth, the Committee had desired that suitable steps should be taken by the Ministry proactively to address the concerns of all stakeholders in achieving the final phases of digitization, i.e. Phase III and IV by December 2015 and December 2016, respectively. The Committee find from the reply furnished by the Ministry that various steps have been taken by them for the timely implementation of the final phases of digitization which, *inter alia*, include constitution of a new Task Force, launching an intensive Communication Campaign, registration of Multi System Operators (MSOs), involvement of State Governments through Nodal Officers and capacity building of stakeholders, setting up of Regional Units, meetings with MSOs and Local Cable Operators (LCOs) and Seeding plans. While appreciating the steps taken by the Ministry, the Committee hope that the final phases of digitization will be achieved within the envisaged timeframe.

CHAPTER-II
RECOMMENDATIONS / OBSERVATIONS WHICH HAVE BEEN
ACCEPTED BY THE GOVERNMENT

Demands for Grants for 2014-15

(Recommendation Sl. No. 1)

The Committee note that as per Demand No. 61 in respect of the Ministry of Information and Broadcasting, the Budgetary allocation is for a total amount of Rs. 3316 crore wherein the Plan section accounts for Rs. 1005 crore and the Non-Plan section constitute Rs. 2311 crore. When compared to the Budgetary support for the year 2013-14 at BE stage, which was Rs. 3035.65 crore (Plan Rs. 905 crore + Non-Plan Rs. 2130.65 crore), the Committee find that the overall Budget for the year 2014-15 has been increased by Rs. 280.35 crore over the budgetary provision for the year 2013-14, representing an increase of 9.23 per cent. The Committee observe that though the Ministry have been able to utilize a significant proportion of funds at the RE Stage, there is a shortfall in expenditure at the BE Stage. The Committee take note of the contributory reasons for low expenditure at BE Stage, like delay in approval of schemes, regulatory guidelines of the Ministry of Finance the tempo of implementation gaining momentum in the second half of the year, etc. Giving due credence to the reasoning advanced by the Ministry, the Committee would like to emphasize that the planning process can further be reoriented to deal with procedural activity to see that the pace of expenditure during the first half of the Plan year is increased. In the opinion of the Committee, regulatory mechanism devised by the Ministry of Finance is to be viewed as a measure through which the Administrative Ministry excel in their implementation of planned activities and incur expenditure prudently. In order to achieve the objective, the Committee desire the Ministry to further streamline the measures which include periodic review, mid-term appraisal of all major schemes and regular monitoring of expenditure. Taking note of the decent pace of utilization during 2012-13 and 2013-14, the Committee view that the recent steps taken by the Prasar Bharati to improve the planning and implementation of its schemes by suitable delegation of financial powers are measures in the right direction. The Committee recommend that the Ministry should attach top priority to utilize Gross Budgetary support for the year 2014-15 by

implementing all the Plan schemes effectively and efficiently to achieve the financial and physical targets.

Reply of the Government

The recommendation of the Committee has been noted for compliance.

The Ministry is making all efforts to utilise the Gross Budgetary Support for the year 2014-15 by implementing plan schemes effectively and efficiently to achieve financial and physical targets. The Ministry has been able to utilise 55 % of Budget Estimates 2014-15. The Ministry expects to utilise funds allocated at Revised Estimates, 2014-15 stage in entirety. In order to ensure the same the Ministry has taken steps such as:

- (i) Streamlining of the planning & approval of schemes to ensure quicker approval of schemes;
- (ii) Weekly review of plan implementation in Senior Officers' meeting taken by Secretary (I&B);
- (iii) Additional Secretary /Joint Secretaries regularly monitoring the implementation of various schemes under their charge.

(Ministry of I&B O.M. No. G-30014/1/2015-PC dated: 19.01.2015)

Thrust Areas in Twelfth Five Year Plan

(Recommendation Sl.No. 2)

The Committee note that for the Twelfth Plan Period, the Ministry of I&B have got Plan outlay of Rs.8583 crore, including Internal and External Budgetary Resources (IEBR) of Rs.1000 crore from the Prasar Bharati. The thrust areas identified for the Twelfth Plan include, Modernization of Prasar Bharati through digitization of All India Radio (AIR) and Doordarshan, improving coverage of AIR and Doordarshan in the border areas, expansion of FM Services and Community Radio Services, content development of Prasar Bharati, effective dissemination of Government policies and programmes through integrated media campaign, National Film Heritage Mission, Launching Kisan Channel, etc. The Committee note that the Ministry followed a very proactive approach with the commencement of the Twelfth Plan and completed the requisite evaluation for continuation of schemes from the Eleventh to the Twelfth Plan period in time. Further, pending finalization of the Twelfth Plan outlay, an innovative approach was adopted by the Ministry to get the appraisal and approval of the ongoing component of new

schemes done for the first year outlay and accordingly implementation of schemes began well in advance in the first year. With the approval of the Twelfth Plan outlay, action was taken for 20 new Plan schemes, out of which 12 have already been approved so far, and the rest 06 are in the advanced stage of appraisal and approval. Two schemes of the broadcasting sector are proposed to be dropped. The Committee do appreciate the improvement made in the planning process during the Twelfth Plan over the Eleventh Plan. The Committee recommend that the Ministry should continue to find innovative ways to achieve the defined targets in each Plan year with specific emphasis on the optimum utilization of Plan funds. The Committee stress that the performance of the Prasar Bharati through implementation of its schemes will play a vital role in determining the objectives envisaged in the 12th Plan document for the Ministry of I&B.

Reply of the Government

The recommendation of the Committee has been noted for compliance.

With the Budget announcement of 2014-15 a new scheme 'Kisan Channel' has been added taking the number of plan schemes, of the Ministry of Information & Broadcasting, from 26 to 27. Out of 20 new plan schemes, 15 plan schemes have already been approved and the remaining are in advanced stages of appraisal/approval.

(Ministry of I&B O.M. No. G-30014/1/2015-PC dated: 19.01.2015)

Internal and Extra Budgetary Resources (IEBR)

(Recommendation Sl. No. 3)

The Committee note that the Internal and Extra Budgetary Resources (IEBR) generated by the Prasar Bharati during 2012-13 and 2013-14 were Rs. 1552.90 crore and 1622.84 crore, respectively, for the first two Plan years. The corresponding expenditures during the aforesaid period were Rs.1350.35 crore and Rs.1541.32 crore. According to the Ministry, funds were utilized towards meeting administrative expenses, including power supply charges, payment to Armed Guard, Office expenses, satellite payment, programme expenses and sometimes even on meeting excess expenditure on implementation of Plan schemes. The Committee are concerned to note that there has been a progressive shortfall in IEBR generation against the projections of the Prasar Bharati over the years. The net surplus of IEBR towards GBS support after meeting operating and programme expenses is very meager. This is the reason why IEBR support to GBS has got a downward revision from the initial projection of RS.1000 crore at the

beginning of the Twelfth Plan to Rs.200 crore from the year 2013-14. The Committee are given to understand that various steps are being taken by the Prasar Bharati to increase revenue, which include adopting an aggressive marketing strategy, gearing up the recovery mechanism for realization of outstanding dues, exploring new areas of possible revenue generation and touching upon untapped areas, and advising Ministries/Departments to use All India Radio and Doordarshan for releasing their advertisements for bringing out policies, programmes and new initiatives concerning their Ministries in a most cost effective manner. The Committee recommend that steps taken by Prasar Bharati need to be intensified in the desired direction of garnering more revenue. While the Committee are fully aware of the fact that Prasar Bharati need not be guided purely by commercial motives and act in the spirit of the PB Act, 1990, but it is essential that it becomes self-reliant by garnering the much needed revenue and becomes less dependent on Government grants.

Reply of the Government

Prasar Bharati has informed that with several obligations that no other Broadcaster in India has to perform, like operating from Kargil, A & N Islands, Kanyakumari and extreme borders of China and Pakistan, Prasar Bharati, therefore, cannot be principally guided by commercial motives. The income generated under the Head 'Internal and Extra Budgetary Resources (IEBR)' is a part of its normal performance of broadcasting across the country, which is done mainly through sale of air time on its various channels and other miscellaneous sources of revenue. The income generated is utilized towards meeting 'Administrative Expenses' including rent, power supply charges, payment to armed guards, payment to professionals/contractual staff, office expenses and sometimes even on meeting excess expenditure on implementation of Plans schemes.

2. As per decision taken by the Cabinet in its meeting held on 14.09.2012 on proposal for Financial Restructuring of Prasar Bharati (Broadcasting Corporation of India) and filling up of essential posts based on the recommendations of the Group of Ministers, during the next five years from 2012-13 to 2016-17 the Government Non-Plan support may be made available to PB for meeting 100% expenses towards salary and salary related expenses. Expenditure details for Plan & Non-Plan for the years 2012-13 and 2013-14 are given below:

(Rs. in crore)

Year	Non-Plan			Plan			Total excess expdr. incurred from IEBR (col.4+7)
	RE	Actual Expdr.	Excess expdr. incurred from IEBR	RE	Actual Expdr.	Excess expdr. incurred from IEBR	
1	2	3	4	5	6	7	8
2012-13	1650.00	1796.56	146.56	412.50	434.99	22.49*	169.49
2013-14	1730.00	1864.66	134.66	410.00	434.77	37.84**	173.84
Total refund expected from MIB			Rs.281.22			Rs.60.33***	Rs.342.33 [#]

* Prasar Bharati had already refunded Rs. 12.40 crore during 20-12-13 to the Ministry.

** Prasar Bharati had already refunded Rs. 14.53 crore during 2013-14 to the Ministry.

*** The total amount may be recouped to PB under Plan is Rs. 74.25 crore.

Hence the total amount may be recouped to PB under Plan and Non-Plan is Rs. 355.47 crore.

3. Prasar Bharati has informed that since IEBR is primarily from sale of Free Commercial Time (FCT) of its inventory, diversion is at the cost of funding quality content in order to attract more eyeballs and listeners across the nations for efficacious dissemination of public messages as mandated in section 12 of Prasar Bharati Act, 1990.

4. Prasar Bharati has been taking various measures to increase its revenue besides setting up of Marketing Divisions:

- i. Improving content of DD and AIR has been a priority area.
- ii. Different stations have been given the task of producing in-house customized quality programmes in order to attract clients to invest more money.
- iii. Marketing Executives have been hired by the Marketing Divisions to tap the untapped clients.
- iv. To bring in more scientific way of marketing methodology, Prasar Bharati has also appointed Marketing Experts.
- v. Programmes based on the rich archival material are also being produced and have been marketed even before its launch.

- vi. Publicity of Prasar Bharati programmes has been given priority and presence in the media space is being made visible through News paper ads and hoardings etc. However, non availability of sufficient funds has restricted revenue generation.
 - vii. The digital survey is being carried out initially for Delhi region. It would also be undertaken in other parts of the country that would be a permanent assets record in digital format and will be useful for future planning and asset management/commercial use of extra space.
5. However, the sale of FCT depends heavily on content and its quality which in turn depends on funding, imagination and conceptualizing which is a great problem in PB.
6. On account of various initiatives, Prasar Bharati has been witnessing gradual growth in the overall revenue being generated year after the year as detailed Directorate-wise hereunder:

(Rs in crore)

Year	Revenue generated			Total
	AIR	DD	Misc.	
2011-12	304.42	993.03	112.09	1409.54
2012-13	299.37	1138.23	115.30	1552.90
2013-14	366.42	1145.44	110.98	1622.84
2014-15 (upto Jan, 2015)	323.25	828.81	106.23	1258.29

The Commercial revenue receipts are inclusive service tax.

Measures to Secure Strategic Funding for Prasar Bharati

7. Prasar Bharati has informed that the best device to secure strategic funding for Prasar Bharati, to meet expenditure on expansion and modernization of its broadcasting infrastructure and services, is to establish a Prasar Bharati Technology Development and Operations Fund, within the Public Account of India. The following streams of income can also contribute to this Fund:

- a) Funds generated through unlocking economic value of existing assets viz., Land, building, transmission infrastructure, archived software;
- b) Monetization of idle capacity of programme generating infrastructure;
- c) Compensation by the Government in lieu of likely compression of spectrum usage by Prasar Bharati and possible vacation of spectrum for other remunerative usage;
- d) Generation of commercial revenue on a continuing basis for which Prasar Bharati needs to be encouraged to use market friendly strategies and processes.
- e) Fee on the pattern of USOF in the Telecom Sector that will be leviable on private sector broadcasters, service providers in the broad casting sub-sector as a small percentage of their gross annual revenue.
- f) Funds provided by different Ministries of Government of India for generating programme software like multi-media campaigns devoted to literacy, right to education, population education, sanitation, public health messages and others;
- g) Income from creative resources like fees on sharing of programmes/ content, royalty from archives etc., and
- h) Private donations.

Prasar Bharati has intimated that instead of following static card rate system, it needs to introduce flexibility in marketing free commercial time (FCT) so as to match the dynamics of advertising market. It needs to recruit from the open market human resource that is conducive to its aims and operations and gives it an edge in meeting the challenges it is faced with, particularly from the Private Sector Media Channels.

Recovery of outstanding dues

8. As informed by Prasar Bharati, at present, Prasar Bharati has on its list of debtors large number of Government departments and private sectors producers. While some of these entities owe Prasar Bharati substantial dues and rest of such dues are insignificant in value and therefore considered immaterial. Time and effort likely to be spent in recovering these dues, if at all, will hardly be commensurate with the expected realization of dues.

9. On the other hand, there are large number of high value debtors in whose case the Prasar Bharati will have to proactively engage with the parties concerned and find ways of

recovering outstanding dues which are pragmatic and mutually acceptable. This will involve reconciliation of accounts and incentivisation of speedy payment by way of waiver of penal interest. Prasar Bharati is already seized of all such matters and is trying to work out a mechanism to deal with the situation.

(Ministry of I&B, B-Finance Section, O.M. No. G-20019/2/2014-B (Fin) Dated: 13.03.2015)

Kisan Channel

(Recommendation Sl. No. 6)

The Committee note that the Ministry have proposed to launch a new scheme, namely the “Kisan Channel” under the central the sector scheme, with an outlay of Rs.100 crore. DD Kisan will be a free-to-air satellite channel. The objective of the channel is to telecast content relevant to the farmers, both in terms of day-to-day tips and information and the short and long term requirements of the farmers. The Committee have been informed that sufficient projections will be made in the budget of the concerned years as per the approved year-wise phasing of expenditure of the scheme. It is further planned that the programming of the channel will be of such quality that it will be able to garner advertisement support so that commercial revenue can be ploughed back into the channel. The channel is to be launched by end of the financial year 2014-15. Regarding the progress made in this regard, the Committee note that the Empowered Finance Committee (EFC) Memo pertaining to the launch of Kisan Channel is under finalization for circulation to appraisal agencies and the process is on for content identification. Several steps have already been taken to identify studio, locate manpower and procure video material for the channel on a war footing, which would ensure adherence to the stipulated timeline. The Committee appreciate the launching of the proposed channel by the Government exclusively for the welfare of the farming sector. The Committee recommend that as far as possible, emphasis should be laid on local dialect on regional basis so that farmers all across the country are able to access the channel in their local language/dialect, thereby getting benefited by this laudable initiative of the Government. They would await efficacy of this channel in delivering utility services to the target groups.

Reply of the Government

Prasar Bharati has informed that:-

- The SFC for Kisan Channel for Rs.294.20 crores as a total outlay for the Plan period of 2014-15 to 2016-17 was considered in the meeting held on 05.11.2014 under the Chairmanship of Secretary, Ministry of Information & Broadcasting. Administrative approval of the competent authority for launch of the Kisan channel was duly conveyed vide Ministry of Information and Broadcasting, Shastri Bhawan, New Delhi's letter No.N-37013/3/2014-B(D) dated 10.02.2015
- Rs. 26 crores allocated for the current year has been released.
- There has been considerable progress in respect of Kisan channel in terms of content identification and the fixed point chart of the channel has already been drawn keeping in mind the targeted audience. In addition, the channel also caters to entertainment quotient of the rural population and other viewers.
- The generation of in house content has already been started at the Central Production Centre (CPC), Khel Gaon, New Delhi's studio of the Kisan channel. More than 100 pilot episodes have been received from outside producers also under self financing commission scheme which is awaiting evaluation by the expert Committee.
- Studio and other requisite equipments besides all technical facilities to telecast programmes of the channel have been put in place at CPC, New Delhi.
- Requisite manpower both in house and hired contractual professionals are being inducted to efficiently launch and functioning the channel.
- Six hourly trial run of the channel has been started w.e.f. 16.2.2015 and is running smoothly Soft launch of the channel is proposed on 23.3.2015 and the channel is expected to be finally launched on 14.4.2015 i.e on the Baisakhi day.
- This channel is being launched as a Hindi National channel exclusively for welfare of the farmers and the rural population of India. However, certain programmes would be telecast through the Regional Kendras of Doordarshan as per relevance through dubbing, voice over or subtitle in regional languages for larger benefit of the farmers across the country.

(Ministry of I&B File No.-N-18013/1/2015-B(D) Dated 04.03.2015)

Modernization of AIR and Doordarshan

(Reccommendation Sl. No. 8)

One of the focal points of successive Reports of the Committee have been the modernization of All India Radio and Doordarshan, the two constituents of the Prasar Bharati. The Committee note that for the Twelfth Plan period, the Government have allocated Rs. 2252 crore for All India Radio for modernisation /expansion of its infrastructure which include Rs. 1020 crore for the New schemes under the Twelfth Plan and Rs. 1232 crore for the continuing schemes of the Tenth and Eleventh Plans. In regard to the modernization of Doordarshan, the Committee have been informed that it is a continuous process and various schemes for modernisation are formulated and implemented from time to time. At present, the schemes which are under implementation include Digitalization of Transmitters and Studios in Doordarshan Network, High Definition Television (HDTV), Modernization, Augmentation and Replacement of Transmitter and Studio equipment, Modernization, Augmentation and Replacement of Satellite Broadcast equipment and DTH Service, etc. The Committee recommend that the remaining works related to digitisation of Medium Wave (MW) and Short Wave (SW) Transmitters, studios and digitisation of connectivity are completed within the time limits prescribed under the Twelfth Plan. The Committee also take a serious note of the fact that for complete digitisation of AIR networks and 100 per cent coverage by FM signal, inadequate funds were allocated during the Eleventh Plan and even during the Twelfth Plan, the requisite requirement of Rs. 4179 crore allocation has not been met and as a result, the digitization plan has been shifted further and is expected to be completed only by December, 2018. The Committee note that both AIR and Doordarshan, as national broadcasters, are playing a crucial role in the socio-economic development of the country because of their extensive reach across the masses, particularly in the rural and far flung areas of the country. The Committee, therefore, find it very crucial to rejuvenate and revitalize Prasar Bharati by improving its efficiency, effectiveness and quality of broadcasting through complete digitisation. However, looking at the unsatisfactory performance during the Eleventh Plan, the Committee recommend that earnest efforts must be made to see that all the planned schemes for modernization of AIR and DD are implemented during the Twelfth Plan period.

Reply of the Government

Prasar Bharati has informed that as regards Doordarshan:-

1. It is the endeavour of Doordarshan to complete the projects at the earliest & utilize its facilities optimally within the constraint of available resources and manpower. Every possible step is being taken by Doordarshan to complete the projects within the time frame.
2. Expansion of DD Freedish, DTH platform of Doordarshan from 59 to 97 channels has been undertaken. Equipment has been installed & tested. Conditional Access System is under consideration.
3. Digital Terrestrial Television: Replacement of Analogue transmitters by Digital is one of the thrust areas of Five Year Plans. In XI & XII Plan, 63 Digital transmitters were sanctioned. Currently 19 Digital transmitters are under installation.
4. HDTV component has almost been achieved.

As regards All India Radio (AIR), digitization of AIR MW network is on fast track. All Transmitters provided for in the Plan have been procured and installation is under way. This is likely to be completed within the Plan Period.

FM: The listenership of Radio has moved over to FM which not only provides high quality reception but is also available on mobile phones numbering 900 million (approx). However, current FM coverage is only 45% by population. It is imperative that to interest listeners, AIR needs to bring its Primary, Vividh Bharati & Gold/Rainbow services on FM on Pan India basis.

(Ministry of I&B File No. N-18013/1/2015-B(D) Dated 04.03.2015)

Comments of the Committee (Please see Para No. 11 of Chapter I)

Digitisation of Cable TV Networks

(Reccommendation Sl. No. 9)

The Committee note that Phase I of the digitization of Cable TV Networks was completed by 31st October, 2012. Out of the four metro cities planned to be digital, digitization has been near total in Delhi, Mumbai and Kolkata. Chennai is yet to undergo the digital transition due to several pending court cases. Phase II of digitization was concluded by 31st March, 2013 in 38 cities spanning 14 states and one union territory. The Committee, however,

note that the process of digitisation under Phase I and Phase II was not smooth as there was strong opposition from cable operators' Associations, non-acceptance of revenue sharing arrangements between cable operators and MSOs and between MSOs and broadcasters, delay in filling of Consumer Application Forms, monopoly of few selected STBs manufacturers and service providers and opposition from some State Governments. In this regard, the Committee note that in order to implement the final phases in a professional manner, the Ministry have proposed constitution of a new Task Force exclusively to provide policy direction and to take stock of the progress on a regular basis. The Phase III and IV digitization process is now planned to be completed by December, 2015 and December 2016 respectively. In view of the past experience of the Ministry, the Committee recommend that suitable steps be taken proactively to address the concerns of all the stakeholders in achieving the final phases of digitization within the envisaged time frame.

Reply of the Government

In order to timely implementation of final phases i.e. Phase III & IV in a professional manner, following multi-pronged strategy has been planned:

(1) Constitution of a new Task Force

Task Force has been constituted for implementation of Phase III & IV. The Task Force provide policy directions and take stock of the progress made on a regular basis. Five meetings of the Task Force already held. Hon'ble MIB addressed the members of the Task Force in the 1st meeting.

(2) Launch of an intensive Communication Campaign to enhance the consumer awareness about the benefits of digitization and the need for installation of Set Top Boxes.

- A Publicity Campaign Committee has been constituted.
- Print advertisement issued in all newspapers.
- Video Spot on benefits of digitization has been developed and DDn and all regional channels are carrying this spot.
- AIR is giving radio jingles on digitization.

(3) Registration of MSOs

A print advertisement was issued in leading newspapers inviting applications from interested parties for operation in Phase III areas in a time bound manner. Over 500 fresh applications received.

- (4) **Involvement of State Governments** through Nodal Officers and **capacity building** of stakeholders especially Nodal Officers to carry out digitization.

15 State Governments have already nominated state level as well as District level nodal officers. Remaining state Governments have being reminded to nominate.

Workshops at the national as well as regional level with nodal officers have been planned to sensitise them about their role in the digitization exercise.

A meeting with Resident Commissioners was held on 24.02.2015 to sensitize them about the role of State/UT Govts.

- (5) **Setting up of Regional Units** by the Ministry to take up digitization in a mission mode.

12 Regional units would be set up for coordination.

- (6) **Meetings with MSO and LCOs:** Sub groups of MSOs have been created and meeting schedules prepared for meeting with these Sub-groups. 1st meeting with 5 sub-groups of MSOs already held. A sub group of LCOs have also been constituted. Regular meetings with national MSOs, independent MSOs and LCO Associations have been planned.

- (7) **Seeding plans:** Seeding plans of STBs are being collected from registered MSOs to monitor their readiness and progress.

Ministry of Information & Broadcasting is now all set to meet the target of 31st Dec 2015 for Phase III and 31st Dec 2016 for Phase IV of cable TV digitisation.

(Ministry of I&B O.M. No. 7/54//2013-BP&L Dated 27.02.2015)

Comments of the Committee
(Please see Para No. 14 of Chapter I)

Domestic manufacturing of Set Top Boxes

(Reccommendation Sl. No. 10 & 11)

The Committee note that during Phase I and Phase II of the Cable TV Digitization process, the indigenous manufacturers were able to supply only 15% of the total requirement of STBs and the rest were imported from various countries, mainly from China. As a result, complaints were received about the poor quality of STBs, their non-compliance to BIS

standards, and absence of service/repair centres for STBs. In this regard, to meet the growing demand of Set Top Boxes in the country, the Ministry have reportedly taken a number of steps to promote the indigenous manufacturing of STBs which include increasing import duty on imported STBs from 5% to 10%, declaring STBs as a part of “Telecommunications Networks” by the Department of Telecommunications on 30th June, 2014 and confirmation by the Department of Revenue, Ministry of Finance on 13th August, 2014, by extension of the same under Sec 8(3) (b) of the Central Sales Tax, 1956 thus fulfilling the major demand of the indigenous STBs manufacturers for the creation of a level playing field vis-à-vis importers. Moreover, the Department of Electronics and Information Technology have now made it mandatory for the STBs to be BIS compliant for safety certification w.e.f. January, 2014. In addition, the DeitY have also entered into contract with a domestic company to develop Conditional Access System (CAS) domestically vide its order dated 24th July, 2014 which would be made available to the domestic vendors @ USD 0.5 as against the current value of USD 2 or more. The Committee also note that in order to give time to the domestic manufacturers of STBs, the Government have extended the cut-off dates of digitisation which for Phase III has been extended from 30 September, 2014 to 31 December, 2015 and for Phase IV, from 31 December, 2014 to 31 December, 2016. The Committee observe that about 50% of the further demand of 11 crore STBs required under the final phases of digitization is likely to be met by the domestic manufacturers, which is certainly an encouraging proposition.

Interoperability of STBs is an issue which engaged the attention of the Committee. In this regard, the Committee note that the Telecom Regulatory Authority of India (TRAI) found technical interoperability of STBs expensive and hence recommended financial interoperability. Regulations notified by TRAI provide an exit option for a subscriber to change the operator/platform for any reason. The Committee have also been informed that DeitY have issued a Request for Proposal (RFP) for the development of an indigenous Conditional Access System (CAS) to make interoperability of STBs possible. Indian CAS is expected to be ready in about a year’s time. The Committee would like to be apprised of progress made in this regard.

Reply of the Government

The Department of Electronics and Information Technology (Deity) has informed that steps to promote indigenous manufacturing of Set Top Box (STB) for Cable/DTH TV, keeping in view the huge indigenous requirement on account of roadmap for digitalization of the broadcast sector are being taken. Development of Indian Conditional Access System (CAS) which forms an integral part of STB manufacturing is one of them.

Based on the recommendations of a Committee of Experts, the specifications of the proposed Indian CAS were finalized. After following due tendering processes, M/s ByDesign India Pvt. Ltd., Bangalore was shortlisted for the development and implication of the Indian CAS in association with the Centre for Development of Advance Computing (C-DAC). C-DAC will be primarily responsible for design review, code review, monitoring, testing and validation of the entire project. A Tripartite Agreement has been executed between DietY, C-DAC and M/s ByDesign India Pvt. Ltd, Bangalore on 18.11.2014. CAS system is required to be built, tested and be ready for integration and deployment by 15.11.2015.

To monitor development and implementation of Indian CAS, a Project Review and Steering Group (PRSG) has been constituted by DietY with members from M/o Information and Broadcasting, IISC, Bangalore, Doordarshan, BEL, CEAMA & C-DAC. The Committee is reviewing the progress. First meeting of committee was held on 18.02.15.

(Ministry of I&B O.M. No. 7/54/2013-BP &L Dated 27.02.2015)

Community Radio

(Recommendation Sl. No. 12)

The Committee observe that a new scheme namely „Supporting Community Radio Movement in India“ has been introduced in the Twelfth Plan to strengthen community radio movement in India and providing financial support to the Community Radio Stations. The size of the scheme is Rs. 100 crore under the component Community Radio Support Scheme (CRSS) for providing support to at least 100 new CRS and 30 existing CRS every year. The scheme has two components, namely, the Community Radio Support Scheme (CRSS) and the IEC Activities for Community Radio. The Committee note that the Ministry have already issued 398 permissions

to set up CRS; out of them, 176 have started broadcasting. 205 Grant of Permission Agreement (GOPA) have been signed. According to the Ministry, 289 applications are pending consideration for Grant of Permission at various stages. The Committee note that the Community Radio provides an opportunity to the community to speak about issues concerning their lives, besides playing a crucial role in creating awareness and contributing to the development of the people as a whole. The Community Radio Stations have also helped communities during calamities and natural disasters. The Committee feel 44 that there is a huge potential for establishing a large number of Community Radio Stations in India, given the vast landscape, numerous languages, diverse cultures, etc. The Committee, therefore, recommend that the Government may take all necessary steps to encourage the Community Radio Movement in India by simplifying the existing procedures and launching awareness campaigns. The Committee are of the view that the Ministry of Information and Broadcasting being the sole authority responsible for spread of Community Radio Movement should coordinate with the Ministries/Agencies concerned for early clearances of pending applications so that Community Radio services can reach out fast across the country.

Reply of the Government

Ministry has taken following important steps to strengthen community radio movement in India:

1. **Coordination meetings with Concerned Ministries:** To fast track the permission process monthly co-ordination meetings are regularly held with the concerned Ministries. Co-ordination meetings have helped to expedite the clearances and avoid communication gaps, So far 47 coordination meetings have been held. The pendency in concerned Ministries has come down. As on date 60 applications are pending in concerned Ministries at various stages.
2. **Financial assistance to CRS:** Under the 12th Plan Scheme namely “Supporting Community Radio Movement in India” applications were invited from operational Community Radio Stations/LOI holders to provide financial support. Advertisements were given in newspapers in multiple languages for wider publicity of the scheme. 90 applications were received from operational stations/LOI holders for financial assistance for acquisition/up gradation of equipment under the plan scheme “Supporting Community Radio Movement in India”. In-principle approvals have been issued to 20 applicants. The total financial assistance to these applicants will be around Rs.1.0 Crore. The funds will be released to

them after purchase of equipment by applicants and submission of claim form in Ministry of I & B.

3. **Registration for attending Awareness Workshops:** An advertisement was published inviting Not-for-Profit organizations, interested to set up CRS, to register themselves on www.cronlinindia.net and submit details for attending CR awareness workshops. The last date of registration was 31.07.2014. The venues of workshops were finalized on the basis of response received from organisations. Priority was given to areas not covered so far.
4. **Publicity of the scheme through awareness workshop:** To popularize the scheme and spread awareness among masses, 8 awareness workshops were scheduled during the year 2014-15 at following places:
 - i) Lucknow, U.P.
 - ii) Wayanad, Kerala
 - iii) Bhuj, Gujarat
 - iv) Mussoorie, Uttarakhand
 - v) Pune, Maharashtra
 - vi) Kolkata, West Bengal
 - vii) Bhopal, Madhya Pradesh
 - viii) Guwahati, Assam

Out of them, 7 workshops have already been organized. 8th workshop at Guwahati is scheduled to be held from 27th Feb to 1st March 2015. Around 400 organisations who registered for attending workshops participated in these workshops.

5. **Two Regional Sammelans of Operational CRS:** The Ministry of Information & Broadcasting (MIB) introduced Regional Sammelans for Community Radio Stations in the country. This decision owes its genesis to a desire expressed by Community Radio Stations at the National Community Radio Sammelan so that regional CRS could better be represented. Regional Sammelans aim to provide a platform to the operational CRS to share their grass root stories, successes, issues and good practices.

The first three-day Regional Sammelan of Community Radio stations was organised by the Ministry in collaboration with One World Foundation India at Puducherry from 28-30 September, 2014. Forty Community Radio Stations from southern states namely- Tamil Nadu, Karnataka, Andhra Pradesh, Kerala, Telangana, Maharashtra, Odisha and Puducherry participated in it.

The second three-day Regional Community Radio Sannelan was held at Lucknow from 10-12 October, 2014, supported by MIB and hosted by Community Radio Association (CRA). Out of 90 stations licensed in north India, 65 Community Radio Stations participated in the sannelan. Two representatives from each CRS were invited to participate in Regional Sannelan.

6. **Facilitation Centre to help CRS applicants:** A Facilitation Centre has been set up in the Ministry of Information & Broadcasting, in association with One World Foundation India. It facilitates both new applicants as well as operational CRS. The trained staff in Facilitation Centre helps CR applicants/visitors to complete documentary requirement and fill up online applications for Frequency allocation and SACFA clearances in WPC Wing. A toll free number, 1800-11-6346, has also been set up for this purpose.
7. **5th National Sannelan of operational CRS:** The 5th National Sannelan of operational CRS is scheduled to be held at Vigyan Bhawan, New Delhi from 6-18th March 2015. Representatives of all operational CR stations, practitioners, stake holders, Policy makers and various Government Ministries/Departments will come together to take stake of the progress made and challenges in the sector.

National CR awards will be presented in the National Sannelan and 5th edition of CR Compendium will also be released.

8. **Peer review/evaluation of CR Stations:** The peer review process was undertaken by the Ministry to promote self-assessment and co-learning among the community radio stations. There were three toolkits designed by different stake holders viz. Commonwealth Educational Media Centre for Asia (CEMCA) in association with UNESCO Chair on Community Media and UNICEF.

In two phases 68 Community Radio Stations participated voluntarily. All stations were oriented to conduct self assessment of their stations using toolkits. One representative from each station visited 2 other CR stations. The end line experience sharing workshop for the first phase was held in New Delhi from 13-15 May, 2014 and the detailed report has been published. For the second phase end line workshop was held in December 2014. In the experience sharing workshops all 68 CRS who participated in the process informed that they were able to identify strengths and challenges in their own CRS as well as the ones they visited and drew up plans for self-improvement in the short, mid and long term. Also, informal networks to learn from each other have begun to be set-up. For instance exchange of documentation process, logging software, archiving retrieval systems and exchange of programme ideas have begun.

9. **Support to Content Sharing Platform:** The need was felt to create a platform for sharing of content among various Community Radio Broadcasters. Several Radio stations are broadcasting programmes in various languages and dialects on various themes. These could be effectively shared in similar regions for broadcast by stations. This would help in

reducing costs for production and at the same time it will help CR stations to learn from each other.

One World foundation India was operating and maintaining a content sharing platform www.edaa.in. Ministry of Information & Broadcasting has decided to support One World Foundation India to maintain Content Sharing Platform www.Edaa.in.

(Ministry of I&B CRS Cell, O.M. No. 403/103/2015-CRS, Dated 20.02.2015)

Directorate of Advertising and Visual Publicity

(Reccommendation Sl. No. 15)

The Directorate of Advertising and Visual Publicity (DAVP) is the nodal multimedia advertising central agency to execute publicity campaigns through advertisements, etc. on behalf of various Ministries/Departments of the Government of India, Autonomous Bodies and Public Sector Undertakings. The Committee note with satisfaction that there has been 100 per cent utilization of RE funds by DAVP during the year 2013-14. The Committee are, however, concerned to observe that the total outstanding dues to DAVP from various Ministries/Departments of the Government of India for the year 2013-14 is approximately Rs.35.75 crore. Regarding settlement of dues, the Committee note that in meeting of the Committee of Secretaries (COS) held on 17.7.2014 and chaired by the Cabinet Secretary, it has been decided in principle that almost 85 percent of the cost of campaigns must be provided to DAVP in advance. In order to bring transparency in the functioning of DAVP, the Committee have been informed that the various stages like receipt of Bills, their processing and their final payment have become online in DAVP, besides providing unique user-ids to newspapers and other agencies to directly log-in and see all the communications sent by DAVP. The Committee desire that the decision of COS be implemented at the earliest to streamline realization of the cost of campaigns done through DAVP.

Reply of the Government

- (i) The recommendations of the Committee of Secretaries (CoS), including 85% of advance payments by client Ministries, conversion of non-paying / partly paying clients to fully paying clients etc., have already been circulated to all Ministries / Departments in Govt. of India on 10.10.2014, with a request to follow the same in letter and spirit.

- (ii) For realization of the outstanding dues, DAVP has been continuously taking up the issue with the Ministries / Departments concerned at various levels.

- (iii) Highlighting the recommendations / observations made in the 4th Report of the Standing Committee on IT, Secretary (I&B) has written to the Secretaries of approximately 87 defaulting client Ministries / Departments on 6.2.2015 to clear the outstanding dues at the earliest. The details of the outstanding dues has also been sent to the client Ministries / Departments. Further, these Ministries / Departments have also been requested to make arrangement to provide 85% of the cost of campaigns to DAVP in advance as per the decision of CoS.

(Ministry of I&B O.M. No. M/10/2013-MUC Dated 04.03.2015)

CHAPTER –III

RECOMMENDATION / OBSERVATIONS WHICH THE COMMITTEE DO NOT DESIRE TO PURSUE IN VIEW OF THE REPLIES OF THE GOVERNMENT

Human Resource

(Recommendation Sl. No. 4)

The Committee observe that human resource is an important asset for the smooth and efficient functioning of any professional organization. However, as per the information made available by the Ministry, the Committee are constrained to find that against the sanctioned staff strength of 46,756 in AIR & DD, 16,763 posts are lying vacant. As admitted by the Ministry, the Committee note that due to inadequate staff strength, many facilities of the Prasar Bharati are not able to function to their full potential. In this regard, the Committee note that on the recommendation of the Group of Ministers on Prasar Bharati, the Department of Expenditure had approved filling up of 3067 essential category posts. The Committee have been informed that some group “B” & “C” posts of Engineering Assistant, Technician, Transmission Executive, Programme Executive & Production Assistant are being filled up following examination conducted through the Staff Selection Commission. The Committee further note that 195 Group „A“ posts were not processed for filling up by the Prasar Bharati as these posts were to be filled up by the Prasar Bharati Recruitment Board, which is in the process of being set up. The Committee recommend that pending implementation of the recommendations of the Sam Pitroda Committee, which also touched upon HR issues, suitable steps be taken to ensure that the Prasar Bharati work does not get hampered due to lack of essential work force.

Reply of the Government

Steps taken in the organization are as follows:-

- (i) The Group of Ministers (GoM) on Prasar Bharati had recommended filling up 3452 essential category of posts in consultation with the Department of Expenditure. The Department of Expenditure has approved filling up of 3067 posts. The Ministry is now processing another request of Prasar Bharati for revival of balance 385 posts, in consultation with the Department of Expenditure.
- (ii) Recruitment through Staff Selection Commission:

- Government has approved a one-time dispensation for recruitment through Staff Selection Commission to Group B and C category critical posts of Prasar Bharati as approved by the Group of Ministers.
- On the basis of the examination conducted by Staff Selection Commission, result for Group 'B' and 'C' posts of Engineering Assistant, Technician, Transmission Executive, Programme Executive & Production Assistant has been declared and Staff Selection Commission's selection lists have been received by Prasar Bharati. Recruitment action for recommended candidates is in progress.

(iii) Revival of 38 posts of IB(P)S cadre

Approval of Department of Expenditure has been obtained for revival of 06 posts in SAG level and 32 in JAG level of Indian Broadcasting (Programme) Services Cadre, to be filled up by deputation.

(iv) Creation of 60 posts for Prasar Bharati Secretariat

Proposal of Prasar Bharati for creation of 60 posts for Prasar Bharati Secretariat has been referred to Department of Expenditure (DOE). Reply of DOE is awaited.

(v) Prasar Bharati Recruitment Board

Draft Cabinet Note for establishment of Prasar Bharati Recruitment Board (PBRB), was circulated for inter-Ministerial consultation. The comments of various departments are under examination, in consultation with Prasar Bharati, for drafting a fresh Cabinet Note.

(vi) Recruitment Regulations for Prasar Bharati employees

On the directions of Group of Ministers (GOM) on Prasar Bharati to frame and notify new Recruitment Regulations (RRs) for Prasar Bharati employees, till date, out of 125 number of posts for which RRs are to be framed, RRs in respect of 09 categories of posts viz. PEX, TREX, Engineering Assistant, Head Clerk, Technician, Cameraman Grade-II and News Reader-cum-Translator (NRT) cadres (viz. NRT Grade-I, NRT Grade-II and NRT Grade-III) have been notified with the concurrence and approval of Department of Personnel & Training (DOP&T), Department of Expenditure (DOE) and

Ministry of Law. RRs pertaining to the remaining 116 posts are under inter-Ministerial consultation/ consultation with Prasar Bharati.

(vii) Besides Prasar Bharati has informed that to overcome the shortage of manpower they are appointing Casuals/ Contractuals in the following categories:

- i. Highly qualified/ experienced professionals designated as Special assignees who are paid keeping in view their professional expertise and market conditions;
- ii. Contractuals engaged on monthly basis particularly for the news channels which have been necessitated to cope up with the increased work pressure on account of evolution of 24x7 news channel;
- iii. Retired Government servants who are engaged to look after day to day functions due to acute shortage of manpower;
- iv. Casual Assignees such as Radio Jockeys, Announcers, Comperes etc., who are retained on panel and are given assignment upto six days a month.

(Ministry of I&B, File No. –H-11013/8/2014-BAP Dated 19.02.2015)

CHAPTER –IV

RECOMMENDATION / OBSERVATIONS IN RESPECT OF WHICH REPLIES OF THE GOVERNMENT HAVE NOT BEEN ACCEPTED BY THE COMMITTEE AND WHICH REQUIRE REITERATION

Launching of New Channels for North East

(Reccommendation Sl. No. 7)

The Committee note that at present there is a single 24X7 North-East channel which is inadequate to meet the aspirations and needs of the vast North-Eastern Region of the country, comprising 8 States where multiple languages and dialects are followed. Accordingly, it has been proposed by the Prasar Bharati that the existing North East channel be trifurcated by launching two additional 24X7 satellite channels for North Eastern Region designated as DD – “Arun Prabha” (Itanagar) and DD – “Ma-Mi-Na” (Aizawl). The proposal is under finalization for circulation to appraisal agencies. The proposed Arun Prabha Channel will cater to the States of Arunachal Pradesh and Sikkim and the second channel will cater to the States of Nagaland, Mizoram and Manipur and the third to Assam and Meghalaya. Taking into consideration the geographical isolation of the far-flung North–Eastern States of the country, the Committee find it a praiseworthy initiative of the Government for launching these two additional channels. The Committee, at the same time, recommend that these projects are needed to be implemented on a priority basis and specific time-frames be prescribed within which the channels would be operationalised. The Committee may be apprised of the progress made in this regard.

Reply of the Government

Prasar Bharati has informed that:-

- Starting of three new additional 24x7 satellite channels for North East Region under existing Plan Scheme. ‘Arunachal Pradesh – Sikkim(Arunprabha); Manipur – Mizoram – Nagaland(Ma-Mi-Na) and Assam- Meghalaya is going to be a software intensive exercise as content will need to be customized to the requirement of North eastern states.
- **DD-Arunprabha’, ‘DD-Ma-Mi-Na’ and ‘DD-As-Me’** are new channels in addition to those existing which gets contribution from all 8 states of North East. Hence the projected amount under SFC for software needs be analyzed in terms of three channels.
- As soon as **DD-Arunprabha’, ‘DD-Ma-Mi-Na’ and ‘DD-As-Me’** go on air we will be able to telecast more and more local programmes including films and local tribal content keeping in view the border Area.

- The basis of the proposal for trifurcation of the North East Channels is to:
 - To provide a strong platform to showcase the rich and diverse cultural and linguistic identity of the North Eastern States of India.
 - To cater to the population of the North East India to create overall awareness and a drive for development.
 - To play a catalytic role for the prosperity and health of the tribal community of the North Eastern India.
 - To provide authentic, quality and useful information and analyses in languages/dialects comprehensible to the North East India.
 - To regenerate and rejuvenate the cultural ethos and spirit of the people of the North Eastern region.
 - To promote the cause of gender equality, weaker sections and differently abled persons of the region.
 - To inculcate scientific temper, self-respect, self-confidence, and mutual trust amongst citizens of NER.
 - To ensure that all the states in the North East get adequate representation through the creation of 3 focused, 24x7 Channels instead of the existing single North East Channel which is insufficient for the purpose.

(Ministry of I&B, File No. –N-18013/1/2015-B (D) Dated 04.03.2015)

**Comments of the Committee
(Please see Para No. 8 of Chapter I)**

CHAPTER –V

RECOMMENDATION / OBSERVATIONS IN RESPECT OF WHICH REPLIES ARE OF INTERIM IN NATURE

Review of Institutional Framework of Prasar Bharati

(Recommendation Sl. No. 5)

The Committee note that the Prasar Bharati has been suffering from financial problems as well as human resource related issues for the last so many years. In this background, the Committee note that for the purpose of reviewing the institutional framework of the Prasar Bharati, including its relationship with Government, an expert Committee under the Chairmanship of Shri Sam Pitroda was constituted by the Government which had given its report in February, 2014. The Committee submitted 26 recommendations in the areas of (i) Governance and Organisation, (ii) Funding, (iii) Human Resources, (iv) Content, (v) technology, (vi) Archiving, (vii) Social Media and (viii) Global Outreach. The recommendations address issues of financial and administrative autonomy of Prasar Bharati to ensure that it is approximately positioned to execute its role as a genuine public broadcaster. As a matter of follow-up action, the Ministry have placed the report on their website for inviting suggestions from public. The Government is reportedly examining suggestions received from different quarters. Further, Prasar Bharati has been asked to prepare an action plan for undertaking certain reviews/studies/Audits suggested by the Sam Pitroda Committee, which, according to the Ministry, have a critical bearing on future action plan of the Government. The Committee would like to point out that functioning of the Prasar Bharati is being reviewed separately by the Committee and the issues, including action taken by Government on the recommendations of the Sam Pitroda Committee will be examined by this Committee in due course. In the meantime, the Ministry may apprise the Committee about the progress of the action plan on the part of the Prasar Bharati.

Reply of the Government

The Ministry had requested Prasar Bharati to prepare an action plan for undertaking suggestions/ review/ audits etc. as recommended by the Sam Pitroda Committee.

Further, the suggestions/ comments received from the public/ stakeholders on the report of the Sam Pitroda Committee were also forwarded to Prasar Bharati to furnish its comments. Reply of Prasar Bharati is awaited.

Prasar Bharati has informed that it has undertaken several internal assessments towards providing course of action for implementation of the broad objectives of Sam Pitroda Committee and that it is likely to submit course of action plan after obtaining approval of the Prasar Bharati Board.

The recommendations of the Sam Pitroda Committee can be concretized only after the studies on manpower, technology and funding are completed by Prasar Bharati and a vision for Prasar Bharati is prepared on the basis of the outcome of the studies.

(Ministry of I&B, File No. H-11013/8/2014-BAP Dated 19.02.2015)

Information Sector

Indian Institute of Mass Communication

(Recommendation Sl. No. 13)

The Committee note that Indian Institute of Mass Communication (IIMC) is an autonomous organization under the Ministry of Information and Broadcasting to provide knowledge and skills to communicators in a variety of disciplines like print, photography, radio and television, development communication, etc. The Plan scheme "Opening up of new Regional Centres of IIMC" was included in the Twelfth Five Year Plan and approved for an amount of Rs. 94.20 crore, out of which the Government grant support is Rs. 90 crore. In this regard, the Committee note that during the year 2013-14, against the proposed outlay of Rs. 15 crore for IIMC, the allocation at BE stage was Rs. 6.8 crore, which was further reduced to Rs. 3.55 crore at RE stage and the same was utilized fully. The allocation at BE stage for the year 2014-15 under the scheme has been enhanced to Rs. 21.5 crore after taking into consideration the advanced stage of construction work for Aizawl Centre as well as area development and construction of additional buildings at IIMC, New Delhi (HQ). The Committee note that the Regional Centres at Aizawl (Mizoram) and Amravati (Maharashtra) became operational from August 2011 whereas the centres at Kottayam (Kerala) and Jammu (J&K) became operational from August 2012. However, the Committee note that at present, these centres are operating

from temporary premises. Permanent campuses are at different stages of construction and the Committee desire that efforts should be made to expeditiously complete the construction of the campuses.

Reply of the Government

Under the Plan Scheme “*Opening up of New Regional Centres*” IIMC had entered into a MOU with CPWD and an amount of ` 7.00 crore has already been placed with them as deposit work to enable them to start the process of construction of permanent infrastructure at Aizawl (Mizoram). So far as Kottayam (Kerala) is concerned, survey work of the land allotted by State Government has been completed and a detailed Project Report is under preparation which is anticipated to be ready by the end of March 2015. Once the DPR is approved, IIMC will enter into MOU with CPWD and entrust the construction work to them as deposit work which is expected to commence by middle of the next financial year. State Governments of J&K and Maharashtra are in the process of completing formalities for handing over the identified land at Jammu and Amravati respectively. Necessary steps regarding pre-investment activities would be started by IIMC once the identified land is transferred to IIMC, free of cost by the respective State Governments.

(Ministry of I&B, File No. M-16012/6/2014-IP&MC Dated 28.01.2015)

(Reccommendation Sl. No. 14)

As regards the upgradation of courses in the Indian Institute of Mass Communication, *i.e.* transition from diploma to degree courses, the Committee note that the Ministry are in the process to declare IIMC as “An Institution of National Importance” through an Act of Parliament. Once the Act is passed, IIMC would be able to start Two-year PG Degree courses in the related fields. The Committee have been given to understand that action is underway to introduce the requisite Bill in Parliament. The Committee may be apprised of further progress made in this regard.

Reply of the Government

After incorporating the Comments of the concerned Ministries/Departments and comments of this Ministry thereupon, the revised draft Note for the Cabinet has been forwarded to the Department of Legal Affairs in November 2014 for their examination from the legal and constitutional angles. The concerned File has also been referred to Legislative Department for taking necessary action for finalisation of the Bill. This Ministry is in regular

consultation with the Ministry of Law & Justice (Legislative Department) for finalisation of the draft Bill in the matter. The Bill is likely to be finalised by the Legislative Department shortly whereafter the same will be introduced in the Parliament at the earliest possible, after obtaining the approval of the Cabinet on the same.

(Ministry of I&B, File No. M-16012/6/2014-IP&MC Dated 28.01.2015)

Film Sector

Film and Television Institute of India/ Satyajit Ray Film & Television Institute

(Recommendation Sl. No. 16)

The Film and Television Institute of India (FTII), set up in 1960 under the Ministry of Information and Broadcasting, provides higher and professional education and technical expertise in art and technique of film making and television production. The Committee note that a proposal to upgrade (FTII) has been included in the 12th Plan Scheme “Infrastructure Development Programme Relating to Film Sector” and that the total allocation for upgradation of FTII is Rs. 80 crore during the XII Plan. An amount of Rs. 25 crore has been allocated for the year 2014-15. Also, the FTII has taken up implementation of ‘Enterprise Resource Planning (ERP)’ as an important tool of e-Governance to improve all aspects of its functioning for bringing in transparency and streamlining of its various processes for optimum utilization of various resources. The Committee also find that it is proposed to declare the FTII, Pune, and Satyajit Ray Film & Television Institute, Kolkata, as institutions of national importance through an Act of Parliament. According to the Ministry, action is underway for introducing the Bill in Parliament. Recognizing the important role being played by these premier institutions, the Committee find it laudable that the Government are in the process of granting these institutions the status of national importance. The Committee desire that early action be taken for expeditious introduction of the Bill in the House.

Reply of the Government

Film & Television Institute of India, Pune & Satyajit Ray Film & Television Institute, Kolkata are proposed to be declared as institutions of National Importance through introduction of a bill in the Parliament. Comments from concerned Ministries on draft Cabinet note have been received. The draft bill was vetted and approved by Ministry of Law. The

Cabinet Note was approved by Hon'ble Minister of I&B for submission to Cabinet. Now, the Cabinet Note has been sent to Cabinet Secretariat for Consideration of Cabinet.

(Ministry of I&B, File No. 07/34/2014-DO(FTI) Dated 17.01.2015)

The Cinematograph Act, 1952

(Reccommendation Sl. No. 17)

The Committee note that the Cinematograph Act, 1952 is almost a six decades' old legislation and has since been amended several times. However, in view of many technological advancements in the field of cinema, the proliferation of TV channels, cable network, advent of new digital technology, increase in piracy and copyright violations, etc., the Act has lost much of its relevance and the Government are in the process of replacing it with a new legislation. For this purpose, the Committee note that the Government constituted an Expert Committee under the chairmanship of Justice Mukul Mudgal in 2013 which submitted its Report on 28.9.2013 and many of the recommendations contained in that Report have been taken into consideration by the Government while drafting the new Cinematography Bill, 2014. Recognizing the need to replace the existing Cinematography Act, the Committee desire that all the procedural requirements for introduction of the proposed Bill are completed at the earliest so that the Bill is introduced in the Parliament without any further delay.

Reply of the Government

The Ministry is in the process of circulation of the draft cabinet note on introduction of the Bill for Inter-Departmental consultation. On receipt of their comments, the draft Bill would be finalised in consultation with Ministry of Law before seeking the approval of the Cabinet for placing the draft Bill before the Parliament.

(No. M-11014/9/2014-DO(FC), Dated 04.03.2015)

New Delhi;
11 August, 2015
20 Shravana, 1937 (Saka)

ANURAG SINGH THAKUR,
Chairperson,
Standing Committee on
Information Technology.

**ANALYSIS OF ACTION TAKEN BY THE GOVERNMENT ON THE
RECOMMENDATIONS/OBSERVATIONS CONTAINED IN THEIR FOURTH REPORT
(SIXTEENTH LOK SABHA)**

[Vide Paragraph No. 5 of Introduction]

- (i) Observations/ Recommendations which have been accepted by the Government

Para Nos.:- 1,2,3,6,8,9,10,11,12 and 15

Total	10
Percentage	58.83

- (ii) Observations/ Recommendations which the Committee do not desire to pursue in view of the replies of the Government

Para No.:- 4

Total	01
Percentage	5.88

- (iii) Observations/ Recommendations in respect of which replies of the government have not been accepted by the Committee and require reiteration

Para Nos.:- 7

Total	01
Percentage	5.88

- (iv) Observations/ Recommendations in respect of the reply which is of interim nature

Para Nos.:- 5,13,14,16 and 17

Total	05
Percentage	29.41