

23

**STANDING COMMITTEE ON
INFORMATION TECHNOLOGY
(2015-16)**

SIXTEENTH LOK SABHA

MINISTRY OF INFORMATION AND BROADCASTING

DEMANDS FOR GRANTS

(2016-17)

TWENTY-THIRD REPORT



LOK SABHA SECRETARIAT

NEW DELHI

May, 2016/ Vaisakha, 1938 (Saka)

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STANDING COMMITTEE ON
INFORMATION TECHNOLOGY
(2015-16)

(SIXTEENTH LOK SABHA)

MINISTRY OF INFORMATION AND BROADCASTING
DEMANDS FOR GRANTS
(2016-17)

Presented to Lok Sabha on 03.05.2016

Laid in Rajya Sabha on 03.05.2016



LOK SABHA SECRETARIAT

NEW DELHI

May, 2016/ Vaisakha, 1938 (Saka)

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COMPOSITION OF THE STANDING COMMITTEE ON INFORMATION TECHNOLOGY

(2015-16)

Shri Anurag Singh Thakur - Chairperson

Lok Sabha

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

Rajya Sabha

22. Shri Salim Ansari
23. Smt. Jaya Bachchan
24. Shri Vijay Jawaharlal Darda
25. Shri Meghraj Jain
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. **VACANT**

SECRETARIAT

- | | | | |
|----|------------------------|---|----------------------|
| 1. | Shri K. Vijayakrishnan | - | Additional Secretary |
| 2. | Shri J.M. Baisakh | - | Director |
| 3. | Dr. Sagarika Dash | - | Deputy Secretary |
| 4. | Ms. Sonia Sankhla | - | Executive Assistant |

* Shri Javed Akhtar, M.P. Rajya Sabha retired on 21.03.2016 from Rajya Sabha.

ABBREVIATIONS

AIR	-	All India Radio
BE	-	Budget Estimate
BECIL	-	Broadcasting Engineering Consultants India Limited
CAS	-	Conditional Access System
CRS	-	Community Radio Station
CRSS	-	Community Radio Support Scheme
DAS	-	Digital Addressable System
DAVP	-	Directorate of Advertising and Visual Publicity
DCID	-	Development Communication and Information Dissemination
DD	-	Doordarshan
DTH	-	Direct to Home
GBS	-	Gross Budgetary Support
IEBR	-	Internal and Extra Budgetary Resource
IIMC	-	Indian Institute of Mass Communication
LCOs	-	Local Cable Operators
MSO	-	Multi System Operator
NFAI	-	National Film Archive of India
NFHM	-	National Film Heritage Mission
RCE	-	Revised Cost Estimate
RE	-	Revised Estimate
SRFTI	-	Satyajit Ray Film and Television Institute
STBs	-	Set Top Boxes
MoU	-	Memorandum of Understanding
CoS	-	Committee of Secretaries
DFP	-	Directorate of Field Publicity
SOP	-	Special Outreach Programme
DCP	-	Direct Contact Programme
DPR	-	Detailed Project Report
EMMC	-	Electronic Media Monitoring Centre

INTRODUCTION

I, the Chairperson, Standing Committee on Information Technology (2015-16), having been authorized by the Committee to submit the Report on their behalf, present this Twenty-third Report on Demands for Grants (2016-17) of the Ministry of Information and Broadcasting.

2. The Standing Committee on Information Technology (2015-16) was constituted on 1st September, 2015. One of the functions of the Standing Committee, as laid down in Rule 331E of the Rules of Procedure and Conduct of Business in Lok Sabha, is to consider the Demands for Grants of the Ministry/Department concerned and to make a Report on the same to the House.

3. The Committee considered the Demands for Grants pertaining to the Ministry of Information and Broadcasting for the year 2016-17 which were laid on the Table of the House on 10th March, 2016. The Committee took evidence of the representatives of the Ministry of Information and Broadcasting on 7th April, 2016*.

4. The Report was considered and adopted by the Committee at their sitting held on 2nd May, 2016.

5. The Committee wish to express their thanks to the officers of the Ministry of Information and Broadcasting for appearing before the Committee and furnishing the information that the Committee desired in connection with the examination of the Demands for Grants.

6. The Committee would also like to place on record their appreciation of the assistance rendered to them by the officials of the Lok Sabha Secretariat attached to the Committee.

7. For facility of reference and convenience, Observations/Recommendations of the Committee have been printed in bold letters in Part-II of the Report.

New Delhi
02 May, 2016
12 Vaisakha, 1938 (Saka)

ANURAG SINGH THAKUR
Chairperson
Standing Committee on
Information Technology

*Minutes not appended to the cyclostyled copy of the Report.

REPORT

PART – I

I. Introductory

The Ministry of Information and Broadcasting (I&B), through the mass communication media comprising radio, television, films, Press and print publications, advertising and traditional modes of communication such as dance and drama, plays an important role in helping the masses to have access to free flow of information. The Ministry are involved among others, in focusing attention of the people on issues of national integrity, environmental protection, health care and family welfare, eradication of illiteracy and issues relating to women, children, minority and other disadvantaged sections of society.

2. The Ministry are divided into four wings, *i.e.* the Information Wing, the Broadcasting Wing, the Films Wing, and the Integrated Finance Wing. The Ministry function through its 21 Media Units/attached & subordinate offices, autonomous bodies and PSUs.

II. Thrust Areas & Objectives

3. The major thrust areas/objectives of the 12th Plan in respect of the Information & Broadcasting sector are:

- (i) Digitalization of Prasar Bharati (AIR & Doordarshan);
- (ii) Expanding Community Radio stations in the country;
- (iii) Accelerated investment on Content Development of Prasar Bharati to strengthen public service broadcasting;
- (iv) Integrated approach to media campaign for better impact of Government messaging and its visibility on the field;
- (v) Strengthening, upgradation and modernization of infrastructure in the Information and Film sectors; and
- (vi) Preservation, upgradation and propagation of India's filmic content by undertaking special projects like National Film Heritage Mission.

III. Implementation status of recommendations of the Committee contained in the Eighth Report on Demands for Grants (2015-16)

4. The Eighth Report of the Standing Committee on Information Technology on the 'Demands for Grants' of the Ministry of I&B was presented to Parliament on 24th April, 2015. The Action Taken Notes on the Observations/Recommendations contained in the Eighth Report on the Demands for Grants (2015-16) was received on 20th July, 2015. The Nineteenth Report on Action Taken on the subject was presented to the House on 21st December, 2015. Action Taken Statement on the Observations/Recommendations contained in the Nineteenth Report have been received and will be laid on the Table of the House in due course.

IV. Twelfth Plan Budgetary Allocation and Utilization Trend

5. The Gross Budgetary Support (GBS) for the 11th Plan stood at Rs.5439 crore for financing the Plan schemes of the Ministry. The GBS for the 12th Five Year Plan period was increased by over 39 percent amounting to Rs. 7583 crore during the 12th Plan period. Besides, a provision of Rs.1000 crore has been kept for Internal and Extra Budgetary Resources (IEBR) by Prasar Bharati for financing the New Content Development schemes of Prasar Bharati during the 12th Five Year Plan.

6. The increased GBS has reportedly helped the Ministry in achieving various goals and objectives. This, *inter-alia*, includes completion of the New Media Centre and Sochna Bhavan, successfully commemorating 100 years of Indian Cinema, launching of Social Media Platform to enable Government's presence and to have direct interface with target audience, increased monitoring capacity of TV Channels by the Electronic Media Monitoring Centre, visible increase in Community Radio Stations, successful completion of Phases I, II, III (substantially) of Cable TV Digitization and launching & operationalization of the Kisan Channel.

7. The utilization trend of funds during the four years of the 12th Plan is as follows:-

(Rs. in crore)

YEAR	2012-13	2013-14	2014-15	2015-16	Total
BE	905.00	905.00	1005.00	914.53	3729.53
RE	676.00	740.00	752.00	750.00	2918
Expenditure	612.10	715.22	740.78	734.39	2802.74
% Exp w.r.t RE	91	97	99	98	96 (2012-13 to 2015-16)

8. The above data shows that as against GBS of Rs.7583 crore earmarked for the 12th plan period, a total amount of Rs.3729.53 crore has been allocated upto 2015-16 at BE stage. The funds were further reduced to Rs.2918 crore during four years of the Plan period (2012-13 to 2015-16) at RE stage. As against this, the actual expenditure stood at Rs.2802.74 crore accounting for 96% over the four years period of 12th plan.

V. Budgetary Performance Review of 2015-16 and Demands for Grants 2016-17

9. Demand No. 53 (Demand No. is changed from 61 to 53 from Financial Year 2016-17) covers the expenditure of the Ministry of I&B which comprises three sectors, viz. Information, Films and Broadcasting, including Prasar Bharati. It also contains provisions for Grants-in-aid/budgetary support to the autonomous bodies under the administrative control of this Ministry.

10. The BE, RE and actual expenditure of the Ministry for 2015-16 and BE for the year 2016-17 is as under:-

(Rs. in crore)

	BE 2015-16	RE 2015-16	Actual Expenditure 2015-16	Percentage Utilization	BE 2016-17
Plan	914.53	750.00	734.39	97.94	800.00
Non -Pan	2796.58	2838.58	2827.75	99.62	3283.63
Total	3711.11	3588.58	3562.29	99.27	4083.63

11. When the Committee desired to know the primary reasons for shortfall in utilization of funds during 2015-16, the Ministry, in a written note, stated that the factors responsible *inter-alia* include reduction of outlay at Revised Estimate stage by the Ministry of Finance, long process for procurement of goods and services and delay in approval of the new schemes for the 12th Five Year Plan period under the sectors, particularly in Film and Broadcasting. The Ministry, in particular, stated that the low expenditure of Prasar Bharati has poorly reflected on the Ministry's overall expenditure for the year 2015-16.

12. When the Committee asked about the adverse impact of the reduced allocation of Rs. 800 crore under BE (2016-17), the Ministry, in a written note, submitted that it would result in lower allocation of funds for various schemes. However, the Ministry stated that it would try to optimize the reduced allocation of Rs. 800 crore by earmarking funds to the Plan Schemes in a rational manner.

13. The Non-Plan budget of the Ministry comprises two components, viz. Salary & Non-Salary. The component-wise details of Non-Plan funds for BE/RE for 2015-16, and BE 2016-17 are as below:-

	(₹ in Crores)			
	BE(2015-16)	RE(2015-16)	BE(2016-17)	Increase from RE 15-16
(A) Salary	2632.51	2690.27	3119.56	429.29
Prasar Bharati	2342.12	2342.12	2716.86	374.74
Main Sectt. & Media Units (voted)	246.71	229.77	352.03	122.26
Main Sectt. & Media Units (charged)	0.00	73.70	0.00	-73.70
Other Autonomous Bodies	43.68	44.68	50.67	5.99
(B) Non-Salary	164.07	148.31	164.07	15.76
Main Sectt. & Media Units	152.76	138.00	152.76	14.76
Other Autonomous Bodies	11.31	10.31	11.31	1.00
Total { (A) +(B)}	2796.58	2838.58	3283.63	445.05

14. When the Committee desired to know the reasons for increase in Non-Plan funds at BE stage by Rs.445.05 crore, the Ministry, in a written note, stated that in BE (2016-17), out of the total increase of Rs.445.05 crore, the increase of Rs.429.29 crore is entirely for Salary & Salary-related expenditure. The increase is mainly for implementation of the 7th Pay Commission recommendations. The budget of Non-Salary component has been retained at the BE 2015-16 level.

15. On being asked about the areas where the Non-Plan expenditure could be contained/ controlled, the Ministry stated that the Non-Plan Budget for the year 2016-17 is Rs.3283.63 crore. Out of this, Rs.3119.56 crore *i.e.* 95.00%, is committed expenditure towards Salary & Salary-related expenditure. Only 5.00 % is allocated for Non-Salary expenditure.

VI. Sector-wise Budgetary Support during 2015-16 and 2016-17

16. The allocation of funds to various sectors during 2015-16 and 2016-17 is as under:-

(Rs. in crore)				
Sector wise Budgetary Support	BE 2015-16	RE 2015-16	Expenditure as on 31.03.2016	BE 2016-17
Information	70.65	193.42	188.20	183.02
Film	208.55	77.31	69.01	141.48
Broadcasting				
Main Sectt.	30.30	25.50	23.41	25.50
Prasar Bharati	605.03	453.77	453.77	450.00
Total Broadcasting	635.33	479.27	477.18	475.50
Total	914.53	750.00	734.39	800.00

17. The above data shows that except for the Information Sector which got an enhanced allocation in 2016-17, allocation for Broadcasting and Film Sectors has been reduced compared to last fiscal, *i.e.* 2015-16. In this regard, when the Committee asked about the rationale gone into the sectoral allocation of funds for these three sectors and

factors weighed in favor of substantial increase in allocation for Information Sector, the Ministry, in a written note, stated that the sector-wise fund allocation are based on the following rationale:

- The scheme-wise expenditure trend during last four years of the 12th Five Year Plan;
- Overall ceilings approved by Expenditure Finance Committee/Standing Finance Committee/Revised Cost Estimates, for the 12th Plan (2012-17) with respect to each scheme;
- Annual scheme-wise budget proposals from different wings based on their expenditure capacity;
- Full provision for Continuing Schemes for completion of the schemes.
- Overall ceiling fixed by the Ministry of Finance.

As the Revised Cost Estimates (RCE) of sub-scheme “People’s Empowerment through Development Communication (Conception and Dissemination) (DAVP)”, was under consideration at the beginning of 2015-16, an amount of Rs. 131 crore for this scheme was kept in the scheme “National Film Heritage Mission” of Film sector. After RCE of sub-scheme “People’s Empowerment through Development Communication (Conception and Dissemination) (DAVP)”, was approved by the Ministry of Finance, the allocation for this sub-scheme was enhanced to Rs.151.00 crore. Consequently, allocation with respect to Information Sector at RE stage increased to Rs.193.42 crore and the allocation for the Film sector decreased to Rs.77.31 crore.

18. Asked whether the present allocation of Rs.800 crore for the current fiscal is sufficient to carry out the planned activities, the Ministry, in a written note, stated that given the availability of resources and the set priorities of the Government of India, the financial allocations are made to the Ministries/Departments, which are mostly less than what is proposed to the Ministry of Finance. The Budget Estimates allocation of Rs.800 crore for the year 2016-17 for the Ministry of Information & Broadcasting is less than the proposed amount of Rs.1240.69 crore. However, subject to the resource constraint, the Ministry of I&B have tried to optimize the reduced allocation of Rs.800 crore amongst the schemes of the Ministry Sector-wise, by allocating funds to the Media Units in a rational manner to overcome the difficulty of reduced allocation. The

Ministry, subject to the availability of the budget, make all out efforts to reach out to the people of the country and fulfill their mandate of the Public Broadcaster.

19. To achieve the thrust areas of the 12th Five Year Plan, the Ministry of I&B are stated to have carried out a comprehensive rationalization and restructuring of the Plan schemes. Various small schemes/programmes with similar objectives and activities spread across different media units have been merged together under umbrella schemes. As a result of this exercise, the number of schemes has been reduced from 65 in the Eleventh Plan to 21 in the 12th Plan by the year 2016-17. This is expected to result in optimum and effective utilization of outlay earmarked and better monitoring of Plan Schemes at implementing stages during the year 2016-17.

20. On being asked about specific steps the Ministry are taking for boosting utilization in the current fiscal, the Ministry, in a written note, stated that in order to enhance utilization, progress in the achievement of physical and financial targets in respect of schemes is reviewed by Secretary (I&B). Further, the Financial Advisor of the Ministry and the concerned Joint Secretaries also convene meetings at their level in order to review the performance of the plan schemes. In such meetings representatives from various Media Units under the Ministry of Information and Broadcasting and implementing agencies are also called for discussion, whenever required.

VII. Information Sector

21. The following is the BE, RE and expenditure for 2015-16 and BE for 2016-17 under Information Sector:

(Rs. in crore)				
Sector	BE 2015-16	RE 2015-16	Expenditure as on 31.03.2016	BE 2016-17
Information	70.65	193.42	188.20	183.02

22. The provisions under the Information Sector cover the activities, viz. (a) Secretariat expenditure; (b) Research & Training in Mass Communication; (c) Advertising & Visual Publicity; (d) Press Information Services; (e) Field Publicity Division; (f) Song & Drama Division; (g) Publications Division; (h) Photo Division; (i) Registrar of Newspapers for India; and (j) *Employment News*.

23. The progress of expenditure under different Schemes for the different units of the Information Sector for the year 2015-16 and BE allocation for the year 2016-17 is as follows:-

Plan Statement as on 31st March, 2016 as received from Principal Accounts Office on 18 th April, 2016 (Tentative)							
							(Rs. In crore)
Sl. NO.	Name of the Scheme	BE 2015-16	RE 2015-16	Actuals 2015-16 as on 31.03.2016	Variation between Revised Estimates and Actual Expenditure	BE 2016-17	BE 2016-17 (NER Component)
	INFORMATION SECTOR						
A.	On-going Schemes						
1	Setting up of National Press Centre at New Delhi (PIB)	0.00	0.00	0.00	0.00	0.00	0.00
2	Up-gradation of IIMC to International Standards (IIMC)	5.00	1.44	1.44	0.00	6.00	0.00
3	Construction of Sochna Bhawan (MS)	0.00	0.00	0.00	0.00	0.00	0.00
	Total	5.00	1.44	1.44	0.00	6.00	0.00
B.	New Schemes						
4	Media Infrastructure Development Programme						

4.1	Revamping & Restructuring of DAVP (DAVP)	3.00	3.00	2.98	-0.02	3.00	0.00
4.2	Modernisation of PIB (PIB)	4.00	4.00	3.80	-0.20	5.00	0.00
4.3	Opening up of New Regional Centers of IIMC (IIMC)	10.00	7.56	7.56	0.00	13.00	2.00
4.4	Revitalization, up-gradation and modernization of Publications Division and Employment News (Publications Division)	4.50	5.06	4.81	-0.25	5.00	0.00
4.5	National Centre of Photography and Special Drive for North Eastern States (Photo Division)	0.52	1.70	1.43	-0.27	1.12	0.05
4.6	Strengthening of RNI Headquarters (RNI)	0.20	0.50	0.49	-0.01	0.50	0.00
	Total	22.22	21.82	21.07	-0.75	27.62	2.05
5	Development Communication & Information Dissemination						
5.1	People's Empowerment through Development Communication (Conception and Dissemination) (DAVP)	20.00	151.00	146.34	-4.66	125.60	13.25
5.2	Media Outreach Programme and Publicity for Special Events (PIB)	8.00	7.37	7.18	-0.19	8.00	2.00
5.3	Direct Contact Programme by Directorate of Field Publicity (DFP)	3.38	3.00	2.71	-0.29	4.00	0.50

5.4	Live Arts and Culture (S&DD)	3.00	2.00	2.05	0.05	3.00	1.00
5.5	Social Media Platform (MS)	5.15	3.05	2.34	-0.71	4.00	0.00
	Total	39.53	166.42	160.62	-5.80	144.60	16.75
6	Human Resource Development						
6.1	Training for Human Resource Development (excluding Prasar Bharati)(Main Sectt.)	2.00	2.00	3.59	1.59	3.00	0.00
6.2	International Media Programme (main Sectt.)	0.15	0.05	0.03	-0.02	0.15	0.00
6.3	Policy Related Studies, Seminar, Evaluation, etc. for all three sectors including media units (excluding Prasar Bharati) (Main Sectt.)	0.25	0.09	0.01	-0.08	0.15	0.00
6.4	HRD of Films Media (FTII, SRFTII, CBFC)	1.00	1.00	0.95	-0.05	1.00	0.00
6.5	Payment for Professional Services	0.50	0.60	0.49	-0.11	0.50	0.00
	Total	3.90	3.74	5.07	1.33	4.80	0.00
	Grand Total (Information Sector)	70.65	193.42	188.20	-5.22	183.02	18.80

24. On being asked about the efforts made for effective and timely utilization of funds under the Information Sector, the Ministry, in a written note, stated that review meetings have been held regularly to monitor the progress of expenditure under different Plan schemes. Efforts are being made to ensure that allocated funds are utilized effectively within the given timelines during the current financial year.

A. Indian Institute of Mass Communication (IIMC)

25. The Government of India established the Indian Institute of Mass Communication (IIMC) in the year 1965. The Institute was registered as a Society under the Societies Registration Act (XXI) of 1860 on 18.8.1966. The main objectives of IIMC are to organise teaching, training and research in the use and development of the media and mass communication, with reference to the requirements of socio-economic growth in the country. The Institute is financed by the Government of India, through the Ministry of I & B, in the form of net annual grant-in-aid. The Plan schemes under IIMC are (i) Scheme of Upgradation of IIMC to International Standards and (ii) Scheme of Opening of New Regional Centres of IIMC.

26. In the 11th Plan, the Ministry of I & B approved the Plan Scheme of “Upgradation of IIMC to International Standards” having a total outlay of Rs. 62.00 crore with budget support of Rs. 51.50 crore. In the 12th Plan, a new Plan Scheme of “Opening of New Regional Centres of IIMC” has been approved with a total Plan outlay of Rs. 94.20 crore and a net budgetary support of Rs.90.00 crore for the purpose of constructing permanent campuses at 4 new regional centres of the Institute, viz. Maharashtra (Amravati), Mizoram (Aizawl), Jammu & Kashmir (Jammu) and Kerala (Kottayam). Construction of Permanent Campus at Aizawl & Kottayam has already commenced on the land provided by the respective State Governments during 2015-16 and is likely to be completed by the beginning of 2017. Land for the other two new Regional Centres at Jammu and Amravati has been allotted by the respective State Governments and efforts are on to take possession at an early date.

27. The BE, RE and actual expenditure during the year 2015-16 and BE allocation for the year 2016-17 under Plan schemes of IIMC are as follows:-

(Rs. in crore)

Indian Institute of Mass Communication (IIMC)	BE 2015-16	RE 2015-16	Expenditure upto 30.03.2016	BE 2016-17
Upgradation of IIMC to International Standards	5.00	1.44	1.44	6.00
Opening of New Regional Centres of IIMC	10.00	7.56	7.56	13.00
Total	15.00	9.00	9.00	19.00

(i) Upgradation of IIMC to International Standards

28. This Scheme got an outlay of Rs.62.00 crore in the 11th Five Year Plan with Budget support of Rs.51.50 crore. An amount of Rs.8.50 crore was utilized till 2011-12 in the 11th Plan scheme. Out of the balance Rs. 43 crore carried over to the 12th Plan scheme, an amount of Rs.13.09 crore was utilized from 2012-13 to 2015-16 in the 12th Plan. The bulk of the expenditure in this Scheme is for construction of additional facilities, including hostels, Officers' hostels, teaching and administrative blocks at IIMC, New Delhi. As part of upgradation of IIMC, the Committee have been informed that construction of one additional floor in the existing main building was completed in the year 2012. Construction of one Type-V, two Type-IV and two Type-II quarters and guest house with common dining room for students as well as PCC interior roads have been completed at Dhenkanal Regional Centre by the end of 2015. Construction of additional buildings such as one academic block, one hostel block and a guest house is yet to start for want of clearance from various civic agencies such as DDA, Ridge Board of NCT of Delhi, etc.

Ref: Q.No. 15-16 of written reply

29. According to the Ministry, IIMC had been in constant touch with DDA for clearance of building plans, but DDA had been making various observations in the past and IIMC had been complying with all these observations as and when raised. The latest position is that DDA has asked IIMC to get NOC from the Ridge Management Board, Govt. of NCT of Delhi, before forwarding the building plans to DUAC and Delhi Fire Service. The building plans have been submitted to the Ridge Board and IIMC had recently replied to the observations made by the Ridge Board and is awaiting approval from them. The reason for underutilization of funds during 2015-16 is attributed to the delay in obtaining approvals from the civic agencies concerned for construction of additional buildings at the New Delhi Campus. The Committee have been informed that IIMC has already entered into one MoU with CPWD for the construction. The Ministry have stated that the timeline for construction of these buildings is three years from the date of approvals from the civic agencies concerned.

30. When the Committee asked about initiating a single window clearance system with the civic agencies concerned, the Ministry, in a written note, stated that as far as initiating single window clearance is concerned, it may be stated that DDA being the nodal agency has been insisting to submit NOCs from various other agencies such as Airport Authority of India, SEAC and Ridge Management Board (Govt. of NCT Delhi) and IIMC is following up the matter with DDA on regular basis to expedite the approval.

(ii) Opening of New Regional Centres of IIMC

31. On being asked about the plan to utilize the increased allocation at BE 2016-17 under the Scheme of Opening of New Regional Centres of IIMC, for timely creation of four Regional Centres of IIMC, the Ministry, in a written note, stated that as per the MoU between CPWD and IIMC for deposit works for construction of permanent campus at Aizawl and Kottayam, initial deposits, *i.e.* approximately 33%, has already been done. The physical construction at Aizawl is progressing well and approximately another tranche of Rs.8.50 crore will be deposited with CPWD, Aizawl, for the construction expenditure during the financial year. The contract for construction at Kottayam is likely to be concluded in the first quarter of 2016-17 and hence an additional amount of Rs.2.90 crore shall be deposited with CPWD, Kottayam, as deposit work for construction of permanent campus of the Regional Centre at Kottayam. The land earmarked for Regional Centre at Jammu is likely to be taken over very soon and the Ministry may need approximately Rs.50.00 lakh for enabling works such as construction of boundary wall, etc. As far as the Amravati Centre of IIMC is concerned, the Government of Maharashtra has allocated 6.00 hectares of land. However, the lease deed is still to be signed. The balance amount of Rs.1.10 crore will be utilized for revenue expenditure.

32. On being asked about the timeline for complete construction of these four Centres, the Ministry, in a written note, submitted:

- The construction work for Regional Centre at Aizawl is under progress and is likely to be completed by April 2017.

- The construction work for Regional Centre at Kottayam shall commence in July 2016 and likely to be completed by March 2019.
- The land earmarked for construction of permanent campus at Jammu has not yet been handed over to IIMC. The same is likely to be handed over by end of April 2016. The construction work is likely to be completed by March 2019.
- The land earmarked for construction of permanent campus at Amravati has not yet been handed over to IIMC. The State Government and District Authorities are being approached to expedite handing over of land to IIMC. The exact timeline cannot be indicated at this stage.

B. Directorate of Advertising and Visual Publicity (DAVP)

33. The Directorate of Advertising and Visual Publicity (DAVP), established in 1955, is the nodal multi media advertising agency of the Government of India. Over the past 60 years, it has been catering to the communication needs of almost all the Central Ministries/Departments, Autonomous Bodies and PSUs by providing them single-window, cost effective service. To strengthen the publicity of various people welfare and participation oriented programmes in a holistic manner, and to enable efficient discharge of its services, DAVP sought, and obtained, increased funding for two Plan Schemes namely, (i) People's Empowerment through Development Communication implemented through the DCID scheme and (ii) "Media Infrastructure Development Programme".

34. For the 12th Five year Plan (2012-17), outlay of Rs. 747.81 crore under the Scheme "People's Empowerment through Development Communication" and Rs.30.00 crore for the "Media Infrastructure Development Programme" has been provided after Revised Cost Estimate (RCE) approval of the respective schemes.

35. The status of utilisation of fund during the year 2015-16 and BE allocation for the year 2016-17 under the Plan Schemes of DAVP are as under :-

(Rs. in crore)

Directorate of Advertising and Visual Publicity (DAVP)	BE 2015-16	RE 2015-16	Expenditure upto 30.03.2016	BE 2016-17
People's Empowerment Through Development Communication	20.00	151.00	146.34	125.60
Revamping and Restructuring of DAVP(MIDP)	3.00	3.00	2.98	3.00
Total	23.00	154.00	149.32	128.60

36. The main objective of the Scheme of People's Empowerment Through Development Communication is to make people aware of the benefits envisaged in various Schemes of the Government so that they can take maximum benefits of these Schemes. During the 12th Plan period, an outlay of Rs. 747.81 crore is allocated for this sub-scheme of DAVP which intends to undertake a number of multi-media campaigns for undertaking publicity of the flagship programmes of the Government of India.

37. During the first year of the 12th Plan *i.e.* 2012-13, the fund utilized under the Scheme was Rs.103.18 crore, further in the year 2013-14 Rs.189.00 crore and in the year 2014-15, Rs.155.20 crore were utilized.

38. About the efforts being made to enhance the reach under the Scheme of People's Empowerment through Development Communication, the Ministry, in a written note stated as follows:-

- (i) DAVP has empanelled 7 Impact Assessment Agencies. Their list and guidelines have been put up in DAVP's website (www.davp.nic.in). Client Ministries have been requested to avail of the services. Use of assessment studies both at pre-launch stage and post-campaign stage is cost effective and suitable, majorly for longer campaigns.
- (ii) Modulation of the media plan as per the requirement of the target audience.
- (iii) Convergence of traditional media vehicles available with the modern tools of information technology.
- (iv) Human resource training in media planning & campaign implementation.

39. When the Committee asked whether Rs. 125.60 crore made available in 2016-17 is sufficient to carry out the objectives of DAVP, the Ministry, in a written note, stated that out of Rs. 183.02 crore allocated to Information Sector during BE 2016-17, DAVP has been sanctioned Rs.125.60 crore for implementing their programme, which is approximately 69% of the total allocation sanctioned to Information Sector. DAVP has been allocated more funds because it is the major stakeholder in the Development Communication and Information Dissemination (DCID) programme.

Other than the expenditure incurred from DCID programme, DAVP, being the nodal multimedia advertising agency for release of advertisements of Government of India, also receive funds from other Ministries/Departments for advertisements and publicity. While various Ministries/Departments run only their Ministry specific campaigns for which they have their own budgetary allocation, DAVP's budget allocation obtained through DCID Programme of the Ministry of I&B is normally used to run the integrated campaigns on flagship schemes of Government of India.

While Government of India strives to reach out the benefits of the Government Schemes to billions of people of the country through its advertisement campaigns, it needs to be noted that work related to information dissemination will

increase in the coming years as the Government have been launching new initiatives for the welfare of people. Hence, the amount of Rs.125.60 crore sanctioned to DAVP during BE 2016-17 for running the integrated campaigns on flagship schemes of Government does not seem to be sufficient.

It may be mentioned that at the time of examining the Revised Cost Estimate proposal of this Ministry on DCID programme last year, Ministry of Finance, while agreeing to the importance of dissemination campaigns of Government schemes through DCID programme, observed that there may not be substantial increase in fund allocations to M/o I&B during 2016-17, as there will be requirement of funds to meet out for recommendations of pay commission etc.

However, the expenditure being made by DAVP from DCID Programme for 2016-17 will be monitored on regular basis. A mid-term review of the utilisation position of the budget allocation will determine whether more funds are required at RE 2016-17 stage. Accordingly, a decision will be taken to approach the Ministry of Finance.

40. On being asked whether it is mandatory for Central Ministries and Departments to get their advertisements created through DAVP and do the line Ministries have separate fund allocation under their budget for advertisements, the Ministry, in a written note, stated that as per the recommendation of Committee of Secretaries (CoS) dated 10.10.2014, content, media plan and display of advertisements by different Ministries/Departments should be designed by DAVP, in consultation with the client Ministries/Departments so that uniformity and consistency with broad theme can be ensured. The line Ministries have separate fund allocation under their budget to run Ministry specific campaigns.

41. Further, when the Committee asked about the guidelines and procedure in this regard, the Ministry, in a written note, stated that guidelines/procedures being followed by DAVP for various creatives are given below:

- (i) Print: DAVP has an in-house print media studio for the purpose of designing print advertisements, on the basis of request from client Ministries/Departments. However, to cater to ever-increasing demands for creative development, DAVP has empanelled print media creative agencies who work on the basis of a fixed rate card.
- (ii) Audio-visuals: For the development of audio-visual creatives, DAVP has empanelled Audio-Video Producers, as they have no Audio-Video studio. There is a fixed DAVP rate card for these producers. A panel of minimum three producers are sent to the client Ministries. DAVP evaluate the scripts submitted by the producers. Based on the said evaluation, the scripts are sent to the client Ministries in order of merit. A producer nominated to a client Ministry is not nominated again till he has been either accepted or rejected by the client Ministry.
- (iii) Multi-Media Creative Agencies: For campaign requiring 360 degree advertising solution, DAVP has empanelled Multi-media creative Agencies. Various Ministries / Departments could choose the advertising agencies, at their option, out of the empanelled list of DAVP and invite limited tender to make their selection.

C. Directorate of Field Publicity (DFP)

(i) Scheme of Direct Contact Programme

42. The Direct Contact Programme is a sub-scheme under the Directorate of Field Publicity which envisages a paradigm shift in the information delivery mechanism of the Government of India through interpersonal communication mode by ushering in systemic changes in the existing mechanisms. At present, full use of the efficacy of this mode of communication is not being made leaving a gap that this scheme attempts to fill in. The scheme proposes holding of 3000 special programmes on flagship schemes all over the country, providing a robust information delivery mechanism serving people at their convenience at all existing establishments of DFP and organizing 55 conducted tours for opinion leaders of grass-root and village level.

43. The status of utilization of funds under the Direct Contact Programme by the Directorate of Field Publicity is as follows:-

(Rs. in crore)

Name of the Scheme	BE 2015-16	RE 2015-16	Expenditure upto 31.03.2016	BE 2016-17
Direct Contact Programme by Directorate of Field Publicity	3.38	3.00	2.71	4.00

44. On being asked about the initiatives being taken for effective utilization of funds, the Ministry, in a written note, stated that DFP is intending to improve its public interaction programme through collaborative communication efforts between the Directorate's Field communicators, Panchayati Raj Institution functionaries, micro level workers like health workers, Aanganwadi workers, self-help group workers, social workers, and key persons of the village.

45. During the campaign, field communicators of DFP employ several channels to convey the message to recipients. The aim is to ensure attitudinal change in people in favour of implementation of welfare schemes and development programmes of the government. DFP is trying to improve all these methods with the help of technological upgradation. The concurrence of the Ministry of Finance has been taken to increase the unit cost of the Special Outreach Programme (SOP) to Rs.65,000.

46. The Ministry have also informed that under the "Direct Contact Programme", initially there were three components, viz. (i) Special Outreach Programme; (ii) Conducted Tours/Skill Upgradation; and (iii) Infrastructure Support to DCP. The approval for Rs.3.38 crore only was received from the Ministry of I&B. Later, the component "Conducted Tours/Skill Upgradation" was dropped in the Revised Cost Estimate (RCE). Further, in RE, the budget outlay has been reduced to Rs.3.00 crore.

47. The target and achievement under the Special Outreach Programme is as follows:-

(Rs. in crore)

Scheme under Direct Contact Programme	2014-15		2015-16		2016-17
	Target	Achievement	Target	Achievement upto Jan.16	Target
Special Outreach Programme	1060	921	561	304	300

48. The Ministry have stated that of the targeted 3000 SOPs during the 12th Five Year Plan, 1418 programmes were conducted till 15th March 2016. During 2015-16, based on BE (2015-16), it was projected that 567 SOPs would be conducted, of them 497 programmes were organized till 15th March 2016. The target for 2016-17, as per SFC/RCE approval, was 500 programmes. However, due to the reduced allocation of funds to DFP, the number of programmes has been revised to 300.

49. On being asked about the adverse effect of reducing these programmes, the Ministry, in a written note, stated that the reduced number of SOPs doesn't adversely affect the projected outcome of awareness campaign and people's participation in Government programmes as quality of each of the programmes has been improved due to increased unit cost from Rs.26,150 to Rs.65,000/-. The regional Offices have been conducting focused and integrated programmes in a cluster of villages involving 2 or 3 field units jointly to have desired impact at the grass root level.

50. The Committee have been informed that based on the feedback received by field functionaries of DFP, the scheme is highly effective among the people at grass-root level and has also brought behavioural changes in them. DFP has involved political leadership such as MPs and MLAs to propagate the flagship programmes. More than 29 lakh and 45 thousand people attended these programmes.

51. When the Committee asked about the delay in approval of this Scheme, the Ministry, in a written note, stated that the scheme Development Communication & Information Dissemination (DCID) was approved in two stages *i.e.*, one for Annual Plan 2012-2013 only and later for the whole 12th Plan Period (2012-2017). For the Annual Plan 2012-13, administrative approval was obtained only in respect of a scheme with the activities based on the old scheme with unchanged parameters. As SOP was a new component, its approval could be obtained along with the administrative approval of the scheme DCID in July 2013 only. Thereafter the financial sanction was issued in October 2013. However, due to non-availability of sufficient funds under the relevant head of Plan Budget 2013-14, the component could not be implemented by DFP. Hence, SOP could be implemented from Financial Year 2014-15 onwards.

VIII. FILM SECTOR

52. The provisions under this Sector cover various activities of the Ministry, *viz.*, (a) Films Division which disseminates information on all important aspects of the country's life to Indian and foreign audience through news-reels, short films and documentaries; (b) Establishment expenses of Directorate of Film Festivals; (c) National Film Awards; (d) Expenditure on Panorama of Indian Films in the Film Festivals; (e) National Film Archive of India (NFAI) which preserves the best of national and foreign film classics; (f) Grants to Children's Film Society, India (CFSI) which produces and distributes films for children; (g) Grants to Film and Television Institute of India, Pune, and Satyajit Ray Films & TV Institute, Kolkata, which impart training in the art and technique of film making; and (h) Central Board of Film Certification.

53. The progress of expenditure under different Schemes for the different units of the Film Sector for the year 2015-16 and BE allocation for the year 2016-17 is as follows:-

(Rs. in crore)

Sl. No.	Name of the Scheme	BE 2015-16	RE 2015-16	Expenditure as on 31.03.2016	Variation between Revised Estimates and Actual Expenditure	BE 2016-17	BE 2016-17 (NER Component)
	FILM SECTOR						
A.	Ongoing Schemes						
1	National Museum of Indian Cinema (Films Division) (#)	0.50	0.31	0.08	-0.23	28.69	0.00
2	Grant-in-Aid to SRFTI (SRFTI)	0.00	0.00	0.00	0.00	0.00	0.00
	Total	0.50	0.31	0.08	-0.23	28.69	0.00
B.	New Schemes						
3	Infrastructure Development Programme relating to Film Sector						
3.1	Upgradation, modernisation and expansion of CBFC and certification process (CBFC)	4.00	3.40	2.88	-0.52	4.00	0.00
3.2	Upgradation of Siri Fort Complex (DFF)	2.00	2.00	1.81	-0.19	1.00	0.00
3.3	Upgradation of building infrastructure of Films Division (FD)	2.50	2.30	1.76	-0.54	1.68	0.00
3.4	Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library (NFAI)	4.00	4.00	4.00	0.00	5.00	0.00
3.5	Grant-in-Aid to FTII – Upgradation and Modernisation of FTII (FTII)	20.00	18.00	17.50	-0.50	20.00	0.00
3.6	Infrastructure development in SRFTI (SRFTI)	10.00	9.00	9.00	0.00	7.00	0.00
	Total	42.50	38.70	36.95	-1.75	38.68	0.00

4	Development Communication & Dissemination of Filmic Content						
4.1	Promotion of Indian cinema through film festivals and film markets in India and abroad (Main Sectt.)	15.00	19.87	17.21	-2.66	20.00	2.00
(a)	International Film Festival of India	5.80	6.72	6.35	-0.37	6.20	0.30
(b)	Participation and conduct of films festivals in India and abroad	1.90	2.34	1.51	-0.83	2.73	0.65
(c)	Participation in Film Markets in India and abroad	1.60	1.60	1.06	-0.54	3.00	0.00
(d)	Mumbai International Film Festival	2.20	4.00	3.21	-0.79	0.37	0.30
(e)	National/International Children's films festivals	3.00	3.00	2.88	-0.12	2.60	0.35
(f)	Exhibition of Children's films in Schools	0.50	0.50	0.50	0.00	1.10	0.40
(g)	Film Facilitation Office		1.71	1.70	-0.01	4.00	0.00
4.2	Production of films and documentaries in various Indian languages (Main Sectt.)	10.00	10.58	8.42	-2.16	16.00	1.00
(a)	Production of documentary Films	4.00	4.50	2.42	-2.08	5.00	0.00
(b)	Production of Children's Films	4.00	6.00	6.00	0.00	10.00	1.00
(c)	Production of films in various Indian languages	2.00	0.08	0.00	-0.08	1.00	0.00
4.3	Centenary Celebrations of Indian Cinema (Main Sectt.)	0.00	0.00	0.00	0.00	0.00	0.00
4.4	Webcasting of Film Archives (FD)	1.00	1.00	0.33	-0.67	1.00	0.00
4.5	Acquisition of archival films and film material (NFAI)	2.00	2.00	2.00	0.00	2.00	0.00
	Total	28.00	33.45	27.96	-5.49	39.00	3.00
	Missions /Special Projects						

5	National Film Heritage Mission (Main Sectt.)	137.00	4.50	3.76	-0.74	30.00	0.00
6	Anti-Piracy initiatives (Main Sectt.)	0.05	0.05	0.00	-0.05	0.01	0.00
7	Setting up a Centre of Excellence for Animation, Gaming and VFX (Main Sectt.)	0.50	0.30	0.26	-0.04	5.10	0.00
	Total	137.55	4.85	4.02	-0.83	35.11	0.00
	Grant Total (Film Sector)	208.55	77.31	69.01	-8.30	141.48	3.00

A. National Film Heritage Mission

54. As per the Outcome Budget (2016-17), the Ministry of I&B are implementing this new 12th Plan Scheme, viz. "National Film Heritage Mission" (NFHM) to restore, digitize and archive films and filmic material through the National Film Archive of India. Administrative approval for implementation of the scheme was issued on 24.11.2014, to undertake preservation and restoration of India's film heritage in a mission mode under the 'National Film Heritage Mission (NFHM) spread over 2014-15 to 2020-21. The scheme is envisaged at a total cost of Rs. 597.41 crore - Rs. 291 crore during the 12th Five Year Plan and Rs. 306.41 crore during the 13th Plan.

55. The status of utilization of funds under the scheme during 2015-16 and BE allocation for 2016-17 is as follows:-

(Rs. in crore)

Name of the Scheme	BE 2015-16	RE 2015-16	Expenditure as on 31.03.2016	BE 2016-17
National Film Heritage Mission	137.00	4.50	3.76	30.00

56. When the Committee asked about the huge variation in funds allocated at BE and RE stages in 2015-16, the Ministry, in a written note, stated that the BE for the year

2015-16 was Rs.137.00 crore. The Scheme was approved in November, 2014. The Scheme envisages restoration of around 1100 feature films and short films each, digitization of 1200 feature films and around 1600 short films, apart from preventive conservation of more than 1,00,000 film reels and creation of additional storage facilities. Following the approval, the National Film Archives of India (NFAI) took initiatives to set up the High Level Committee, organized its meeting for seeking directions and the tender process for identifying a suitable Consulting Firm who will assist NFAI towards implementation of the Project. At the time of allocation of funds for various Plan Schemes under BE – 2015-16, in order to make provisions for a Plan Scheme of DAVP, for which approval was forthcoming, funds were (to the tune of Rs. 131 crore) allocated under NFHM to be re-appropriated to the DAVP Scheme after approval has been obtained. Considering the progress of work of NFHM, the estimated requirement was in the range of Rs.6.00 crore. Accordingly, an amount of Rs.137 crore was allocated for NFHM under BE 2015-16. Following approval of the DAVP Scheme, funds were re-appropriated and allocation at RE stage was reduced for NFHM to Rs.4.50 crore, duly taking in to account the actual requirement for the project.

57. In the Budget Estimates 2016-17, only Rs.30 crore has been provisioned as against the proposed annual plan of Rs.100 crore. In this context, the Ministry have stated that depending upon the progress of work under the scheme, additional funds would be requested.

58. On being asked about the activities and physical targets to be achieved during the year 2016-17 under this Scheme, the Ministry, in a written note, stated that the National Film Archives of India (NFAI) has identified a consultancy firm after following a due tender process, to help them towards implementation of the National Film Heritage Mission. Necessary approval by the competent authority has been issued. During the year 2016-17, NFAI would complete preparation of a roadmap for implementation of various components of NFHM, best practices study, prioritization of films, preparation of RFP & completion of tender process for identifying an agency for undertaking

restoration and digitization, undertake preventive conservation and beginning of the restoration process as well as initiating the process for construction of storage facilities.

59. A High Powered Committee under the Chairmanship of Secretary (I&B), including AS&FA of the Ministry, Chairperson of the Central Board of Film Certification (CBFC), Film and Television Institute of India, Pune, Children’s Film Society, India (CFSI), Satyajit Ray Film and Television Institute, Kolkata (SRFTI), National Film Development Corporation (NFDC), eminent experts from the film industry, among others, is being set up as part of the Plan proposal for NFHM, administrative sanction for which was issued in November, 2014, which will monitor the progress of the implementation of the Scheme.

B. Production of Films and Documentaries in various Indian Languages

60. An outlay of Rs.170 crore was made during the 12th Plan for this sub-scheme. Activities under the sub-scheme have three different components, viz. production of films in various Indian languages, Production of Children’s Films and Production of Documentary and Short Films.

61. The status of utilization of funds for the year 2015-16 and the BE allocation for the year 2016-17 under this sub-scheme is as follows:-

(Rs. in crore)

Name of the Scheme	BE 2015-16	RE 2015-16	Expenditure as on 31.03.2016	BE 2016-17
Production of Films and Documentaries in various Indian languages (Main Sectt.)	10.00	10.58	8.42	16.00

62. The Committee enquired about the reasons for underutilization of funds for the year 2015-16, and the manner it has impacted the scheme. The Ministry, in a written

note, stated that for executing one of the components, “Production of Documentaries through NGOs”, the guidelines were finalized in December, 2015 only. Thereafter, the process of selection of NGOs has been initiated by inviting applications in a transparent manner. The Committee constituted for selection of NGOs, after scrutinizing all applications scrupulously, has submitted its recommendations to the Ministry recently which is at present under examination.

63. For examining the financial arrangements between the Ministry of I&B and NFDC for implementing another plan scheme component “Production of films in Various Indian languages”, the Ministry constituted a committee consisting of two members – Ms. Somi Tandon, former secretary, Defence Finance, and Shri Bhaskar Ghose, former Secretary, M/o I&B and also ex-DG, Doordarshan and ex-CEO Lok Sabha TV channel. After examination by the Internal Finance Division of the Ministry, it was found that certain recommendations of the committee were not entirely in accordance with the provisions of General Financial Rules and, therefore, the matter was referred to the Ministry of Finance on 27.01.2015. After active pursuance and sending several reminders, the observations of the Ministry of Finance have been received on 10.03.2016. Based on the observations of the Ministry of Finance, the terms & conditions of the “Memorandum of Understanding” to be signed between the Ministry & NFDC for implementing the scheme is being framed. According to the Ministry, due to the above reasons, no funds have been released for executing these two components of the Plan schemes and therefore no films have been produced under the two components.

64. For the year 2016-17, an amount of Rs.16.00 crore has been allocated against proposed outlay of Rs.26.00 crore. The Ministry stated that the amount is not sufficient to meet the requirement and hence the number of films planned to be produced under the Scheme has accordingly been reduced. It has been further stated that in case of pressing need and subject to savings of Budget in other Plan Schemes, adequate amount may be reappropriated, if required.

65. The Ministry have laid down the following criteria for selection of NGOs for producing documentary envisaged under the scheme:

- i. NGO must be registered as trust under the relevant acts of the Central/State Govt. or as a Society under the Societies Registration Act (Act XXI) 1860 of the Central Government or similar acts in force in the States.
- ii. Production of films must be one of the prime objectives of NGO as per the Registrar's certified copy of Memorandum of Association submitted with the application.
- iii. Must be active in the field of mentoring and production of documentary, short, animation and other films for at least three preceding years by furnishing the details of films.
- iv. Recognition of their films in the National or International stage/festivals and receipt of awards.
- v. Submission of declaration to the effect that their NGO is a non-profit organization and also not connected with any political/religious organization/activities nor it is an Educational Institute/University/Organization.
- vi. Previewing the Show reel submitted with the application.

66. When the Committee enquired about the marketing strategy envisaged for commercial success of the films produced, the Ministry, in a written note, stated that they are considering to allocate budget for the marketing and dissemination activities also along with production budget so that the films produced under the scheme may explore commercial avenues. NFDC, CFSI & Films Division – all film production units are exploring the possibilities of co-production of films that would help in marketing as co-production partners may bring their marketing experience also. The marketing activities may also be completely given to experienced co-production partners on revenue sharing basis.

The film production media units are also exploring the e-commerce platform for dissemination of their contents. Under a plan scheme “Webcasting of Film Archive”, the film archive of Films Division is being made available on web-based platforms on payment basis. NFDC has made a progressive effort to showcase films online through syndicating it to various digital platforms or through its own video-on-demand platform www.cinemasofindia.com. NFDC & CFSI are also planning to release the films theatrically, on satellite channels & also on social media platforms for achieving commercial success.

67. When the Committee asked about the efforts being made by the Ministry to exhibit these relevant films and documentaries for the general public, the Ministry, in a written note submitted as under:-

Exhibition of Documentary & Short Films by Films Division:

- DVDs are sold online and offline from Films Division Head Office in Mumbai as well as Distribution Branch Offices across the country.
- Films Division films are regularly telecast on DD channels.
- Screening of short films on topical subjects in theatres before screening of main film.
- Making publicly accessible its archives through uploading of videos in low resolution on the YouTube channel of Films Division.
- The Archival Research Centre, a multi station research facility by Films Division is operational since 26.10.2013. The ARC makes the entire archive of Films Division available to the fifteen research stations presently routed to it for viewing and research purposes.
- Webcasting of Film Archive: The archive of Films Division is being made available to larger audiences via web-based platforms.
- Participation in all major domestic and international film festivals.
- Organizing film festivals.

Exhibition of Children's Films produced by Childrens Film Society, India:

CFSI exhibits its films through:

- Organizing free shows under the plan scheme of exhibition in schools. This activity is done through the assistance of the District Administration in all the States.
- Telecast on Doordarshan's National Channel.
- Participation in National / International Film Festivals.
- Sale of DVDs.
- Individual film shows through NGOs, Schools, etc.

Exhibition of Regional Films produced by NFDC:

- NFDC releases films produced under the plan scheme theatrically, on satellite channels & also on social media platforms.
- Participation in National/International Film Festivals.
- Telecast on Television Channel.
- A progressive effort has been made to showcase films online whether through syndicating it to various digital platforms or through own video-on-demand platform www.cinemasofindia.com
- Under the brand Cinemas of India, each film is released on DVD.
- The films are also showcased to the aficionados through various film clubs and outreach programmes done at regular intervals across India.

68. On being asked about the difficulties faced in effective implementation of the scheme, the Ministry, in a written note, submitted that it is due to curtailment in the fund allocation that the targets envisaged in EFC could not be achieved completely. In recent time, the expenditure for carrying out marketing & dissemination activities has been increased manifold, sometime even bigger than the production budget and therefore the outreach of the contents produced is not increasing because of paucity of funds. Also, the scheme supports production of films with cinematic, thematic and aesthetic excellence that is for the niche audience and therefore achieving commercial success is difficult.

C. Setting up of a Centre of Excellence for Animation, Gaming and VFX

69. The scheme envisages setting up of a National Centre of Excellence for providing trained manpower in the animation, gaming and visual effects sector by operating it under Public Private Partnership (PPP) mode. The basic idea was to rope in private players to partner with Government to run the Project. This Project is part of the Budget Announcement during 2014-15. Detailed Project Report (DPR) has been prepared by the Media and Entertainment Skills Council and 'in-principle' approval of NITI Aayog has been obtained. An outlay of Rs.57 crore has been given under the 12th Plan for this special project.

70. The BE, RE and Actual expenditure of funds for 2015-16 and BE for 2016-17 under the scheme is as follows:-

(Rs. in crore)

Name of the Scheme	BE 2015-16	RE 2015-16	Expenditure as on 31.03.2016	BE 2016-17
Setting up of a Centre of Excellence for Animation, Gaming and VFX	0.50	0.30	0.26	5.10

71. According to the Ministry, due to the requirement for consultation with different stakeholders and the need for reviewing the DPR, there is a delay in implementation of this Project and consequent underutilization of funds. Asked about the measures being taken to utilize the funds effectively under Public Private Partnership Model operating under the scheme, the Ministry, in a written note, stated that the proposed project envisages creation of necessary infrastructure by the Government, meeting the pre-operation expenditure as well as meeting certain operational expenditure. The responsibility of the private operator is to meet the operational expenditure and the expenditure towards upkeep and maintenance of the infrastructure and its

maintenance. By funding for creation of infrastructure, it is proposed to provide world class education in the field of animation gaming and visual effects at affordable costs.

IX. BROADCASTING SECTOR

72. The Broadcasting sector includes the Main Secretariat and Prasar Bharati. The Main Secretariat covers activities, viz. (a) Electronic Media Monitoring Centre (erstwhile Central Monitoring Service); (b) Automation of Broadcasting Wing; (c) Supporting Community Radio Movement in India; and (d) Digitization Mission. The Prasar Bharati includes All India Radio and Doordarshan.

73. The BE, RE and actual expenditure during the year 2015-16 and the BE allocation for the year 2016-17 under the Broadcasting sector is as follows:-

(Rs. in crore)

Broadcasting Sector	BE 2015-16	RE 2015-16	Expenditure upto 31.03.2016	BE 2016-17
Main Sectt.	30.30	25.50	23.41	25.50
Prasar Bharati	605.03	453.77	453.77	450.00
Total Broadcasting	635.33	479.27	477.18	475.50

Ref: P.No. 3 of PPT

74. Scheme-wise BE, RE and Actual expenditure for the year 2015-16 and BE for the year 2016-17 under the Main Secretariat is as follows:-

(Rs. in crore)

Name of the Scheme	BE 2015-16	RE 2015-16	Expenditure as on 31.03.2016	BE 2016-17
Strengthening of EMMC	21.00	21.00	19.76	12.00
Automation of Broadcasting Wing	1.00	0.50	0.50	4.50
Supporting Community Radio Movement in India	6.30	2.70	1.90	4.00
Mission Digitization	2.00	1.30	1.25	5.00
Total	30.30	25.50	23.41	25.50

A. Strengthening of Electronic Media Monitoring Centre (EMMC)

75. As per the outcome Budget, protecting the citizens from undesirable content being aired by television channels is a norm followed by almost all leading democracies in the world. In India, the Electronic Media Monitoring Centre (EMMC) is entrusted with the task of monitoring the content being aired by TV channels. The monitoring capacity of EMMC is being augmented in phased manner to achieve the objective of developing content acquisition facility for 1500 channels by the end of the 12th Plan. By the end of FY 2014-15, EMMC successfully achieved the Plan target of content acquisition facility of 600 TV channels.

76. The status of utilization of funds during 2015-16 and BE allocation for 2016-17 under the scheme of Strengthening of Electronic Media Monitoring Centre is as follows:-

(Rs. in crore)

Name of the Scheme	BE 2015-16	RE 2015-16	Expenditure as on 31.03.2016	BE 2016-17
Strengthening of Electronic Media Monitoring Centre	21.00	21.00	19.76	12.00

77. The Committee desired to know the status of utilization of funds under the scheme of Strengthening EMCC as on date out of Rs.90 crore outlay provided under the 12th Plan to which the Ministry stated that the total fund utilized in the first three FYs and till 31st March, 2016 is Rs. 56.37 crore. The details are as under:-

Plan Budget: Expenditure Trend in first four Years

	2012-13	2013-14	2014-15	2015-16	Total
A. Revenue	0.86	3.50	9.64	9.07	23.07
B. Capital	0.00	7.50	15.11	10.69	33.30
Total:-	0.86	11.00	24.75	19.76	56.37

78. On being asked about the achievements made under the scheme during 2015-16 and TV channels that have been covered under the Content Monitoring System, the Ministry, in a written note, stated that during the year 2015-16, EMMC have procured content acquisition hardware for setting up monitoring facility for 300 additional TV channels and installed at the new set up, *i.e.*, Soochna Bhawan. The channels are being configured. The Broadcast Engineering Consultants India Ltd. (BECIL) aims to configure all available free to air channels in the content monitoring system within a month's time. However, configuration of pay channels will require broadcasters to provide necessary equipment for downloading and decryption of the content/ signal. According to the Ministry, this process is likely to take more time and is expected to be completed within 4 months time.

79. In addition, issues pertaining to monitoring of 600 channels, hardware for which was acquired in FY 2014-15, were stated to have been resolved. Hence, EMMC was able to stabilize and regularly monitor 600 TV channels.

80. When the Committee asked about the action taken against the TV channels that have been found violating the content guidelines during the year 2015-16, the Ministry, in a written note, stated that 11 cases were found where TV channels were in violation of content guidelines (*i.e.* Programme Code and Advertisement Code) (Annexure 'I'). Insofar as private satellite TV channels are concerned, there is no provision of pre-censorship of the content telecast on such TV channels. However, all programmes/ advertisements telecast on such TV channels are required to adhere to the Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and the rules framed thereunder. Action is taken whenever any violation of the Codes is noticed or brought to the notice of the Ministry.

81. On being asked about the physical targets set under the scheme for the year 2016-17, the Ministry stated, in a written note, that under the Machinery and Equipment head, the target was to develop content acquisition facility for additional 300

TV channels by the end of FY 2016-17. It would be in addition to 1200 TV channels to be developed by FY 2015-16. While drafting the SFC proposals, it was assumed that by the end of the 12th Plan scheme, the number of permitted TV channels would rise to 1500. However, till date, only about 870 TV channels have got permission to start their operation. This includes about 30 TV channels having up-linking license only. The present set up of EMMC has developed logging and recording facility for 900 TV channels and is thus fully equipped to start monitoring of all permitted channels available on public domain.

82. In addition, monitoring of FM radio stations is also a part of the plan. However, monitoring of FM Radio Stations could not commence since despite repeated tenders, BECIL failed to receive valid response for establishing IP based radio monitoring system for EMMC.

83. Under Major Works, the 11th floor of Soochna Bhawan is to be developed by 2016-17. In FY 2015-16, the floor layout was approved, architectural measurements to develop facility for more than 200 monitoring workstations, establishment of RF downlink machinery, etc. have been finalized; BECIL is all set to float tender so that by the end of the Plan period, the 11th floor could be developed to cope with the increased domain of activity.

84. Giving an updated status of setting up of the Centralized Content Monitoring Facility for private FM and Community Radio Stations, the Ministry further stated that BECIL has floated tender for award of job for setting up monitoring facility for FM and CR stations. However, BECIL could not get any response. The tender was reissued in 2014-15, but only one tenderer responded. BECIL is looking for alternate mechanism to develop content acquisition facility for FM and CRS stations. Accordingly, the BECIL will float another tender.

B. Supporting Community Radio Movement in India

85. The Ministry of I&B grant permission to set up Community Radio Stations. The Government introduced the policy guidelines for permitting community radio stations in the year 2002, which were revised in the year 2006. Earlier Guidelines allowed only Educational Institutions to operate Community Radio Stations. New Guidelines broadened the eligibility criteria and allowed community based organizations including civil societies and voluntary organizations, State Agriculture Universities (SAUs), ICAR Institutions, Krishi Vigyan Kendras, Registered Societies/Autonomous Bodies/Public Trusts registered under the Societies Act to operate Community Radio Stations, subject to fulfillment of the eligibility conditions.

86. The Ministry are also popularizing the community radio scheme through awareness workshops so that more and more grass root organizations are encouraged to set up CR stations. Under 11th Plan Scheme “IEC Activities for Community Radio”, the Ministry organized 37 awareness/capacity building workshops. In the 12th Five Year Plan, a new scheme, namely Supporting Community Radio Movement in India has been introduced. In addition to IEC Activities, the new scheme will also provide financial assistance to new and existing CRS for equipment acquisition & training, etc. The scheme will also support innovations in the CR sector. In the first 4 years of the 12th Plan scheme, 34 awareness workshops have been organised. Also, applications have been invited from CR stations/permission holders for financial assistance.

87. The fund allocation under the scheme Supporting Community Radio Movement in India is as follows:-

(Rs. in crore)

Name of the Scheme	BE 2015-16	RE 2015-16	Expenditure as on 31.03.2016	BE 2016-17
Supporting Community Radio Movement in India	6.30	2.70	1.90	4.00

88. The fund allocation with respect to the North-East Region under Supporting Community Radio Movement in India is as follows:-

(Rs. in crore)

Scheme	BE 2015-16	RE 2015-16	Allocation for NER (RE)	Expenditure against allocation for NER (RE)
Supporting Community Radio Movement in India	6.30	2.70	0.75	0.00

89. When the Committee asked about the broad reasons for non-utilisation of funds allocated under this Scheme in North-East Region, the Ministry, in a written note, stated that Rs.75 Lakhs in NER head were kept for financial support to operational stations and Letter of Intent (LOI) holders. No operational station or LOI holder from North East region applied for financial assistance.

90. On being asked about the measures taken for effective utilization of funds towards supporting Community Radios, the Ministry, in a written note, stated that the grants to some Community Radio Stations who had submitted claim forms could not be released in the year 2015-16 due to shortfall of funds. The grants to these stations will also be released in the first quarter of 2016-17. Requisite approvals in respect of proposals recommended by the Screening Committee for innovation grants will also be obtained during the year 2016-17. The study on the effectiveness of Community Radio in India is being conducted by Academy of Management Studies (AMS), Lucknow, which will be completed before December 2016 and funds to the Consulting Agency will be released.

91. When the Committee asked about the reasons for utilization of only Rs.7.24 crore out of Rs.100 crore provided under the 12th Plan under the scheme, the Ministry, in a written note, stated the following reasons:-

- (i) EFC Memo of the scheme “Supporting Community Radio Movement in India” was approved in July 2013.
- (ii) As mentioned in the EFC, a Programme Management Unit (PMU) was established in December 2013 to implement the scheme.
- (iii) As per guidelines contained in EFC for providing grants, a Technical Committee was constituted by the Ministry on 31st July, 2013 to shortlist equipment essential for operating a Community Radio Station (CRS) and finalize specifications/benchmarks of each item on the short list. Technical Committee submitted its report on 28th January, 2014, which was accepted by the competent authority in February 2014.
- (iv) As per scheme for financial assistance, 50% of the cost of equipment is to borne by the applicant itself. Several grass root organizations, which hold Letter of Intent (LOI) to operate Community Radio Station (CRS), are not in a position to mobilize their part of 50% expenditure. Therefore, less number of applications for financial assistance was received.
- (v) The applicants did not provide requisite documents like quotations and specifications of the equipment to be purchased, which are essential for providing financial assistance, as per scheme. Therefore, no in-principle approval could be issued in 2015-16.
- (vi) 20 CR Stations were issued in-principle approval in the year 2014-15 for purchasing equipment. These stations had to submit their claim forms after procuring the equipment for release of grants. Out of them, only eight (8) stations completed the procurement and submitted Claim Forms for release of grant. The field visits to these stations have been made. Further, Grant of Permission Agreements (GOPA) of 3 stations, who submitted claim forms, have expired. Renewal of their GOPA is under consideration in the Ministry. Hence, no grant could be issued in the year 2015-16.
- (vii) 68 applications were received for innovation grants. The Screening Committee, constituted to examine the proposals, has recommended only 3 applications for further processing. Therefore, utilization for innovation grants also remained less than anticipated.
- (viii) Study on listenership, reach and effectiveness of community radio stations in India has been commenced in February 2016 to enable greater appreciation of the sector.

92. When the Committee desired to know the challenges faced in launching new Community Radio Stations and the initiatives taken by the Administrative Ministry to address these difficulties, the Ministry, in a written note, stated as follows:-

(i) **Lack of Awareness:** There is lack of awareness among potential applicants about advantages of Community Radio. To address this, the Ministry has been giving wide publicity to the Community Radio Scheme by organizing awareness workshops in various parts of the country. So far, 71 awareness workshops have been organized. These workshops have been successful in addressing issues concerning guidelines, application procedure, content and sustainability issues for new applicants. During the Financial Year 2015-16, eight (8) awareness workshops were organized focusing on districts where no CRS exists at present, *i.e.* CR dark districts.

(ii) **Complex Licensing procedures:** The process involves obtaining Inter-Ministerial clearances. Beside this, the process of obtaining frequency allocation, Standing Advisory Committee on Frequency Allocation (SACFA) clearance and Wireless Operating License by LOI holders from Wireless Planning & Coordination (WPC) Wing of Ministry of Communication and IT may also be time consuming and require guidance from this Ministry/WPC Wing.

To fast track the entire process this Ministry is holding monthly co-ordination meetings regularly with the Ministries concerned. Co-ordination meetings have helped to expedite the clearances and avoid communication gaps and the pendency in Ministries concerned has come down significantly.

A Facilitation Centre has also been set up in the Ministry of Information & Broadcasting, in association with the One World Foundation India. It facilitates both new applicants as well as LOI holders to complete license process, fill up online applications for Frequency allocation, SACFA clearance and Wireless Operating License in WPC Wing. A toll free number, 1800-11-6346, has also been set up for this purpose.

(iii) **Technical information and Training** - Though CRS equipment are simple and easy to maintain, it is found that many organizations need training and hand holding on technical aspects for operating CRS professionally. The Ministry introduced Regional Sammelans for Community Radio Stations in the country in the year 2014. Every year, 2 Regional Sammelans are organised to encourage co-learning and experience sharing on various issues. In the year 2015-16, two Regional Sammelans were organised at Bhopal and Pune.

The peer review process was also undertaken by the Ministry to promote co-learning among the community radio stations. In two phases, 68 Community Radio Stations participated in the process. Each station visited two other

Community Radio Stations to learn from their experiences. This has helped in creating informal networks of Community Radio Stations.

- (iv) **Lack of Community Involvement**– Many organizations find it difficult to create enthusiastic community participation as it requires time and resources to train & mobilize the local community. Regional Sammelans and Peer Review process have remained helpful in addressing this issue as well. The Ministry invites two representatives from each operational CR Station, one from station and one community member, to participate in Regional Sammelans.
- (v) **Sustainability:** Various grass root organizations are facing difficulty to mobilize the resources to run community radio. For capital and operating expenditures, most of the CRS depend on their parent organisation or donations, etc.

The operating as well as upcoming CRS can now apply for financial assistance for upgradation/purchase of equipment. 50% of cost of equipment will be provided by the Ministry, subject to a ceiling of Rs. 7.5 lakh. The balance 50% amount is to be contributed by the permission holder.

In addition to this, empanelment of CRS was started with DAVP enabling them to get Government advertisements. So far, 72 stations have empanelled themselves with DAVP.

93. On being asked about the criteria to be fulfilled by the applicant to become eligible for availing the innovation grants, the Ministry, in a written note, stated that an Organization in existence for at least 3 years or individuals, which have submitted 3 income tax returns, are eligible to apply for innovation grants with following details:

- i) An introduction of the organization/individual and its work with specific highlight on CR operations and experience
- ii) Executive Summary of the project
- iii) Objectives of the project
- iv) Project Description addressing as to why it is innovative and useful to the sector, the context in which the innovation will be implemented including, conceptual frame work, objectives, methodology, implementation plan, duration of the project, performance indicators, monitoring mechanisms, scaling, replication and budget estimates.

94. When the Committee asked about increasing the subsidy support for applicants to more than 50% for setting up Community Radios, the Ministry, in a written note, stated that the scheme was approved with the condition that the financial support will be 50% of cost of equipment to ensure sense of responsibility on the part of the licensee organisation for running and sustaining the station. No front end subsidy or grant is provided under the scheme. 50% grant can be released only after 100% investment by licensee and operationalisation of station for 3 months. To increase the grant more than 50%, the EFC will have to be revised to obtain fresh approvals. The issue of increasing subsidy support is a policy decision, requiring consultations with stakeholders so as to ensure that only genuine and committed organisations are benefited while non-serious do not misuse funds.

95. Elaborating further, the Special Secretary, during evidence, submitted as under:-

“.....on the Community Radio.....why the financial assistance has not taken off in it. You have just suggested as to how the financial assistance should be enhanced. It is a fact that many problems were being faced in it since very small groups, NGOs, Agriculture University start it. The existing provision for Government’s support in it is seemingly somewhat little. To discuss this, a meeting is also going to be held this month so that something more could be done in the current scheme.....”

96. Further, the Ministry, in a written note, have stated that following measures are being undertaken to promote growth of Community Radio Stations:

- i) Encourage genuine organisations to apply for Community Radio permission.
- ii) Create more awareness among masses and government departments regarding advantages of Community Radio Stations in areas where no stations exist i.e. CR dark areas.
- iii) Advocacy with Central/State Government Departments to engage with operational CR Stations for better contents and their sustainability.
- iv) Facilitation of applicants to apply for grants.

97. When asked about the initiatives taken for opening Community Radios in backward States and border areas of the country, the Ministry, in a written note, informed that during the year 2015-16, they have organized 8 awareness workshops in the country. Not-for-Profit organisations working in areas where no CRS exists at present were invited in these workshops to ensure that Community Radios are set up in such areas. The permission to set up Community Radio Stations is not granted within 50 km. of international border, as per guidelines of Ministry of Defence.

C. Mission Digitization

98. Digitization of the Cable TV sector in the country is one of the thrust areas of the Ministry of I&B during the 12th Five Year Plan. Cable TV is the backbone of TV distribution in the country. The cable TV networks in the country are predominately analog in nature. As per data provided by FICCI-KPMG 2014, there are around 88 million Cable TV homes in the country, majority of which receive TV signals in analog mode. Analog Cable TV distribution has number of problems/ maladies, capacity constraints and issues relating to choice of channels and quality of signals.

99. To address the drawbacks in the existing analog TV distribution system, the Ministry are implementing digitization with addressability in Cable TV sector in a phased, time bound manner leading to complete switch off of all analog services by 31st December, 2016. In the first phase, 3 metro cities, *i.e.*, Delhi, Mumbai, Kolkata have already become digital. In Chennai, the matter is sub-judice. The Second phase, in which 38 cities (with a population of greater than one million) had to be digitalized by 31st March, 2013, has also been completed. Phase III which covers all the remaining urban areas (not covered in Phase I and Phase II) was targeted for completion by 31st December, 2015 and Phase IV, which cover the Rest of India is to be completed by 31st December, 2016.

100. The fund expenditure during 2015-16 and allocation for the year 2016-17 under the scheme Mission Digitization is as follows:-

Name of the Scheme	BE 2015-16	RE 2015-16	Expenditure as on 31.03.2016	BE 2016-17
Mission Digitization	2.00	1.30	1.25	5.00

101. As per the Outcome Budget 2016-17, it was estimated that about 40 million STBs are required during Phase III. As per data provided by MSOs, DTH & HITS operators, over 35 million STBs had been installed in Phase III areas by 1st Feb 2016, thereby achievement of about 87%. The Association of Domestic Set Top Boxes manufacturers had informed the Ministry that the domestic manufacturers of STBs have sufficient installed capacity to meet the demand of Cable TV digitization and they can even scale it up further, if required. The Association had requested for creation of level playing field for the domestic STB manufacturers. In this connection, the Government resolved the C Form issue by declaring STBs as part of telecommunication network equipment. The issue of long term financing is under consideration. An indigenous Conditional Access System (CAS) has been developed which will give further impetus to the domestic STB manufacturers to produce and supply the indigenously manufactured set top boxes thereby achieving the goal of 'Make in India' and creating employment opportunities.

102. Elaborating further, the Special Secretary, during evidence, submitted as under:-

“.....regarding Set Top Boxes, you have told that till now, most of the STBs are being imported. The Government has taken an initiative in this regard and I feel immensely glad to tell you that during last days, a major concession has been given by declining the VAT duty that would result in bringing the price of the domestically produced Set Top Boxes at par with that in China. In this connection, one more issue had come up and the Government is seeing to it as to how to overcome the same. In case of Chinese Set Top Boxes, our people get long term credit facility for procurement thereof, which is not available here in banking system. It is under consideration as to how to tackle it and provide long term credit facility to Indian manufacturers. There are Indian manufacturers who are providing it in little quality and the Set Top Boxes produced by them are being used too.....”

103. The Ministry, in a written note, has set the following targets for Cable TV Digitization across the country:-

Phases	Areas to be covered	Target date(s)
I	4 metro cities of Delhi, Mumbai, Kolkata & Chennai	30.6.2012, subsequently amended to 30.10.2012.
II	38 cities, having population more than 10 lakh each	31.3.2013
III	All remaining Urban areas in the Country	30.9.2014. Subsequently amended to 31.12.2015
IV	All remaining areas	31.12.2014. Subsequently amended to 31.12.2016

104. Further, the Ministry have informed that Set Top Boxes are procured and installed by the industry stakeholders. The Ministry have been supporting the local manufacturing of STBs right from the beginning of digitalization. For this purpose, a representative of Consumer Electronics and Appliances Manufacturers Association (CEAMA) was included as a member of the Task Force constituted. As stated by CEAMA, presently STBs are indigenously manufactured by about 19 companies in India and they had informed that they have sufficient installed capacity to meet the demand. CEAMA has further informed that they can even scale up the capacity if there is a demand.

105. When the Committee asked about the number of Chinese imported Set Top Boxes being used by MSOs/LCOs and their impact on data security, the Ministry, in a written note, stated that Ministry of I&B do not have such data as the Cable Operators and DTH Operators procure and install the Set Top Boxes (STBs) in the consumers premises. The Ministry are only a facilitator for implementation of Cable TV Digitization.

As regards security, it is mentioned that the Cable TV Industry has to ensure that the installed STBs are BIS compliant. Further, since Set Top Boxes are one way communication device, there is no such threat from the STBs used with the Cable TV network.

X. PRASAR BHARATI

106. For the 12th Five Year Plan, the Government approved a total outlay of Rs.3826 crore, viz. Rs.2614.86 crore for Continuing Schemes and Rs. 1211.14 crore for New Schemes. The outlay for Broad schemes namely 'Broadcasting and Infrastructure Network Development' is Rs.3500 crore, for 'Content Development and Dissemination' is Rs.186 crore and for 'Special Project' is Rs.140 crore. In addition, separate outlay is being provided for 'Kisan Channel', i.e., Rs.26 crore in 2014-15, Rs.45 crore in 2015-16 and Rs.60 crore has been allocated for the year 2016-17.

107. The fund utilization during the year 2015-16 and BE allocation for the year 2016-17 under Prasar Bharati is as follows:-

(Rs. in crore)

PRASAR BHARATI	BE 2015-16	RE 2015-16	Expenditure as on 31.03.2016	Variation between Revised Estimates and Actual Expenditure	BE 2016-17	BE 2016-17 (NER Component)
Grants-in-aid to Prasar Bharati	560.03	427.52	427.52	0.00	390.00	50.00
Grants-in-aid to Prasar Bharati for Kisan Channel	45.00	26.25	26.25	0.00	60.00	8.00
TOTAL PRASAR BHARATI	605.03	453.77	453.77	0.00	450.00	58.00

108. For the Annual Plan 2016-17, the total outlay is Rs.450 crore which includes Rs.60 crore for Kisan Channel and Rs.390 crore for Schemes 'Broadcasting Infrastructure Network Development' and 'Special Projects'.

109. When the Committee desired to know the reasons for reduction in funds at RE stage as compared to BE given in 2015-16, the Ministry, in a written note, stated that in the case of DD, the provisions for major items, viz. Digital Terrestrial Television (DTT) transmitters, Direct to Home (DTH), Set Top Boxes (STBs), Digital Satellite News

Gathering Vehicles (DSNGs), etc. were dropped/ curtailed in RE (2015-16) as these were not expected to be executed by the Prasar Bharati during the remaining period of the current Financial Year. In the case of AIR, the requirement of funds was reduced in the RE stage, broadly because various schemes of AIR were reviewed in 2013-14 and 2014-15, and those found as having negative cost benefits were ordered to be ceased or tapered off. Apart from internal issues that such stern reviews entailed, this meant recasting of earlier tendering processes and the established relations between foreign suppliers and AIR's Engineering Wing. It called for overhaul of tender, specifications, and for more useful Schemes, like FM Radio.

110. On being asked about the justification for curtailing of expenditure on major items viz. DTT transmitters, DTH STBs etc. which are among the revenue generation sources of DD, the Prasar Bharati, in a written note, stated that out of 40 digital transmitters (HPTs) approved in 11th Plan 16 digital HPTs have been commissioned w.e.f 25.2.2016 and another 3 digital HPTs have been installed & under testing. As per decision taken by Prasar Bharati and approved by Prasar Bharati Board in its 123rd meeting held in Sept., 2014, remaining digital HPTs (remaining 21 nos of 11th Plan & 23 nos approved in 12th Plan) were to be setup in clustering mode in 32 locations, 2 HPTs per location. Subsequently, the plan of clustering was dropped in 129th Prasar Bharati Board meeting held in Oct., 2015 and direction was given to pursue with original 63 locations. Curtailing of allocations in RE 2015-16 of major items viz DTH STBs are largely due to time taken in policy decision by Prasar Bharati on clustering and de-clustering of digital transmitters and its high cost.

111. When the Committee asked about any policy of Prasar Bharati with regard to sagging of loss making channels the Prasar Bharati informed that Doordarshan, a constituent of Prasar Bharati, is currently operating 23 round- the- clock television channels including 6 All India and one international channel. Apart from the above round-the-clock channels, there are 11 State Networks, beaming state specific programmes for limited hours.

Prasar Bharati stated that they do not have any policy or any immediate plan to close down any of the aforesaid channels as they are serving useful purpose as public service broadcasters in their respective domains. Also there is no system of accounts being maintained channel wise. Limited hour DD services currently being beamed from state capital stations of North East (Agartala, Itanagar, Aizawl, Imphal, Kohima, Shillong and Gangtok) are in need of being up-graded to round-the-clock service so as to make them viable for cable operators and serve the target audience across the nation in a much effective manner. Prasar Bharati plans to upgrade the limited hour services provided by Raipur, Ranchi, Dehradun, Shimla, Jammu, Chandigarh and Panjim to round-the-clock service, so that these services become viable to cable operators and target audience across the nation is served in a better way.

(i) PRASAR BHARATI PLAN FUND UTILISATION (2015-16)

112. The details of allocations made to AIR and Doordarshan and expenditure incurred by them under Plan head is as follows:-

(Rs. in crore)					
Media Units	Object Head	BE 2015-16	RE 2015-16	Actual expenditure upto March 2016 #	Percentage of utilization over RE
All India Radio	Grant for creation of Capital Assests	260.01	207.60	137.25	66.11%
Doordarshan	Grant for creation of Capital Assests (incl. Kisan Channel)	310.02	219.92	82.92	37.70%
Prasar Bharati	Grant for creation of Capital Assests (incl. Kisan Channel)	570.03	427.52*	220.17	51.50%

*This excludes expenditure of Rs.26.25 crore incurred on Content Development and Dissemination

#Provisional Expenditure figures as the annual account is yet to be finalized.

113. The outlay approved in the Annual Plan 2015-16 as shown above under Grant for Creation of Capital Assets (Capital component) object head of AIR was Rs.260.01 crore.

In RE 2015-16, it has been reduced to Rs.207.60 crore. Against this outlay, AIR has incurred an expenditure of Rs.137.25 crore upto March, 2016.

114. Similarly, the outlay approved in the Annual Plan 2015-16 under Grant for Creation of Capital Assets (Capital component) object head of DD was Rs.310.02 crore (including Kisan Channel). In RE 2015-16, it has been reduced to Rs.219.92 crore (including Kisan Channel). Against this outlay, DD has incurred an expenditure of Rs.82.92 crore upto March, 2016.

115. When the Committee desired to know the reasons for shortfall in utilization of Plan funds allocated to AIR and DD in 2015-16, Prasar Bharati, in a written note, stated that four major projects of All India Radio (AIR), for which funds were allocated, in the BE 2015-16, could not be completed or initiated due to various reasons as mentioned below:-

- (i) Supply Installation Testing and Commissioning (SITC) of Studio-Transmitter links for AIR Stations – Sanction obtained from Prasar Bharati for procurement of 127 nos. of Studio Transmitter Link (STL) at a cost of 38.89 crore, but the import of the item required frequency clearance from WPC. Application was submitted for the same in mid 2014 after which, WPC wing of Telecom Department raised the issue of pending payments towards spectrum charges since 1997. This has been waived off by the Govt. till 2011. Finally, WPC wing agreed to release the license in the month of December, 2015. This delay led to delay in delivery of items and underutilization of funds.
- (ii) Under the 12th Plan new schemes, setting up of 100 nos. of 100 W FM Transmitters was approved at the cost of Rs. 22 crore. Prasar Bharati decided to revise the scheme and set up 1 KW FM Transmitters in place of 100 W FM Transmitter. The revised scheme has been included in the Mid-term Plan review proposal which is being finalized in Prasar Bharati.
- (iii) Setting up of 10 KW FM Transmitter along Indo-Nepal Border was approved under 12th Plan new scheme at the cost of Rs. 40 cr. The scheme could not be materialised due to exorbitant cost of the land. MHA was approached to provide land free of cost. Recently, MHA has suggested some locations (within premises of ITBF, ICPs, etc.) and these are being examined for suitability for setting of FM Transmitters.

- (iv) The procurement process for 675 nos. of Audio Consoles at cost of Rs. 38.95 cr. for AIR studios was initiated in Sep-2013. After technical evaluation and opening of tender, the file was sent to of PB Sectt, but the Board wanted the Finance Committee to examine it. This caused delays on account of the time consumed in clarifications, etc made by the Committee. It was finally cleared in July-2015 and order was placed in July-2015. As per the tender delivery schedule the entire SITC work is expected to be completed in financial year 2016-17.

Further, with regard to Doordarshan, the reasons for Shortfall in Expenditure in 2015-16 are as follows:

A. Major items not materialized w.r.t. proposed RE of Rs. 179.50 crore are given below:-

(i) Camera chains (Rs.27.20 crore): NIT was issued in May, 2015 and tender opening was scheduled in July, 2015. However, tender opening had to be postponed a number of times on the direction of Hon'ble High Court of Delhi. The court case was finalized in Oct., 2015 and the tenders were opened immediately. After techno-commercial evaluation, purchase proposal was submitted in Dec., 2015 for financial scrutiny by Finance wing of DG: DD. Thereafter, the proposal was submitted to Prasar Bharati for sanction.

(ii) XDCAM Camcorders, Recorders & Accessories (Rs.64.67 crore): The proposal for procurement of the said item was discussed in 131st Prasar Bharati Board (PBB) meeting held on 09.01.2016 and after seeking certain clarifications, the proposal was approved in 132nd PBB meeting held on 27.01.2016. The bid on single tender basis was opened on 23.2.2016. As the quoted price was found to be 23.65% higher than the estimated cost, a negotiation committee has been constituted by DG Doordarshan and the case is under process.

B. Major items dropped/curtailed in RE 2015-16 (which were part of BE 2015-16- Rs. 310.02 crore)

(i) Digital Transmitters (Rs.100 crore): The Scheme was originally sanctioned for 63 locations at the rate of 2 Antennas per transmitter to include 20 channels in Metro and one Antenna in remaining locations. Procurement of 19 transmitters, in 1st phase, was ordered in February, 2013. Prasar Bharati had decided to install the remaining transmitters in 32 location and PBB had approved the plan of clustering at least 2 Antenna per transmitter in 123rd meeting held in Sept., 2014. Subsequently, in 129th PBB meeting held in Oct., 2015, it was decided to

pursue with original 63 locations. In view of targeted mobile devices, proposal for enhancement of power of the transmitter (6KW to 10 KW) was submitted to PB in Feb., 2016 for approval.

(ii) DTH Receive sets- 30000 nos. (Rs.19 crore): As per the direction of PB, STBs are to be procured after implementation of CAS for DTH.

(iii) Digital Satellite News Gathering (DSNG) (9 nos.) (Rs.19 crore): Prasar Bharati has informed that no bid was received despite several extensions granted for tender opening. Group of bidders represented for change in terms and conditions of the tender in view of fluctuations in Foreign exchange. Subsequently, single bid received had also to be rejected as it was not meeting technical specifications.

116. Explaining the impact of under-utilization, Prasar Bharati, in a written note, stated that where digital transmission is concerned, it is being reviewed in the line of existing 4G technology of Telecom. The Delay in Plan Expenditure has affected the studio modernisation due to the delay in procurement of Camera Chains, XD Cam, Recorders and digitisation of transmitters. Less utilization of funds is likely to result in spillover of schemes to the next year. It is the constant endeavor of Doordarshan and AIR to complete the projects within the plan period. Prasar Bharati is monitoring this at the highest level and steps are being taken for smoothening the system & process.

(ii) Internal and Extra Budgetary Resource (IEBR) of Prasar Bharati

117. A sum of Rs. 1000 crore has been projected for the New Content Development Scheme to be financed by the Prasar Bharati by its IEBR for the 12th Five Year Plan Period, *i.e.* @Rs.200 crore per annum for this scheme.

118. The New Content Development to be financed by Internal Extra Budgetary Revenue (IEBR) from Prasar Bharati is as follows:-

(Rs. in crore)

Name of the Sector financed by IEBR	BE 2015-16	RE 2015-16	Expenditure upto 31.03.2016	BE 2016-17
AIR	75.00	75.00	189.11	75.00
DD	125.00	125.00	342.67	125.00
Total	200.00	200.00	531.78	200.00

119. When the Committee desired to know the utilization of Rs.200 crore out of IEBR for content development in last four years of the Twelfth Plan and during 2016-17 the Prasar Bharati, in a written note, stated that they have been incurring substantial expenditure on Content Development and Dissemination from its Internal Extra Budgetary Resources (IEBR).

The details of expenditure on Content Development and Dissemination through IEBR are as below:-

(Rs. in crore)

Name of the Sector financed by IEBR	Actual 2012-13	Actual 2013-14	Actual 2014-15	RE 2015-16	Expenditure up to 31.03.2016	BE 2016-17
AIR	85.62	123.58	188.37	189.11	189.11	198.54
DD	209.98	228.99	276.97	342.67	342.67	350.00
Total	295.60	352.57	465.34	531.78	531.78	548.54

120. Further, when the Committee desired to know the possible areas in All India Radio and Doordarshan where IEBR generation can be further increased and the steps the Prasar Bharati is taking in this regard. The following areas have been identified by Prasar Bharati where IEBR generation of AIR and DD can be further increased.

AIR	DD
FMization, keeping in mind the dwindling no. of Medium Wave receivers and competition from private FM players.	Expansion of DD's DTH platform to carry more channels
Up-scaling of Transmission hours	Infrastructure resource sharing
Sale of Archival Releases	Archival content monetization
Renting of auditoria	Time slot sale of DD's satellite channels.

Enhancement of commercial revenue	Slot sale on DD's Digital terrestrial network (DTT transmitters)
Sharing spare capacity of infrastructure including transmitters and studios with private FM Stations and bodies such as IGNOU.	
Broadcasting interactive and listener friendly programmes to increase direct participation of listeners through Phone-in devices and filed recordings.	

Steps taken to increase IEBR generation:

AIR	DD
Engaging the services of Professional Marketing teams	Process for monetization of above resources has been initiated.
Providing incentives to achievers that exceed revenue targets	

121. The Ministry further stated that the areas in which efforts were made by the Prasar Bharati to generate additional revenue by AIR and Doordarshan during 2015-16 are as follows:-

AIR	DD
Vividh Bharati at Chennai, Delhi, Kolkata & Mumbai is also now available on FM Mode leading to higher ratings and revenue owing to proliferation of car radios and mobile devices.	Additional slots were auctioned on DD's DTH platform
Relay of Vividh Bharati from 10.00 AM to 5.00 PM from 80 odd Local Radio Stations.	More private operators, especially FM radio operators are sharing infrastructure of PB
Setting up of Programme Promotion Unit to reinforce cross-media and cross-channel promotion of programmes.	Operationalised DTT transmitters so that market/eco-system develops for sale of DTT slots in near future.

Enlisting support and co-operation of Heads of Stations to tap the Station's revenue-yielding potential.	
On-line booking facility through virtual registered advertising agency	

(iii) Revenue Generation Trend of AIR and DD

Name of the Unit/Nature of Revenue Receipt	Revenue Generated		
	2013-14	2014-15	2015-16 (Net Revenue Generated upto Dec. 2015)
A. All India Radio			
i) Commercial Receipts	360.69	403.48	253.63
ii) Misc. Receipts	5.73	6.82	5.62
Total (A)	366.42	410.30	259.25
B. Doordarshan			
i) Commercial Receipts	1140.50	993.68	493.29
ii) Misc. Receipts	4.94	1.98	4.30
Total (B)	1145.44	995.66	497.59
C. Resources (AIR + DD)	49.08	64.91	47.64
D. Intt. On short term FDs	61.90	66.49	44.82
Total (A+B+C+D)	1622.84	1537.36	849.30

122. On being asked about the reasons for declining revenue generation trend of DD since 2014-15, Prasar Bharati, in a written note, stated that the revenue fall trend have been noticed in Doordarshan due to the following reasons:

- (i) The declining trend of terrestrial viewership in last few years has reduced dedicated DD audiences.

- (ii) Doordarshan could not implement plan for setting up Professional Marketing Division.
- (iii) The Rural Data in BARC's TRP monitoring has revealed that some other channels have gone ahead of Doordarshan. As a result, the earmarked budgets of corporate advertisers for these core rural audiences have reduced whereas DD is concerned.
- (iv) Competition is aggressive. Huge budgets for content production and their marketing are not within the reach for Doordarshan. Tight budgets limit its capability to source high value programming and its commensurate publicity.
- (v) Erstwhile heavy spending Govt. Ministries, Health and Agriculture have decreased their advertisement spends due to curtailed advertising budget. On Doordarshan, the flagship programme of the Health Ministry Swasth Bharat was stopped in the last financial year. This resulted in a 50% reduction on their advertisement spend on DD. Low Information, Education & Communication (IEC) budgets of other Ministries have also impacted the DD revenue.

123. Further, to reverse this trend Prasar Bharati stated that Commercial Revenue Divisions have been reorganized with specific targets. The targets have been linked to their Annual Performance Appraisal Report (APAR). There is a proposal to give incentive to the Marketing Divisions which earn revenue over and above their targets.

It has been decided to change the content sourcing model, from commissioning to slot sale so that producers get an equal stake. Initially it is being tried out on DD National, Prime Time Buyer of slot will invest in content production and finance their production through airtime sale of free commercial time associated with the time slot. Doordarshan will earn assured revenue from the sale of slots and will stop investing in content production. The Model is likely to bring good viewership to the channel as well.

Doordarshan is exploring new revenue Models from auction of slots on its DTH platform. The Platform has recently expanded its capacity from 64 to 80 channels of which 56 are paying carriage fee. Further augmentation of capacity is on the anvil. With

CAS enabled platform as proposed revenue should additionally flow in from advertising on the default channel.

Digital Terrestrial transmitters of DD, provides multiple channel capacity at each location. Live reception on Mobile, possible through this technology, is expected to be welcomed by viewers and likely to provide an additional revenue stream by new mode of viewership and carriage fee from private channels as and when carried on platform.

(iv) ALL INDIA RADIO

124. The Direct Budgetary Support for AIR for Plan2016-17 outlay under capital is proposed as Rs.177crore which is mainly for “Broadcasting Infrastructure Network Development”. This scheme’s thrust is mainly on Digitalization of AIR network, Strengthening of AIR/DD coverage in border areas, Expansion of FM services, and E-Governance. Various initiatives have been undertaken by AIR on the basis of policy decisions related to further development of the organization as an effective public broadcaster through fulfillment of its obligations. These are executed, keeping in view the needs of the general public and special target groups such as welfare of SC/ST, empowerment of women and development of North-East region.

125. The break-up of RE 2015-16 and expenditure up to February 2016 with respect to AIR is as follows:-

Plan Scheme expenditure during 2015-16

ALL INDIA RADIO	Approved Outlay in RE				Expdr. 2015-16	
	2015-16				Expdr. Upto Feb. 2016	Out of which NE compt.
Name of the Schemes	Cap.	Rev	Total	of which for NE Compt		
Continuing Schemes						
Digitalization of MW Transmitters	40.37		40.37	6.15	48.20	2.13
Digitalization of SW Transmitters	0.16		0.16	0.00	1.99	
FM(Expansion/replacement)	27.03		27.03	5.43	24.75	3.03
Digitalization of Studios	37.99		37.99	5.00	7.84	0.75

Digitalization of Networking & Connectivity.	39.40		39.40	6.05	46.61	0.43
Augmentation of Training Facility	0.23		0.23	0.00	0.06	
Strengthening of Research & Development	0.74		0.74	0.00	0.02	
Strengthening of Border area	17.08		17.08	0.00	4.62	
Consolidation of Infrastructure	1.25		1.25	0.79	0.87	0.47
Sub-Total: Scheme-A (I)	164.25		164.25	23.42	134.96	6.81
New Schemes						
Broadcasting Infrastructure & Network Development						
Digitalization of MW Tr.	0.00		0.00			
Digitalization of SW Tr.			0.00			
FM(Expansion/replacement)	34.92		34.92	4.00	3.59	
Digitalization of Studios	5.03		5.03	2.48		
Digitalization of Networking & Connectivity.	0.50		0.50	0.50		
Augmentation of Trag. Facility	0.00		0.00			
Strengthening of R & D.	0.00		0.00			
Strengthening Border area	0.00		0.00			
B'casting on alternate plat.	1.40		1.40		0.68	
Consolidation of Infrs.	0.00		0.00			
E-Governance	1.50		1.50			
Sub-Total Scheme- B(I)	43.35	0.00	43.35	6.98	4.27	0.00
Content Development & Dissemination						
Software (DBS)						
Sub-Total Scheme- B(II)						
Special Projects						
Auditorium						
Total-(B)	43.35		43.35	6.98		0.00
12th South Asian Games, 2016 (Rs. 0.39 crore)						
Total of AIR	207.60		207.60	30.40	139.23	6.81

126. The break-up of BE 2016-17 with respect to AIR is as follows:-

Approved BE 2016-17

(Rs. in crore)

	Name of the Schemes	Approved Outlay 2016-17			of which for NE Compt
	ALL INDIA RADIO				
Scheme-I Broadcasting Infrastructure Network Development					
A	Continuing Schemes	Cap.	Rev	Total	
	Digitalization of MW Transmitters	3.86		3.86	2.17
	Digitalization of SW Transmitters	1.60		1.60	0.00
	FM(Expansion/replacement)	18.25		18.25	6.51
	Digitalization of Studios	20.68		20.68	5.70
	Digitalization of Networking & Connectivity.	11.88		11.88	0.90
	Augmentation of Training Facility	0.59		0.59	0.00
	Strengthening of Research & Development	1.50		1.50	0.00
	Strengthening of Border area	17.58		17.58	0.00
	Consolidation of Infrastructure	2.23		2.23	0.00
	Sub-Total: Scheme-I(A)	78.17		78.17	15.28
B	New Schemes				
	Digitalization of MW Tr.	0.00		0.00	0.00
	Digitalization of SW Tr.	0.00		0.00	0.00
	FM(Expansion/replacement)	85.28		85.28	11.77
	Digitalization of Studios	11.75		11.75	3.20
	Digitalization of Networking & Connectivity.	1.70		1.70	0.75
	Augmentation of Trag. Facility	0.00		0.00	0.00
	Strengthening of R & D.	0.00		0.00	0.00
	Strengthening Border area	0.00		0.00	0.00
	B'casting on alternate plat.	0.00		0.00	0.00
	Consolidation of Infrs.	0.00		0.00	0.00
	E-Governance	0.00		0.00	0.00
	Sub-Total Scheme-I (B)	98.73	0.00	98.73	15.72
	Content Development & Dissemination				
	Software (DBS)				
	Sub-Total Scheme- B(II)				
Scheme-III Special Projects					
C	Auditorium	0.10		0.10	0.00
	Sub-Total Scheme-III	0.10		0.10	
	Total of AIR	177.00	0.00	177.00	31.00

	<i>Grant-in-aid General</i>			0.00	
	<i>Grant for Creation of Capital Assets</i>	177.00		177.00	31.00

127. The Committee desired to know about good governance initiatives taken by the Prasar Bharati to fulfill the main thrust areas of the AIR Component of Broadcasting Infrastructure Network Development Scheme; in response, the Ministry, in a written note, stated as follows:-

Direct Budgetary Support for AIR for Plan 2016-17 outlay under capital is proposed as Rs.177 crore which is mainly for “Broadcasting Infrastructure Network Development”. This scheme’s thrust is mainly on Digitalization of AIR network, Strengthening of AIR coverage in border areas, Expansion of FM services and E-Governance.

Various initiatives have been undertaken by AIR on the basis of policy decisions related to further development of the organization as an effective public broadcaster through fulfillment of its obligations. These are executed keeping in view the needs of general public and special target groups such as welfare of SC/ST, empowerment of women and development of North-East region.

Several steps/initiatives have been undertaken by AIR to serve the areas which are considered un-economical by the private broadcasters. Good quality signals through FM transmitters are progressively being made available to the masses residing in otherwise inaccessible areas in their local languages. Radio services are also being offered through DTH platform enabling people residing away from their native places to have access to the programmes in vernacular languages. AIR is also exploiting the new media platforms to offer its services catering to viewers beyond the geographical boundaries and new set of viewers especially the youth. AIR has made available classical music channel ‘Ragam’ through streaming, giving a fillip to the demand for such niche content.

128. On being asked about the performance of the current monitoring mechanism and its effectiveness, the Ministry, in a written note, stated that DG, AIR, has been given the overall supervision of monitoring and implementation to co-ordinate between demand and execution on the issue over both Engineering and Programme Divisions that were earlier functioning as two distinct verticals. Thus, the issues arising out of decision making in the two divisions are now to be coordinated with mutual discussions leading to better supervision and clarity. This would obviate the lacunae so far existing at the

planning and implementation stage, leading to further improvement in monitoring of Plan expenditure.

129. The Committee specifically desired to know about the steps taken to enhance the reach of AIR broadcasting services in the North-East Region. According to the Ministry/ Prasar Bharati, FM transmitters installed under earlier Plans which have become due for replacement are being replaced and digitization work of studios is being undertaken. Up-linking facilities are also being upgraded in the 12th Plan.

(v) DOORDARSHAN

130. The proposed Direct Budgetary Support for Annual Plan 2016-17 of DD is Rs.273crore. This allocation includes Rs.221crore grants for Creation of Capital Assets which is mainly for the schemes covered under “Broadcasting Infrastructure Network Development“ which includes Rs.8 crore for Kisan channel. The main thrust areas are - digitalization of Doordarshan network; expansion of DTH; expansion of HDTV; modernization of Doordarshan’s Studios, Transmitter and Satellite broadcast equipment; and strengthening of TV coverage on the Indo-Nepal border. The remaining outlay of Rs.52crore would be for Kisan channel for Content Development & Dissemination.

131. The break-up of RE 2015-16 and expenditure upto February 2016 with respect to DD is as follows:-

Plan Scheme expenditure during 2015-16							
(Rs. in crore)							
DOORDARSHAN							
	Name of the Schemes	Approved Outlay in RE 2015-16				Total Expenditure	
		Cap.	Rev	Total	of which for NE	upto Feb. 2016	Out of which NE compt.
A	Continuing Schemes						
A-I	Broadcasting Infrastructure & Network Development						
	Digitalization of transmitter & Studio in DD Network	43.00	0.00	43.00	9.00	21.27	0.60

	HDTV	12.00	0.00	12.00	6.00	5.67	0.00
	Expansion of DTH	4.00	0.00	4.00	0.00	3.93	0.00
	Modernization, Aug. & Rep.of satellite b'cast Equip.	12.00	0.00	12.00	0.00	4.26	0.00
	Modernization, Aug. & Rep of Tr. & Studio Equip.in DD Network	40.00	0.00	40.00	4.00	23.53	1.34
	Civil Infrastructure, Aug./Staff Qrt.& Misc.work	6.00	0.00	6.00	0.00	3.22	0.00
	Other Misc. Ongoing Sch.	14.00	0.00	14.00	0.00	3.69	0.00
	Sub-Total:-Scheme- A(I)	131.00	0.00	131.00	19.00	65.57	1.94
B	New Schemes						
B-I	Broadcasting Infrastructure & Network Development						
	Digitalization of Doordarshan Network	18.50	0.00	18.50	8.00	0.00	0.00
	HDTV	0.00	0.00	0.00	0.00	0.00	0.00
	Expansion of DTH	0.42	0.00	0.42	0.00	0.00	0.00
	Modernization, Aug. & Rep.of satellite b'cast Equip.	3.00	0.00	3.00	1.95	0.00	0.00
	Modernization, Aug. & Replmt of Studio &Trans. Equipment	63.00	0.00	63.00	2.00	0.00	0.00
	Strengthening of Border coverage	0.50	0.00	0.50	0.00	0.00	0.00
	Narrowcasting from Transmitters	0.00	0.00	0.00	0.00	0.00	0.00
	New Media Technologies/ Alternate Delivery Platform	1.00	0.00	1.00	0.00	0.00	0.00
	Infrastructure Aug. & Misc. works	2.00	0.00	2.00	0.00	0.72	0.00
	OFC Connectivity	0.50	0.00	0.50	0.00	0.00	0.00
	Sub-Total Scheme-B(I)	88.92	0.00	88.92	11.95	0.72	0.00
B-II	Content Development & Dissemination						
	Software (DBS)	0.00	0.00	0.00	0.00	0.00	0.00
	Sub-Total Scheme- B(II)	0.00	0.00	0.00	0.00	0.00	0.00
B-III	Special Projects						
	Kisan Channel	0.00	26.25	26.25	0.00	26.25	0.00
	Total-(B)	88.92	26.25	115.17	11.95	26.97	0.00
	Total A+B	219.92	26.25	246.17	30.95	92.54	1.94
	12th South Asian Games, 2016 (Rs. 7.61 crore)	0.00	0.00	0.00	0.00	7.73	7.73
	Total of Doordarshan	219.92	26.25	246.17	30.95	100.27	9.67
* On accrual basis							

132. The breakup of BE 2016-17 with respect to DD is as follows:-

Approved BE 2016-17

(Rs. in crore)

	Name of the Schemes	Approved Outlay 2016-17			of which for NE Compt
	DOORDARSHAN				
Scheme-I Broadcasting Infrastructure Network Development					
A	Continuing Schemes	Cap.	Rev	Total	
	Digitalization of transmitters & Studio in DD Network	33.00		33.00	8.00
	HDTV	15.00		15.00	0.00
	Expansion of DTH	18.00		18.00	0.00
	Modernization, Aug. & Rep.of satellite b'cast Equip.	10.00		10.00	1.00
	Modernization, Aug. & Rep of Tr. & Studio Equip. in DD Network	22.00		22.00	1.00
	Civil Infrastructure, Aug./Staff Qrt.& Misc.work	2.00		2.00	0.00
	Other Misc. Ongoing Sch.	17.00		17.00	1.00
	Sub-Total:-Scheme- I (A)	117.00	0.00	117.00	11.00
B	New Schemes				
	Digitalization of Doordarshan Network	7.00		7.00	2.00
	HDTV	2.00		2.00	0.00
	Expansion of DTH	3.00		3.00	0.00
	Modernization, Aug. & Rep.of satellite b'cast Equip.	4.00		4.00	2.00
	Modernization, Aug. & Replmt of Trans. & Studio Equipment	73.00		73.00	5.00
	Strengthening of Border coverage	5.00		5.00	0.00
	Narrowcasting from Transmitters			0.00	0.00
	New Media Technologies/ Alternate Delivery Platform	0.50		0.50	0.00
	Civil Infrastructure/ Staff Qrt	1.00		1.00	0.00
	OFC Connectivity	0.50		0.50	0.00
	Sub-Total Scheme-I (B)	96.00	0.00	96.00	9.00
Content Development & Dissemination					
	Software (DBS)				
	Sub-Total Scheme- B(II)				
Scheme-III Special Projects					
c	Kissan Channel	8.00	52.00	60.00	7.00
	Sub-Total Scheme-III	8.00	52.00	60.00	7.00
	Total of Doordarshan	221.00	52.00	273.00	27.00

	<i>Grant-in-aid General</i>			52.00	
	<i>Grant for Creation of Capital Assets</i>			221.00	

133. As part of the good governance initiatives taken up to fulfill the DD Component of Broadcasting Infrastructure Network Development Scheme, the Ministry, in a note, stated:-

“Apart from mainstream broadcasting, Doordarshan has always been catering to the people of rural, remote and far-flung areas. Through DTH and terrestrial network of DD, programmes are offered also to such difficult and inaccessible areas. The channels, both satellite as well as terrestrial, are offered to the viewers in free-to-air manner, catering to even the weakest sections of the society for their information and entertainment needs. Further, process has been initiated for Digitisation of Terrestrial transmitters that has facilitated reception of TV channels through Mobile sets and other portable devices. These services will increasingly offer channels of local nature akin to local radio channels. India being an agricultural country wherein more than 70 percent of the population is engaged in agriculture and related activities, Kisan channel is providing enormous opportunities to them in terms of knowhow of latest technology, updated weather information, current mandi rates, loans/finances and crop insurance etc.”

134. Further, when the Committee asked about the performance of the current monitoring mechanism and its effectiveness, the Ministry, in a written note, stated that planning, formulation & system design of TV schemes/ projects is carried out at the Doordarshan Directorate. Projects are executed by the Zonal offices located at Delhi, Mumbai, Kolkata and Chennai within their respective zones. Civil works relating to the projects are executed by the Civil Construction Wing (CCW).

Every year, targets are fixed in respect of all major projects, and all Doordarshan projects are being closely monitored by the Zonal offices as well as the Directorate to ensure their timely completion and to check time and cost overruns. Zonal ADG(E)s hold regular meetings with the CCW officers concerned to review the progress of civil works. Project review meetings are held regularly at the Engineer-in-Chief’s level with Directorate officers, Zonal officers and CCW officers. Periodical reviews are also held at the level of DG and Prasar Bharati. Critical issues and impediments in implementation of

projects are discussed and viable remedial measures are also taken from time to time. Doordarshan is making every possible effort to complete the projects in time.

a) **Outstanding Dues of Doordarshan Kendras**

135. When the Committee enquired about the amount of outstanding dues in respect of different Kendras, the Ministry have furnished details which is given in the following Table.

Details of Outstanding dues of Kendras for the last two years

(Figure in Rs.)

Sr. No	Name of Kendra	2013-14			2014-15		
		Principal	Interest	Total	Principal	Interest	Total
1	Ahmedabad	210112	58918	269030	251885	0	251885
2	Bangalore	2296464	0	2296464	6611486	12871	6624357
3	Bhopal	9686339	0	9686339	4598137	0	4598137
4	Bhubaneswar	12145308	0	12145308	7717412	0	7717412
5	Chennai	0	0	0	7401067	0	7401067
6	National Channels	3493856	1304381	4798237	91620390	1497808	93118198
7	Guwahati	0	0	0	0	0	0
8	Hissar	53960	0	53960	624609	0	624609
9	Hyderabad	5449497	0	5449497	3054989	0	3054989
10	Jaipur	0	0	0	4478847	0	4478847
11	Jalandhar	0	0	0	71045	0	71045
12	Kolkata	4385571	0	4385571	5643859	0	5643859
13	Lucknow	1683290	0	1683290	402925	0	402925
14	Mumbai	1117000	0	1117000	5834854	0	5834854
15	Patna	3643144	362827	4005971	377706	37668	415374
16	Srinagar	6145071	0	6145071	8919106	0	8919106
17	Thiruvanthapuram	12036451		12036451	28449240		28449240
	Grand Total	62346063	1726126	64072189	176057557	1548347	177605904

The Committee have been informed that there is no outstanding amount in respect of AIR stations.

136. When the Committee desired to know the amount outstanding in respect of Doordarshan Kendras for the year 2015-16 and the reasons for not being able to recover the outstanding dues, Prasar Bharati, in a written note, stated that the financial year has just closed. The entire commercial receipt of the Doordarshan is deposited by the agencies/Govt. Departments through RTGS/NEFT in a single current account maintained by State Bank of India, New Delhi. The receipt is segregated and communicated to the

respective Kendra spread all over India. The Kendras analyse the receipts and intimate the outstanding dues. It is a time consuming process and takes several days. Final figures are being worked out and will be submitted as soon as they are consolidated.

137. On being asked about the efforts Prasar Bharati is making to recover the outstanding amount from the Kendras, the Committee have been informed that the agencies are continuously pursued to make payment and requests reminders are sent, in case of delay, if any, Doordarshan charge interest @14.5% from the defaulting agencies. Bank Guarantees of the defaulting agencies are encashed as per terms and conditions of the agreement. Arbitration clause is also invoked as per terms and conditions of the agreement. Prasar Bharati is taking recourse to provisions of the Arbitration Act by filing its claims against such defaulting agencies for the recovery of outstanding dues.

138. Further, when the Committee desired to know the existing legal provision for recovery of dues for defaulting Doordarshan Kendras and whether Prasar Bharati is contemplating to have recourse to these provisions the, Prasar Bharati, in a written note, stated that Doordarshan accepts commercials through the registered/accredited agencies. Arbitrations are invoked against the defaulting agencies under the Arbitration and Conciliation Act 1996 (including all amendments till 2015). Prasar Bharati is taking recourse to provisions of the said Act by filing its claims against such defaulting agencies for the recovery of outstanding dues. In 15 arbitration cases Arbitrators have passed awards in favour of Prasar Bharati and Rs.53.71 crore approximately have been recovered.

b) DD Kisan Channel

139. The DD Kisan Channel dedicated to the farmers of the nation has been launched by Hon'ble Prime Minister on May 26, 2015. Prasar Bharati is committed to support the cause to serve the nation in general and the farming population in particular with enhanced awareness of modern agricultural practices, horticulture, animal husbandry and rural development through the channel, thereby contributing towards inclusive

development. The DD Kisan has reportedly peaked in viewership to the tune of 1.31 crore recently and is getting more popular.

140. The Government approved a scheme for Kisan Channel with a provision of Rs. 100 crore during 2014-15. The details of BE/RE in 2015-16 including expenditure incurred in the corresponding period and BE for 2016-17, are given in the following Table:-

(Rs. in crore)				
Name of the Scheme	BE 2015-16	RE 2015-16	Expenditure upto 31.03.2016	BE 2016-17
Kisan Channel	45.00	26.25	26.25	60.00

141. On being asked about the fund that has been utilized out of Rs.100 crore provided for this scheme, the Ministry, in a written note, stated that Rs.49.36 crore have been utilized till date for publicity at the time of launch of the Kisan channel and content development and dissemination.

142. When asked about the plan for utilization of Rs.60 crore provided at BE (2016-17) to accomplish the goals of Kisan Channel, the Committee have been informed that out of Rs.60 crore allocated under BE 2016-17 for Kisan Channel, Rs.52 crore has been earmarked for content development and dissemination and Rs. 8 crore for creation of capital assets.

143. Under the allocation of Rs.8 crore for Creation of Capital Assets, Multi-Camera Studio Production facility, Integrated Play-out facility, Collaborative Post Production facility, XDCAM High Definition Camcorders & Recorders/ Decks are envisaged to be provided at CPC, Delhi. It has been stated that tenders for these facilities have already been received and are under various stages of evaluation.

144. In addition to the above, technical facilities at 18 Regional Kendras are also to be augmented to strengthen programme production activities for Kisan Channel. As part of

this, Electronic News Gathering (ENG) based Field Production facility, Post Production facility & Preview facility are envisaged to be provided to the above Kendras during 2016-17.

145. On being asked about the physical targets achieved under this scheme during 2015-16, the Ministry, in a written note, stated that since the channel was to be launched in a short time and procurement of equipment for permanent set up would take reasonable time after the formal sanction of the project, interim technical facilities were set up at the Central Production Centre (CPC), Delhi to meet out the minimum functional requirement for launching the new channel. The Interim technical set up, meeting broadly the Studio Production, ENG production, Post-production and Play-out requirement with optimum technical facility, were arranged with the existing technical facilities available at the CPC Kendra as well as through diversion from other Kendras in the network. Technical facilities planned for interim set up have been completed during 2015-16. Besides, order has been placed for procurement of Zoom Lens and Batteries and procurement action was initiated for a number of equipment during 2015-16.

146. On being asked about the status of capital asset created under the Kisan Channel, Prasar Bharati, in a written note stated that Rs.10 crore were allocated in BE 2015-16 for Kisan channel under Creation of Capital Assets (Revenue Plan). However, no allocations were made in RE 2015-16 under Creation of Capital Assets (Revenue Plan). Purchase orders have been placed for some equipment such as HD Zoom Lens, Collaborative Non-Linear Editing (NLE) and Batteries & Chargers. Tenders received for Multi channel Studio Production facility, Automated Playback facility, XDCAM High Definition Camcorders & Recorders/ Decks and Camera support system have been evaluated and commercial bids have also been opened. An allocation of Rs. 8 crore has been made in BE 2016-17 under Creation of Capital Assets (Revenue Plan).

c) **Issues Related to Casual Workers**

147. When the Committee enquired about the policy in place for casual workers in Prasar Bharati, the Ministry, in a written note, stated that they have adopted the following policy with regard to casual workers:

- a) Certain tasks in All India Radio (AIR) and subsequently in Doordarshan (DD) after their setting up have been performed by casuals. The casuals perform variety of functions. The number of casuals increased with the expansion of DD and AIR by adding more Stations/Kendras, shifts etc.
- b) There had been no uniform policy for empanelment/engagement of casuals. It was left to the discretion of Stations/Kendras Heads who had been empanelling casuals based on requirements from time to time.
- c) Due to legal compulsions, such casuals are being engaged for a maximum of 6 days in a month to avoid any claim for regularization for the job. Since the maximum booking in a month for a casual is of 6 days and the programmes are to be telecast/ broadcast daily, at least 5 casuals are being put on the panel for a particular job. There are approximately 20000 casuals who are on the panels of AIR/ Doordarshan.
- d) Doordarshan had formulated a policy in 1992 (modified in 1994) for regularization of casual artists who had put in 120 days of work in a year. This was a onetime exercise. A large number of casual artists were regularised under the scheme. The regularization process was stalled after Supreme Court judgement in the case of Uma Devi Vs State of Karnataka wherein the Hon'ble Supreme Court, inter-alia, laid down as follows:
 - i. If an appointment is in violation of the Rules or the constitutional scheme, no regularization could take place.
 - ii. Regularization can take place only in the case of irregularity in the appointment in contradistinction to illegality in appointment.
 - iii. To take the view that all persons who are temporary or casual employees should be directed to continue permanently would amount to the

creation of another mode of public appointment, which is not permissible.

However, after obtaining the views of Additional Solicitor General, the process was again started with the approval of Prasar Bharati Board. Under this process, 233 eligible casual artists have been regularized. 202 eligible casual workers who were conferred with Temporary Status Worker (TSW) status under the DoP&T Scheme of 1993 have also been regularized against vacancies.

- e) Casuals are being engaged for a maximum of 6 days in a month and are not necessarily dependent entirely on these assignments. The regularization would not be legally possible in view of the judgment of the Hon'ble Supreme Court in the case of State of Karnataka vs. Uma Devi as these Casuals are not employed but are only empanelled. Even otherwise, the number of casuals is so large that it is neither feasible, nor practical to regularize them.
- f) Keeping in view the problems faced by the casuals, Prasar Bharati has taken the following decisions:
 - i. The casuals would be given relaxation of age in the matter of direct recruitment to the posts against which they are being booked provided they fulfil the educational and other qualifications of the post as per the Recruitment Regulations. In case a casual has put in 120 days or more in a year, he would be eligible for relaxation of age by one year and so on. This provision has already been incorporated in the Recruitment Regulations for the posts for which recruitment has recently been undertaken through SSC.
 - ii. The casuals would be paid for the number of days they are booked;
 - iii. No casual would be disengaged at the local level without adequate reasons;
 - iv. The fees paid to the casuals has been enhanced by at least 65% since October 2012.
 - v. With a view to stop indiscriminate empanelment of casuals, orders have also been issued recently to the effect that all existing panels would be reviewed and no new empanelment of casuals would be done without approval of the DG concerned.

PART-II

OBSERVATIONS/RECOMMENDATIONS

Budgetary Analysis

1. The Gross Budgetary Support (GBS) approved for the Ministry of I&B in the 12th Five Year Plan was Rs. 7583 crore, accounting for 39% increase over the 11th Plan allocation. A scrutiny of trend of utilization of Plan funds during the four years of the 12th Plan Period (2012-13 to 2015-16) indicates that a sum of Rs.2802.72 crore was expended against the BE allocation of Rs.3729.53 crore in the corresponding period. When compared to the Revised Estimate allocation which was of the order of Rs.2918 crore, for these years, it depicts 96% utilization. A close look at the financial performance of the Ministry for the year 2015-16 indicates that they were able to spend Rs.734.39 crore on Plan schemes against an outlay of Rs.914.53 crore at the BE Stage. The reasons for shortfall in utilization of funds during 2015-16 have been broadly attributed to reduction of outlay at the Revised Estimate stage by the Ministry of Finance, long procurement process of Prasar Bharati for procurement of goods and services and delay in approval of the new schemes for the 12th Five Year Plan period under the sectors, particularly in Film and Broadcasting. The Ministry, in particular, stated that the low expenditure of Prasar Bharati has poorly reflected on the Ministry's overall expenditure for the year 2015-16. An outlay of Rs.800 crore has been made for financing the Plan schemes of the Ministry for the year 2016-17, which is Rs.114.53 crore lesser than the BE allocation made in the year 2015-16. According to the Ministry, the overall reduction in allocation of funds would impact financing of the planned schemes. The Committee observe that the annual Plan expenditure of the Ministry so far during the 12th Plan period, on an average, has been a little over Rs.700 crore. Considering the wide mandate of this Ministry to reach out to the billion plus population of the country, the Committee are constrained to point out that the quantum allocation made under the Plan segment so far in the 12th Plan period is insufficient to fulfill the envisaged objectives. The Committee, therefore, recommend that this needs a high level review for requisite enhancement of Plan fund allocation in the ensuing Plan period. For the year 2016-17, the Ministry should take up the

matter with the Ministry of Finance for enhancement of Plan funding at the RE Stage. Most importantly, the Ministry should also take steps to strengthen its Plan execution strategy so that the fund allocated at the BE stage in the current fiscal is optimally utilized. The Committee would like to be apprised of the steps taken by the Ministry for overall increase in the allocation of funds and measures taken to scale up financial performance in the year 2016-17.

Indian Institute of Mass Communication (IIMC)

2. The Committee note that for IIMC, the Ministry are implementing two Plan schemes, viz. (i) Scheme of Upgradation of IIMC to international standards; and (ii) Scheme of Opening of New Regional Centres of IIMC. The Scheme of Upgradation of IIMC to international standards had an initial outlay of Rs.62.00 crore. However, the actual budgetary allocation for this scheme during the 11th Plan was Rs.51.50 crore. Out of this, an amount of Rs.8.50 crore was utilized during the 11th Plan and the rest of the amount was carried forward to the 12th Plan. During the 12th Plan, out of the remaining Rs.43 crore, an amount of only Rs.13.09 crore was utilized from 2012-13 to 2015-16. Regarding the reasons for underutilization of funds during 2015-16, the Ministry have attributed it to the delay in obtaining approvals from the civic agencies concerned for construction of additional buildings at the New Delhi Campus. The Committee are given to understand that the construction of additional buildings such as one academic block, one hostel block and a guest house is yet to start for want of clearance from various civic agencies such as the DDA, Ridge Board of NCT Delhi, etc. The Committee note that construction of one additional floor in the existing main building had been completed way back in 2012. Since then, the Ministry have not been able to achieve much under this scheme in terms of physical target. The Committee have been informed that the IIMC has already entered into one MoU with the CPWD for the construction and the timeline for construction of these buildings is three years from the date of approvals from the civic agencies concerned. The Committee recommend that the IIMC should follow up the matter with the civic agencies for expeditious clearance and commence the construction work at the

earliest. The Committee may be apprised of the status within a period of three months.

With regard to the Scheme of Opening of New Regional Centres of IIMC, the Committee note that the Scheme was approved in the 12th Plan with a total Plan outlay of Rs. 94.20 crore and a net budgetary support of Rs.90.00 crore for the purpose of constructing permanent campuses at 4 new regional centres of the Institute, viz. Maharashtra (Amravati), Mizoram (Aizawl), Jammu & Kashmir (Jammu) and Kerala (Kottayam). So far as the construction of permanent campuses for these Regional Centres are concerned, the Committee note that while there is some progress with regard to construction of Permanent Campus at Aizawl, the work of construction of Regional Centre at Kottayam, Jammu and Amravati is yet to commence. The Committee have been informed that the construction work for the Regional Centre at Kottayam shall commence in July, 2016 whereas the land earmarked for the permanent campus at Jammu and Amravati are yet to be handed over to IIMC. The Committee, while expressing their serious concern that there has been considerable delay in these projects leading to time and cost overrun, recommend to the Ministry to urgently take up the matter with the authorities concerned for early transfer of land so that the construction work can commence at the earliest. The Committee also recommend to the Ministry/IIMC to strictly adhere to the construction timeline for the Aizawal and Kottayam Regional Centres and inform the Committee about the progress made in these two projects.

Directorate of Advertising and Visual Publicity (DAVP)

3. The Directorate of Advertising and Visual Publicity (DAVP) is the nodal multimedia advertising agency of the Government catering to the communication needs of the Ministries/Departments, autonomous bodies and PSUs. In order to strengthen the publicity of various peoples' welfare and participation oriented programmes in a holistic manner, and to enable efficient discharge of its services, the DAVP had sought and obtained increased funding for two of its Plan Schemes, namely, (i) "People's Empowerment through Development Communication", implemented through the DCID scheme, and (ii) "Media Infrastructure Development Programme".

The Committee note that under the scheme “People’s Empowerment through Development Communication”, during the first year of 12th the Plan, *i.e.*, 2012-13, utilization of fund was to the tune of Rs.103.18 crore which further increased to Rs.189.00 crore in the year 2013-14 and Rs.155.20 crore in the year 2014-15. For the year 2015-16, an allocation of Rs.151 crore had been made at the RE stage out of which the actual expenditure as on 30th March, 2016 had been Rs.146.34 crore. During the current financial year 2016-17, a reduced allocation of Rs.125.60 crore has been made under the scheme at the BE stage. The Committee feel that this amount is grossly inadequate to meet the requirement under this important scheme. As a matter of fact, the allocation is about 69% of the total outlay for the information sector. The Committee are given to understand that the line Ministries and Departments carry their Ministry-specific campaign for which they have their own budgetary allocations. However, the DAVP’s budget allocation obtained through the DCID programme of Ministry of I&B is used to run integrated campaigns on all the flagship programmes of the Government of India. The Committee observe that the Government of India have been launching several initiatives and direct benefit schemes for the welfare of the people, and information regarding these schemes have to be disseminated to the people and the target groups. To achieve this objective, the scheme of Peoples’ Empowerment through Development Communication of DAVP has an important role to play. In order to facilitate integrated campaign on various flagship programmes of the Government, the DAVP needs a much larger budget with matching fund allocation which requires more allocation for the information sector. The Secretary of the Ministry also submitted in evidence before the Committee that the budget availability for publicity purpose is not adequate enough to facilitate wide publicity. The Committee, therefore, recommend that the budgetary allocation for the DAVP should be enhanced to broadbase and increase the outreach of the multimedia campaigns being carried out by them through various means such as TV, print, social media or other outreach programmes for the welfare of the society.

Scheme of Direct Contact Programme

4. The Committee note that the Direct Contact Programme (DCP) is a Sub-Scheme under the Directorate of Field Publicity (DFP) which envisages a paradigm shift in the information delivery mechanism of the Government of India through inter-personal communication mode by ushering in systemic changes in the existing mechanisms. The Scheme proposes holding of 3000 special programmes on flagship schemes all over the country, providing a robust information delivery mechanism serving people at their convenience at all the existing establishments of DFP and organizing 55 conducted tours for opinion leaders at the grass-root and village levels. The Committee note that under the “Direct Contact Programme”, initially there were three components, *viz.* (i) Special Outreach Programme; (ii) Conducted Tours/Skill Upgradation; and (iii) Infrastructure Support to DCP. Approval for Rs.3.38 crore (2015-16) only was received from the Ministry of I&B. Later, the component “Conducted Tours/Skill Upgradation” was dropped in Revised Cost Estimate (RCE). Further, the budgetary allocation was reduced to Rs.3.00 crore at the RE stage whereas the actual expenditure has been Rs.2.71 crore as on 31.03.2016. The Committee observe that while there is a token increase in the budgetary allocation for this Scheme, *i.e.* Rs.3.00 crore in 2015-16 (RE stage) to Rs.4.00 crore in 2016-17(BE stage), the targets under the Special Outreach Programmes (SOPs) have been reduced drastically for the year 2016-17 as compared to the past two annual Plans. While the Ministry have stated that the reduced target of SOPs is not going to adversely affect the projected outcome of the awareness campaign as the quality of each programme has been improved due to increase in unit cost, the Committee feel that the target of 300 Special Outreach Programmes is significantly less as compared to the target of 1060 SOPs set during the year 2014-15. Considering the fact that the Scheme is highly effective among the people at the grass-root level and brought about behavioural changes in them, the Committee feel that there is need to organize more and more SOPs, with quality and increased unit cost. The Committee also feel that conducted tours/skill upgradation and infrastructure support components visualized initially are important aspects of the Direct Contact Programme and should be given a continuing

thrust. The Committee, therefore, recommend that the Ministry should give special attention to this Scheme and try to increase the targets during the year 2016-17 with emphasis on infrastructure support and skill upgradation. Efforts should also be made to conduct more and more focused and integrated programmes at the grass-root level in order to achieve the desired impact.

National Film Heritage Mission

5. The Committee note that the Ministry are implementing the National Film Heritage Mission (NFHM) to restore, digitize and archive films and filmic material through the National Film Archive of India. Administrative approval for implementation of the scheme was issued on 24.11.2014, to undertake preservation and restoration of India's film heritage in a mission mode under the NFHM spread over 2014-15 to 2020-21. The scheme is envisaged at a total cost of Rs.597.41 crore, *i.e.* Rs.291 crore during the 12th Five Year Plan and Rs. 306.41 crore during the 13th Plan. This Scheme is one of the thrust areas of the Ministry during the 12th Plan and the actual expenditure under the Scheme during the year 2015-16 was Rs. 3.76 crore out of Rs.4.50 crore available in RE 2015-16. In the Budget Estimates 2016-17, only Rs.30 crore has been provisioned as against the proposed annual Plan of Rs.100 crore. In this context, the Ministry have stated that depending upon the progress of work under the scheme, additional funds would be requested. Further, the Committee note that National Film Archive of India (NFAI) has identified a consultancy firm and from the year 2016-17 NFAI would complete preparation of a roadmap for implementation of various components of NFHM. The Committee also note that a High Powered Committee under the Chairmanship of Secretary, I&B, is being set up as part of the Plan proposal for NFHM, which will monitor the progress of the implementation of the Scheme. The Committee hope that the Plan fund allocated for this Scheme during the current fiscal would be utilized optimally to accomplish the physical targets set under this Scheme. Further, the Committee desire that the detailed roadmap as worked out by NFAI be apprised to them.

Production of Films & Documentaries in various Indian languages

6. Production of Films & Documentaries in various Indian languages is a sub-scheme under Development Communication & Dissemination of Filmic Content which covers three different components, *viz.* Production of films in various Indian languages, Production of Children's Films and Production of Documentary and Short Films. The Committee note that during the year 2015-16, there was underutilization of funds under this Scheme due to the late finalization of guidelines in December, 2015 for the execution of the component 'Production of Documentary through NGOs'. The recommendation of the Committee constituted for selection of NGOs is stated to be under examination. In respect of the other component of 'Production of films in various Indian languages', the Ministry have informed that they had constituted a two-member Committee for examining the financial arrangements between the Ministry of I&B and NFDC for implementation of the Scheme. However, after examination by the Internal Finance Division of the Ministry, it was found that certain recommendations of the Committee were not entirely in accordance with the provisions of General Financial Rules and, therefore, the matter was referred to the Ministry of Finance on 27.01.2015. The Committee have been apprised that the observations of the Ministry of Finance have since been received on 10.03.2016 and based on these, the terms & conditions of the "Memorandum of Understanding" to be signed between the Ministry & NFDC for implementing the scheme are being framed. Due to the above reasons, no funds could be released under the two components of the Plan schemes and therefore no film has been produced under the two components. The Committee note that on the one hand the Ministry could not spend the entire amount allocated during 2015-16, and on the other, they have stated that the enhanced allocation of Rs.16.00 crore for the year 2016-17 will not be sufficient to meet the requirement and in case of pressing need they propose to reappropriate savings, in other schemes. The Committee feel that while India has a rich legacy in filmic content, and there is a talent pool in the field, particularly in documentary, it is unfortunate that the Ministry are not able to channelize the resources for production of films due to procedural hurdles. There is an urgent need to identify the *modus*

operandi of this scheme and the enhanced budget spent prudently for the purpose. The Committee, therefore, recommend that the criteria for selection of NGOs and MoU between the Ministry of I&B and NFDC be finalized at the earliest.

Further, the Committee have been apprised that the expenditure for carrying out marketing & dissemination activities has increased manifold, sometimes even bigger than the production budget and, therefore, the outreach of the contents produced is not increasing because of paucity of funds. Also, the scheme supports production of films with cinematic, thematic and aesthetic excellence that is for the niche audience and, therefore, achieving commercial success is difficult. The Committee are of the view that there is need for enhancing the budgetary support under the Scheme for marketing purpose and the Ministry need to make separate budget provision for marketing and dissemination activities of films and documentaries produced to achieve commercial success. The Committee suggest that the task of developing marketing strategy to experienced co-production partners on revenue sharing basis as proposed by the Ministry should be given due consideration.

Setting up of a Centre of Excellence for Animation, Gaming and VFX

7. The Committee note that the Ministry are setting up a National Centre of Excellence for providing trained manpower in the animation, gaming and visual effects sector by operating it under Public Private Partnership (PPP) mode, which is part of the Budget announcement during 2014-15. The Detailed Project Report (DPR) has been prepared by the Media and Entertainment Skills Council and 'in-principle' approval of NITI Aayog has been obtained. An outlay of Rs.57 crore has been given under the 12th Plan for this special project. During the year 2015-16, Rs.0.26 crore has been spent out of Rs.0.30 crore made available in RE 2015-16. In the BE 2016-17, Rs.5.10 crore has been allocated for this special project. However, the Committee have been informed that due to the requirement for consultation with different stakeholders and the need for reviewing the DPR, there has been a delay in implementation of this Project and consequent underutilization of funds. With regard

to Public Private Partnership Model operating under the scheme, the Ministry stated that the proposed project envisages creation of necessary infrastructure, meeting the pre-operation expenditure as well as meeting certain operational expenditure by the Government. However, the responsibility of the private operator is to meet the operational expenditure and the expenditure towards upkeep and maintenance of the infrastructure. PPP model has helped in funding for creation of infrastructure and it is proposed that this Centre will provide world class education in the field of animation gaming and visual effects at affordable costs. The Committee note that the setting up of the National Centre on Animation, Gaming and VFX is important to provide skilled manpower in the animation, gaming and visual sector. Further, this Centre will lay the foundation of providing career opportunities to young students having interest in learning animation, gaming and visual effects. Maturing of this sector has potential in providing high-end entertainment business opportunities in the country. Considering the significance of this techno advance skill imparting centre, the Committee recommend to the Ministry to expedite the implementation of this project and optimally utilize the enhanced budget allocation made for the year 2016-17.

Strengthening of Electronics Media Monitoring Centre (EMMC)

8. The Committee observe that the monitoring capacity of EMMC is being augmented in a phased manner to achieve the objective of developing content acquisition facility for 1500 channels by the end of the 12th Plan. By the end of FY 2014-15, EMMC successfully achieved the Plan target of content acquisition facility of 600 TV channels. Under the 12th Plan, out of the total outlay of Rs.90 crore, Rs.56.37 crore has been utilized as of 31st March, 2016. Further, during the year 2015-16, EMMC has procured content acquisition hardware for setting up monitoring facility for 300 additional TV channels and installed at the new set up, *i.e.*, Soochna Bhawan. The channels are being configured. The Broadcast Engineering Consultants India Ltd. (BECIL) aims to configure all available free to air channels in the content monitoring system within a month's time. However, configuration of pay channels will require broadcasters to provide necessary equipment for downloading and decryption of the content/signal and this is expected to be completed within 4 months' time. The

Committee have also been informed that during the year 2015-16, 11 cases were found where TV channels were in violation of content guidelines (*i.e.* Programme Code and Advertisement Code). Insofar as private satellite TV channels are concerned, there is no provision of pre-censorship of the content telecast on such TV channels. However, all programmes/ advertisements telecast on such TV channels are required to adhere to the Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and the rules framed thereunder. Action is taken whenever any violation of the Codes is noticed or brought to the notice of the Ministry. On the issue of setting up of the Centralized Content Monitoring Facility for private FM and Community Radio Stations, the Committee note that BECIL had floated tender for award of job for setting up monitoring facility for FM and CR stations. However, it could not get any valid response for establishing IT based radio monitoring system. The tender was reissued in 2014-15, but only one tenderer responded. BECIL is looking for alternate mechanism to develop content acquisition facility for FM and CRS stations. Accordingly, the BECIL proposes to float another tender. The Committee observe that as the Government thrust is shifting towards FM, the number of FM channels in the country is increasing and it is being felt that the monitoring of FM channels and CRS should also be brought under the purview of EMMC within a definite timeframe. The Committee, therefore, recommend to the Ministry that in addition to achieving the target of covering 1500 channels, efforts should be made to expedite the content acquisition facility for FM and CRS and apprise the Committee of the progress made in this regard.

Supporting Community Radio Movement in India

9. The Committee note that the Government introduced the policy guidelines for permitting community radio stations (CRS) in the year 2002 and initially only educational institutions were allowed to operate the CRS. These guidelines were revised in the year 2006 to broaden the eligibility criteria and allow community based organizations, including civil societies and voluntary organizations, State Agriculture Universities, etc., to operate CRS. The Ministry are popularizing the CRS through the scheme of Supporting Community Radio Movement in India. The Committee are,

however, concerned to find that against an allocation of Rs.6.30 crore made at BE for the year 2015-16 which was reduced to Rs.2.70 crore at the RE stage, the Ministry was able to spend only Rs.1.90 crore. Further, during the year 2015-16, the amount of Rs.75 lakh allocated to the North-East Region was kept idle as no operational station or Letter of Intent holder from the North-East Region applied for financial assistance. The Ministry have informed that grants to some Community Radio Stations which had submitted claim forms could not be released in the year 2015-16 due to shortfall of funds. It is disquieting to note that out of an approved outlay of Rs.100 crore in the 12th Plan for this Scheme, only Rs.7.24 crore, *i.e.*, a little over seven per cent could be utilized during the first four years of the Plan Period. The reasons cited by the Ministry for the under-utilization of fund included, *inter-alia*, systemic procedural delays in obtaining approvals at different stages, less number of applications for financial assistance, utilization for innovation grants remained less than anticipated, etc. The Ministry have also informed that as per the Scheme for financial assistance, 50% of cost of equipment is to be borne by the applicant and the grass-root organizations are not in a position to mobilize their part of the 50% expenditure, resulting in receipt of less number of applicants. Further, challenges such as lack of awareness, complex licensing procedure, technical information and training, lack of community involvement and sustainability, etc. are coming in the way of the launching of new Community Radios. The Committee, keeping in view the slow pace of utilization of funds and challenges in the execution of the Scheme, feel that the existing financial subsidy structure perhaps needs a re-look to make the Scheme more viable and attractive for the target group. In the light of the fact that Community Radio Stations is one of the thrust areas of the 12th Plan, and it is imperative on the part of the Government to take this policy initiative forward, there appears a need to increase subsidy support for opening the CRS and their sustenance. At the same time, as factored into in the existing financial model, the element of accountability on the part of the operating entities should be suitably incorporated in the proposed model. The Committee have been informed that the Academy of Management Studies (AMS), Lucknow, is conducting a study on the effectiveness of Community Radios. The

Committee desire that they may be apprised of the findings of this study and the action taken thereon to strengthen the Community Radio Movement in India.

Mission Digitization

10. The Committee note that digitization of the Cable TV sector in the country is one of the thrust areas of the Ministry of I&B during the 12th Five Year Plan. To address the drawbacks in the existing analog TV distribution system, the Ministry are implementing digitization with addressability in Cable TV sector in a phased, time bound manner, leading to complete switch off of all analog services by 31st December, 2016. A look at the budgetary allocation and utilization of funds during 2015-16 under the Scheme of Mission Digitization shows that the Ministry have spent Rs.1.25 crore out of Rs.1.30 crore made available at the RE stage. Further, Rs.5 crore has been allocated at the BE stage for the year 2016-17. On the issue of indigenous Set Top Boxes (STBs) manufacturing, the Ministry have informed that that they have been supporting local manufacturing of STBs right from the beginning of digitization. As per information given by the Consumer Electronics and Appliances Manufacturers Association (CEAMA), presently STBs are indigenously manufactured by about 19 companies in India and they have sufficient installed capacity to meet the demand of cable TV digitization. CEAMA has further informed that they can even scale up the capacity if there is a demand but for that there is need of Government support in creating a level playing field for domestic STB manufacturers to compete with the Chinese imported STBs. The Committee are given to understand that as of now there is easy facility for obtaining long-term credit to procure the Chinese STBs and this option is not available in the Indian banking system. The Committee have also been informed that to address the above issues, the Ministry have taken some steps like declaring STBs as part of the telecommunications network equipment and reduction of Value Added Tax on domestically manufactured STBs. The issue of providing long-term financing to Indian manufacturers is also under consideration. Further, the Committee have been informed that an indigenous Conditional Access System (CAS) has been developed which will give further impetus to the domestic STB manufacturers to produce and supply the indigenously manufactured STBs. The

Committee hope that the Ministry will be able to meet the targets of cable TV digitization and recommend that the issues of long term financial support to domestic manufacturers to negate easy procurement of Chinese made STBs need to be looked into and addressed suitably by the Ministry. The Ministry may also think in terms of increasing the allocation for Mission Digitization which at present is merely taking care of procedural requirement to support the needs of domestic manufacturers. This will not only give a further boost to the 'Make in India' initiative of the Government but also help in employment generation in a big way.

Prasar Bharati Plan Fund Utilization

11. The Committee note that for the 12th Five Year Plan, the Government approved a total outlay of Rs.3826 crore for Prasar Bharati, viz. Rs.2614.86 crore for Continuing Schemes and Rs. 1211.14 crore for New Schemes. The outlay for Broad schemes namely 'Broadcasting and Infrastructure Network Development' is Rs. 3500 crore, for 'Content Development and Dissemination' is Rs. 186 crore and for 'Special Project' is Rs.140 crore. In addition, separate outlay is being provided for 'Kisan Channel', i.e., Rs. 26 crore in 2014-15, Rs.45 crore in 2015-16 and Rs.60 crore for the year 2016-17. For the Annual Plan 2016-17, the total outlay is Rs. 450 crore which includes Rs.60 crore for the Kisan Channel and Rs.390 crore for Schemes 'Broadcasting Infrastructure Network Development' and 'Special Projects'. The Committee have been informed about the reasons for reduction in funds at the RE stage as compared to the BE given in 2015-16, which in the case of DD pertains to dropping/curtailing in RE (2015-16) of the provisions for major items, viz. Digital Terrestrial Television (DTT) transmitters, Direct to Home (DTH), Set Top Boxes (STBs), Digital Satellite News Gathering Vehicles (DSNGs), etc. as these were not expected to be executed by the Prasar Bharati during the remaining period of the current Financial Year. In the case of AIR, the requirement of funds was reduced in the RE stage, broadly because various schemes of AIR were reviewed in 2013-14 and 2014-15, and those found as having negative cost benefits were ordered to be ceased or tapered off. The Committee note that the Ministry have released Rs.453.77 crore to Prasar Bharati during the year 2015-16 and the amount

released to Prasar Bharati is construed as expenditure by the Ministry. However, Prasar Bharati have informed that out of total release of Rs.453.77 crore, an amount of Rs.246.42 crore has been actually booked as expenditure by them which includes Rs.220.17 crore on Plan Capital in AIR and DD and Rs.26.25 crore for Content Development and Dissemination for DD Kisan. Further, the CEO, Prasar Bharati, submitted the reason for under-utilization of Plan funds during 2015-16 as a policy decision to avoid expenditure on obsolete technology such as analog transmission, short wave and medium wave radio transmission, etc. The Committee also note that the delay in Plan Expenditure has affected studio modernization due to the delay in procurement of Camera Chains, XD Cam, Recorders and digitisation of transmitters. The Committee would like to point out that less utilization of funds is likely to result in spill over of schemes to the next year. As assured by the CEO, Prasar Bharati, the Committee trust that in the year 2016-17, Prasar Bharati would resort to better planning in execution of schemes for DD and AIR with available state of-the-art technology and gainfully utilize the allocated funds.

Internal and Extra Budgetary Resources of Prasar Bharati

12. The Committee note that during the year 2015-16, the Ministry had spent Rs.2827.75 crore under Non-Plan fund to meet salary and salary related expenses. Separately, Prasar Bharati allocates Rs.200 crore annually from its IEBR for Content Development Scheme as per the 12th Plan Scheme. The Committee have been informed that Prasar Bharati spent Rs.295.60 crore in 2012-13, Rs.352.57 crore in 2013-14, Rs.465.34 crore in 2014-15 and Rs.531.78 crore in 2015-16 from IEBR on Content Development and Dissemination. Further, in BE 2016-17, Rs.548.54 crore has been allocated out of IEBR, for expenditure on Content Development and Dissemination. The Committee have been informed about the possible areas in AIR and DD where IEBR generation could be increased. In this regard, under AIR, the areas, *inter-alia*, include FMization, sale of archival releases, renting of auditoria, enhancement of commercial revenue, etc. Similarly, under Doordarshan, the areas, *inter-alia*, include expansion of DTH platform, infrastructure resource sharing, time slot sale on DDs satellite channels, Digital Terrestrial Network, etc. Further, for this,

the Prasar Bharati has taken certain steps which in the case of AIR, include engaging the services of professional marketing teams and providing incentives to achievers that exceed revenue targets, and in the case of DD, the process of monetization of resources. At the same time, efforts were made by Prasar Bharati to generate additional revenue by AIR and DD during 2015-16. However, the declining trend of terrestrial viewership, non-implementation of professional marketing division, aggressive competition, curtailment of advertisement budget of the erstwhile heavy spending Government Ministries like Health and Agriculture, etc., have been cited as reasons for the declining revenue generation trend for DD since 2014-15. Further, the Committee have been apprised about the steps the Prasar Bharati have taken to reverse this trend which, *inter-alia*, include reorganization of commercial revenue divisions, change in content sourcing model, exploration of new revenue models from auction of slots on DTH platforms and Digital Terrestrial Transmitters having multiple channel capacity, etc.; these measures are likely to provide additional revenue generation to Prasar Bharati. The Committee appreciate these steps taken by Prasar Bharati and recommend that they should continue to explore avenues to augment revenue generation so that the public broadcaster achieves self-sustenance gradually and becomes less dependent on Government support.

Outstanding dues of Doordarshan Kendras

13. The Committee note that the issue of outstanding dues of the Doordarshan Kendras is lingering for quite some time. The Ministry have informed that as on date there is an outstanding due of approximately Rs.6.40 crore for the year 2013-14 and Rs.17.76 crore for the year 2014-15 in respect of various DD Kendras. However, there is no outstanding amount in respect of AIR stations. Further, the final figures of outstanding amount due for the year 2015-16 are still being worked out and, as such, there might be some outstanding dues for that year also. Prasar Bharati is making efforts to recover the outstanding dues from Kendras by continuously pursuing the defaulters to make payment and request reminders are sent, and in case of delay, Doordarshan charge interest @ 14.5 % from the defaulting agencies. Bank Guarantees of the defaulting agencies are encashed as per terms and conditions of the agreement.

Arbitration clause is also invoked as per terms and conditions of the agreement. Prasar Bharati is taking recourse to provisions of the Arbitration Act by filing its claims against such defaulting agencies for the recovery of outstanding dues. Further, on the issue of legal recourse pursued by Prasar Bharati, it was submitted that the Doordarshan accepts commercials through registered/accredited agencies. Arbitrations are invoked against the defaulting agencies under the Arbitration and Conciliation Act 1996 (including all amendments till 2015). Prasar Bharati is taking recourse to provisions of the said Act by filing its claims against such defaulting agencies for the recovery of outstanding dues. In 15 arbitration cases Arbitrators have passed awards in favour of Prasar Bharati and approximately Rs.53.71 crore has recovered. In light of the huge pendency of outstanding dues of Doordarshan Kendras, the Committee recommend that the process of recovery of dues should be expedited.

DD Kisan Channel

14. The DD Kisan Channel was launched by the Hon'ble Prime Minister on 26 May, 2015 for supporting the cause of the country's farming population. The Scheme had initially been approved with a provision of Rs.100 crore during 2014-15. However, for the year 2015-16, an allocation of Rs.45 crore had been made at the BE stage which was reduced to Rs.26.25 crore at the RE stage, the whole of which was utilized till 31st March, 2016. Regarding the physical targets achieved under this Scheme during 2015-16, the Ministry have informed that interim technical facilities were set up at the Central Production Centre to meet the minimum functional requirements. An allocation of Rs.10 crore had been made in BE 2015-16 for creation of capital assets (Revenue Plan). However, the entire amount was withdrawn at the RE stage which has impacted activities such as purchase order of important equipment such as HD Zoom Lens, Collaborative Non-Linear Editing (NLE), Batteries & Chargers, etc. The Committee have been informed that out of Rs. 60 crore allocated under BE 2016-17 for Kisan Channel, Rs. 52 crore has been earmarked for content development and dissemination and Rs. 8 crore for creation of capital assets. In light of the above submission of the Ministry, the Committee recommend that the Ministry should

objectively assess Plan activities under this head so that Rs.8.00 crore made at the BE stage for creation of capital assets could be optimally utilized.

Issues related to casual workers

15. The Committee note that the issue of regularization of casual workers is a major problem, both in Doordarshan Kendras and AIR stations. On this issue, the Ministry have informed that there has been no uniform policy for empanelment/engagement of casuals. It was left to the discretion of Station/Kendra Heads who had been empanelling casuals based on requirements from time to time. The number of casuals increased with the expansion of DD and AIR by adding more Stations/Kendras, shifts, etc. However, due to legal compulsions, such casuals are being engaged for a maximum of 6 days in a month to avoid any claim for regularization in the job. Since the maximum booking in a month for a casual is of 6 days and the programmes are to be telecast/ broadcast daily, at least 5 casuals are being put on the panel for a particular job. There are approximately 20000 casuals who are on the panels of AIR/ Doordarshan. In the past, as a one-time exercise, Doordarshan had formulated a policy in 1992 (modified in 1994) for regularization of casual artists who had put in 120 days of work in a year. However, after obtaining the views of the Additional Solicitor General, the process was again started with the approval of Prasar Bharati Board. Under this process, 233 eligible casual artists have been regularized. 202 eligible casual workers who were conferred Temporary Status Worker (TSW) status under the DoP&T Scheme of 1993 have also been regularized against vacancies. Further, the Committee are given to understand that regularization would not be legally possible in view of the judgment of the Hon'ble Supreme Court in the case of State of Karnataka vs. Uma Devi as these casuals are not employed but are only empanelled. Even otherwise, the number of casuals is so large that it is neither feasible nor practical to regularize them. Keeping in view the problems faced by casuals, Prasar Bharati have taken some decisions to address their grievances. For example, in case a casual has put in 120 days or more in a year, he/she would be given relaxation of age in the matter of direct recruitment to the posts against which they are being booked provided they fulfill the educational and other qualifications of the

post as per the Recruitment Regulations. This provision has already been incorporated in the Recruitment Regulations for the posts for which recruitment has recently been undertaken through SSC. Apart from this, with a view to stopping indiscriminate empanelment of casuals, orders have been issued to the effect that all existing panels would be reviewed and no new empanelment of casuals would be done without approval of the DG concerned. The Committee appreciate that the Prasar Bharati has taken cognizance of the problems faced by casual workers and some steps have been put in place for their benefit. The Committee feel that if implemented in the right earnest, these measures would address some of the grievances of casual workers to a great extent, given the legal scenario. The Committee desire that while these decisions are being implemented, the Ministry/Prasar Bharati should try to work out a uniform policy regarding empanelment/engagement of casuals, without compromising on the quality of performance of the DDKs and Radio Stations.

New Delhi
02 May, 2016
12 Vaisakha, 1938 (Saka)

ANURAG SINGH THAKUR
Chairperson
Standing Committee on
Information Technology

Action Taken on violation of Programme and Advertisement Code by Private TV channels during the year 2015-2016.

Sl. No.	Name of the Channel	Reason for Show Cause Notice	Details of action taken
1.	Jai Hind	Telecast of 'A; certified film, titled 'Hai Harithe'	An order was issued on 07.04.2015 to the channel to prohibit the transmission or re-transmission of channel for one day.
2.	Aljazeera TV	Telecast of News report carried wrong graphical map of India repeatedly.	An order was issued on 10.04.2015 to the channel to prohibit the transmission or re-transmission of channel for 5 day.
3.	Sudarshan News	Telecast of a programme called BINDAAS BOL making allegation about non-salutation of National Flag on the Republic Day by the Hon'ble Vice President.	A warning dated 17.06.2015 was issued to the channel.
4.	Raj News	Telecast of disturbing visuals of dead bodies without blurring.	A warning dated 22.06.2015 was issued to the channel
5.	Russia Today TV	Telecast of obscene programme 'Crazy Alert'	An Advisory dated 06.07.2015 was issued the channel.
6.	Raj News	Telecast of disturbing visuals of a women body burning up into flames without blurring.	A warning dated 02.07.2015 was issued to the channel.
7.	Channel 2 News	Telecast of disturbing visuals of a man dead body without blurring.	A warning dated 22.07.2015 was issued to the channel.
8.	All News Channels	Telecast of live coverage of any anti-terrorist operation by security forces.	An advisory dated 27.07.2015 was issued to all news channels.
9.	A2Z News TV	The Channel telecast news reports on various date and revealed the identity of Sexual assault minor victims	A warning dated 07.08.2015 was issued to the channel.
10.	DY 365	Telecast of News story to defame the image of MLA and denigrating women.	An order dated 07.08.2015 was issued to the channel thereby warning the channel and directing it to run an apology scroll for one day
11.	News Time Assam	Telecast of News story to defame the image of MLA and denigrating women.	An order dated 07.08.2015 was issued to the channel thereby warning the channel and directing it to run an apology scroll for one day.

**STANDING COMMITTEE ON INFORMATION TECHNOLOGY
(2015-16)**

MINUTES OF THE NINTH SITTING OF THE COMMITTEE

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The Committee sat on Monday, the 2nd May, 2016 from 1500 hours to 1530 hours in Committee Room 'B', Ground Floor, Parliament House Annexe, New Delhi.

PRESENT

Shri Anurag Singh Thakur– Chairperson

MEMBERS

Lok Sabha

2. Dr. Sunil Baliram Gaikwad
3. Shri Keshav Prasad Maurya
4. Dr. (Smt.) Bhartiben Dhirubhai Shiyal
5. Shri D.K. Suresh
6. Shri Ramdas C. Tadas

Rajya Sabha

7. Shri Salim Ansari
8. Smt. Jaya Bachchan
9. Shri Meghraj Jain
10. Shri Santiuse Kujur
11. Shri Derek O'Brien
12. Dr. K.V.P. Ramachandra Rao

Secretariat

1. Shri K. Vijaykrishnan - Additional Secretary
2. Shri J.M. Baisakh - Director
3. Dr. Sagarika Dash - Deputy Secretary
4. Shri Shangrieso Zimik - Under Secretary

2. At the outset, the Chairperson welcomed the Members to the sitting of the Committee convened to consider and adopt Draft Reports on 'Demands for Grants (2016-17)' relating to the Ministries/Departments under their jurisdiction. Thereafter, the Chairperson gave a broad overview of the important observations/Recommendations contained in the Reports.

3. The Committee, then, took up the following draft Reports for consideration and adoption.

- (i) Twenty-third Report on Demands for Grants (2016-17) of the Ministry of Information and Broadcasting;
- (ii) xxx...xxx...xxx...xxx;
- (iii) xxx...xxx...xxx...xxx; and
- (iv) xxx...xxx...xxx...xxx

4. The Committee, thereafter, adopted the above Reports without any modification.

5. The Committee, then, authorized the Chairperson to finalize the draft Reports arising out of factual verification, if any, and present the Reports to the House during the current session of Parliament.

The Committee, then, adjourned

xxx Matters not related to the Report.