

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:4000  
ANSWERED ON:20.03.2015  
CHILDREN PROGRAMMES  
Girri Shri Maheish;Vichare Shri Rajan Baburao

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

- (a) Whether the Government has taken note of children's programmes inundated by Japanese animation with very little indigenous content, if so, the details thereof;
- (b) whether the Government proposes to encourage Indian stories and characters through the proposed National Centre of Excellence for gaming, animation and visual arts and if so, the details thereof;
- (c) whether the Government proposes to include FICCI for promoting the scheme and if so, the details thereof;
- (d) whether the Government has any plan to encourage making of films on children, if so, the details thereof along with the number of films and TV serials produced during the last three years; and
- (e) the details of funds earmarked and utilized for the purpose during each of the last three years along with the fresh measures taken/proposed to be taken by the Government to promote children's programmes/movies in the country?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING  
[COL RAJYAVARDHAN RATHORE (Retd.)]

- (a) The Government does not maintain any data relating to the contents being produced by the animation industry as the industry is mainly private owned.
- (b) Government proposes to setup National Centre of Excellence for Animation, Gaming and Visual Effects for imparting quality education in the field of Animation, Gaming and Visual Effects as well as ensuring increased availability of skilled resources in these sectors. This would provide the necessary impetus to the production of animation contents based on Indian stories and characters.
- (c) The Government is in discussions with Media and Entertainment and Skill Council (MESCC) and Federation of Indian Chamber of Commerce and Industry (FICCI) to work out a model for setting up and operation of the Centre in collaboration with the industry.
- (d) Children Film Society of India (CFSI) implements a 12th Plan Scheme for production of children's film. During the last three years including the current financial year the CFSI has completed production of four feature films.

Doordarshan has not been producing children programmes on their own. However, Doordarshan's National Channel and Regional Channels have been telecasting several programmes for children aiming to enhance their general awareness in various fields while entertaining them through cartoon/ animation/ puppet shows etc.

The details of programmes telecast/ being telecast for the last three years on DD : National are as under :

1. "Khud Bud"
2. Galli Galli Sim Sim
3. Chandamama
4. Jadui Chirag
5. Jawabon main Sawal

(e) Towards promotion of screening of Children Movie in the country, CFSI implements Plan schemes for production of Children's Films, showcasing them in schools across the country and organisation of National and International Children Film Festivals. A statement giving details of funds earmarked for CFSI and utilized by them towards implementation of the plan scheme is attached.