

**30**

**STANDING COMMITTEE ON  
INFORMATION TECHNOLOGY  
(2016-17)**

**SIXTEENTH LOK SABHA**

**MINISTRY OF INFORMATION AND BROADCASTING**

**[Action Taken by the Government on the Observations/Recommendations of the  
Committee contained in their Twenty-third Report (Sixteenth Lok Sabha)  
on 'Demands for Grants (2016-17)']**

**THIRTIETH REPORT**



**LOK SABHA SECRETARIAT  
NEW DELHI**

***December, 2016/Agrahayana, 1938 (Saka)***

**THIRTIETH REPORT**

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

**SIXTEENTH LOK SABHA**

**MINISTRY OF INFORMATION AND BROADCASTING**

**[Action Taken by the Government on the observations/Recommendations of  
the Committee contained in their Twenty-third Report (Sixteenth Lok Sabha) on  
'Demands for Grants (2016-17)']**

***Presented to Lok Sabha on 16 December, 2016  
Laid in Rajya Sabha on 16 December, 2016***



**LOK SABHA SECRETARIAT  
NEW DELHI**

***December, 2016/Agrahayana, 1938 (Saka)***

## CONTENTS

	<b>Page No.</b>
<b>COMPOSITION OF THE COMMITTEE</b>	(ii)
<b>INTRODUCTION</b>	(iii)
CHAPTER I Report.....	1
CHAPTER II Observations/Recommendations which have been accepted by the Government.....	14
CHAPTER III Observations/Recommendations which the Committee do not desire to pursue in view of replies of the Government.....	26
CHAPTER IV Observations/Recommendations in respect of which replies of the Government have not been accepted by the Committee and require reiteration .....	27
CHAPTER V Observations/Recommendations in respect of which replies are of interim in nature.....	32
 <b>APPENDICES</b>	
I. Minutes of the Fifth sitting of the Committee held on 15 <sup>th</sup> December, 2016	37
II. Analysis of Action Taken by the Government on the Observations/Recommendations contained in their Twenty-third Report (Sixteenth Lok Sabha)	39

**COMPOSITION OF THE STANDING COMMITTEE ON INFORMATION TECHNOLOGY (2016-17)**

**Shri Anurag Singh Thakur - Chairperson**

**Lok Sabha**

2. Shri L. K. Advani
3. Shri Prasun Banerjee
- \*4. Shri Harish Dwivedi
5. Dr. Sunil Gaikwad
6. Shri Hemant Tukaram Godse
7. Dr. Anupam Hazra
8. Dr. Jayakumar Jayavardhan
9. Shri P. Karunakaran
10. Shri Virendra Kashyap
11. Shri Harinder Singh Khalsa
12. Shrimati Hema Malini
13. Shri Keshav Prasad Maurya
14. Dr. K.C. Patel
15. Shri Raosaheb Danve Patil
16. Shri Paresh Rawal
17. Dr. (Shrimati) Bharati Shiyal
18. Shri Abhishek Singh
19. Shri D.K. Suresh
20. Shri Ramdas Tadas
21. Shrimati R. Vanaroja

**Rajya Sabha**

22. Shrimati Jaya Bachchan
23. Shri P. Bhattacharya
24. Shri Suresh Gopi
25. Shri Prabhat Jha
26. Shri Santiuse Kujur
27. Shri Derek O'Brien
28. Shrimati Kahkashan Perween
29. Dr. K.V.P. Ramachandra Rao
30. Dr. Vinay P. Sahasrabuddhe
31. Shri Sachin Ramesh Tendulkar

**Secretariat**

- |    |                      |   |                      |
|----|----------------------|---|----------------------|
| 1. | Shri R.S. Kambo      | - | Additional Secretary |
| 2. | Shri Y.M. Kandpal    | - | Director             |
| 3. | Dr. Sagarika Dash    | - | Additional Director  |
| 4. | Shri Abhishek Sharma | - | Executive Assistant  |

---

\* Nominated to the Committee w.e.f. 19.10.2016 *vide* Bulletin Part-II dated 19.10.2016.

## **INTRODUCTION**

I, the Chairperson, Standing Committee on Information Technology (2016-17), having been authorised by the Committee, do present the Thirtieth Report on Action Taken by the Government on the Observations/Recommendations of the Committee contained in their Twenty-third Report (Sixteenth Lok Sabha) on 'Demands for Grants (2016-17)' of the Ministry of Information and Broadcasting.

2. The Twenty-third Report was presented to Lok Sabha/laid on the Table of Rajya Sabha on 3<sup>rd</sup> May, 2016. The Ministry of Information and Broadcasting furnished their Action Taken Notes on the Observations/Recommendations contained in the Twenty-third Report on 22<sup>nd</sup> July, 2016.

3. The Report was considered and adopted by the Committee at their sitting held on 15<sup>th</sup> December, 2016.

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

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

**New Delhi;  
15 December, 2016  
24 Agrahayana, 1938 (Saka)**

**Anurag Singh Thakur,  
Chairperson,  
Standing Committee on  
Information Technology.**

## CHAPTER I

### REPORT

This Report of the Standing Committee on Information Technology deals with the action taken by the Government on the Observations/Recommendations of the Committee contained in their Twenty-third Report (Sixteenth Lok Sabha) on 'Demands for Grants (2016-17)' relating to the Ministry of Information and Broadcasting.

2. The Twenty-third Report was presented to Lok Sabha/laid in Rajya Sabha on the 3<sup>rd</sup> May, 2016. It contained 15 Observations/ Recommendations.

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

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

Rec. Sl. Nos.:- 1, 4, 6, 11, 12,13, 14 and 15

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

Rec. Sl. No.: Nil

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

Rec. Sl. Nos.:- 3, 7, 8 and 9

(iv) Observations/Recommendations in respect of which the reply of the Government are of interim in nature

Rec. Sl. Nos.:- 2, 5 and 10

**4. The Committee trust that utmost importance would be given to implementation of the Observations/Recommendations accepted by the Government. The Committee further desire that Action Taken Notes on the**

**Observations/Recommendations contained in Chapter-I and final action taken replies to the Observations /Recommendations contained in Chapter-V of this Report should be furnished to them at an early date.**

5. The Committee will now deal with action taken by the Government on some of their recommendations.

**A. Directorate of Advertising and Visual Publicity (DAVP)**

**(Recommendation S.No.3)**

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

“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 12<sup>th</sup> 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 30<sup>th</sup> 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.”

7. The Ministry of Information and Broadcasting, in the action taken note, have stated as under:-

“The observations of the Standing Committee on Information Technology have been noted. The expenditure of DAVP under the DCID programme is being monitored on regular basis to determine the requirement of funds during the current Financial Year. Utilisation of funds by other media units under the DCID programme is being reviewed and savings, if any, will be transferred to DAVP by way of re-appropriation, if required.”

8. **The Committee had observed that the Government of India have been launching several schemes including direct benefit schemes for the welfare of the people. The information regarding these schemes have to be disseminated to the citizens and the target groups. In order to facilitate integrated campaign on various flagship programmes of the Government, DAVP needs a much larger budget with matching fund allocation which requires more allocation for the information sector. The Committee had, therefore, recommended that the budgetary allocation for 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. The Ministry of Information and Broadcasting, in their Action Taken Note, have stated that the expenditure of DAVP under the DCID programme is being monitored on regular basis to determine the requirement of funds during the current Financial Year. Utilisation of funds by other media units under the DCID programme is being reviewed and savings, if any, will be transferred to DAVP by way of re-appropriation, if required. The Committee would reiterate that proper dissemination of information about the various initiatives and schemes launched by the Government for the welfare of the poor is a necessary pre-requisite for successful implementation of those**



schemes and to ensure that benefits of the schemes percolate to intended beneficiaries. For this DAVP needs assured budgetary allocation instead of resorting to last minute re-appropriation. Keeping in view the fact that Directorate of Advertising and Visual Publicity (DAVP) plays a key role in catering to the communication needs of the Ministries/Departments, autonomous bodies and PSUs, etc., the budgetary allocation for DAVP need to be substantially enhanced in order to strengthen the publicity of various Government initiatives/programmes for the welfare of the society. The Committee also desire that all necessary steps should be taken by the Ministry to get the requisite amount of budget.

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

**(Recommendation S.No.7)**

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

“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 12<sup>th</sup> 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.

10. The Ministry of Information and Broadcasting, in the action taken note, have stated as under:-

“The Media and Entertainment Council who were assigned the task of preparation of revised DPR submitted the revised DPR. The revised DPR was submitted for acceptance by the competent authority. Following acceptance of the DPR by the Competent Authority, a detailed proposal for appraisal by Expenditure Finance Committee (EFC) has been prepared and sent to Ministry of Finance and NITI Ayog. Ministry of Finance has forwarded their initial comments and duly taking inputs from the comments of Ministry of Finance, modifications to the EFC proposal are being carried out. Separately, RFP for identifying a private partner is being worked out.”

11. **The Committee had noted that the Ministry are in the process of 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, and Detailed Project Report (DPR) has been prepared by the Media and Entertainment Skills Council and ‘in-principle’ approval of NITI Aayog has been obtained. Considering the significance of this techno advance skill imparting centre, the Committee had recommended the Ministry to expedite the implementation of this project and optimally utilize the enhanced budget allocation made for the year 2016-17. The Committee are, however, concerned to note that there has not been much progress in the Scheme as the Ministry are yet to finalize the EFC proposal for the Scheme. Further, RFP for identifying a private partner is also yet to be worked out. The Committee need not emphasize that animation, gaming and visual effects (VFX) has emerged as a highly skilled and technically advanced domain which is gaining fast popularity and in near future this sector may even eclipse the films sector in terms of its popularity and potential for revenue generation. However, there is an acute shortage of skilled manpower in the domain of animation, gaming and visual effects (VFX). In this context, the setting up of Centre of Excellence for Animation, Gaming and VFX assumes much significance. This Centre aims at**

laying the foundation for providing career opportunities to young students in these areas and the Committee are hopeful that the setting up of Centre will definitely meet the growing demand of skilled manpower/professionals in this domain. The Committee, therefore, reiterate that the allocation of funds under the Scheme for 2016-17 be optimally utilized and the Ministry may expedite the setting up of Centre of Excellence for Animation, Gaming and VFX to meet the huge demand for professionals in this domain.

**C. Strengthening of Electronics Media Monitoring Centre (EMMC)**

**(Recommendation S.No.8)**

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

“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 12<sup>th</sup> Plan. By the end of FY 2014-15, EMMC successfully achieved the Plan target of content acquisition facility of 600 TV channels. Under the 12<sup>th</sup> Plan, out of the total outlay of Rs.90 crore, Rs.56.37 crore has been utilized as of 31<sup>st</sup> 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.”

13. The Ministry of Information and Broadcasting, in the action taken note, have stated as under:-

“The Ministry is reviewing the issue of monitoring of CRSs and an appropriate policy decision will be taken.”

14. **The Committee had observed that as the thrust of the Government 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 Community Radio Stations (CRS) should also be brought under the purview of EMMC within a definite timeframe. In line with the above thrust, the Committee had recommended that the Ministry, in addition to achieving the target of covering 1500 channels, should make efforts to expedite the content acquisition facility for FM and CRS and apprise the Committee of the progress made in this regard. The Ministry, in their action taken note, have stated that they are reviewing the issue of monitoring of CRSs and an appropriate policy decision will be taken. The Committee emphasize that since there is no provision of pre-censorship of content telecast on private satellite TV channels, strengthening of Electronics Media Monitoring Centre (EMMC) assumes greater significance to ensure that all programmes/advertisements telecast on such TV channels adhere to the Programme and Advertising Codes Prescribed under the Cable Television Networks (Regulation) Act, 1995 and the rules framed thereunder. In view of this, the Committee reinforce their earlier recommendation and reiterate that the Ministry need to focus on achieving the target of covering 1500 TV channels and policy decision on content acquisition facility for FM radio and CRS may be worked out at the earliest.**

## **D. Supporting Community Radio Movement in India**

### **(Recommendation S.No.9)**

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

“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 organisations, 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 12<sup>th</sup> 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 mobilise their part of 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 12<sup>th</sup> 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.”

16. The Ministry of Information and Broadcasting, in the action taken note, have stated as under:-

“The scheme envisaged that the financial support will encourage Letter of Intent (LOI) holders to operationalise their stations. However, the scheme was not widely accepted by LOI holders. The applications for grants for purchase of equipment were invited in two phases. But, later applications were made open throughout the year. Despite that in last 4 years only 101 new & existing CRSs/LOI holders have applied for grants for purchase of equipment. One of the reasons for this is that applicant has to bear 50% of the cost of equipment. Also, the present approval process requires recommendation from a Screening Committee and thereafter approval of Inter-Ministerial Committee, which is time consuming.

The Ministry is in the process of addressing these issues to make the scheme more effective.

The study on effectiveness of Community Radio Stations is in the process. AMS Lucknow was asked to visit few operational Community Radio Stations and prepare questionnaire and methodology for the study. The list of stations to be studied, sample size and methodology has been prepared by AMS and will start collecting the data. The outcome of the study will be intimated to the Committee on its completion.”

**17. The Committee had observed that the scheme of Supporting Community Radio Movement in India has not been able to take-off due to challenges such as lack of awareness, complex licensing procedure, technical information and training, lack of community involvement and sustainability, etc. Keeping in view the slow pace of utilization of funds and challenges in the execution of the Scheme, the Committee had felt that the Ministry needed to have a relook at the subsidy structure to make it viable and attractive. The Committee had also desired that apart from subsidy support, element of accountability on the part of operating entities should be incorporated in the Scheme. The Ministry have,**

however, not initiated any action on the suggestions of the Committee to make the Scheme viable. Instead of clearly spelling out the action taken to address the issues, the Ministry have again highlighted on issues such as 50% percent cost of equipment to be borne by the applicant, time consuming process due to approval of Inter-Ministerial Committee, etc. which are well known to the Committee. While stressing on the need to strengthen and support the Community Radio Movement in India which has not picked up as envisaged, the Committee reiterate that the Ministry need to relook at the subsidy structure for the scheme to make it financially viable and also streamline the procedure for setting up a Community Radio Station so as to encourage the adoption by the various educational institutions, community based organizations, etc. The Committee have also been informed that the study on effectiveness of Community Radio Stations is already in the process. AMS, Lucknow has been asked to visit few operating Community Radio Stations and prepare questionnaire and methodology for the study. This list of stations to be studied, sample size and methodology has also been prepared by AMS and they will start collecting the data. The Ministry may apprise the Committee of the outcome of the study of the successful CR models and learn from their experience in removing the impediments in setting up of community radios in India.

**E. Prasar Bharati Plan Fund Utilization**

**(Recommendation S.No.11)**

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

“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.”

19. The Ministry of Information and Broadcasting, in the action taken note, have stated as under:-

“Doordarshan has always been striving to adopt state-of-art technologies to upgrade its technical infrastructure while implementing various projects approved in Plan schemes. Doordarshan has adopted DVB-T2 standard for digitalization of its terrestrial network. This is the latest standard for digital terrestrial transmission which has highest data capacity amongst available DTT standards. For reception on mobile receivers, DD has adopted the latest standard, DVB-T2 lite. Similarly, for expansion of DD’s DTH platform a spectrum efficient technology, MPEG-4 standard, has been adopted.

For 2016-17, an allocation of Rs. 221.00 crore has been made under Creation of Capital Assets (Revenue Plan). It is the constant endeavor of Doordarshan to achieve full utilization of the allocated funds.

Prasar Bharati has also constituted a Committee to examine reasons for underutilization of Plan Funds in year 2015-16 under the chairmanship of Shri R.K.Jain Adviser(Tech),Prasar Bharati. It will help Prasar Bharati in



introspection and taking remedial measure for future Plan spending. First meeting of this committee has already been held in Prasar Bharati to discuss the reasons for underutilization of Capital funds.

Projects are being monitored at highest level. CEO, Prasar Bharati has held a meeting with all senior officers of AIR & discussed in detail about bottlenecks in executing the Plan schemes & booking of expenditure. Accordingly, guidelines have been issued to meet the target. E-in-C, AIR is reviewing progress of each project & purchase proposals on regular basis to avoid slippage in meeting the target of year 2016-17. Progress reports are regularly reaching Directorate on monthly basis. Budget meetings are held twice in a year to discuss progress and expenditure on various projects and difficulties faced by implementing agencies. Direct Budgetary Support for AIR for Plan 2016-17 outlay is Rs.177 crore. It will be fully utilized mainly on digitalization of studio & FM expansion.”

**20. The Committee had noted that out of the total release of Rs.453.77 crore, an amount of Rs.246.42 crore had actually been booked as expenditure by Prasar Bharati which included Rs.220.17 crore on Plan Capital in AIR and DD and Rs.26.25 crore for Content Development and Dissemination for DD Kisan. On the reasons for underutilization of Plan funds during 2015-16, Prasar Bharati had submitted that it was a policy decision to avoid expenditure on obsolete technology such as analog transmission, short wave and medium wave radio transmission, etc. The Committee also noted that the delay in Plan Expenditure had affected studio modernization due to the delay in procurement of Camera Chains, XD Cam, Recorders and digitisation of transmitters and felt that less utilization of funds was likely to result in spill over of schemes to the next year. The Committee had hoped 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. The Committee are happy to note that Prasar Bharati has constituted a Committee to examine reasons for underutilization of Plan Funds in year 2015-16, which will help them in introspection and taking remedial measure for future Plan spending and the first meeting of this Committee has already been held to discuss the reasons for underutilization of Capital funds. Projects are being monitored at highest level. CEO, Prasar Bharati has held a meeting with all senior officers of AIR & discussed in detail about bottlenecks in executing the Plan schemes & booking of**

**expenditure. Accordingly, guidelines have been issued to meet the target. Engineer-in-Chief, AIR is reviewing progress of each project & purchase proposals on regular basis to avoid slippage in meeting the target of year 2016-17. Direct Budgetary Support for AIR for Plan 2016-17 outlay is Rs.177 crore which will be fully utilized mainly on digitalization of studio & FM expansion. The Committee, while taking note of the above initiatives, caution Prasar Bharati that despite their shift in focus to adoption of state-of-art technologies, both Doordarshan and All India Radio have had to reduce their revised estimate during 2015-16 due to poor planning and execution. Keeping in view the importance of DD & AIR in the Indian broadcasting space and also that a major chunk of budget of the Ministry goes to Prasar Bharati, the Committee reiterate that Ministry/Prasar Bharati should 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.**

## **CHAPTER II**

### **RECOMMENDATIONS/ OBSERVATIONS WHICH HAVE BEEN ACCEPTED BY THE GOVERNMENT**

#### **Budgetary Analysis**

##### **(Recommendation Sl.No.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.”

## **Reply of the Government**

The recommendations of the Committee have been noted for action.

A sum of Rs.800 crore has been allocated for Ministry of Information and Broadcasting for the year 2016-17, the last year of 12<sup>th</sup> Five Year Plan. This Ministry is making all out efforts to ensure speedy and effective utilization of funds during 2016-17 which include the following steps:

- a) Streamlining the process of implementation of Plan schemes;
- b) Priority is being given for the completion of Ongoing Schemes.
- c) Undertaking periodic review of Plan implementation and expenditure in Meetings chaired by Secretary (I&B);
- d) Periodic expenditure review meetings held at the level of Additional Secretary & Financial Adviser.
- e) Regular monitoring of the implementation of various Plan Schemes by the respective Administrative Heads as well as by Media Unit Heads.

(Ministry of I&B O.M. No.G-30011/7/2016-PC, dated 23.06.2016)

### **Scheme of Direct Contact Programme**

#### **(Recommendation S.No.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.

### **Reply of the Government**

It is to mention here that the unit cost of each SOP programme during 2014-15 was Rs.26,150/- (programme expenditure break-up copy enclosed) for a total programmes of 1060. However, keeping in view the quality of the programme and increase in expenditure etc, the unit cost of each SOP programme for 2015-16 has been fixed at Rs.65,000/- (programme expenditure break-up copy enclosed). Since there was limited budget, the number of SOPs organized were 561 in 2015-16. However, more SOPs were organized on behalf of the client ministries like M/o Women and Child Development and Ministry of Health and Family Welfare (696 programmes), thus creating more awareness about Government programmes at the grassroot level.

The DFP has been allocated Rs.4 crores during 2016-17. Emphasis during 2016-17 has been made to improve the infrastructure and skill development at the grassroot level, such as procurement of more field vehicles replacing the condemned vehicles in north-east and hilly areas and providing latest hardware like multimedia projectors, laptops, smart phones etc., as part of digitalization of communication. Besides, it is proposed to organize 300 Special Outreach Programmes during 2016-17 at a unit cost of Rs.65,000/- and significantly improving the quality of programmes at field level. It is a fact that the number of SOPs conducted by DFP during 2016-17 will be less due to budgetary constraints. But with the proposed integration of activities of DAVP Exhibition Wing, Song & Drama Division and Public Information Campaign of PIB, the integrated awareness programmes at the field level would be more effective due to pooling of resources and manpower. The field officers would be in a position to produce quality programmes. Besides, DFP would be organizing SOP for the Client Ministries who are approaching it for conduct of SOPs on specific themes.

**Detailed breakup of expenditure of each programme costing Rs.65000/- is given below:-**

Sl. No.	Particular	Amount (in Rs.)
1.	Honorarium to Resource persons/Experts	2,000
2.	Logistics such as Arrangement (Pandals/tables/chairs, etc.) for public meeting, Refreshments for Opinion Leaders, participants of various Programme activities.	30,000
3.	Prizes for public winners of Competition/contests, etc.	3,000
4.	Promotional material in Regional Languages i.e. Pamphlets, Brochures/Posters, T-Shirts, Caps, Bags, etc.	10,000
5.	Hiring of Field vehicles (1 vehicle for 4 days @Rs.3,000 per day)	12,000
6.	Stationery and documentation etc.	2,000
7.	Engagement of local entertainment group and local help	6,000
	Total	65,000

**Detailed breakup of expenditure of each programme costing Rs.26,150/- is given below:-**

Component	Expenditure (in Rs.)
Honorarium to Resource persons/Experts	1000
Arrangement (Pandals/tables/chairs, etc.) for public meeting	2500
100 T-Shirts (@ Rs.125/- each) or 500 caps (@Rs.25/- each) for Rally	12500
Refreshments for Opinion Leaders, participants of various Programme activities	2150
Prizes for Competition/contests etc. (10 prizes @Rs.150/- each)	1500
Banners (for public meetings and Rally)	1000
Local help	500
TA/DA to Officers	5000
Total	26150

(M/oI&B's ID No.M-31012/1/2016-IP&MC dated 08.06.2016)

## **Production of Films & Documentaries in various Indian languages**

### **(Recommendation S.No.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 re-appropriate savings, in other schemes. The Committee feels that while India has a rich legacy for 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, recommends 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.

### **Reply of the Government**

The funds allocated to the plan scheme i.e. Production of Films & Documentaries in various Indian languages were not fully utilized during 2015-16 due to non-finalization of the terms & condition of implementing two of its sub components -“Production of Documentary through NGOs” and “Production of films in various Indian languages”.

The guidelines for executing the components “Production of Documentaries through NGOs” were finalized in December, 2015 and the process of selection of NGOs has now been completed.

The observations of the Ministry of Finance have also been received for implementing other sub component “Production of films in various Indian languages” and based on that, the terms & conditions of the "Memorandum of Understanding" to be signed between the Ministry & NFDC for implementing the scheme are being framed.

As the Ministry may be in a position to implement these two sub components of the plan scheme during current year, more funds may be required for the year 2016-17 as compared to 2015-16 & therefore, the allocation for the year 2016-17 has been enhanced.

The need for enhancing the budgetary support for marketing as noted by the Committee is fully accepted by the Ministry and accordingly, provisions have been made in the proposed MoU to be signed with NFDC to allocate funds for marketing at the time of first release of the film. As per approved guidelines for implementing the scheme “Production of Documentary through NGOs”, the selected NGOs are to be allowed to spend 50% of the revenue generated on marketing activities.

(M/oI&B's ID No.202/35/2012-F(PSU)Part-I dated 22.06.2016)

### **Prasar Bharati Plan Fund Utilization**

#### **(Recommendation S.No.11)**

The Committee note that for the 12thFive 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.

### **Reply of the Government**

Doordarshan has always been striving to adopt state-of-art technologies to upgrade its technical infrastructure while implementing various projects approved in Plan schemes. Doordarshan has adopted DVB-T2 standard for digitalization of its terrestrial network. This is the latest standard for digital terrestrial transmission which has highest data capacity amongst available DTT standards. For reception on mobile receivers, DD has adopted the latest standard, DVB-T2 lite. Similarly, for expansion of DD's DTH platform a spectrum efficient technology, MPEG-4 standard, has been adopted.

For 2016-17, an allocation of Rs. 221.00 crore has been made under Creation of Capital Assets (Revenue Plan). It is the constant endeavor of Doordarshan to achieve full utilization of the allocated funds.

Prasar Bharati has also constituted a Committee to examine reasons for underutilization of Plan Funds in year 2015-16 under the chairmanship of Shri R.K.Jain Adviser(Tech),Prasar Bharati. It will help Prasar Bharati in introspection and taking remedial measure for future Plan spending. First meeting of this committee has

already been held in Prasar Bharati to discuss the reasons for underutilization of Capital funds.

Projects are being monitored at highest level. CEO, Prasar Bharati has held a meeting with all senior officers of AIR & discussed in detail about bottlenecks in executing the Plan schemes & booking of expenditure. Accordingly, guidelines have been issued to meet the target. E-in-C, AIR is reviewing progress of each project & purchase proposals on regular basis to avoid slippage in meeting the target of year 2016-17. Progress reports are regularly reaching Directorate on monthly basis. Budget meetings are held twice in a year to discuss progress and expenditure on various projects and difficulties faced by implementing agencies. Direct Budgetary Support for AIR for Plan 2016-17 outlay is Rs.177 crore. It will be fully utilized mainly on digitalization of studio & FM expansion.

(MoI&B's ID.No.G-20019/2/2016-B(Fin)dated 15.07.2016)

**Comments of the Committee**  
**(Please see Para No. 20 of Chapter I)**

**Internal and Extra Budgetary Resources of Prasar Bharati**

**(Recommendation S.No.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 appreciates these steps taken by Prasar Bharati and recommends 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.

### **Reply of the Government**

The expenditure incurred on Content Development under IEBR is given below:-

<b>(Rs. in Crores)</b>				
<b>Name of the Sector financed by IEBR</b>	<b>Actual 2012-13</b>	<b>Actual 2013-14</b>	<b>Actual 2014-15</b>	<b>Provisional 2015-16</b>
<b>AIR</b>	85.62	123.58	188.37	189.11
<b>DD</b>	209.98	228.99	276.97	342.67
<b>Total</b>	295.60	352.57	465.34	531.78

The above expenditure was incurred on programme production to cater the needs of general public, weaker sections of the society, SC/ST. special programmes on welfare of minorities, development of NE, Border Areas, LWE, Women Empowerment, Youth, special initiatives of Hon'ble Prime Minister etc.

AIR will continue to broadcast programmes on similar lines during the year 2016-17. All out efforts are being made to increase the revenue generation of AIR and Doordarshan.

(MoI&B's ID No.G-20019/2/2016-B(Fin) dated 15.07.2016)

### **Outstanding Dues of Doordarshan Kendras**

#### **(Recommendation S.No.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 filling 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 recommends that the process of recovery of dues should be expedited.

### **Reply of the Government**

A sum of Rs. 1.48 Crores and Rs. 12.39 Crore has been recovered against the outstanding dues for the year 2013-14 and 2014-15 respectively. Efforts are being made to recover the balance outstanding on priority basis. The major dues are outstanding against the state government departments. Kendras have been directed to make all out efforts to recover the dues.

(MoI&B's ID No.G-20019/2/2016-B(Fin) dated 15.07.2016)

### **DD Kisan Channel**

#### **(Recommendation Sl.No.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.

## **Reply of the Government**

Purchase orders have already been placed for some equipment such as HD Zoon Lens, Collaborative NLE and Batteries & Chargers. Multi-Camera Studio Production facility, XDCAM High Definition Camcorders & Recorders/ Decks, Camera support systems and envisaged to be provided at CPC, Delhi. Tenders for these facilities have already been received and are under various stages of evaluation.

Apart from Rs.8.00 crore allocated for Creation of Capital Assets for Kisan Channel for 2016-17, Prasar Bharati has also projected additional demand of Rs.10.00 crore for Kisan Channel which will be taken up at RE 2016-17 stage.

(MoI&B's ID No. G-20019/2/2016-B(Fin) dated 15.07.2016)

### **(Recommendation S.No.15)**

#### **Issues related to casual workers**

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.

### **Reply of the Government**

The recommendations of the Committee have been noted. Directions have been issued to Prasar Bharati for strict compliance of the recommendations made by the Committee for formulation a uniform policy regarding empanelment/ engagement of casuals in Prasar Bharati in future. Prasar Bharati has also been suitably advised to continue to take all necessary steps that could be legally taken to see that the interests of casual workers are taken care of.

### **CHAPTER III**

#### **RECOMMENDATION/OBSERVATION WHICH THE COMMITTEE DO NOT DESIRE TO PURSUE IN VIEW OF THE REPLIES OF THE GOVERNMENT**

-Nil-

## **CHAPTER IV**

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

#### **Directorate of Advertising and Visual Publicity (DAVP)**

##### **(Recommendation S.No.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 12<sup>th</sup> 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 30<sup>th</sup> 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.



## **Reply of the Government**

The observations of the Standing Committee on Information Technology have been noted. The expenditure of DAVP under the DCID programme is being monitored on regular basis to determine the requirement of funds during the current Financial Year. Utilisation of funds by other media units under the DCID programme is being reviewed and savings, if any, will be transferred to DAVP by way of re-appropriation, if required.

(MoI&B O.M. No.M-24012/2/2016-MUC dated 08.07.2016)

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

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

#### **(Recommendation S.No.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 12<sup>th</sup> 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.

## **Reply of the Government**

The Media and Entertainment Council who were assigned the task of preparation of revised DPR submitted the revised DPR. The revised DPR was submitted for acceptance by the competent authority. Following acceptance of the DPR by the Competent Authority, a detailed proposal for appraisal by Expenditure Finance Committee (EFC) has been prepared and sent to Ministry of Finance and NITI Ayog. Ministry of Finance has forwarded their initial comments and duly taking inputs from the comments of Ministry of Finance, modifications to the EFC proposal are being carried out. Separately, RFP for identifying a private partner is being worked out.

(MoI&B O.M. No.M-21013/8/2015-F(F) dated 24.06.2016)

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

#### **Strengthening of Electronics Media Monitoring Centre (EMMC)**

##### **(Recommendation Sl.No.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 12<sup>th</sup> Plan. By the end of FY 2014-15, EMMC successfully achieved the Plan target of content acquisition facility of 600 TV channels. Under the 12<sup>th</sup> Plan, out of the total outlay of Rs.90 crore, Rs.56.37 crore has been utilized as of 31<sup>st</sup> 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.”

### **Reply of the Government**

The Ministry is reviewing the issue of monitoring of CRSs and an appropriate policy decision will be taken.

(MoI&B's ID Note No.N-18013/5/2016-BC-II dated 20.07.2016)

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

### **Supporting Community Radio Movement in India**

#### **(Recommendation S.No.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 organisations, 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 12<sup>th</sup> 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 mobilise their part of 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 12<sup>th</sup> 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.

### **Reply of the Government**

The scheme envisaged that the financial support will encourage Letter of Intent (LOI) holders to operationalise their stations. However, the scheme was not widely accepted by LOI holders. The applications for grants for purchase of equipment were invited in two phases. But, later applications were made open throughout the year. Despite that in last 4 years only 101 new & existing CRSs/LOI holders have applied for grants for purchase of equipment. One of the reasons for this is that applicant has to bear 50% of the cost of equipment. Also, the present approval process requires recommendation from a Screening Committee and thereafter approval of Inter-Ministerial Committee, which is time consuming.

The Ministry is in the process of addressing these issues to make the scheme more effective.

The study on effectiveness of Community Radio Stations is in the process. AMS Lucknow was asked to visit few operational Community Radio Stations and prepare questionnaire and methodology for the study. The list of stations to be studied, sample size and methodology has been prepared by AMS and will start collecting the data. The outcome of the study will be intimated to the Committee on its completion.

(MoI&B, CRS Cell, O.M.No.503/103/2016-CRS, dated 06.06.2016)

### **Comments of the Committee (Please see Para No. 17 of Chapter I)**

## CHAPTER V

### RECOMMENDATIONS/OBSERVATIONS IN RESPECT OF WHICH REPLIES ARE OF INTERIM IN NATURE

#### Indian Institute of Mass Communication (IIMC)

##### **(Recommendation S.No.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 Aizawl and Kottayam Regional Centres and inform the Committee about the progress made in these two projects.

### **Reply of the Government**

With regards to implementation of Scheme “Up-gradation of IIMC to International Standards”, it is submitted that both the Ministry of I&B and IIMC are in constant touch with civic authorities for clearance of the Building Plan proposed by IIMC for construction of additional building at IIMC, New Delhi. The Ministry has written to DDA for expediting the pending approval. Presently, NOC for construction of new buildings at New Delhi is pending with Ridge Board for clearance. Keeping in view the importance of the matter, the meeting of the Ridge Management Board on 06/06/2016 was attended by ADG, IIMC himself. All the Papers/Documents required/demanded by them have been submitted including geo referenced Map. No decision on giving clearance to building Plan was taken in the meeting. Instead, it was informed that NOC will be considered in the next Meeting to be held after 3 weeks. Clearance has already been obtained from Airport Authority of India and from SEAC (Delhi Pollution Control Board). Necessary follow up action will be ensured by the Ministry/IIMC with other authorities like DUAC, Delhi Fire Service and DDA etc. after getting clearance from Ridge Management Board.

With regard to the Scheme of Opening of New Regional Centres of IIMC, the status of permanent campuses of different regional centres of IIMC to be opened in different parts of the country is as follows:-

- **Aizawl** – The work of construction of Permanent Campus at Aizawl has been entrusted to CPWD as Deposit Work. The work is in progress and IIMC is closely monitoring the progress by getting the physical progress report every month. The work is likely to be completed somewhere during 2017-18.
- **Kottayam** – The work of construction of Permanent Campus at Kottayam has been entrusted to CPWD. Rs. 5.00 crores has already been deposited with CPWD. The work has commenced and is likely to be completed by 2018.
- **Jammu** – The Land for building a permanent campus of IIMC at Jammu has been taken-over from Govt. of J&K in the month of May 2016. Currently, IIMC is in the process of appointing Consultant for preparation of Project Report, preparation of Structural Drawings etc. It has also been planned to entrust the construction work to CPWD as Deposit Work.
- **Amravati** – IIMC/Ministry is monitoring the transfer of land by Govt. of Maharashtra for construction of permanent campus of IIMC at Amravati. IIMC is in the process of submitting the affidavit as required. The Govt. of Maharashtra is likely to give the advance possession of land shortly. The pre-construction activities will be initiated immediately after taking over the land.

(MoI&B's ID No.M-31012/1/2016-IP&MC dated 08.06.2016)

## **National Film Heritage Mission**

### **(Recommendation S.No.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 12<sup>th</sup> Five Year Plan and Rs. 306.41 crore during the 13<sup>th</sup> Plan. This Scheme is one of the thrust areas of the Ministry during the 12<sup>th</sup> Plan and the actual expenditure under the Scheme during the year 2015-16 was 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.

### **Reply of the Government**

NFAI has engaged a Consultant Firm for Project Management. To prepare a road map, NFAI with the help of consultant firm has started Stake Holder Consultations which are scheduled at all major film making centres. The first consultation was held in Mumbai on 4.6.2016 and the second round is scheduled to be held on 7-8 July 2016 at Chennai. The consultations involve film makers, film production companies, film historians and writers and film processing laboratories. On completion of the consultations, the Road Map would be completed. Separately, NFAI has issued RFP for condition assessment of the film reels kept in NFAI to prioritize restoration/ digitization.

(MoI&B O.M.No.M-21013/8/2015-F(F) dated 22.07.2016)

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

## **Mission Digitisation**

### **(Recommendation S.No.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 12<sup>th</sup> 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 31<sup>st</sup> 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 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 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 issue, 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.

### **Reply of the Government**

With regard to issues of long term financial support to domestic manufacturers, it is submitted that initially, M/o I&B had started to consider the issue of providing long-term financing to Indian manufactures for promoting Indigenous manufacturing of STBs with the participation of the MSME, the DFS, the DeitY (which is the nodal department for production of electronic goods in the country) and the SIDBI. However, during a meeting of the Committee of Secretaries held on 19.1.2016, it has



been recommended that DeitY may, in consultation with M/o I&B, take up suitable programme to facilitate production of digital Set Top Boxes in the country. DeitY has taken several steps to promote indigenous manufacturing of Set Top Box for Cable/DTH TV, keeping in view the huge indigenous requirement on account of roadmap for digitisation of the broadcast sector. Accordingly, a meeting of all the stakeholders including Ministry of I&B has been called by Deity on 24<sup>th</sup> June, 2016 to further facilitate the production of Set Top Boxes in the country.

With regard to increasing the allocation for Mission Digitization which at present is merely taking care of procedural requirement to support the needs of domestic manufacturers, it is submitted that the main feature of the Scheme “Mission Digitisation” is to put in place a mechanism which would help in effective monitoring and successfully implementation of Cable TV Digitisation in Country. Ministry of I&B has accordingly, projected the requirement of funds i.e. Rs. 13.02 crore under this Scheme. For procedural requirement to support the needs of domestic manufacturers, DeitY is considering these issues with the participation of Stakeholders.

(MoI&B’s O.M.No.7/7/2016-DAS dated 22.07.2016)

**New Delhi;  
15 December, 2016  
24 Agrahayana, 1938 (Saka)**

**Anurag Singh Thakur,  
Chairperson,  
Standing Committee on  
Information Technology.**

**MINUTES OF THE FIFTH SITTING OF THE STANDING COMMITTEE ON  
INFORMATION TECHNOLOGY (2016-17) HELD ON 15<sup>TH</sup> DECEMBER, 2016**

-----

The Committee sat on Thursday, the 15<sup>th</sup> December, 2016, from 1515 hours to 1600 hours in Committee Room 'B', Ground Floor, Parliament House Annexe, New Delhi.

**PRESENT**

**Shri Anurag Singh Thakur- Chairperson**

**MEMBERS**

***Lok Sabha***

2. Shri L. K. Advani
3. Shri Prasun Banerjee
4. Dr. Sunil Baliram Gaikwad
5. Shri Virender Kashyap
6. Shri Keshav Prasad Maurya
7. Dr. K.C. Patel
8. Shri Raosaheb Danve Patil
9. Shri Abhishek Singh
10. Shri Ramdas C. Tadas

***Rajya Sabha***

11. Smt. Jaya Bachchan
12. Shri P. Bhattacharya
13. Shri Suresh Gopi
14. Smt. Kahkashan Perween
15. Dr. K.V.P. Ramachandra Rao

**SECRETARIAT**

- |    |                           |   |                      |
|----|---------------------------|---|----------------------|
| 1. | Shri R. S. Kambo          | - | Additional Secretary |
| 2. | Shri Y. M. Kandpal        | - | Director             |
| 3. | Dr. Sagarika Dash         | - | Additional Director  |
| 4. | Smt. Reena Gopalakrishnan | - | Deputy Secretary     |
| 5. | Shri Shangreiso Zimik     | - | Under Secretary      |

2. At the outset, the Chairperson welcomed the Members to the sitting of the Committee convened to consider and adopt the following four Draft Action Taken Reports:-

- I. Action Taken Report on the Twenty-third Report on 'Demands for Grants (2016-17)' of the Ministry of Information and Broadcasting;
  - II. xxxxx.....xxxxx.....xxxxx.....xxxxx.....xxxxx.....xxxxx.....xxxxx.....xxxxx.....;
  - III. xxxxx.....xxxxx.....xxxxx.....xxxxx.....xxxxx.....xxxxx.....xxxxx.....xxxxx.....;and
  - IV. xxxxx.....xxxxx.....xxxxx.....xxxxx.....xxxxx.....xxxxx.....xxxxx.....xxxxx.....
3. The Committee, thereafter, took up for consideration the above Reports and after due deliberation adopted the same without any modification.
4. The Committee, then, authorised the Chairperson to present the Action Taken Reports to the House during the current session of Parliament.

#### **The Committee, then, adjourned**

\*\*\*\*\*

---

.....xxxxx Matter not related to the Report.

**ANALYSIS OF ACTION TAKEN BY THE GOVERNMENT ON THE OBSERVATIONS/  
RECOMMENDATIONS CONTAINED IN THEIR TWENTY-THIRD REPORT**

**(SIXTEENTH LOK SABHA)**

**[Vide Paragraph No. 5 of Introduction]**

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

Para Nos.:- 1, 4, 6, 11, 12,13, 14 and 15

Total 08

Percentage 53.33

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

Para No.:- Nil

Total Nil

Percentage 0.00

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

Para Nos.:- 3, 7, 8 and 9

Total 04

Percentage 26.67

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

Para Nos.:- 2, 5 and 10

Total 03

Percentage 20