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**STANDING COMMITTEE ON COMMUNICATIONS  
AND INFORMATION TECHNOLOGY (2021-22)**

**SEVENTEENTH LOK SABHA**

**MINISTRY OF INFORMATION AND BROADCASTING**

**DEMANDS FOR GRANTS  
(2022-23)**

**THIRTY-FOURTH REPORT**



**LOK SABHA SECRETARIAT  
NEW DELHI**

*March, 2022/ Phalguna, 1943 (Saka)*

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*Presented to Lok Sabha on 21.03.2022*

*Laid in Rajya Sabha on 21.03.2022*



**LOK SABHA SECRETARIAT**

**NEW DELHI**

*March, 2022/ Phalguna, 1943 (Saka)*

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**COMPOSITION OF THE STANDING COMMITTEE ON COMMUNICATIONS AND  
INFORMATION TECHNOLOGY (2021-22)**

**Dr. Shashi Tharoor - Chairperson**

**Lok Sabha**

2. Smt. Sumalatha Ambareesh
3. Smt. Locket Chatterjee
4. Shri Karti P. Chidambaram
5. Dr. Nishikant Dubey
6. Smt. Sunita Duggal
7. Shri Jayadev Galla
8. Smt. Raksha Nikhil Khadse
9. Dr. Sukanta Majumdar
10. Shri Dhairyasheel Sambhajirao Mane
11. Ms. Mahua Moitra
12. Shri Santosh Pandey
13. Shri P. R. Natarajan
14. Col. Rajyavardhan Rathore
15. Dr. Gaddam Ranjith Reddy
16. Shri Sanjay Seth
17. Shri Ganesh Singh
18. Shri Parvesh Sahib Singh
19. Shri Tejasvi Surya
20. Dr. T. Sumathy (A) Thamizhachi Thangapandian

**21. Vacant**

**Rajya Sabha**

22. Dr. Anil Agrawal
23. Shri John Brittas
24. Dr. Subhash Chandra
25. Shri Y. S. Chowdary
26. Shri Ranjan Gogoi
27. Shri Suresh Gopi
28. Shri Syed Nasir Hussain
29. Shri Syed Zafar Islam
30. Shri Jawhar Sircar

**31. Vacant**

**Secretariat**

- |                       |   |                   |
|-----------------------|---|-------------------|
| 1. Shri Y. M. Kandpal | - | Joint Secretary   |
| 2. Dr. Sagarika Dash  | - | Director          |
| 3. Smt. Rinky Singh   | - | Executive Officer |

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Committee constituted w.e.f. 13 September, 2021 *vide* Para No.3184 of Bulletin Part-II dated 9 October, 2021.

The name of the Standing Committee on Information Technology has been changed to Standing Committee on Communications and Information Technology with effect from 23 November, 2021 *vide* Bulletin Part-II Para no. 3293 issued by Committee Branch -I.

## INTRODUCTION

I, the Chairperson, Standing Committee on Communications and Information Technology (2021-22), having been authorized by the Committee to submit the Report on their behalf, present this Thirty-fourth Report on Demands for Grants (2022-23) of the Ministry of Information and Broadcasting.

2. The Standing Committee on Communications and Information Technology (2021-22) was constituted on 13<sup>th</sup> September, 2021. One of the functions of the Standing Committee, as laid down in Rule 331E of the Rules of Procedure and Conduct of Business in Lok Sabha, is to consider the Demands for Grants of the Ministry concerned and make a Report on the same to the Houses.

3. The Committee considered the Demands for Grants pertaining to the Ministry of Information and Broadcasting for the year 2022-23 which were laid on the Table of the House on 8<sup>th</sup> February, 2022. The Committee took evidence of the representatives of the Ministry of Information and Broadcasting on 25<sup>th</sup> February, 2022.

4. The Report was considered and adopted by the Committee at their sitting held on 16<sup>th</sup> March, 2022.

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

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

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

**New Delhi;**  
**16 March , 2022**  
**25 Phalguna, 1943(Saka)**

**DR. SHASHI THAROOR,**  
**Chairperson,**  
**Standing Committee on**  
**Communications and Information Technology.**

# REPORT

## PART - I

### I. INTRODUCTION

The Ministry of Information and Broadcasting are the face of the Government of India with regard to reaching out to the masses. The crucial task of disseminating information about Government policies, schemes and programmes through different media vehicles is entrusted to the Ministry. Radio, television, films, press and print publications, digital and social media, posters, advertising, and traditional modes of communication such as dance, drama, folk recitals, puppet shows – all these are effectively brought into play by the Ministry and their media units in dissemination and free flow of information. The Ministry of I&B are the focal point regarding policy matters relating to private broadcasting, administering of the public broadcasting service (Prasar Bharati), multimedia advertising and publicity of the policies and programmes of the Government of India, film promotion and certification and regulation of print and digital media.

2. The Ministry are functionally divided into three sectors *viz.*, Information, Broadcasting and Films. There are 10 media units/ attached & subordinate offices, 3 autonomous bodies, 3 training institutes, and 2 Public Sector Undertakings (PSUs) under the Ministry.

<b>Media units/attached &amp; subordinate offices</b>	<b>Autonomous Organizations</b>	<b>Training Institutes</b>	<b>Public Sector Undertakings</b>
i. Press Information Bureau (PIB) ii. Bureau of Outreach and Communication (BOC) iii. Registrar of Newspapers for India (RNI) iv. Directorate of Publications Division (DPD) v. New Media Wing (NMW) vi. Electronic Media Monitoring Centre (EMMC) vii. Films Division (FD) viii. Central Board of Films Certification (CBFC) ix. National Film Archive of India (NFAI) x. Directorate of Film Festivals (DFF)	i. Press Council of India (PCI) ii. Prasar Bharati (Broadcasting Corporation of India) iii. Children's Film Society of India (CFSI)	i. Indian Institute of Mass Communication (IIMC) ii. Film and Television Institute of India, Pune (FTII) iii. Satyajit Ray Film and Television Institute, Kolkata (SRFTI)	i. Broadcasting Engineering Consultants India Limited (BECIL) ii. National Films Development Corporation (NFDC)

3. During the year 2020-21, a new vertical has been added to look after the matters relating to Online/ Digital media. This was in view of the decision of the Central Government *vide* its notification dated 9<sup>th</sup> November, 2020, whereby Digital/Online Media has been inserted in the Rules of Business relating to the Ministry of I&B with sub heads Films and Audio- Visual programmes available by online content providers and News and current affairs content on online platforms through an amendment of the Allocation of Business Rules, 1961.

## **II. IMPLEMENTATION STATUS OF RECOMMENDATIONS OF THE COMMITTEE CONTAINED IN THE TWENTY-FIFTH REPORT ON DEMANDS FOR GRANTS (2021-22)**

4. The Twenty-fifth Report of the Committee on the 'Demands for Grants' (2021-22) relating to the Ministry of Information and Broadcasting was presented to the Lok Sabha/laid in the Rajya Sabha on 10<sup>th</sup> March, 2021. The Thirty-first Report on Action Taken by the Government on the Twenty-fifth Report was presented to Lok Sabha and laid in Rajya Sabha on 1<sup>st</sup> December, 2021. Out of the 21 recommendations contained in the said Report, 12 recommendations were accepted by the Government. The Committee had reiterated on 03 recommendations. Six of the replies were interim in nature. The final Action Taken Statement on the recommendations contained in the Thirty-first Report is awaited.

## **III. DEMANDS FOR GRANTS (2022-23)**

5. Demand No. 61 covers the expenditure of the Ministry of Information and Broadcasting (MIB) and their attached/sub-ordinate offices and autonomous/grantee bodies, including Prasar Bharati. The Budgetary allocation and utilization for MIB for the last five years *viz.* 2018-19, 2019-20, 2020-21, 2021-22 and 2022-23 are as under:-

(Rs. in Crore)					
<b>Year</b>	<b>BE</b>	<b>RE</b>	<b>AE</b>	<b>% w.r.t. BE</b>	<b>% w.r.t. RE</b>
<b>2018-19</b>	4088.98	4088.98	4003.28	97.90	97.90
<b>2019-20</b>	4375.21	4064.76	4032.36	92.16	99.20
<b>2020-21</b>	4375.21	3650.25	3380.44	77.26	92.61
<b>2021-22 (*)</b>	4071.23	3764.69	3198.40*	78.56	84.96
<b>2022-23</b>	3980.77				

(\*) Actual Expenditure up to 14.02.2022.

6. With regard to the reasons for under-utilisation during 2021-22, the Ministry have stated that despite restrictions imposed and nation-wide lock down on account of Covid-

19 developments, they been able to achieve an expenditure level of 84.96% w.r.t RE. The Ministry are expected to fully achieve their target in physical and financial terms.

#### IV. BUDGET ANALYSIS UNDER THREE CATEGORIES

7. The expenditure of the Ministry is categorized under following three categories:-

- (a) Establishment Expenditure of the Centre (It includes establishment expenditure of Main Secretariat and attached/sub-ordinate offices of the Ministry)
- (b) Central Sector Schemes; and
- (c) Other Central Expenditure, including those on Central Public Sector Enterprises (CPSEs) and Autonomous Bodies (It includes Grants-in-Aid to six Autonomous Bodies of this Ministry, viz., Children's Film Society, India (CFSI); Film and Television Institute of India (FTII); Satyajit Ray Film and Television Institute (SRFTI); Indian Institute of Mass Communication (IIMC); Press Council of India (PCI) and Prasar Bharati.

8. The details of the budgetary allocation and utilization under the aforesaid three categories during last five years are as under:

Year	Establishment Expenditure of the Centre				Central Sector Schemes				Other Central Expenditure, including those on Central Public Sector Enterprises (CPSEs) and Autonomous Bodies				Total (Rs. in crore)			
	BE	RE	AE	% w.r.t. RE	BE	RE	AE	% w.r.t. RE	BE	RE	AE	% w.r.t. RE	BE	RE	AE	% w.r.t. RE
2018-19	454.90	478.29	455.00	95.13	735.05	712.66	656.78	92.16	2899.03	2898.03	2891.50	99.77	4088.98	4088.98	4003.28	97.90
2019-20	495.45	460.64	449.73	97.63	900.00	625.39	607.43	97.13	2979.76	2978.73	2975.20	99.88	4375.21	4064.76	4032.36	99.20
2020-21	554.80	441.82	431.99	97.77	740.00	346.73	333.34	96.14	3080.41	2861.70	2615.11	91.38	4375.21	3650.25	3380.44	92.61
2021-22(*)	563.77	530.47	431.00	81.2487	632.05	450.00	270.63	60.14	2875.41	2784.22	2496.76	89.68	4071.23	3764.69	3198.39*	84.96
2022-23	582.87	--	--	--	630.00	--	--	--	2767.90	--	--	--	3980.77	--	--	--

(\*) Expenditure for FY 2021-22 is up to 14.02.2022

9. The proposed amount and allocated amount for the three categories for the year 2022-23 are as under:

(Rs. in Crore)

Categories	Proposed amount for 2022-23	Allocated amount for 2022-23 at BE stage
Establishment Expenditure of the Centre	652.87	582.87
Central Sector Schemes	942.15	630.00
Other Central Expenditure, including those on Central Public Sector Enterprises (CPSEs) and Autonomous Bodies	2784.81	2767.90
<b>TOTAL</b>	<b>4379.83</b>	<b>3980.77</b>

10. Asked about the measures envisaged by the Ministry for the effective utilization of the budgetary allocation during the year 2022-23, the Ministry submitted that all efforts will be made to utilize the allocated funds from the start of financial year. Monitoring mechanism is strengthened and review of progress of projects is taken up



periodically. Further, Ministry of Information and Broadcasting have been reviewing the expenditure of Prasar Bharati periodically and Prasar Bharati has been advised to regularly review the projects and the speed up pace of expenditure through an annual action plan to be undertaken and monitored at least on a monthly basis. Also, following steps have been taken by Prasar Bharati for improvement in the implementation of the scheme:

- (i) Implementation of Software System showing dashboard with financial details of all the projects.
- (ii) Continuous monitoring by the top officers of Prasar Bharati/Directorates.
- (iii) To improve utilization of allocated funds for content, a dedicated content sourcing unit has been created.
- (iv) e-CAS System has been implemented for Budget allocation and release of LOC.

## **V. CENTRAL SECTOR SCHEMES (CSS)**

11. For effective and better utilization of resources, a comprehensive rationalization and restructuring of the Plan Schemes was carried out by the Ministry of Information and Broadcasting in 2019-20, which have been implemented in 2020-21. Various small Schemes/Programmes with similar objectives and activities spread across different Media Units have been merged together under umbrella schemes. New sub-schemes required for further strengthening of different activities have been clubbed with main Schemes. As a result, after rationalization from the financial year 2020-21, 14 Schemes and 13 sub-schemes were reduced to 5 Schemes viz. Development Communication & Information Dissemination (DCID), Development Communication & Dissemination of Filmic Content (DCDFC), Champion Service Sector (CSSS), Broadcasting Infrastructure Development (Prasar Bharati) and Supporting Community Radio. The Schemes having purely administrative and regular activities have been moved to the category of 'Establishment Expenditure' while Schemes meant for running the establishment activity of autonomous bodies have been shifted to 'Other Central Expenditure'.

12. After the merger of Champion Service Sector Scheme with Development Communication & Dissemination of Filmic Content (DCDFC) Scheme in 2021-22, the Ministry now have four (4) Central Sector Schemes with following objectives:

Sl. No.	Central Sector Schemes	Objectives
i.	Development Communication & Information Dissemination (DCID)	<p><b><u>Information Sector</u></b>  This scheme has been devised by putting together all similarly placed activities of the media units of Information sector with a view to achieving synergy in efforts aimed at communication and information dissemination of Government messaging so that maximum impact of the Government messages is realized. Under this scheme, the Ministry undertakes a multi-pronged publicity campaign with a synergetic approach to highlight various Flagship and other programmes of the Government.</p>
ii.	Development, Communication & Dissemination of Filmic Content (DCDFC) Scheme	<p><b><u>Film Sector</u></b>  This ongoing scheme envisages promotion of quality Indian cinema through film festivals, film markets, production of films and collection of archival material. The activities envisaged needs Government intervention as initiatives from private sector are limited in nature.</p>
iii.	Broadcasting Infrastructure and Network Development (BIND)	<p><b><u>Broadcasting Sector</u></b>  The Core objective of this ongoing scheme is to digitalize the broadcasting infrastructure network of Prasar Bharati. The broadcasting network which comprises transmitters, studios and the link between studios &amp; transmitters needs to be digitalized to ensure digital transmission of Prasar Bharati. In this direction, initiatives taken by Prasar Bharati since the beginning of 9<sup>th</sup> Plan have continued and expanded to upgradation of technologies and modernization of facilities.</p>
iv.	Supporting Community Radio Movement in India	<p>The purpose of this ongoing scheme is to strengthen the community radio movement through financial support and awareness campaign.</p>

13. The Ministry further informed that since the objectives of the Champion Services Sector Scheme (CSSS) entrusted with Audio Visual Services are closely related with the Development Communication and Dissemination of Filmic Content (DCDFC) Scheme, it is proposed to merge CSSS with DCDFC scheme as the consolidation of resources will provide flexibility in use, leading to better utilization of funds. Approval of the Expenditure Finance Committee (EFC) proposal for continuation of the DCDFC

scheme beyond 31<sup>st</sup> March, 2021, including the components of the Champion Service Sector Scheme, is expected from the Ministry of Finance soon.

14. When asked whether the rationalization in 2020-21 has led to better utilization of funds, the Ministry have stated that the rationalization has been undertaken on the basis of standard operating procedure (SOP) circulated by M/o Finance on 30.09.2019. It was aimed to consolidate fragmented schemes to avoid thin spread of resources for optimal outputs and outcomes. Consolidation of resources is providing flexibility in use, leading to better utilization of funds benefiting each sector. In order to avoid parking of funds, Ministry are releasing limited head wise monthly grant on the basis of Monthly Expenditure Plan (MEP) / Quarterly Expenditure Plan (QEP) under Cash Management System of Govt. of India. The requisition of funds with unspent balance of the previous years projected by the Media Units/Scheme Administrators is also taken into consideration at the time of release of Grant by the Ministry.

15. Overall budgetary allocation and utilisation (BE, RE and AE) under Central Sector Schemes for the year 2018-19, 2019-20, 2020-21, 2021-22 and BE for the year 2022-23 are as under:

<b>CENTRAL SECTOR SCHEMES</b>					<b>(Rs. in Crore)</b>	
<b>Year</b>	<b>BE</b>	<b>RE</b>	<b>AE</b>	<b>% w.r.t BE</b>	<b>% w.r.t RE</b>	
<b>2018-19</b>	735.05	712.66	656.78	89.35	92.16	
<b>2019-20</b>	900.00	625.39	607.43	67.49	97.13	
<b>2020-21</b>	740.00	346.73	333.34	45.05	96.14	
<b>2021-22</b>	632.05	450.00	270.63*	42.82	60.14	
<b>2022-23</b>	630.00	-	-	-	-	
<b>(*) Actual Expenditure up to 14.02.2022.</b>						

16. The Recommendation of EFC/SFC on Central Sector Schemes for 2021-26 is as under:

<b>Scheme</b>	<b>Outlay for 2021-26 (Rs. in crore)</b>
Development Communication & Information Dissemination (DCID)	992.94
Development, Communication & Dissemination of Filmic Content (DCDFC) Scheme	1304.52
Broadcasting Infrastructure and Network Development (BIND)	2539.61
Supporting Community Radio Movement in India	50.00
<b>Total</b>	<b>4887.07</b>

17. Asked about reasons for huge amount of allocations under CSS for five years, despite very low expenditure, the representative of M/o I&B submitted during evidence as under:

“It is broken up into every year. Here we have given the gross figure. The important thing is that within this we were able to get Rs. 950 crore extra as special projects for Prasar Bharati which was more than the norm. The norm is 5.5 times of the expenditure in the year 2019....xxx.....xxx.....xxx.... The formula that was fixed by the Ministry of Finance was that they would allot 5.5 times of the actual expenditure in 2019-20 for the next 5 years because that was the pre-COVID period when things were normal. So, according to that we have been allotted accordingly in the Development Communication and Information Dissemination Sector. As also in the Filmic Content Scheme. But since there has been a merger of schemes, we have got 5.5 times of that expenditure plus the National Film Heritage Mission where we undertake restoration and preservation of films, plus the Champion Services Sector scheme. That is why this one is Rs. 1304 crore.”

18. The budgetary allocation and utilization of each Central Sector Schemes for last five years are as under:

(Rs. in crore)					
<b>FILM SECTOR</b>					
<b>1. Development Communication &amp; Dissemination of Filmic Content (DCDFC)</b>					
Year	BE	RE	AE	% w.r.t. BE	% w.r.t. RE
2019-20	53.87	63.39	56.46	104.80	85.07
2020-21	115.50	63.51	54.52	47.20	85.84
2021-22	122.62	84.50	51.81*	42.25	61.31
2022-23	127.16	-	-	-	-
<b>2. Champion Services Sector Schemes</b>					
Year	BE	RE	AE	% w.r.t. BE	% w.r.t. RE
2019-20	0.00	0.50	0.00	0.00	0.00
2020-21	30.00	3.80	0.00	0.00	0.00
2021-22	1.59	0.00	0.00	0.00	0.00
2022-23	0.00	-	-	-	-
<b>INFORMATION SECTOR</b>					
<b>3. Development Communication &amp; Information Dissemination (DCID)</b>					
Year	BE	RE	AE	% w.r.t. BE	% w.r.t. RE
2019-20	200.00	187.63	184.20	92.10	98.17
2020-21	220.00	103.40	100.39	45.63	97.09
2021-22	188.00	188.00	95.65*	50.88	50.88
2022-23	184.00	-	-	-	-
<b>BROADCASTING SECTOR</b>					
<b>4. Broadcasting Infrastructure and Network Development (BIND of Prasar Bharati)</b>					
Year	BE	RE	AE	% w.r.t. BE	% w.r.t. RE
2019-20	473.00	235.40	235.40	49.77	100.00
2020-21	370.00	173.90 <sup>#</sup>	176.46	47.69	101.47
2021-22	316.00	175.00	122.41*	38.74	69.95
2022-23	315.00	-	-	-	-

(#) The allocation under this scheme was enhanced to Rs.182.03 crore in Final Grant 2020-21.

<b>5. Supporting Community Radio Movement in India (SCR)</b>					
<b>Year</b>	<b>BE</b>	<b>RE</b>	<b>AE</b>	<b>% w.r.t. BE</b>	<b>% w.r.t. RE</b>
<b>2019-20</b>	3.80	3.80	3.29	86.58	86.58
<b>2020-21</b>	4.50	2.12	1.97	43.78	92.92
<b>2021-22</b>	3.84	2.50	0.77*	20.05	30.80
<b>2022-23</b>	3.84	-	-	-	-
<b>(*) Actual Expenditure up to 14.02.2022.</b>					

19. Actual utilisation of funds under Development Communication & Information Dissemination (DCID), Development Communication and Dissemination of Filmic Content (DCDFC), Broadcasting Infrastructure Development (Prasar Bharati) and Supporting Community Radio have been 50.88%, 61.31%, 69.75% and 30.80% w.r.t RE allocation respectively. When the Committee desired to know the reasons for underutilization under each of the Central Sector Schemes the Ministry submitted as under:

**Development Communication & Information Dissemination (DCID):** With respect to (DCID), due to the spread of COVID-19 and the lockdown announced to curb its spread, it was not possible to carry out direct communication which posed a challenge. However, with effective utilization of WhatsApp Groups based virtual community, social media as well as webinars, the challenges were overcome and effective outcome was ensured and there was no shortfall

**(Development, Communication & Dissemination of Filmic Content (DCDFC) Scheme** - With regard to DCDFC Scheme (Central Sector Scheme), expenditure is made under following heads: Participation in foreign film festivals, organization of film festivals as International Film Festival of India, Mumbai International Film Festival, Production of documentaries and production of films in various regional languages and National Film Heritage Mission (NFHM). Pace of expenditure largely depends on timeline of various film festivals and progress of activities under NFHM project. Reduced allocation of funds at RE stage during the year 2021-22 has caused some delay in getting necessary approvals for starting new activities under NFHM as preventive conservation and restoration. During 2021-22, due to COVID-19 outbreak major film festivals like Cannes, Berlin, etc have been held in virtual format leading to lower cost of participation. IFFI was also organized in hybrid format in the month of November 2021. The expenditure under NFHM also is picking up pace after slow down due to COVID. Expenditure would be incurred for participation in the Berlin International Film Festival 2022, World Expo 2020 and for expenditure on National Film Heritage Mission in the fourth Quarter of FY 2021-22. Mumbai International Film Festival (MIFF) for documentaries and short films could not be held during January – February, 2022 due to ensuing third wave of COVID and shall now be held in first quarter of Financial Year 2022-23.

**Broadcasting Infrastructure and Network Development (BIND):** With respect to Broadcasting Infrastructure Network Development (BIND) scheme, the progress and implementation of various projects were impacted due to

Covid-19 pandemic situation, leading to less expenditure in the financial year 2021-22. There are various factors that slowed the pace of expenditure in the pandemic such as shortage of labour, disruption in international and domestic supply chain, and delay in receiving feedbacks on draft specifications from the prospective bidders for finalization of specifications of projects. The following projects/schemes of Prasar Bharati have been impacted during 2021-22.

- (i) Non-availability of site for AIR project at Dahod in Gujarat;
- (ii) Insufficient participation of tender for procurement of 5 kW Mobile FM Transmitters
- (iii) Delay in getting WPC Licenses/Clearance for 100 Watt FM Projects at 100 locations, and supply of RF equipment – Parabolic Dish Antennas (PDAs) for Earth Stations;
- (iv) Procurement of 1.2 lakhs Direct to Home (DTH) Receive Sets
- (v) Upgradation of compression chain, monitoring and power supply system at C- Band DTH Earth Station Pitampura, Delhi
- (vi) Upgradation of 7 Doordarshan Earth Station Parabolic Dish Antenna (PDA) & 11 Uninterrupted Power Supply (UPS) system
- (vii) Pilot project for Supply, Installation, Testing & Commissioning (SITC) of File based Workflow System at Doordarshan Kendra, Hyderabad including site preparation work etc.
- (viii) Balance work for completion of tower at Amritsar, shifting of Transmitters & other associated works.
- (ix) Tower Strengthening work at Gangtok

**Supporting Community Radio Movement in India:** In respect of “Supporting Community Radio Movement in India” the activities such as Sammelans, Workshops could not be held in physical mode. However, workshops were held in on-line mode by holding webinars.

20. Asked about the initiatives taken to ensure timely and efficient utilization of allocated funds for 2022-23 so that plan schemes do not suffer because of delay in release of funds, the Ministry have informed that they have undertaken third party evaluation of their schemes in 2020 through M/s. KPMG. All the existing four schemes of Ministry will be continued (Champion Service Sector Scheme has been merged with DCDFC). Keeping in view its recommendations, proposals for EFC were submitted to Ministry of Finance. This helps timely implementation of projects. In order to avoid parking of funds, Ministry are releasing limited head wise monthly grant on the basis of Monthly Expenditure Plan (MEP) / Quarterly Expenditure Plan (QEP) under Cash Management System of Government of India.

21. Action Taken Report on key recommendations by M/S KPMG in respect of Central Sector Schemes of the Ministry of I&B is placed at *Annexure-I*.

**(i) Champion Services Sector Scheme (CSSS)**

22. Champion Services Sector Schemes (CSSS) was introduced in Financial Year 2019-20 as one of the Central Sector Scheme (CSS). The Ministry of I&B's proposal on Audio-Visual Services under this Scheme has been supported by NITI Aayog and in-principle approval has been given by the Department of Expenditure. Components of Champion Services Sector scheme on Audio-Visual Services (CSSS) are as under:

i.	Incentive for audio visual co-production with foreign countries
ii.	Promotion of shooting of foreign films in India
iii.	Creating awareness and increasing theatre density
iv.	Organizing of Global Media & Entertainment Summit

23. For the 'Champion Services Sector Scheme', which is entrusted with Audio-visual Services for promoting media and entertainment sector in India, the allocation for the year 2022-23 is 'Nil'. During the year 2021-22, the allocation had been fixed at Rs. 1.59 crore at BE stage against the proposed amount of Rs. 50 crore. However, there was 'NIL' allocation at RE stage and consequently 'NIL' expenditure. Even during the year 2020-21 the actual expenditure was 'NIL'.

24. Asked about the reasons for nil allocation, the Ministry submitted that the Champion Services Sector Scheme (CSSS) for Audio Visual Services are proposed to be merged with the Development Communication and Dissemination of Filmic Content (DCDFC) scheme of the Ministry as the consolidation of resources will provide flexibility in use, leading to better utilization of funds. The Expenditure Finance Committee (EFC) proposal for continuation of the DCDFC scheme for the period 2021-26, including the components of the Champion Service Sector Scheme, has been sent to the Ministry of Finance for approval, which is awaited. Hence, no expenditure could be incurred under Champion Services Sector scheme.

25. Elaborating further on the Scheme the Secretary, submitted during evidence as under:

"Under this Scheme, as per the approval given, we can give financial incentive up to Rs. 2 crore to a foreign producer who comes to India and shoots films in India. There is another component of giving up to Rs. 2 crore to a foreign producer who co-produces with an Indian producer. We have 15 Co-production Audio / Visual Agreements with 15 countries. So, under that Agreement, both the countries declare certain productions to be co-productions. So, those people are eligible for financial incentive. There are two more components of it. One is to increase the screen density in the country because one screen is about one box office. So, the more the number of screens more the number of box offices, and that is how employment in the

entire film sector grows. We have to work on increasing awareness amongst the States to increase their screen density. There was also an announcement to have a Global Media and Entertainment Summit in India. This was announced by the Prime Minister when he visited the National Museum of Indian Cinema in 2019, but due to COVID-19 an event of global scale could not take place. But now, we will be working on it as things have normalized. We hope that with due planning we will be able to have it probably next year once we start planning for it."

26. The Ministry's budget is allocated for three sectors viz. Film Sector, Information Sector and Broadcasting Sector (including Prasar Bharati).

## **VI. INFORMATION SECTOR**

27. The Information Sector is responsible for information dissemination and awareness creation with regard to the policies and activities of the Government of India through print, electronic and digital media, framing of policy guidelines for rate fixation of government advertisements on print, electronic, and online platform, and administering the Press and Registration of Books Act, 1867, and the Press Council Act, 1978. Some of the Establishment Expenditure of Main Secretariat, Other Central Expenditure of Autonomous Bodies under Information Wing of the Ministry have been dealt in following paragraphs.

### **(i) Registrar of Newspapers for India (RNI)**

28. The Office of the Registrar of Newspapers for India (RNI) was set up in 1956, on the recommendation of the First Press Commission (1953) and by amending the Press and Registration of Books Act (PRB), 1867. An attached office with the Ministry of I&B, RNI executes statutory and non-statutory functions. The RNI maintains a Register of Newspapers and Publications published across the country, issuing Certificate of Registration to newspapers and publications, informing District Magistrate (DM) concerned about approval of titles of fresh newspapers, and scrutinizing and analyzing the annual statements submitted by the publishers of newspapers and publications. Under its non-statutory functions, RNI authenticates self-declaration certificates for import of newsprint to actual user publications registered with RNI. The office also conducts circulation verification of registered publications, through designated officers of PIB, on the basis of requests received from the publishers or the instructions of the Ministry of I&B. During the remaining 14<sup>th</sup> Finance Commission period i.e., 2017-20, RNI has been allocated following funds for implementation of scheme 'Strengthening of



RNI HQs' under the Ministry of I&B's umbrella scheme 'Media Infrastructure Development Programme'. From FY 2020-21 onwards, the entire scheme has been merged into an automation project and expenditure shall be met out from Establishment Expenditure. As of now, there is no scheme of RNI.

29. During April to October 2020, RNI scrutinized 10,590 applications for verification of title out of which 5,514 titles were approved. As many as 34 titles were de-blocked between April 1, 2020 to March 31, 2021. An entry in this regard is also made in the register of RNI. Out of 1,46,746 publications registered as on March 31, 2021, 20,223 are newspapers and 1,26,523 are periodicals. As many as 1,097 new publications have been registered till March 31, 2021.

30. The Budgetary allocations and utilisation under RNI during last five years are as under:

<b>RNI</b>						<b>(Rs. in crore)</b>	
<b>year</b>	<b>BE</b>	<b>RE</b>	<b>AE</b>	<b>% w.r.t BE</b>	<b>% w.r.t RE</b>		
<b>2018-19</b>	8.53	8.76	6.96	81.59	79.45		
<b>2019-20</b>	8.65	6.53	6.36	73.52	97.39		
<b>2020-21</b>	7.81	5.66	5.87	75.16	103.71		
<b>2021-22</b>	8.52	8.22	5.81	68.19	70.68		
<b>2022-23</b>	7.95						
(AE) Actual Expenditure upto 10.01.2022							

31. At present, application for titles can be filled online. Apart from computerized processing of title verification and registration, all the verified titles are put on RNI website and can be downloaded. With the introduction of this facility, any person/prospective publisher can access the existing title data base. In the second phase of digitalization, various procedures of the Office, including application for title and registration will be made completely online. 35% of this project has been completed till March 31, 2021.

32. In the backdrop of automation of RNI, the Committee desired to know about the steps being taken for ease of Business for RNI. To this, the Secretary, M/o I&B submitted during evidence as under:

"Today the entire process is manual. The Act is also of 1850s. It is a British era Act. Today the process is that he has to apply to the Collector, the newspaper owner has to give an oath before the Collector, then it comes to the RNI who has to again physically see how many papers he has published

and all, physical copies, and then that has to be registered. I believe there are 70,000 to 80,000 papers who have to give annual returns, they have to make fee payment, then they have to show that their publication is in circulation, statistics and all that. All that will be put online so that there is a portal on which that can be done. It will be linked to the payment system also so that payment through checks and all that also gets reduced. We will also have a continuous record as to how long that paper has been publishing. Today it is all in files. Whether some fine has been imposed, whether anything has happened to that, there is a continuous history of that paper."

33. Regarding plans to amend Press and Registration of Books Act (PRB), 1867, he further submitted as under:

"The RNI Act is a very old Act on newspapers. It is a colonial era act, that too also of 1860s, not even the late colonial era. We are in the process. We have actually worked out an amendment to that Act. But it is still to go. It will be circulated and go to the Cabinet. So, there is still some time. But we would like to bring it up to date because it is almost 160 years old Act. As I had mentioned, we are trying to bring a portal. The existence of RNI is, of course, necessary because some sort of registration for a newspaper would be required and then, circulation and all those figures depend on it."

34. On the plans for extending the RNI Act facility to online newspapers as well, the Secretary, he further added:

"We are not thinking for online newspapers. Currently, it operates under an Act which is of 1860s. I mean there is no recognition."

35. Asked if it can be extended to online newspapers, the Secretary, M/o I&B during evidence stated that it will be taken into account while amending the Press and Registration of Books Act (PRB), 1867.

(ii) **Indian Institute of Mass Communication (IIMC) and Upgradation of IIMC to International Standards**

36. The Indian Institute of Mass Communication (IIMC) came into existence on August 17, 1965. It was established with the basic objective of teaching, training and undertaking research in areas of media and mass communication. Over the last 55 years, the institute has graduated into conducting a number of specialized courses to meet the diverse and demanding requirements of the rapidly expanding and changing media industry in modern times, in keeping with its original mandate to make available facilities for training and research to meet the information and publicity needs of public and private sector industries.

37. The budgetary allocations and utilizations for IIMC for last five years are as under:

<b>IIMC</b>						<b>(Rs. in crore)</b>	
<b>year</b>	<b>BE</b>	<b>RE</b>	<b>AE</b>	<b>% w.r.t BE</b>	<b>% w.r.t RE</b>		
<b>2018-19</b>	20.39	18.89	15.01	73.61	79.45		
<b>2019-20</b>	26.49	25.69	24.33	91.85	94.71		
<b>2020-21</b>	61.30	41.41	25.93	42.30	62.61		
<b>2021-22</b>	65.00	30.00	21.88 <i>(up to 10.01.2022)</i>	33.66	72.93		
<b>2022-23</b>	52.00						

38. When asked for the reasons for the slow progress under IIMC, the Ministry have informed that with regard to 'Up-gradation of IIMC to International Standards (IIMC)', Construction of Guest House, Hostel Building and Academic Block at New Delhi could not be started for want of approval from the Ridge Management Board and other civic authorities of Delhi Government despite regular follow up and efforts. It was presumed that approval could be received during the financial year 2018-19. Accordingly, a provision of Rs. 3 crore was made at BE stage, which was further reduced to Rs. 20 lakh at RE stage and at Final Grant stage, all the funds were surrendered. The Ministry also informed that there was shortage of labour due to spread of COVID-19 and therefore construction work in Regional Campus Jammu, as well as the Aizawl campus in the initial month of financial year 2021-22 remained affected which has now gained momentum.

39. Some of the thrust areas relating to IIMC for the year 2022-23 are as under:

- i. Commencement of Construction work of new building at IIMC Delhi.
- ii. Filling up of academic and non- academic vacant post of IIMC, New Delhi and its Regional Campus's.
- iii. Steps towards the IIMC becoming Deemed to be University.
- iv. Regional Campus of IIMC at Jammu to be made operational in the new building.

**(iii) Press Information Bureau (PIB)**

40. Press Information Bureau (PIB) is the nodal agency of the Government of India that disseminates information to the print, electronic and social media on Government policies, programmes, initiatives and achievements. It functions as an interface between the Government and the media. Along with that, the Bureau keeps the Government informed of public perception about government policies and programmes

as reflected in the media. With its headquarters in New Delhi, PIB has 19 Regional Offices and 17 Branch Offices, including an Information Centre. With the vision of educating and empowering the people of India, the PIB disseminates information through different means, such as press releases, press notes, feature articles, backgrounders, press briefings, interviews, press conferences and press tours, and social media. The information is released in English, Hindi, Urdu along with 11 other regional languages which reaches newspapers and media organizations all over the country.

41. The budgetary allocations and utilizations for Press Information Bureau for last five years are as under:

<b>Press Information Bureau</b>				<b>(Rs. in crore)</b>	
<b>year</b>	<b>BE</b>	<b>RE</b>	<b>AE</b>	<b>% w.r.t BE</b>	<b>% w.r.t RE</b>
<b>2018-19</b>	69.35	75.43	74.95	108.07	99.36
<b>2019-20</b>	89.32	87.92	83.69	93.69	95.18
<b>2020-21</b>	99.61	81.75	82.63	82.95	101.07
<b>2021-22</b>	102.99	103.41	79.51*	77.20	76.88
<b>2022-23</b>	107.48				

*(AE) Actual Expenditure up to 10.01.2022*

42. It has been observed that due to the reduced allocation of funds at RE 2021-22 for Press Information Bureau stage under Establishment Expenditure, some important activities cannot be completed by Press Information Bureau before the end of this financial year which include (i) inability to purchase new desktops to replace the very old and outdated version of Window 7 desktops in PIB HQrs., (ii) pendency of salary bills for Social Media Executives and other HR Supports hired through BECIL and (iii) non clearance of pending bill amount of Rs. 1.64 crore for replacement of Video wall in NMC to BECIL for want of sufficient funds.

## **VII. FILM SECTOR**

43. The Film Sector is responsible for the production and distribution of documentaries, preservation of films, organization of international film festivals and promotion of good cinema by institution of awards. It administers the Cinematograph Act, 1952, which looks into certification of films for public exhibition, and handles other matters relating to film industry, including developmental and promotional activities. Some of the Establishment Expenditure of Main Secretariat and Other Central

Expenditure of Autonomous Bodies under Film Sector of the Ministry have been dealt in following paragraphs.

(i) **Merger of Four Media Units with Nation Films Development Corporation (NFDC)**

44. One of the thrust area under Film Sector for the year 2022-23 is merger of four film media units i.e. Children Films Society of India (CFSI), Films Division (FD), National Films Archive of India (NFAI) and Directorate of Films Festival (DFF) with National Films Development Corporation (NFDC) and this merger is expected to ensure synergy & efficiency in fulfilling the mandate of promotion, production and preservation of filmic content.

45. During the examination of DFG (2021-22), the Committee had been informed that on 23.12.2020, the Union Cabinet had given its approval to the merger of the four Film Media Units by expanding the Memorandum of Articles of Association (MoAA) of NFDC, which will then carry out all the activities hitherto performed by them. As per the timeline provided in the Cabinet Note, the process of merger activity shall be completed within time period of 2 years. Regarding the timeline for the merger of the four film media units, the representative of the Ministry submitted during evidence as under:

"As was decided by the Union Cabinet in December 2020; all the film media units will be merged into NFDC. The time given was two years, which means December 2022. During this period, a lot of work has taken place. Activities of the media units have been transferred - we are going step by step – merged with NFDC, which has started work on production of children's films and of course on their own activities. The work is on. We are working as per timelines and it is going on well"

46. When the Committee desired to know the future of the employees of all the concerned Media Units, the Secretary, M/o I&B evidence submitted during evidence as under:

"With these organizations, there are four which are to be merged into NFDC. One is the Children Film society of India, which has hardly 25 employees; they are to be absorbed into various organizations, that is already final. Then, there is National Film Heritage Mission at Pune, which has just two—Indian Information Service and some MTS...xxx...xxx...xxx..Then, Directorate of Film Festivals, again a lean organization, hardly six or seven employees, three officers. Then, we have the Films Division, which is a larger organization. They are having about 300 to 350 employees. Merging Government employees into PSUs is always an issue. So, we would follow whatever the DoPT guidelines are,

and maybe, we will follow the deemed deputation as has been done in the Ordnance Factories Board."

47. The representative of the Ministry further clarified as under:

"It is a little different matter because we cannot send 400 employees to NFDC because it is a corporate structure. So, there is something, there are Government rules, how merger is to be done. Interests of all the employees will be taken care, it is the Cabinet decision. Everybody will be redeployed; nobody will be retrenched; and VRS will be given wherever applicable. Activities will be taken up by NFDC. So, nothing is coming to an end except closing down of one Society, which was not productive in the last few years...xxx...xxx...xxx...That is the Children's Film Society of India. But the production of children films will now be done by NFDC."

48. About the physical assets, the Secretary submitted as under:

"It is dealt with by the DoPT rules. You talked about National Museum. All of you have visited that in Mumbai, that is an outstanding museum which has been created but, today, whatever the revenue we earn goes to the Consolidated Fund of India. I mean that it is not even used for the upkeep of the National Museum. Once it goes to NFDC, at least, they can monetise the revenue much better. Even the National Film Archive can monetise it much better and use the funds which accrue to NFDC for the furtherance of the film sector even more because, today, for everything, we depend on the Consolidated Fund of India because they themselves are revenue generating activities."

49. Regarding ownership of the Film Division's property, the Ministry informed that all the properties of Gulshan Mahal, National Museum of Indian Cinema, continue to remain with the Government as such. The Cabinet decision is that after the merger, NFDC will take over all the activities that are being done by the media units as on date. None of the activities not even one will be discontinued and they will be taken up by NFDC.

50. To a query related to NFDC i.e. Facilitation Centre and ease of doing business, the representative of the Ministry informed as under:

"It is a very relevant point. There is a Film Facilitation Office in Mumbai as part of NFDC; there is a portal in which any filmmaker anywhere in the world can apply and we facilitate their permissions till the State level, even from different ministries, Government of India, whether it is ASI, Civil Aviation or Defence. All those are facilitated by our Ministry. Now, we have also linked our office with the national single window system of DPIT.....xxxx...xxxx...xxx..We have had more than 130 permissions in the

last few years....xxx...xxx...xxx...From 29 countries, people have come and shot here, ...xxx...xxx...xxx....”

(ii) **National Film Heritage Mission (NFHM)**

51. National Film Heritage Mission (NFHM), a Rs. 597.41 crore project, was approved by the Ministry of I&B in 2014 through Ministry of Finance for restoring and preserving the film heritage of India. This is a part of 12<sup>th</sup> Five Year Plan which will spill over to 13<sup>th</sup> Five Year Plan as per the year-wise allocation of Plan Outlay. This new plan scheme has taken care of digitization/restoration of films available with NFAI as well as other media units under Films Wing of the Ministry. Implementation of the plan scheme is given to NFAI, Pune. From financial year 2020-21 due to rationalization National Film Heritage Mission (NFHM) Scheme has been merged with Development Communication & Dissemination of Filmic Content (DCDFC) Scheme.

52. In the backdrop of media reports on poor condition in which films are being stored in gunny bags, the Committee during evidence desired to know the current status of storage of films and their preservation in the National Film Archive of India, and work done under Film Heritage Mission. To this, the Secretary submitted during evidence as under:

“In the recent EFC, the entire scheme was pending for some time but digitisation of films has been going on. I have visited Pune also. I think the Standing Committee also visited the Film Heritage Mission. You do not find any gunny bags. That is a three- or four-years old report....xxx...xxx....xxx..... Almost in this EFC, Rs. 500 crores have been sanctioned on digitisation and restoration. Creation of vaults is going on. So, the first stage is digitisation which is already going on and about 1000 films have been digitised. There is a pipeline of about 4000 or 5000 films and some of them will be selectively restored because the quality of those films on reel has deteriorated over a period of time. So, they will be restored and then will be kept in digital mode as well as again converted to films and those films will be stored because when we keep it in digital mode, the digital formats keep on changing every three or four years. Experts say that when you keep on a film and store it properly, that will last to almost 300 to 400 years. All the budget has been sanctioned. Those contracts will be placed very shortly. ...xxx...xxx...xxx....The vaults are already there. Digitisation is taking place. Earlier films are being converted. Whatever are there as films, they are being converted into digital and then some of them, over a period, will be restored and again converted back into films. New vaults are also being created. Massive construction is also going on in Pune. That is a project worth visiting for the Standing Committee as it is a massive project.”

53. The Ministry informed that in view of the centenary year of Shri Satyajit Ray, a large number of Satyajit Ray's films will be restored which are digitised but not restored in 4K. Since all the international film festivals ask for the latest restoration in the latest formats, the Ministry are working on this under the National Film Heritage Mission. Ten major films of Satyajit Ray are being restored.

**(iii) Central Board of Film Certification (CBFC)**

54. The Budgetary allocation and utilisation for CBFC for last five years including the BE for the year 2022-23 are as under:

<b>CENTRAL BOARD OF FILM CERTIFICATION (CBFC)</b>					<b>(Rs. in crore)</b>	
<b>Year</b>	<b>BE</b>	<b>RE</b>	<b>AE</b>	<b>AE % W.R.T. BE</b>	<b>AE % W.R.T. RE</b>	
2018-19	9.04	9.74	8.67	95.91%	89.01%	
2019-20	10.48	8.93	8.76	83.59%	98.10%	
2020-21	12.48	8.56	8.25	66.11%	96.38%	
2021-22	13.33	11.65	8.44*	63.32%	72.45%	
2022-23	13.20	--	--	--	--	
<b>(AE) Actual Expenditure as on 30.01.2022</b>						

55. It can be seen from the above table that as on as on 31.01.2022, CBFC has utilized Rs. 8.44 crore i.e. 63.32% of the total allocation under BE of Rs. 13.33 crore, and utilized 72.45% of the total allocation under RE of Rs. 11.65 crore, for the year 2021-22. As there was a ceiling of 80% restriction in the third quarter of 2021-2022 as per the tentative RE, funds could not be fully timely utilized and payments had to be carried forward.

56. During the examination of Demands for Grants (2021-22), the Ministry had informed that from a manual operation prior to 2009, CBFC has progressively moved towards automation. The Online Certification System of CBFC 'e-cinepramaan' came into force on 1<sup>st</sup> April, 2017 and aims at transparency and ease of doing business. When the Committee desire to know the problems being faced by CBFC, the Ministry's through written submission informed that there was a problem regarding revamping of website of CBFC. Tender for website has been awarded for augmentation of e-Cinepramaan software, cloud management system, integration of mobile app and revamping of CBFC Website has been awarded through the process of tendering. Similarly, there was problem regarding shortage of space in the office of CBFC, Mumbai. To redress the issue CBFC, Mumbai has been allotted three theatres from



Films Division in the Films Division Complex. The theatres are being effectively used by CBFC which has helped in improved coordination and saving of time in the film certification process, besides revenue generation.

57. Giving further update on the status of digitisation of CBFC, the representative of the Ministry submitted as under:

"About revamping of the website, this has been completed. This has been done. CBFC Website and E-Cinepraman, the process has been completed. About shortage of office space, more space has been given to CBFC. In fact, after the merger of media units, the Films Division's space and other space within the campus will be more available for CBFC. We have already given them three auditoriums that are available in that complex."

(iv) **National Centre for Excellence for Animation, Visual effects, Gaming and Comics(NCOE-AVGC)**

58. During the examination of Demands for Grants (2019-20), the Ministry had informed that the project for setting up a National Centre of Excellence (NCoE) for Animation, Visual Effects, Gaming & Comics was part of Budget Announcement made during the Budget Speech of 2014-15. NCoE was a 12<sup>th</sup> plan scheme. The Ministry had also informed that the objective of the project NCoE is to be build a Centre for excellence at the national level to impart world class talent pool in India to cater to the requirements of the Indian industry and global players. The administrative approval for NCoE was issued with a total outlay of Rs. 167.70 crore, to be implemented in a four year period from 2016-17 to 2019-20, as per the appraisal and recommendation of Standing Finance Committee.

59. The Ministry have informed that two thrust areas under Film Sector during 2022-23 include (i) setting up of a National Centre of Excellence for Animation, Visual Effects, Gaming and Comics (NCoE- AVGC) at Mumbai and (ii) An AVGC promotion task force with all stakeholders will be set-up to recommend ways to realize AVGC potential and build domestic capacity for serving our markets and the global demand.

60. On the promotion of AVGC Sector, the Ministry submitted during evidence as under:

"Another announcement related to our Ministry has been the formation of a Promotion task Force for AVGC sector which is animation, visual effects, gaming and comics. AVGC sector is a very, very prominent sector that is growing very fast at 9 per cent per annum. The online gaming industry is

growing very fast, especially because of the covid period and lockdown, people have really got into the gaming industry and it is growing at 20 per cent per annum. So, we have to support this sector. To support this sector and to boost employment in that sector, it has been announced that the Government will form an AVGC promotion task force and we are working on it in association with the industry. I just talked about champion services sector on AV services where incentives will be given to the international producers to come to India and work on audio/visual services."

61. Enquired about the plan of action of the Inter-Ministerial task force, the Secretary, submitted during evidence as under:

"This will be an inter-ministerial task force which cuts across sectors and this will include the Ministry of Education, Minister of Skill Development, Department of Commerce and DPIIT etc. So, the objective of this task force is mainly the creation of skilled manpower so that they can be absorbed with the large number of private sector which has mushroomed in AVGC sector over the next ten years and to establish standards because, today, the colleges and the skill development institutes are imparting training but there are no standards per se or what really is required by the industry. So, this will bring about an interface between the industry as well as the educational institutions and the skill institutions."

62. When asked for an update on the proposal for having centre for excellence on the lines for skill development in AVGC in Mumbai, the Secretary, submitted during evidence as under:

"The land was allotted sometime back and there have been issues on selecting the partner. Initially, they thought they will do it with the private sector participation on PPP basis, then later on it was aligned with IIT Mumbai. The dialogue with IIT Mumbai is on but there are again some issues. IIT Mumbai is a Government institution and it is whether we want a Government institution or not for the National Centre."

#### **VIII. BROADCASTING SECTOR (INCLUDING PRASAR BHARATI)**

63. The Broadcasting Sector aids the Ministry in the far-reaching dissemination of Government schemes and initiatives via All India Radio and Doordarshan. The Sector oversees these public broadcasters by administering the Prasar Bharati (Broadcasting Corporation of India) Act, 1990. It also regulates private TV channels and the network of multi system operators and local cable operators through the Cable Television Networks (Regulation) Act, 1995 and policy guidelines issued from time to time. It gives license to DTH/ HITS operators for their respective operations. The private FM radio network is regulated by the Ministry through auctioning of FM channels, operationalization of

Community Radio Stations in rural and remote areas. The Sector has two main constituents, i.e., Prasar Bharati and Main Secretariat.

- (I) Prasar Bharati's Scheme:
  - i) Broadcasting Infrastructure Network Development (BIND)
- (II) Main Sectt. Schemes:
  - (i) Supporting Community Radio Movement in India

**(i) Broadcasting Infrastructure Network Development (BIND)**

64. From the financial Year 2019-20, three of the Prasar Bharati's Scheme have been merged and a single line budget entry namely 'Broadcasting Infrastructure and Network Development (BIND)' has been made. Prior to 2019-20, Grants-in-aid were used to be given separately for Prasar Bharati, Kissan Channel and ArunPrabha Channel. Currently, there is only one scheme Broadcasting Infrastructure Network Development (BIND) under Prasar Bharati with following components:

- i. Modernization (including Digitization), Augmentation & Replacement of Transmitters
- ii. Modernization, Augmentation & Replacement of Satellite Broadcast Equipment
- iii. Modernization & Digitalization of Studios
- iv. FM Expansion/ Replacement
- v. Expansion of DTH platform of Doordarshan
- vi. Strengthening of coverage in sensitive areas
- vii. High Definition TV (HDTV)
- viii. Expansion of TV Channels
- ix. Broadcasting on Alternate platform
- x. Augmentation of Civil Infrastructure including Staff Quarters and other Misc. Works
- xi. E-governance
- xii. Content Development including *Swachhta Action Plan(SAP)*

65. The Budgetary allocation and utilisation for BIND during last three years along with BE for 2022-23 are as under:

<b>Broadcasting Infrastructure and Network Development (Prasar Bharati)</b>					
<b>(Rs. in crore)</b>					
<b>Year</b>	<b>BE</b>	<b>RE</b>	<b>AE</b>	<b>% w.r.t. BE</b>	<b>% w.r.t. RE</b>
<b>2019-20</b>	473.00	235.40	235.40	49.77	100.00
<b>2020-21</b>	370.00	173.90#	176.46	47.69	101.47
<b>2021-22</b>	316.00	175.00	122.41*	38.74	69.95
<b>2022-23</b>	315.00	-	-	-	-

(#) The allocation under this scheme was enhanced to Rs.182.03 cr in Final Grant 2020-21.

(\*) Actual Expenditure up to 14.02.2022.

66. Asked about the shortfall under various schemes/programmes of Prasar Bharati, the Ministry stated that following schemes have suffered:

- (i) The AIR project at Dahod (Gujrat)
- (ii) 5kW Mobile FM Transmitters.
- (iii) 100W FM Projects for 100 locations
- (iv) Procurement of 1.2 lakhs Direct to Home (DTH) Receive Sets
- (v) Upgradation of compression chain, monitoring and power supply system at C- Band DTH Earth Station Pitampura, Delhi
- (vi) Upgradation of 7 Doordarshan Earth Station Parabolic Dish Antenna (PDA) & 11 Uninterrupted Power Supply (UPS) system
- (vii) Pilot project for Supply, Installation, Testing & Commissioning (SITC) of File based Workflow System at Doordarshan Kendra, Hyderabad including site preparation work etc.
- (viii) Balance work for completion of tower at Amritsar, shifting of Transmitters & other associated works.
- (ix) Tower Strengthening work at Gangtok

67. When the Committee desired to know the reasons for the shortfall in respect of Schemes of Prasar Bharati, the Ministry stated that the progress and implementation of various projects were impacted due to Covid-19 pandemic situation, leading to less expenditure in the financial year 2021-22. Various factors slowed pace of expenditure in the pandemic such as shortage of labour, disruption in international and domestic supply chain, and delay in receiving feedbacks on draft specifications from the prospective bidders for finalization of specifications of projects. Further, there were other factors such as (i) delay in getting WPC Licenses/Clearance for 100 Watt FM Projects at 100 locations, and supply of RF equipment – Parabolic Dish Antennas (PDAs) for Earth Stations; (ii) Non-availability of site for AIR project at Dahod in Gujarat; (iii) insufficient participation of tender for procurement of 5 kW Mobile FM Transmitters, and also for procurement of 1.2 lakh DTH Receive Sets.

**(a) DOORDARSHAN**

68. There are 36 satellite TV channels [1 International channel, 7 All India channels and 28 Regional channels (21 nos. of 24X7 channels and 7 numbers of limited hours channels)]. Four DD channels have been launched as 24 hour satellite channels, namely, DD Retro, DD Jharkhand, DD Uttarakhand and DD Chhattisgarh. In fact, eight DD Kendras have started 24-hour satellite transmissions from

wherever they are, out of which five are in the North East, namely, Agartala, Aizawl, Imphal, Shillong and Kohima. The other three are at Panaji, Shimla and Hisar.

69. Modernization and providing facilities to run these channels is a continuous process and schemes are being framed in this regard from time to time depending upon the availability of funds and inter-se-priorities. However, the facilities in the Kendras originating limited hour channels needs to be augmented to cater the needs for its operation on 24X7 basis independently.

70. The BE, RE and actual utilisation under Doordarshan for the year 2021-22 is as under:

(Rs. in crore)

Sl. No.	Component	BE 2021-22	RE 2021-22	Utilisation up to December 2021
1	Modernization (incl. Digitalization) Augmentation and Replacement of Transmitters	0.41	0.01	0.01
2	Modernization, Augmentation & Replacement of Broadcast equipment	19.14	13.25	2.00
3	Modernization and Digitalization of Studios/New Studios	7.07	2.77	1.74
4	Expansion of DTH	30.33	2.47	2.32
5	High Definition TV (HDTV)	9.13	3.90	2.27
6	Expansion of TV Channels	7.59	4.79	0.03
7	Broadcasting on alternate platforms	0.00	4.93	
8	Augmentation of Civil Infrastructure including Staff Quarters	6.06	0.01	0.01
9	New Scheme (yet to be approved)	20.27	0.00	0.00
	<b>Total (Capital)</b>	<b>100.00</b>	<b>32.13</b>	<b>8.38</b>
B	Content	<b>75.90</b>	<b>91.92</b>	<b>39.59</b>
C	<b>Swahhta Action Plan</b>	<b>0.05</b>	<b>0.05</b>	<b>0.00</b>
	<b>Grand Total</b>	<b>175.95</b>	<b>124.10</b>	<b>47.97</b>

71. The approved continuing projects of Doordarshan planned for the year 2021-22 alongwith the status is as follows:

Sl. No.	Scheme	Present Status
1.	Upgradation of Studios to HD at Delhi	Completed
2.	Automated play-out facilities for DD-Bharati	Order placed ,Installation in progress
3.	News room automation for DD India	Order placed
4.	Distribution of DTH receive set – 1,20,000 in Remote, Tribal & LWE areas, including Border areas	Tender had to be cancelled, Matter reviewed retendering being initiated

5.	File based work flow system at Hyderabad	Order placed
6.	Multi Camera Mobile Production facility (EFP Van) at Guwahati & Thiruvananthapuram	Supplied
7.	Multi-camera Mobile Production Facility at Dehradun	Order Placed
8.	Upgradation of DDKs Raipur, Ranchi & Dehradun for 24x7 Satellite Channel – Integrated News Production facility (In-house news automation software system)	Completed, Post Production Facility- Equipment Supplied
9.	Procurement of Studio equipment for DD Kendras	Digital Production Switcher, Analog & Digital Peripherals, Digital SPG, HD Graphics & Character Generator system supplied
10.	Earth Station PDAs at 7 locations (Lucknow, Chandigarh, Ahmedabad, Kolkata, Bhubaneswar, Thiruvananthapuram & Chennai)	
11.	Up-gradation of DTH Platform at Todapur SITC of (3+1) RF chain – SITC of DD DTH Expansion by up gradation of existing two Compression Chain and Monitoring system	and (ii) completed.
12.	Upgradation of Earth station at (C-Band) DTH Pitampura meant for A&N Islands	Tender invited.
13.	Procurement & Distribution of DTH receive set – 1,20,000 in Remote, Tribal & LWE areas, including Border areas	Tenders issued -have been cancelled. Fresh tendering action has been initiated
14.	10 KW Digital ready Analog transmitters set up at Himbotingla, Green Ridge (Uri) and Patnitop	Himbotingla commissioned and at Uri & Patnitop ready for Commissioning
15.	Procurement of LTO Based Archive System for Raipur Ranchi & Dehradun	Tender invited

72. When asked for the reasons for the shortfall in implementation of projects during 2021-22, the Ministry have stated that there was an overall shortfall due to pandemic situation which adversely affected the movement of man & material across the globe. Considering the fact that most of the broadcast equipment & services are not available in the country and are, therefore, imported, the procurement was delayed. This had an adverse effect on the financial and physical progress of the undergoing projects. There was a delay in supply of equipment for Seven DD Earth Station due to delay in WPC clearance by Department of Telecommunications (DoT). Non receipt of sufficient bids for some tenders as well as delay in completion of some projects by Firm.

73. Regarding steps to overcome the problems encountered in the implementation of projects, the Ministry informed that efforts were made for exploring the possibility of indigenous equipment or alternate equipment/solution wherever feasible, the matter was taken up with WPC for expediting the WPC clearances/DLs and Specs were reviewed and tenders attempted.

**(b) DD-Kisan**

74. Prasar Bharati is having 'DD Kisan', a 24X7 satellite TV channel exclusively dedicated to the farmers and the agriculture sector. This dedicated TV channel was dedicated to farmers on 26<sup>th</sup> May 2015 as a new initiative for the inclusive growth of the farmers. The objective of this channel is to serve the farming and rural community in India and to reach to the remotest parts of the country, to inform and educate the rural populace and work towards creating a holistic environment for sustainable and inclusive growth of the farmers.

75. 'DD Kisan' channel along with other channels is available on 'DD FreeDish', a free-to-air DTH platform of Prasar Bharati. This can be viewed anywhere in the country with the help of a small sized low cost Dish Receive Unit. This is free to air DTH platform and viewers don't have to pay monthly subscription fee/ rentals. In addition, this Channel has also been notified by the Ministry to be mandatorily carried by the Cable TV Service Providers & Private DTH Service Providers in their network. It shall be obligatory for every private cable and DTH operator to provide "DD Kisan" channel to the subscribers, irrespective of any bouquet(s) or a-la-carte channel (s) being subscribed by them. Prasar Bharati is also having a dedicated "YouTube" channel of DD Kisan where the viewers may access this channel and also its various programmes digitally across the globe.

76. The physical and Financial targets of Kisan Channel during 2021-22 are as under:

<b>Financial Targets</b>	<b>Achievements</b>	<b>Physical Targets</b>		<b>Physical Achievements</b>
RE Rs.32.70 crore	Rs.9.43 crore upto Dec 21	Production of 1979 Hrs of Programming	1. In-House Programmes 2. Special events of national importance programme 3. SFC, Self Finance Commissioning – Program genres of Fiction, Non Fiction & Reality.	1567 Hrs of programming produced till December, 2021

77. Prasar Bharati has commissioned 22 new programmes for DD Kisan channel under Self Finance Commissioning.

**(c) PM E-VIDYA**

78. In accordance with the announcement made in Budget Speech (2022-23), one of the focus areas of MIB is 'One Class-one TV Channel' programme under PM e-Vidya and 12 TV channels will be expanded to 200 Television channels for supplementary education in regional languages for Class 1 to 12. The Ministry informed that at present, there are twelve channels, one TV channel for each class under PM e-Vidya. So, they intend to provide this support on Doordarshan and free dish platforms for this purpose and we will be working with the Ministry of Education on this. The Bhaskaracharya Institute of Space Applications (BISAG) would be creating these channels and all these contents, and they will be carried by Prasar Bharti.

79. Explaining further about the programme, the CEO, Prasar Bharati submitted during evidence as under:

"BISAG operates a teleport where today, they are uplinking about 40 educational channels. 12 of them are for school education and the rest are for higher education. We have got 40 right now. 12 for school education which is now going to increase to 200. So, we will cover every language. Otherwise, we will be restricted to just one or two languages. They are pan India."...xxx...xxx...xxx...EDUSAT was a different platform altogether. This is DTH. So, with the normal set top box, you can get the educational channels. EDUSAT was a different technology. It was interactive and based on VSAT terminals."

**(d) Digital Terrestrial Transmission (DTT)**

80. As per the Report of Telecom Regulatory Authority of India (TRAI), about 55 countries around the world have already introduced Digital Terrestrial Transmission (DTT) services and many others are in the process of digitization as per the roadmaps laid down by them. Digital Terrestrial Transmission (DTT) is a technology in which land-based terrestrial television stations broadcast television content by radio signals in a digital format. DTT technologies enable efficient use of the TV spectrum and provide better quality of service. A DTT transmitter can provide multiple broadcasting services such as TV channels, Mobile TV, Radio and other value added services within the same channel bandwidth through use of multiplexers. (TRAI) had issued recommendations on "Issues related to Digital Terrestrial Broadcasting in India" on 31.01.2017.



81. With regard to the implementation of the Digital Terrestrial Transmission (DTT) across the country, TRAI had furnished the following roadmap and had stated that DIT may be implemented in the country in three phases with complete migration and analog switch off by December 2023 as per the timelines prescribed below:

<b>Phases</b>	<b>Time frame</b>
Phase I (Metro cities)	31 <sup>st</sup> December, 2019
Phase II (cities having more than 10 lakh population as per Census 2011)	31 <sup>st</sup> December, 2021
Phase-III (Rest of India)	31 <sup>st</sup> December, 2023

82. The Ministry informed that in view of Analogue Transmission rationalization, the transmitters on DD have been brought down to less than 50. When the Committee desired to know the fate of those closed establishments, the Ministry informed as under:

"Many of them are also having FM Radio. So, the staff has taken over the FM. Some new FM projects are coming up. So, they would be utilized there like 113 FM transmitters coming up within this year and next year, and in the new project of Rs. 950 crore, a large component is for FMization. So, we are working out how many new FM transmitters can be done based on the sites that we have, the towers that we have, and the various requests that have come for border areas or LWE affected areas...xxx...xxx...xxx...Some sites were private sites where we were paying a commercial rent. So, those we are relinquishing, but anything that is a public property we have to maintain."

83. Regarding staff of those closed establishment, he further submitted:

"Many of them are getting redeployed in the FM sites. Some of them are being moved towards new FM projects that are coming up. As regards the rest, we are going to reskill them and retrain them. Like the younger lot who have got good engineering skills can be retrained with digital and IT skills. This is one effort that we are doing. Another thing, which is becoming important for us to compete with the private channels is distribution, which is something we never invested in. So, now we have created a dedicated function for domestic distribution. So, these guys will monitor the local cable networks to ensure that the DD channels are being carried and slotted properly so that our reach is maintained. These are the various areas where people are being redeployed."

84. The Ministry informed that the future roadmap for DTT would depend upon the outcome of the study being conducted by IIT Kanpur, commissioned by Prasar Bharati.

**(e) All India Radio (AIR) and FM**

85. At present there are 501 AIR broadcasting centers with 230 studios in the network across the country. As on date 160 number of AIR studios, out of these 230 studios have been digitalized.

86. The BE, RE for the year 2021-22 and utilisation upto December, 2021 under AIR are as follows:

(Rs. in crore)

Sl. No.	Component	BE 2021-22	RE 2021-22	Utilisation up to December 2021
<b>A</b>	<b>Capital</b>			
1	Modernization (incl. Digitalization) Augmentation and Replacement of Transmitters	8.43	2.09	1.21
2	Modernization, Augmentation & Replacement of Broadcast equipment	0.92	0.40	0.36
3	Modernization and Digitalization of Studios/New Studios	12.10	12.00	9.31
4	FM Expansion/Replacement	76.30	23.00	15.83
5	Strengthening of Coverage in Sensitive Areas	28.75	10.75	4.98
6	Broadcasting on alternate platforms	0.50	0.42	0.42
7	Augmentation of Civil Infrastructure including Staff Quarters	6.50	2.34	1.78
8	E-Governance	6.50	3.00	1.56
	<b>Total Capital</b>	<b>140.00</b>	<b>54.00</b>	<b>35.45</b>
<b>B</b>	<b>Swahhta Action Plan</b>	<b>0.05</b>	<b>0.05</b>	<b>0.00</b>
	<b>Grand Total</b>	<b>140.05</b>	<b>54.05</b>	<b>35.45</b>

87. The status of Projects planned under AIR for the year 2021-22 are as under:

Sl. No.	Scheme	Present Status
1	Studio automation at 79 AIR stations	Completed
2	Digitalization of studio at 29 places	Under progress and likely to be completed by March'2022
3	100 W FM Transmitter at 100 locations	Order placed supply delayed due to delay in WPC license
4	10 kW FM Transmitter (8 nos.)	Order placed
5	Erection of towers at 06 places along Indo-Nepal Border including Installation of 10KW FM Transmitters at Maharajganj.	10 kW FM Transmitters have been commissioned on interim set up at

		Gadania, Nanpara, Bathnaha, Narkatiyaganj.
6	Erection of 100 M SS tower at 19 places	Under progress
7	Refurbishing of Studio at Kokrajhar	Work under Progress
8	Reconstruction of building at Rohtak	Office, studios and CES at AIR Rohtak shifted in temporary porta-cabins
9	Building under evacuation for dismantling	Reconstruction work shall be taken after dismantling of existing building

88. List of major Continuing Projects of AIR during 2022-23 are as under:

- i. 100 W FM Transmitter at 100 locations – (supply delayed due to delay in WPC license) Supply & installation targeted for 2022-23
- ii. 10 kW FM Transmitter (8 nos.) Supply & installation targeted for 2022-23
- iii. Erection of 100 M SS tower at 19 places- (under progress)- Targeted to be completed during 2022-23
- iv. Refurbishing of Studio at Kokrajhar Targeted to be completed during 2022-23
- v. Reconstruction of building at Rohtak- Office, studios and CES at AIR Rohtak shifted in temporary porta-cabins. Building under evacuation for dismantling. Reconstruction work shall be taken after dismantling of existing building.

89. As regard rationalisation on Analog Terrestrial TV Transmitters (ATT) and AIR FM transmitters, the Secretary, M/o I&B during evidence submitted as under:

"Many transmitters have to be phased out and new technologies brought in. This work is being done by Prasar Bharati. A lot of new AIR FM transmitters have been commissioned in Almora, Ratlam, Etawah and a few other places. MoU was signed. Modernization and rationalization of both AIR and TV transmitters has been done. There have been new transmitters in Cooch Behar, Himbotingla, and Earth Station in Gorakhpur was also launched. Digitization of all services within Prasar Bharati whether it is tenders or e-office or personnel and financing has been done."

90. To a query related to closer of stations, CEO, Prasar Bharati clarified during evidence as under:

"We have not shut or wound down any station. No station has been converted fully into a relay station. That is the misinformation that has been spread in the

Media. What is happening is that different stations have one or more FM services. Like, Delhi has three FM frequencies, Bengaluru has three FM frequencies, Hyderabad has two FM frequencies of All India Radio. In addition to FM, they were also generating one or more medium wave services as well. For DTH radio, they were generating a separate service. What was happening was that several stations were originating five to six radio streams and were incurring an expenditure that many times with similar content duplicated across each. The exercise that we had started was to streamline that. One station should have differentiated content so that the same content is not going on multiple streams and the expenditure was being multiplied. That was the exercise that these stations were told to do. There was only a single FM frequency, like Thiruvananthapuram, I think that is where the problem happened. They ended up tampering with the schedule that was already there. I take your feedback and will revert, make sure that local sentiments are respected and we do not have this backlash. We will definitely ensure this.

91. On the question of restarting FM of AIR in Thiruvananthapuram, CEO, Prasar Bharati during evidence submitted as under:

"It is functioning fine. What had happened was that for one hour in prime time they were relaying the Hindi songs of Vividh Bharati. That is where the sentiments got a little disturbed. We will re-examine as to when that one hour should be; should it be at 9 p.m. or should it be in the afternoon." ...xxx...xxx...xxx...the issue will be addressed"

92. On the AIR, Short Wave (SW), the CEO, Prasar Bharati during evidence submitted as under:

"We have also put the content on DTH satellite because our DTH signals spill over the borders. So, that gives us some footprints. We have also put it on the App – NewsOnAir App. Now, with the App, what has happened is that for the first time, radio is measurable. Otherwise, historically, radio was a medium which was never measurable and we had no data. Now, through the App, we are getting data on who is listening and from where he is listening and which streams are being listened to both within India and outside India. So, these ratings are being published now every week. This has also led to good competition between our radio stations because they are now eager to improve their programming and to be listed in the top ten. The DRM set costs are still high and we have come to a general conclusion that DRM, on medium wave, is unviable. We do not see that cost going down because listening has primarily shifted to smartphones and App based listening or smart devices like Alexa, podcasting and so on. So, that trend has picked up so much that I do not see people going back. The programmes are available on YouTube. They are available through the App and Alexa as well."

93. For Digital on FM, the CEO, Prasar Bharat submitted as under:

"We had evaluated different technologies and that report has been submitted to the Ministry to take a final view on the viability of Digital Radio on FM. The other option is, of course, satellite. Currently, we have 40 radio channels on DD Free Dish. We are going to increase that capacity even further as we get more transponder space. There are companies like CDOT which are working on building a gateway which can receive the radio streams from DTH and then locally, stream it on a Wi-Fi hotspot. So, that will make the radio accessibility even better especially with what is happening with Gram Panchayats where public Wi-Fi hotspots are being set up. The DD Free Dish content can also be streamed to smartphones within the reach of those public hotspots.

94. To the query on LWE areas, the Ministry informed that they have got the approval for these on the project basis. They are working out the locations. Once that is finalized that will be shared with the Committee."

**(ii) Supporting Community Radio Movement in India**

95. The purpose of this ongoing scheme is to strengthen the community radio movement through financial support and awareness campaign. The BE, RE and actual utilisation for last three years and BE for the year 202-23 for supporting Community Radio are :

<b>Supporting Community Radio Movement in India</b>					<b>(Rs. in crore)</b>	
<b>Year</b>	<b>BE</b>	<b>RE</b>	<b>AE</b>	<b>% w.r.t. BE</b>	<b>% w.r.t. RE</b>	
<b>2019-20</b>	3.80	3.80	3.29	86.58	86.58	
<b>2020-21</b>	4.50	2.12	1.97	43.78	92.92	
<b>2021-22</b>	3.84	2.50	0.77*	20.05	30.80	
<b>2022-23</b>	3.84	-	-	-	-	

(\* Actual Expenditure up to 14.02.2022.

96. With regard to the inconsistency, between expenditure during 2021-22 (which was Rs. 0.77 crore) and demanding Rs. 10 crore which is 12 times of the fund spent during last fiscal, the Ministry informed that the number of community radio stations in this year has gone up. Earlier the average used to be 10 per year. This year 37 has been approved.

97. The Ministry have informed that a meeting with stakeholders of Community Radio sector was held to understand the aspirations and challenges of the sector. Based on the deliberations of the said meeting, the Ministry has identified several areas

where the extant 'Policy Guidelines for setting up of Community Radio Stations in India' could be revised. The Ministry has already made a reference to the Telecom Regulatory Authority of India, seeking their inputs in the matter. These revised Policy Guidelines, when incorporated, are expected to increase the number of Community Radio applicants, which in turn should increase the number of Community Radio operators. In addition, the Ministry has continued the scheme 'Supporting Community Radio Movement' for the next five years, with increased budget allocation and higher grant size. This would help in alleviating the financial burden on the operational Community Radio Stations. The Following action has been taken by the Ministry to strengthen the Community Radio sector:

- Simplification of process of Licensing of Community Radio.
- Simplification of process of empanelment of Community Radio Stations.
- Increase in Rates of Advertisement for Community Radio Advertising.
- Increase in financial assistance to new Community Radio Stations.
- Capacity building and training of Community Radios.
- Introduction of Lead Community Radios for handholding new aspirant organizations and new Community Radio Stations.
- Organization of Webinars/ workshops specially focusing the areas that do not have any Community Radio stations.
- Reaching out to all State Governments, emphasizing on importance of Community Radio Stations in coastal districts and disaster prone areas.
- Reaching out to Ministry of Agriculture to encourage Krishi Vigyan Kendras to set up Community Radio Stations.

98. On allowing local news on CSR, the Secretary, Ministry of Information and Broadcasting during evidence submitted as under:

"As regards community radio stations, you spoke about allowing local news but as you yourself mentioned, there will be apprehensions about what sort of news than can give because for us, it is almost impossible for us to monitor a community radio station. They are of course allowed to broadcasting national disaster and such news. They are allowed to give such news."

99. The observations/recommendations regarding online Supporting Community Radio Movement (CRS) in India, in Report of M/s. KPMG alongwith the action taken by the Ministry is at *Annexure-I*.

100. Following is the physical achievement under the Scheme for supporting Community Radio Movement in the North Eastern region (NER):

Sl.	Activities	Physical achievement
1	Community Radio Awareness workshops	3
2	Strengthening of New CRS with resources- Issue of Financial Assistance	1
3	Number of letter of intent for permission for CRS	2

#### IX. Internal and Extra Budgetary Resources (IEBR), Revenue generated and utilised

101. The details regarding IE&BR of Ministry of I&B for the year 2019-20, 2020-21 2021-22 & 2022-23 are as under:-

(Rs. in Crore)							
Description	BE 2019-20	RE 2019-20	BE 2020-21	RE 2020-21	BE 2021-22	RE 2021-22	BE 2022-23
(A) Autonomous Bodies	<b>1896.60</b>	<b>1495.41</b>	<b>1506.38</b>	<b>1375.23</b>	<b>1328.28</b>	<b>1328.08</b>	<b>1394.75</b>
(i) CFSI	1.00	0.75	0.85	0.10	0.30	0.22	0.25
(ii) FTII	2.78	4.20	4.50	4.00	5.50	4.00	5.50
(iii) SRFTI	3.00	3.73	4.10	3.73	3.92	3.42	3.50
(iv) IIMC	5.50	5.50	5.50	5.50	5.50	4.07	5.50
(v) PCI	1.64	2.32	1.74	1.74	1.59	2.37	0.00
(vi) Prasar Bharati	1882.68	1478.91	1489.69	1360.16	1311.47	1314.00	1380.00
(B) Public Sector Enterprises	<b>152.16</b>	<b>233.47</b>	<b>253.63</b>	<b>229.62</b>	<b>247.02</b>	<b>185.27</b>	<b>201.39</b>
(i) NFDC	10.16	5.26	6.61	1.41	0.00	4.67	0.00
(ii) BECIL	142.00	228.21	247.02	228.21	247.02	180.60	201.39
<b>Total (A) + (B)</b>	<b>2048.76</b>	<b>1728.88</b>	<b>1760.01</b>	<b>1604.85</b>	<b>1575.30</b>	<b>1513.35</b>	<b>1596.14</b>

(Ref. Q. 5 of LoP)

102. Statement of Revenue Collection of AIR, DD and Prasar Bharati under IEBR & Utilization During 2016-17 to 2020-21 and 2021-22:

Year	AIR					Doordarshan				Prasar Bharati	Total Net (including PB)	Utilisation of IEBR (Net)	Surplus/Deficit
	Commercial	Resource	Training	Misc.	Net Revenue	Commercial	DTH	Misc.	Net Revenue				
2016-17	397.31	44.87	1.08	6.47	449.73	561.68	265.3	4.88	831.9	78.64	1360.25	1304.26	55.99
2017-18	465.41	81.44	1.06	3.72	551.63	595.64	277.3	12.5	885.4	44.08	1481.11	1355.35	125.76
2018-19	460.95	85.21	0.28	2.54	548.98	623.84	342.1	0.88	966.9	65.69	1581.53	1401.83	179.70
2019-20	305.23	71.94	7.29	2.75	387.21	348.83	503.86	13.20	865.89	111.43	1364.53	1318.04	46.49
2020-21	205.87	90.10	0.48	1.14	297.59	272.61	620.73	0.53	893.87	107.44	1298.90	1074.23	224.67
2021-22*	158.74	74.89	0.33	0.15	234.11	147.96	569.61	1.00	718.57	47.74	1000.42	848.82	151.60

\*Revenue and Expenditure upto December 2021

Projected Revenue for the year 2021-22 is Rs.1314 Cr and the projected utilisation is Rs.1431.64 crore

103. Regarding the level of self sufficiency achieved by Prasar Bharati with GBS allocation and IEBR raised during the year 2021-22, the Ministry replied that Prasar

Bharati is meeting its operational expenses from its IEER and has some surplus also. The revenue generated upto December 2021 is Rs 1000.42 crore whereas operational expenses are Rs 848.83 crore. Further, Prasar Bharati is carrying out various activities under Public Service broadcasting whose combined estimated cost that includes direct and opportunity cost is to the tune of Rs 2574 crore per annum. Broadly, Public Service broadcasting includes non-monetisable broadcast, pro-bono content sharing/syndication, pro-bono carriage & distribution, unviable Public Services channels/services, pro-bono campaigns, non-commercial terrestrial broadcasting TV, non commercial terrestrial broadcasting radio (only MW & SW + non commercial FM relay) etc.

104. When asked as to what was done with the excess of IEER generated which remains unutilized during 2021-22, the Ministry stated that the surplus IEER has been invested in term deposits in accordance with investment of money rules of Prasar Bharati for discharge of liabilities.

105. Asked about the efforts made by Prasar Bharati to generate revenue under IEER during 2021-22, the Ministry submitted as under:

- i. Innovative Advertisements going beyond Airtime selling
- ii. Rate rationalisation & dynamic rates to attract new clients
- iii. Content syndication policy to generate new revenue stream approved by the PBB
- iv. Digital footprint expanded to generate revenue from multiple platforms (FaceBook, YouTube, Website & Mobile App etc)
- v. Field events & conclaves to generate sponsorship revenue
- vi. Revamped programming on DD Kisan, DD Sports
- vii. FreeDish Capacity enhancement by optimizing technology
- viii. Asset monetization through paid coverages & flexible studio hiring rate structure floated to clients.
- ix. Vividh Bharati National Service to carry advertising for nation wide market
- x. Innovative Radio Programming launched across stations
- xi. Revenue Sharing Policy approved by the PBB to bring premium content to DD & AIR.
- xii. E-Auction based slot monetization being attempted on DD National.

106. Specific action plans of the M/o I&B for generating IEER during the year 2022-23, are as under:

- a) Asset Monetisation of Towers & lands
- b) Outsourced Sales to improve FCT utilization across the DD Network



- c) Hiring Sales Executives at key markets
- d) Platform for online Sales
- e) Monetisation of DTT & DRM slots along the line of FreeDish

107. The details of Net IEBR generated and the amount spent on content development of AIR and Doordarshan during last five years are as under:-

Year	IEBR Generated	Amount spent on Content Development
2016-17	1360.25	443.94
2017-18	1481.11	382.66
2018-19	1581.53	409.47
2019-20	1364.53	381.35
2020-21	1298.90	262.36
2021-22	1000.42 (upto Dec.2021)	298.23 (upto Dec.21)

108. On the issue of Government's revenue going down on advertising, the CEO, Prasar Bharati submitted during evidence as under:

"Overall, it has come down. However, there are a lot of activities that we take up on *pro bono* basis. So, that we have requested different Departments and Ministries to compensate us for those activities. Take the example of election broadcast. Now, the Election Commission has doubled the amount of time and which takes away significant air time of Prasar Bharati. So, that we have requested that we should be compensated for that."

109. Updating on IEBR, the CEO, Prasar Bharati during evidence submitted as under:

"On your question on what is happening with IEBR, as you have rightly pointed our revenue mix has changed. DTH is contributing a large part of the IEBR, and commercial advertising is contributing a smaller part. Last year we had almost close to Rs. 800 crore in DTH revenue. The auctions are currently on. So, we will know what the revenue will be for the coming year. The overall IEBR growth this year will be around 10 per cent. Radio has recovered from the Pandemic. This year we are seeing radio revenue growth of about 20 per cent. DTH revenue growth is also healthy. Digital is also growing. TV is where we are struggling. TV commercial advertising revenues are not catching up."

110. On the policy of Slot sale, the CEO, Prasar Bharati during evidence submitted as under:

"The Board has taken several decisions...xxx...xxx...xxx..There were several policies that have now been put in place. So, we can monetise the TV air time better. The earlier attempt of the slot sale failed because the two entities that were allotted the slots, one of them backed out at the last minute. Then, there was an inquiry into it and the whole policy had to be abandoned. In 2019-20 we have reworked the policy. Now, we have come up with new set of

policies...xxx...xxx...The new policies will bring a lot of efficiency and will streamline this process of on boarding good content."

111. Responding to the question regarding the effort by the marketing team for content procurement and revenue generation through the same, the CEO, Prasar Bharati during evidence submitted as under:

"The rules need to be changed. So, we can bring in fresh talent with the right market experience to do sales and marketing in the media sector on a very competitive basis. That proposal is with the Government. We are waiting for an approval. Once that comes, we will initiate. We will bring in these professionals. Right now, what is happening is that broadcast engineers, who we have an excess of, are shouldering these responsibilities. It is not their core competence. They are doing. They are struggling. But they are not content procurement guys. So, right now, we will have to keep the show with the engineering talent that we have. But we need to bring in these professionals. So, that is where we are."

112. The Ministry further informed that Prasar Bharati is placing its archival and live coverage content online on its various YouTube channels and is also exploring placing such content on OTT platforms. Prasar Bharati has made its presence felt in the digital platform as well with its popular 'NewsOnAir' App. The Sam Pitroda Report had said that at least 50 per cent of Prasar Bharati's funds should be spent on content, but gradually, I am sure, we will get there because as of now a large part goes into capital projects and operational expenses.

**X. Human resource in Prasar Bharati**

113. The current status of vacancies in All India Radio and Doordarshan are as under:

<b>Units</b>	<b>Sanctioned Strength</b>	<b>In-position</b>	<b>Vacant</b>
All India Radio	26,129	10,810	15,319
Doordarshan	19,662 (excluding 2,038 posts which were abolished under ADRP's 2002 to 2008-09)	9,793	9,869
<b>Total</b>	<b>45,791</b>	<b>20,603</b>	<b>25,188</b>

114. In pursuance of the Prasar Bharati (Broadcasting Corporation of India) Establishment of Recruitment Board Rules, 2020 notified by the Ministry of Information & Broadcasting in the Gazette of India Extraordinary dated 12.02.2020, 'Prasar Bharati Recruitment Board' (PBRB) has been constituted on 01.07.2020 for filling up of vacancies in Akashvani (All India Radio) and Doordarshan carrying scale of pay less than that of a Joint Secretary to the Government of India by Direct Recruitment/ Departmental Competitive Examination/ Deputation. The Prasar Bharati Recruitment

Board has become functional and has initiated the process of recruitment to fill up the backlog vacancies for Persons with Disabilities (PwDs). Filling up of vacancies by direct recruitment to other posts will be taken up after implementation of the recommendations of Manpower Audit.

115. Further, continuous efforts are being made by Prasar Bharati in consultation with the Ministry to fill up vacancies by promotion as per rules. As regards framing of recruitment regulations for various categories of posts in Prasar Bharati under Section 33 of the Prasar Bharati (Broadcasting Corporation of India) Act, 1990, the status is as under:

S. No.	Description	No of Categories/ posts
(i)	Total No. of category of posts for which Recruitment Regulations were to be notified	102
(ii)	Categories of posts for which Regulations already notified	64**
(iii)	Ministry of I&B has been informed of the considered view of Prasar Bharati vide letter No. N-10/1/2014-PBRB dated 01.07.2021 that in view of the recommendations made by Manpower Audit in its final report, Recruitment Regulations for 38 categories of posts may not be framed.	38

*Includes 35 categories of posts included in the Umbrella Notification dated 11.11.2016 under which Government Recruitment Rules for the corresponding posts will be applicable, mutatis mutandis, to the Prasar Bharati employees.*

116. The Ministry have informed that a Manpower Audit Report has been prepared and it has been submitted to Prasar Bharati. They have accepted some of the recommendations. They have examined it and they are working on them. The detailing is being done by Prasar Bharati. There are a total of 115 actionable recommendations in the Report of which 83 have been accepted and acted upon within the purview of Prasar Bharati. 05 have been identified within the purview of the Government due to their statutory implications and on the remaining recommendations, no action is contemplated.

117. Asked about the initiatives taken to cater to the human resource needs of the AIR and Doordarshan, the Ministry have stated that as recommended, Prasar Bharati has notified Contractual Engagement Policy-2021, and started hiring based on this policy to cater various operational needs in DD and AIR. In addition, an online portal has also been launched for all contractual hiring under this policy. Further, to streamline assignment based engagement of Freelancers/part-timers, an online Talent Booking portal has been rolled out since November, 2020.

118. On Manpower Audit, the Secretary, M/o I&B submitted during evidence as under:  
 "The Manpower Audit Report has basically looked at the technology trend as we are phasing out the old transmitters. There is a lot more IT and automation that is coming in. They have said that keeping in view all of these trends, your optimal manpower strength should be around 15,000 employees roughly, based on different functions for content, technology, administration, and so on. Currently, we are at about 21,000 employees, contractual plus regular staff. So, there are several proposals that are being discussed at the Board level. One of the proposals was to be able to hire people with the right skills since the technology has changed a lot. Those proposals have been referred to the Government for approval. Once those rules are amended, we can hire the right kind of talent. We have also revised our contract engagement policy so that we have a lot more flexibility in hiring the right kind of talent. That has also been done. Several roles have also been advertised based on this revised policy."

#### **XI. North Eastern Region (NER)**

119. The detailed statement of BE, RE and actual allocation of funds marked for North-East Region for the last three years along with the allocations made for the year 2022-23 are as under:

<b>Allocation under NER</b>						(Rs. in crore)
	<b>BE</b>	<b>RE</b>	<b>AE</b>	<b>AE % w.r.t BE</b>	<b>AE % w.r.t RE</b>	
<b>2019-20</b>	162.65	105.15	127.70	78.50	121.40	
<b>2020-21</b>	74.00	45.29	51.79	69.99	114.35	
<b>2021-22</b>	63.24	45.00	7.86*	12.43	17.47	
<b>2022-23</b>	63.00	-	-	-	-	
* Expenditure Upto 31.12.2021 (Quarter 3)						

120. When asked for details of the physical achievement of schemes being implemented in North-East Region for the year 2021-22, the Ministry submitted that the following are the physical achievements of the Scheme namely "Supporting Community Radio Movement in India" in NE.

<b>Sl.</b>	<b>Activities</b>	<b>Physical achievement</b>
1	Community Radio Awareness workshops	3
2	Strengthening of New CRS with resources- Issue of Financial Assistance	1
3	Number of letter of intent for permission for CRS	2

121. Status of Projects completed in North East Region by Prasar Bharati during 2021-22 is as under:

- a) *1 kW FM Transmitters have been commissioned at Changlang (Arunachal Pradesh), khonsa (Arunachal Pradesh), Kolasib (Mizoram), Chemphai (Mizoram), Tamenglong (Manipur) and Zunheboto (Nagaland).*
  - b) *SITC of Server and Radio Studio Automation completed at 15 Radio Stations in NER {Agartala (Tripura), Gangtok (Sikkim). Itanagar (Arunachal Pradesh), Passighat (Arunachal Pradesh), Silchar (Assam), Tawang (Arunachal Pradesh), Tura (Meghalaya), Kokrajhar (Assam), Belonia (Tripura), Chura Chandra pur (Manipur), Diphu (Assam), Haflong (Assam), Kailasahar (Tripura), Lungleh (Mizoram), Tezu (Arunachal Pradesh)}*
  - c) *EFP Van supplied at DDK Guwahati*
  - d) *Peripheral equipment provided for modernization /Augmentation of DDK Guwahati*
- iii) Due to COVID-19 pandemic restrictions, Press Information Bureau's activities have been restricted to dissemination of information through press releases. However, a total of 3071 press releases (1092 in Assamese and 1979 in Manipuri languages) were issued from April to November, 2021.
- iv) Bureau of Outreach and Communication (BOC) has undertaken various awareness campaigns such as Azadi Ka Amrit Mahotsav, Covid Appropriate Behaviour, 100 Crore Vaccination – “Lakshya Vishal, Uplabdh Bemsal”, Free Vaccination for All– “Sabko Vaccine, Muft Vaccine”, Campaign on Helpline Numbers, Safai, Dawai aur Kadai; Jeetenge Corona Se Ladai etc. in the North-East Region during the year 2021-22. In addition to this, various awareness activities on the themes viz; PM Ayushman Bharat Health Infrastructure Mission, Gramen Vikas, Digital India connecting people, Yuva Shakti, Swastha Bharat, Pradhan Mantri Kissan Yojna, Pradhan Mantri Fasal Beema Yojna, etc. are other achievements of BOC during the year 2021-22.
- v) Ministry of Information and Broadcasting supports State Government for organizing film festivals by providing financial assistance and administrative support. During 2021-22, Manipur Film Festival (11-15 December, 2021) and Nagaland Film Festival (Hornbill edition) (3rd to 5th December 2021) have been organized successfully. Sikkim Film Festival and Festival on the theme of 'legacies@75-RD Burman' at Tripura have been postponed and would be organized in near future.

122. The plan for North-East Region for the year 2022-23, as submitted by the Ministry in their written reply, is as follows:

- i) In respect of Community Radio Sector, Special focus has been given to create awareness amongst eligible organization about Community Radio and its benefits. This is expected to motivate more and more organizations to come forward and setup Community Radio in NE region. Under the Central

Sector Scheme, increased financial assistance for NE station is provided as compared to stations coming from other than NE region.

ii) It is expected that the construction work of the permanent campus of FTI, Arunachal Pradesh will be ready during the course of the FY 2022-23. Pending the operationalization of the permanent campus, SRFTI is organizing classes for students, enrolling for the short term courses, from its temporary campus at Itanagar.

iii) Ministry plans to produce documentaries/films based on NE stories during 2022-23 through NFDC. Support to Film Festivals in NER will also be provided.

iv) Prasar Bharati has planned the *following projects for NER for the year 2022-23*:

- *Installation of 1 kW FM Transmitter at Namsai (Arunachal Pradesh)*
- *Installation of 100 W FM Transmitters at 5 places: Mon (Nagaland), Tuensang (Nagaland), Nongstoin (Meghalaya), Williamnagar (Meghalaya) & Diphu (Assam).*
- *Refurbishing of AIR Studio at Kokrajhar (Assam)*
- *Installation of 10 kW FM Transmitter at Kokrajhar (Assam)*
- *Distribution of DTH STBs*
- *Strengthening of Tower at DDK Gangtok*

v) Bureau of Outreach and Communication (BOC) has planned activities under Azadi Ka Amrit Mahotsav wherein efforts will be made to reach the far-flung areas. This way the AKAM *festival* will be celebrated in a holistic manner. Further, thematic campaigns such as Atmanirbhar Bharat, Swachh Bharat, Infrastructure, Ayushman Bharat, PM Kisan, PM Garib Kalyan Ann Yojana, etc will also be showcased effectively in the NER appropriately.

## **OBSERVATIONS/RECOMMENDATIONS**

### **PART-II**

#### **Demands for Grants (2022-23) and overall Budgetary analysis**

1. Demand No. 61 covers the expenditure of the Ministry of Information and Broadcasting and its attached/sub-ordinate offices and autonomous/grantee bodies, including Prasar Bharati. For the year 2022-23, as against the proposed sum of Rs. 4379.83 crore, an amount of Rs. 3980.77 crore has been fixed for M/o I&B at the BE stage. Out of this, Rs. 630 crore has been fixed for the 'Central Sector Schemes' against the proposed Rs. 942.15 crore; Rs. 582.87 crore for the 'Establishment Expenditure of the Centre' against the proposed Rs. 652.87 crore and Rs. 2767.90 crore for 'other Central Expenditure [including those on Central Public Sector Enterprises (CPSEs) and Autonomous Bodies] against the proposed Rs. 2784.81 crore. During the year 2021-22 the BE was Rs. 4071.23 crore which was reduced to Rs. 3764.69 crore as RE stage and actual utilisation till 14<sup>th</sup> February, 2022 has been Rs. 3198.40 crore which is 84.96 % w.r.t RE and 78.56 % w.r.t BE allocation. The utilisation percentage (w.r.t RE) for three categories i.e. Central Sector Schemes, Establishment Expenditure of the Centre and 'other Central Expenditure' during 2021-22 were 60.14%, 81.24% and 89.68% respectively. On the reasons for under-utilisation of funds during 2021-22, the Ministry have stated that they will be able to achieve targets both in physical and financial terms. Even during 2020-21 they had assured the Committee to achieve full utilization yet they could achieve utilisation of 77.26% only. The Committee note with extreme concern that despite repetitive assurance, there has been under-utilisation of funds over the years. The Committee are also distressed to note that even the physical performances under some Schemes/attached offices/autonomous bodies have been badly hit due to the lockdown and other restrictions relating to COVID-pandemic. Now that the restrictions imposed due to pandemic are being relaxed and the situation is improving, the Committee recommend the Ministry to review their implementation strategies and take effective steps so as to achieve full utilization of funds during 2022-23. The Committee also recommend the Ministry to streamline the planning and approval

of schemes, undertake periodic evaluation by heads of the Project/Scheme/Organization etc. The Committee may be apprised of the initiatives taken by the Ministry for optimum utilization of funds allocated to them during 2022-23 alongwith the outcome thereof.

### **Rationalization of Central Sector Schemes (CSS)**

2. The Committee note that a comprehensive rationalization and restructuring of the Plan Schemes was carried out by the Ministry in the year 2019-20, which was implemented in 2020-21. As a result, 14 Schemes and 13 sub-schemes were reduced to 5 Schemes *viz.* Development Communication & Information Dissemination (DCID), Development Communication & Dissemination of Filmic Content (DCDFC), Champion Service Sector Scheme (CSSS), Broadcasting Infrastructure Development (Prasar Bharati) and Supporting Community Radio. The Committee were given to understand that the above exercise was carried out for effective and better utilisation of resources. In spite of this, there has been shortfall in respect of four Central Sector Schemes such as DCID, DCDFC, BIND (Prasar Bharati) and SCR as actual utilisation under the above schemes have been 50.88%, 61.31%, 69.75% and 30.80% of RE allocation respectively. Under the Champion Services Sector Scheme, the expenditure during 2021-22 has been 'Nil'. During 2020-21 also there had been 'Nil' expenditure despite the fact that Ministry had made an allocation of Rs. 1.59 crore as against the proposed Rs. 50 crore. When asked for reasons, the Committee are surprised to learn that the Ministry have proposed to merge two of the CSS *viz.* Champion Service Sector Scheme with DCDFC Scheme, since their objectives are closely related. Approval of the Expenditure Finance Committee (EFC) proposal for continuation of the DCDFC scheme beyond 31<sup>st</sup> March, 2021, including the components of the Champion Service Sector Scheme, is expected from the Ministry of Finance soon. The Committee fail to understand why the Ministry are resorting to the practice of seeking approvals after the demands have been passed by Parliament. In the opinion of the Committee, such a delayed evaluation of objectives after two years of comprehensive rationalization and restructuring of the Plan Schemes is not only a poor reflection on the Ministry's planning, but also has serious repercussions on the execution of schemes/projects which is a matter of grave



concern. The Committee, therefore, urge the Ministry to make their planning more realistic and pragmatic at the detailed discussion stage itself so that schemes take off on time. Now that the Ministry have rationalized their Schemes to Four Central Sector Schemes, the Committee hope that as planned the consolidation of resources will provide flexibility in use and will result in better utilization of funds leading to optimal outputs and outcomes. The Committee recommend the Ministry to achieve the deliverables and targets as per defined timelines and objectives set under the Schemes and keep them apprised about the same.

## **INFORMATION SECTOR**

### **(i) Registrar of Newspapers for India (RNI)**

3. The Committee note that the Office of the Registrar of Newspapers for India (RNI) was set up in 1956, on the recommendation of the First Press Commission (1953) and by amending the Press and Registration of Books Act (PRB), 1867. As an attached office with the Ministry of I&B, RNI executes statutory and non-statutory functions. RNI maintains a Register of Newspapers and Publications published across the country, issuing Certificate of Registration to newspapers and publications, informing District Magistrate (DM) concerned about approval of titles of fresh newspapers, and scrutinizing and analyzing the annual statements submitted by the publishers of newspapers and publications. Under its non-statutory functions, RNI authenticates self-declaration certificates for import of newsprint to actual user publications registered with RNI. During the year 2017-20, RNI was allocated funds for implementation of scheme 'Strengthening of RNI HQs' under the Ministry of I&B's umbrella scheme 'Media Infrastructure Development Programme'. From 2020-21 onwards, the entire scheme has been merged into an automation project, expenditure of which shall be met out from Establishment Expenditure. As of now, there is no scheme of RNI. Currently, application for titles can be filled online, computerized processing of title verification and registration can be done and all the verified titles are being put on RNI website and can be downloaded. In the second phase of digitalization,

various procedures of the Office, including application for title and registration will be made completely online.

The Committee are, however, surprised to learn that till 31<sup>st</sup> March, 2021, 35% of this project has been completed and today the entire process is manual wherein one has to apply to the Collector, the newspaper owner has to give an oath before the Collector, then it goes to the RNI where papers are examined physically to see how many papers has been published, etc. and then it has to be registered. It is also surprising to note in these digital times where almost all aspects of life have come under digital mode, newspapers around 70,000 to 80,000 in number have to file their annual returns, make fee payment, show all their publication in circulation, statistics and other activities manually. The Committee wonder as to why such an important exercise of automation has been delayed. This simply reflects that we are way behind the times. The Committee, therefore, recommend the Ministry to fast track automation process in RNI and link it to the payment system also so as to reduce the time and have continuous record about newspapers at one place. Besides, the Ministry may also streamline the entire process of registration so as to facilitate ease of business in publishing industry.

Even with respect to the Press and Registration of Books Act, 1867, the Ministry have been informed that they have worked out an amendment to that Act, however, it is yet to be circulated and sent to the Cabinet. The Bill had been referred to this Committee and the Committee had given their Report in 2011. Considering the fact that the Act is almost 160 years old, the Committee recommend the Ministry not to delay the amendment of the Act and also apprise them about the proposed amendments. Further, in light of the new mandate given to the Ministry relating to Digital/Online Media, the Committee also recommend the Ministry to come out clearly on application of this Act to online newspapers. Regarding the budget allocation to RNI, the Ministry may apprise why Rs. 7.95 crore has been allocated for RNI during 2022-23 at BE stage when there is no Scheme of RNI per se and automation project expenditure of RNI shall be met out from Establishment Expenditure. The Committee recommend the Ministry to have full utilisation of the fund during 2022-23 unlike 2021-22 wherein the actual

expenditure under RNI was 68.19% and 70.68% of BE and RE allocations respectively.

(ii) Indian Institute of Mass Communication (IIMC) and Upgradation of IIMC to International Standards

4. The Committee in their Second Report on DFG (2019-20) had observed that the scheme for the upgradation of the IIMC to International Standards had not taken off. The Committee are concerned to note that there is status-quo in the project and till date construction activities at New Delhi campus has not started. When asked for reasons for slow progress under IIMC, the Ministry have informed that construction of Guest House, Hostel Building and Academic Block at New Delhi campus could not be started for want of approval from Ridge Management Board and other Civic authorities of Delhi Government despite regular follow up and efforts. It was presumed that the approval could be received during the financial year 2018-19. Accordingly, a provision of Rs. 3 crore had been made at BE stage, which was further reduced to Rs. 20 lakh at RE stage and at Final Grant stage, all the funds were surrendered. It is very disheartening that such an important project has been languishing for such a long period and the Ministry are unable to settle the impediments as of yet. The Ministry have further informed that construction work in the Regional Campus Jammu, as well as the Aizawl campus which were affected due to shortage of labour has now gained momentum. Considering the significance of IIMC's role in conducting a number of specialized courses to meet the diverse requirements of the ever expanding and changing media industry and in training and research, timely meeting of the targets under IIMC is very much desirable. The Committee, while disapproving such inordinate delay in execution of projects under IIMC recommend the Ministry to take necessary steps for the expeditious completion of the project so as to avoid cost and time overrun. The Committee may be apprised new timeline fixed for completion of new building at IIMC Delhi and take up the issue regarding clearances at the highest level. The Ministry may also apprise about the progress made w.r.t construction work of new Regional centres of IIMC.

**(iii) Press Information Bureau (PIB)**

5. Press Information Bureau (PIB) is the nodal agency of the Government of India that disseminates information to the print, electronic and social media on Government policies, programmes, initiatives and achievements. It functions as an interface between the Government and the media. The Committee note that for the year 2021-22, the budgetary allocations at BE and RE stage are Rs. 102.99 crore and Rs. 103.41 crore respectively and till 10.01.2022 the actual expenditure has been Rs. 79.51 crore which is 77.20% and 76.88% w.r.t BE and RE respectively. The Committee are given to understand that some important activities such as purchase of new desktops, payments of salary bills for Media Executives and payment to BECIL, etc. could not be completed during 2021-22 due to reduced allocation and insufficient funds. The Committee find the reason of 'reduced allocations' as cited by the Ministry to be inconsistent as the amount at RE stage was infact more than the amount allocated at BE stage. The Committee, therefore, desire the Ministry to inform them of the actual reasons for the aforesaid problems as well as address the issues in PIB at the earliest.

**FILM SECTOR**

**(i) Merger of Four Media Units with National Film Development Corporation (NFDC)**

6. The Committee note that the Union Cabinet had given its approval on 23.12.2020 to merger of four Film Media Units i.e. Children Film Society of India (CFSI), Films Division (FD), National Films Archives of India (NFAI) and the Directorate of Films Festival (DFF) with National Films Development Corporation (NFDC) by expanding the Memorandum of Articles of Association (MoAA) of NFDC and this merger activity was to be completed within time period of 2 years i.e. December, 2022. The Committee are given to understand that this merger will ensure synergy and efficiency in fulfilling mandate of promotion, production and preservation of films content. Regarding measures being taken to address the interests of the employees of all the concerned Media Units, the Ministry have informed that it will be dealt in accordance to the DoPT rules. The Committee are satisfied to learn that no Film Units will be closed except for Children's Film Society of India and the production of children films will now be done by NFDC.

The Committee hope that with placement of Film Media Units under one management, the promotion, production & preservation of filmic content will be swift and trouble free thereby bringing synergy amongst various activities leading to better utilization of existing infrastructure and human resource. Keeping in view that merging Government employees into PSUs has always been an issue, the Committee recommend the Ministry to address all the issues in divergent services, cadres, scales, etc. in the organisation meticulously before the merger takes place. The Committee also desire that they may be informed about the activities that NFDC will be doing after the merger, the kind of films that will get support and finance, change in policy and criteria for film selection, etc. The Committee also recommend the Ministry to keep in sight the recommendations of the Expert Committee headed by Shri Bimal Julka, on the matter of “Rationalization/closure/merger of Film Media Units (NFDC, CFSI, FILMS DIVISION, NFAI and DFF) and review of autonomous bodies (FTTI, SRFTI and CFSI)’ while undertaking the merger exercise.

**(ii) National Film Heritage Mission (NFHM)**

7. The Committee note that National Film Heritage Mission (NFHM), was approved by the Ministry of I&B in 2014 with Rs. 597.41 crore, for restoring and preserving the film heritage of India. From 2020-21 due to rationalization, NFHM Scheme has been merged with Development Communication & Dissemination of Filmic Content (DCDFC) Scheme. The new plan Scheme takes care of the digitization/restoration of films available with NFAI as well as other media units under Films Wing of the Ministry. The plan scheme is being implemented by NFAI, Pune. Regarding storage of films and their preservation, the Ministry have informed that in the recent EFC, the entire scheme was pending but digitisation of films has been going on and about 1000 films have been digitised. In this EFC, Rs. 500 crores have been sanctioned on digitisation and restoration and creation of vaults is going on. The Ministry have also informed that there is a pipeline of about 4000 or 5000 films and some of them will be selectively restored because the quality of those films on reel has deteriorated over a period of time. So, they will be restored and then will be kept in digital mode as well as again converted to films and those films will be stored because digital formats keep changing every

three or four years. The Committee are given to understand that if a film is kept and stored properly, it lasts almost 300 to 400 years. Since budget has already been sanctioned and contracts are to be placed shortly, the Committee recommend the Ministry to increase the pace of digitization and restoration of the rich film heritage. The Committee desire the Ministry to inform them the actual utilisation under the Scheme, number of films restored and hurdles/challenges being witnessed in restoration and preservation. The Committee also recommend the Ministry to restore the ten films of Shri Satyajit Ray as assured by them and also widely publicize the same.

**(iii) Central Board of Film Certification (CBFC)**

8. The Committee note that another thrust area under Film Sector of the Ministry for 2022-23 is the augmentation of e-cinepramaan software, cloud management system, integration of mobile app and revamping of CBFC Website. The Committee note that from a manual operation prior to 2009, CBFC has progressively moved towards automation. The Online Certification System of CBFC 'e-cinepramaan' came into force on 1<sup>st</sup> April, 2017 and aims at transparency and ease of doing business. Revamping of the website and e-cinepraman process has already been completed. The Committee further note that some space has been given to CBFC and after the merger of media units, the Films Division's space and other space within the campus will be available for CBFC. However, on the Budget front, the Committee note that actual expenditure during 2021-22 has been Rs. 8.44 crore which is 72.45% of RE allocation of Rs. 11.65 crore. The Committee while expressing their unhappiness over the underutilization of funds under CBFC, recommend the Ministry to make efforts for full utilization during 2022-23. In addition, the Committee also desire to be apprised about the cases/appeals received after abolition of Film Certificate Appellate Tribunal (FCAT), as well as number of Films certification challenged in last 3 years including those received after abolition of FCAT. The Committee would also be interested to know as to how the abolition of FCAT has impacted the functioning of CBFC.

**(iv) National Centre for Excellence for Animation, Visual effects, Gaming and Comics(NCOE-AVGC)**

9. The Committee note that during 2022-23, two of the thrust areas under Film Sector include: (i) Setting up of a National Centre of Excellence for Animation, Visual Effects, Gaming and Comics (NCoE-AVGC) at Mumbai. (ii) Setting up of an AVGC promotion task force with all stakeholders to recommend ways to realize AVGC potential and build domestic capacity for serving our markets and the global demand. The Committee note that the project for setting up a NCoE-AVGC was actually a part of Budget Announcement made during the 2014-15 with the administrative approval of Rs. 167.70 crore and was to be implemented in a four year period from 2016-17 to 2019-20. The Committee are concerned to note that even after almost 8 years the NCoE-AVGC Centre has not seen the light of day. Keeping in view that AVGC (Animation, Visual effects, Gaming and Comics) sector is very prominent sector and is growing very fast particularly during COVID period because of lockdown, people have really got into the gaming industry and it is growing at 20 per cent per annum, the Ministry need to encourage this sector. The Committee note that for supporting this sector and to boost employment in this sector, the Government proposed to form an AVGC promotion task force and the Ministry of I&B are working on it in association with the industry. The Inter-Ministerial task force will include the Ministry of Education, Minister of Skill Development, Department of Commerce and DPIIT etc. and this task force will be an interface between the industry as well as the educational institutions and the skill institutions. The Committee, while noting the Ministry's plan for setting up of Inter-Ministerial task force, feel that the setting up of National Centre for Excellence is long overdue and this step should have been taken at the inception itself when the plan for setting up of NCoE- AVGC had been conceived way back in 2016-17. Now that the Ministry are working towards incentivizing the sector, the Committee recommend the Ministry to firm up the plan of action and timelines for setting up of the task force and inform the Committee of the outcome.

## **BROADCASTING SECTOR (INCLUDING PRASAR BHARATI)**

### **(i) Broadcasting Infrastructure Network Development (BIND)**

10. The Committee note that from the financial Year 2019-20, three of the Prasar Bharati's Schemes have been merged and a single line budget entry namely 'Broadcasting Infrastructure and Network Development (BIND)' has been made. The Committee note with concern that during the year 2021-22 as against the budgetary allocations for BIND of Rs. 316 crore (BE) and Rs. 175 crore (RE) the actual expenditure till 14.02.2022 have been Rs. 122.41 crore which is 38.74% w.r.t BE and 69.95% w.r.t. RE allocations. Consequently, there have been shortfall under various projects/schemes/sub-schemes/programmes of Prasar Bharati such as the AIR project at Dahod (Gujrat), 5kW Mobile FM Transmitters, 100W FM Projects for 100 locations, Procurement of 1.2 lakhs Direct to Home (DTH) Receive Sets, Upgradation of compression chain, Upgradation of 7 Doordarshan Earth Station Parabolic Dish Antenna (PDA) & 11 Uninterrupted Power Supply (UPS) system, Tower Strengthening work at Gangtok. The Committee are given to understand that the above projects were impacted due to Covid-19 pandemic situation, leading to less expenditure in the financial year 2021-22. Other factors cited are shortage of labour, disruption in international and domestic supply chain, delay in receiving feedback on draft specifications, delay in getting WPC Licenses/Clearance for 100 Watt FM Projects at 100 locations, Non-availability of site for AIR project at Dahod in Gujarat, insufficient participation of tender for procurement of 5 kW Mobile FM Transmitters etc. While shortfall in targets due to COVID pandemic is well taken, the Committee feel the Ministry should have addressed some of the other reasons. The core objective of BIND scheme, being digitalization of Broadcasting Infrastructure Network of Prasar Bharati, the Committee feel that these projects should be implemented effectively during 2022-23 which will only help Prasar Bharati in their operation. The Committee, therefore, recommend that suitable corrective measures are taken so that these projects do not suffer and funds optimally utilized. The Committee may be kept apprised of the progress of the projects under the various components under the BIND scheme.



**(a) DOORDARSHAN**

11. The Committee note with concern that during the year 2021-22 as against budgetary allocation of Rs. 175.95 crore (BE) and Rs. 124.10 crore (RE) respectively, the actual expenditure up to December, 2021 has been Rs. 47.97 crore (i.e. 27.26% of BE & 38.65% of RE). The Ministry have informed that the progress and implementation of various projects were impacted due to Covid-19 pandemic situation, leading to less expenditure in the financial year 2021-22. In addition, there were various factors that slowed the pace of expenditure during the pandemic such as shortage of labour, disruption in international and domestic supply chain, delay in receiving feedbacks on draft specifications from the prospective bidders for finalization of specifications of projects, etc. Further, the Committee also note with concern that out of approved continuing projects of Doordarshan planned for the year 2021-22 there are only four projects for which the target has been completed. For the rest the status are either as orders placed/in progress/ tender invited, etc. For one scheme the Committee note with concern that the tenders issued have been cancelled and fresh tendering action has been initiated for Procurement & Distribution of DTH receive set – 1,20,000 in Remote, Tribal & LWE areas, including Border areas. The Ministry have informed that most of the broadcast equipment & services are not available in the country and are therefore imported and the procurement has been delayed. Considering the fact that import of broadcast equipment is leading to inevitable delay in implementation of projects, the Committee feel that the Ministry need to explore the feasibility of indigenous equipment or alternate equipment/solution for being used so as to avoid the delay. Effort to be made to avoid/curtail import to the extent possible.

The Committee note with satisfaction that Four DD channels have been launched as 24 hour satellite channels, namely, DD Retro, DD Jharkhand, DD Uttarakhand and DD Chhattisgarh. In fact, eight DD Kendras have started 24-hour satellite transmissions from wherever they are, out of which five are in the North East, namely, Agartala, Aizawl, Imphal, Shillong and Kohima. The other three are at Panaji, Shimla and Hisar. However, out of the 28 DD regional channels which are functional, not all the North-Eastern States have been covered. Despite the

Committee's recommendation to have separate Doordarshan Channel for each State in the North-Eastern region of the country the Committee find that two States viz. Arunachal Pradesh and Sikkim are yet to have any proposal for opening of separate Channel for their States. The Committee urge the Ministry to take the recommendation of Committee seriously and moot proposals for opening of separate channels for Arunachal Pradesh and Sikkim so as to meet/fulfill the aspirations of people in these regions.

(b) DD-KISAN

12. The Committee note that 'DD Kisan', a 24X7 satellite TV channel, was exclusively dedicated to the farmers and the agriculture sector on 26<sup>th</sup> May 2015. Prasar Bharati is also having a dedicated "YouTube" channel of DD Kisan where the viewers may access this channel and also its various programmes digitally across the globe. It is a matter of concern that the physical and financial targets fixed for DD Kisan during 2021-22 have not been achieved. Out of allocated amount of Rs 32.70 core only Rs. 9.43 crore has been utilized and out of targeted production of 1979 hrs of programme only 1567 hrs programmes could be produced till December, 2021. Considering the noble objective of this channel is to serve the farming and rural community in India and to reach the remotest parts of the country, the Committee take strong objection to non-achievement of targets set under this channel and recommend the Ministry not to repeat the same during 2022-23. The Committee also recommend the Ministry to advertise properly about the programmes shown on this channel and about the dedicated "YouTube" channel of DD Kisan where the viewers can access this channel for maximizing the reach of the programmes of DD-Kisan Channel. The Committee desire to be informed about the number and type of programmes made for this Channels, budget allocation and utilization since the inception, the reach of channel or viewership data, etc. They also desire that an impact study of the programmes under 'DD Kisan' be done periodically.

**(c) PM e-Vidya**

13. The Committee note that 'One Class-one TV Channel' programme under PM e-Vidya is one of the focus areas of the Ministry in accordance with the announcement made in Budget Speech (2022-23). The Ministry have informed that at present there are twelve channels, under PM e-Vidya and these 12 TV channels will be expanded to 200 TV channels for supplementary education in regional languages for Class 1 to 12. The Committee note that the Ministry intends to provide support to Doordarshan and free dish platforms for this purpose and they will be working with the Ministry of Education on this. Bhaskaracharya Institute of Space Applications (BISAG) are entrusted with the task. They are operating a teleport where they are uplinking about 40 educational channels, 12 for school education and the rest for higher education. So, the 12 channels for school education is going to be increased to 200 channels so as to cover every language pan India. It is different from EDUSAT which was interactive and based on VSAC terminals. The Committee, while expressing happiness over the move to increase channels for school education from 12 to 200, recommend the Ministry to increase it even more if need be to cover all the languages pan India. The Committee desire that they may be informed about further details under PM e-Vidya including the budget allocated for the scheme per-se and budget earmarked by M/o I&B for implementing it, the timeline by which all the 200 channels will be functional, languages to be covered, details of channels to be relayed in each language and States, etc. The Committee may be kept apprised about the progress made under PM e-Vidya alongwith an impact study of this project. The Committee also recommend that the Ministry may think in terms of constituting a task force drawing persons from Ministry of Education, academia and other stakeholders related to the field to assess the impact as well as to suggest future course of action for improvements.

**(d) Digital Terrestrial Transmission (DTT)**

14. The Committee note that according to the roadmap furnished by TRAI in 2017 DTT is being implemented in the country in three phases with complete migration and analog switch off by December 2023. The timelines of the 3 phases include (i) Phase I (Metro cities) by 31<sup>st</sup> December, 2019, (ii) Phase II (cities having

more than 10 lakh population as per Census 2011) by 31<sup>st</sup> December, 2021 and (iii) Phase-III (Rest of India) by 31<sup>st</sup> December, 2023. The Committee note that M/s. KPMG in their Report made one recommendation relating to DTT which states that with no decision seeming to be given on the business model for DTT, investing into this component may be infructuous. In response to the recommendation of M/s. KPMG on DTT, the M/o I&B have stated that their future roadmap for DTT, would depend upon the outcome of the study being conducted by IIT Kanpur, commissioned by Prasar Bharati. The Committee would like to be apprised about the said study and action taken thereon. Further, in view of Analogue Transmission rationalization, responding to the concern of the Committee with respect to the fate of those closed establishments, the CEO, Prasar Bharati informed that many of the establishments are having FM Radio and with 113 new FM projects coming up the staff would be utilized there. The Committee are happy to note that many of them are getting redeployed in the FM sites and the Ministry are going to reskill the rest and retrain them. The Committee, while appreciating all the efforts recommend the Ministry to adhere to the target for implementation of DTT throughout the country which is December, 2023 and apprise them about the phase-wise targets achieved for implementation of DTT. Keeping in view that DTT technologies enable efficient use of the TV spectrum, provide better quality of service, multiple broadcasting services within the same channel bandwidth, the Committee recommend that feedback may be taken from time to time from places where DTT has been implemented so as to measure the impact of DTT transmission.

(e) All India Radio (AIR) and FM

15. The Committee note with concern that under AIR and FM as against budgetary allocations of Rs. 140.05 crore (BE) and Rs. 54.05 crore (RE) the actual expenditure upto December, 2021 has been Rs. 35.45 crore which is 25.31% of BE and 65.58% of RE respectively. The Committee are also disturbed to note that several projects of AIR targeted to be completed during 2022-23 are infact carry over projects that could not be completed during 2021-22. Some of these include 100 W FM Transmitter at 100 locations, 10 kW FM Transmitter, erection of 100 M SS tower at 19 places, refurbishing of Studio at Kokrajhar and

reconstruction of building at Rohtak, etc. In view of the very poor achievement of targets under AIR, the Committee recommend the Ministry to look into the factors causing delays in supply and installation of Transmitters/Towers and construction of Studios etc. for timely intervention and early completion of these projects. The Committee also recommend that suitable time-plan for digitization of all AIR stations may be chalked out and strictly adhered to.

Further, on a problem related to FM, the Committee are assured to learn that none of the FM stations have been shut down, infact stations had one or more FM services Like, Delhi and Bengaluru has three FM frequencies, Hyderabad has two FM frequencies of All India Radio. In addition to FM, they were also generating one or more medium wave services as well and for DTH radio, they were generating a separate service. Thus, several stations were originating five to six radio streams and were incurring expenditure that many times with similar content duplicated across each. The Ministry, therefore, started to streamline so that one station should have differentiated content and the same content does not get aired on multiple streams. The Ministry also informed that in Thiruvananthapuram there was only a single FM frequency and that is where the problem happened and tampering with the schedule happened. However, the Ministry have assured that the matter will be looked into. The Committee, therefore, expect that the issue related to Thiruvananthapuram FM station will be sorted out. The Committee hope the Ministry will keep in mind the sentiments of the region/local community where such major changes in Broadcasting are planned. Besides, in view of the grievances received from certain groups, the Ministry may look into the complaints of converting popular local FM stations into relay stations and their merger into centralized broadcasting platforms and apprise the Committee about the same. The Committee also recommend the Ministry to improve the content of the AIR/FM to keep the audience hooked and generate revenue. The action taken in the above direction alongwith the outcome may be conveyed to the Committee.

**(f) Supporting Community Radio Movement in India**

16. The Committee note that Community Radio is an important third tier in Radio Broadcasting, distinct from Public Service Radio broadcasting and Commercial Radio. Community Radio Stations (CRSs) are low power Radio Stations, which are meant to be set-up and operated by local communities. The policy guidelines for Community Radio were last amended in 2018. It has been observed that the BE, RE and utilisation for the year 2021-22 have been Rs. 3.84 crore, Rs. 2.50 crore and Rs. 0.77 crore respectively. The percent of actual expenditure is 20.50% and 30.80% w.r.t BE and RE allocations respectively. The Committee are highly disappointed with non-achievement of financial targets under this scheme particularly because Community Radio is a powerful medium of the marginalised sections of society to voice their concerns and it provides a platform to air local voices among the local community on issues concerning health, nutrition, education, agriculture etc. The Committee recommend the Ministry to ensure achievement of both physical and financial targets during 2022-23. Further, when asked the reasons for discrepancies in expenditure during 2021-22 (which was Rs. 0.77 crore) and demand of Rs. 10 crore for 2022-23, the Ministry have informed that the number of community radio stations during this year has gone up. Earlier the average used to be 10 per year whereas this year 37 has been approved. The Committee would like to know exact number of Community Radio Stations in the country, and the applications due. The Committee would also like to have an update on the action taken by the Ministry and response of Telecom Regulatory Authority of India (TRAI), on the key recommendations of M/s. KPMG on Supporting Community Radio wherein they have stated to (i) Re-look at the policy itself, (ii) Revisit the conditions of eligibility for establishment and operations of a community radio station, (iii) Need to have Integrated workflow based single window clearance system and (iv) Grants in aid – resolution of the North East Region issue. The Committee also desire that the question of upper limit on advertisement rates should also be looked into so as to enhance the viability of Community Radio Stations. The Committee have been expressing concern that States and UTs such as Nagaland, Mizoram, Meghalaya, Uttarakhand, Andaman and Nicobar Islands, Dadra and Nagar Haveli, Daman and

Diu, Ladakh and Lakshadweep do not have any Community Radio Stations. Besides, numerous popular languages and dialects of the country are yet to be covered by Community Radio Stations including some of the scheduled languages of the Constitution like Kashmiri, Bodo, Maithili, Sanskrit, Santhali, Sindhi and Urdu. The Committee reiterate that the Ministry to look into above concerns of the Committee.

#### **Internal and Extra Budgetary Resources (IEBR), Revenue generated and utilised**

17. The Committee note that the revenue generated by Prasar Bharati during 2021-22 (upto December 2021) is Rs. 1000.42 crore whereas operational expenses have been Rs. 848.83 crore. The Committee appreciate the level of self sufficiency achieved by Prasar Bharati with respect to GBS allocation and IEBR raised during the year 2021-22 and express satisfaction over the fact that Prasar Bharati is meeting its operational expenses from its IEBR and has some surplus too. These surplus IEBR has been invested in term deposits in accordance with investment of money rules of Prasar Bharati for discharge of liabilities. The Committee, while applauding the efforts of Prasar Bharati to generate revenue under IEBR during 2021-22, recommend the Ministry not be complacent and implement their specific action plans for generating IEBR during the year 2022-23 meticulously. The Committee also recommend the Ministry to explore innovative ways to generate revenue like to implement Slot sale/hire policy, placing more and more content over OTT, YouTube channels, 'NewsonAir' App, reframing policies for revenue generation from exclusive live coverages, training the marketing representatives, etc. In this regard, the Committee, endorse recommendation made by M/S KPMG that there is a need for tie-up with existing OTT platforms/ channels to webcast the content available with respective Media Units. Since content is the key in digital world, the Committee are in agreement with recommendation of Sam Pitroda Committee that at least 50 per cent of Prasar Bharati's funds should be spent on content. The Committee, therefore, recommend that the Ministry should focus on improving the quality of the content of the programmes, both in respect of DD and AIR. The Committee may be apprised of the innovative steps taken in this direction.

## **Human resource in Prasar Bharati**

18. The Committee note that the current vacancies in Prasar Bharati is 25,188, wherein under Doordarshan it is 9,869 and in All India Radio it is 15,319. During the examining of DFG (2021-22) the Ministry had informed that the vacancies in Doordarshan and Akashvani as 10,247 and 12,086 respectively. The Committee take serious note of the fact that in spite of repeated recommendation of the Committee to fill up these vacancies expeditiously, the vacancies instead of reducing have further increased by 2,855. Asked about the reasons, the Ministry have informed the Prasar Bharati Recruitment Board constituted on 01.07.2020 for filling up the vacancies in Akashvani (AIR) and Doordarshan has become functional and has initiated the process of recruitment to fill up the backlog vacancies for Persons with Disabilities (PwDs). Filling up of vacancies by direct recruitment to other posts will be taken up after decision on recommendations of Manpower Audit and on the status of Manpower Audit Report, the Ministry have informed that there are a total of 115 actionable recommendations in the Report of which 83 have been accepted and acted upon within the purview of Prasar Bharati, 05 have been identified within the purview of the Government due to their statutory implications and on the remaining recommendations, no action is contemplated. The Ministry's statement that filling up of vacancies by direct recruitment to other posts will be taken up after implementation of the recommendations of Manpower Audit, indicates that the vacancies are not likely to be filled in near future since there is no timeline given for implementation of the recommendations of the Manpower Audit Report. Since recruitment has been linked to outcome of Manpower Audit Report, the Ministry need to analyse the recommendations of the decisions on their Report particularly those relating to recruitment and decide a timeline by which these are going to be implemented. In view of the routine explanation of the Ministry on filling up the vacancies, the Committee strongly impress upon the Ministry not to delay it anymore and take concrete measures to fill up the vacancies in Prasar Bharati so that the organization and its efficiency do not suffer due to shortage of adequate human resource. The Ministry may also provide latest details of the action taken by the Ministry on Report of M/s Ernst and Young LLP as well as Sam Pitroda Committee.

## **North Eastern Region (NER)**

19. The Committee note that during the year 2021-22 the budgetary allocations for North Eastern Region at BE and RE stage have been Rs. 63.24 crore and Rs. 45 crore respectively whereas the actual expenditure (till 31.12.2021) have been Rs. 7.86 crore. Regarding financial performance in NER during 2021-22, the



Committee have sufficient reasons/grounds for worry since the utilisation percentage have been very low which is 12.43% and 17.47% w.r.t BE and RE respectively. The Committee note that the Ministry's plan for North-East Region for the year 2022-23 include permanent campus of FTI, Arunachal, to produce documentaries/films based on NE stories through NFDC, support Film Festivals in NER, provide increased financial assistance for NE station in Community Radio Sector, various activities under Bureau of Outreach and Communication (BOC), and several projects of Prasar Bharati like installation of 1 kW FM Transmitter at Namsai (Arunachal Pradesh), Installation of 100 W FM Transmitters at 5 places: Mon (Nagaland), Tuensang (Nagaland), Nongstoin (Meghalaya), Williamnagar (Meghalaya) & Diphu (Assam), Refurbishing of AIR Studio at Kokrajhar (Assam), Installation of 10 kW FM Transmitter at Kokrajhar (Assam), Distribution of DTH STBs, Strengthening of Tower at DDK Gangtok, etc. The Committee desire that the Ministry of I & B/Prasar Bharati should take effective and urgent measures to overcome the difficulties/deficiencies being faced and ensure that the budgetary allocation of Rs. 63.00 crore at BE stage during the year 2022-23 are optimally utilized for implementation of the Schemes/Projects in NER during 2022-23. The Committee may be kept apprised of the physical and financial targets met by the Ministry in NER.

New Delhi;  
16 March , 2022  
25 Phalgun, 1943(Saka)

DR. SHASHI THAROOR,  
Chairperson,  
Standing Committee on  
Communications and Information Technology.

(Vide Para. Nos. 21 and 99)

**Action Taken Report on the key recommendations made by M/S KPMG in respect of Central Sector Schemes of M/O I&B**

**INFORMATION WING**

**Development Communication and Information Dissemination  
Bureau of Outreach & Communication (BOC)**

<b>Sub Component</b>	<b>Key Recommendations</b>	<b>Action Taken</b>
1. Retention assessment	BOC may consider undertaking frequent retention assessment of its campaigns to understand the impact of the content. Such retention assessment should be carried out thrice for a given campaign - once, just after the dissemination, two, about three months after dissemination, and three, between six to twelve months of retention.	There is an in-built mechanism in the system to gauge the impact of campaigns. For instance, increased tax compliance or increase in number of ITR filings is a reflection of efficacy of campaign of Income Tax Return filing, higher enrolment of girl child in schools is indicator of success of Beti Bachao Beti Padhao campaign, etc. However structured impact assessment is also conducted to quantify in measureable terms the exact impact of such campaigns. BOC had conducted an overarching Impact Assessment Survey through a third party Agency, which included retention assessment of various Government Campaigns along with various other parameters. It may be appreciated that due to Budget constraints it may not be possible to conduct such surveys for every campaign. There is no denying the fact that periodicity of such impact assessment should be increased. <b>ACCEPTED SUBJECT TO AVAILABILITY OF FUNDS</b>
2. Strengthen & institutionalize the Partner Network/ Ecosystem	With respect to ROB, each ROB has locally empanelled artists, Performers and cultural experts, which, given the inter-personal nature of citizen engagement is a very human intensive exercise. While it is recommended that the ROB are staffed appropriately in line with the sanctioned posts, the ROB cannot be made workforce/human resources heavy given the financial and infrastructure constraints. Hence, the need to broad base the network community/citizen-based organizations, such as, NGOs, SHGs, NYK, Asha Workers, Schools	ROBs/FOBs are going one step ahead and forming a virtual community. Outreach activities at FOB/ROB levels are planned with an inclusive participation of various local institutions. It is emphasised that citizen participation and engagement is ensured in the outreach activities. However, BOC agrees with the recommendation of developing an institutional partner network at central level for engagement of ROB and various community/citizen-based organisations. <b>ACCEPTED</b>

	<p>etc. so as, to expand the communication coverage. While, the ROBs do engage with these organizations, there is a need to develop an institutional partner network at central level accessible by states and individual ROBs.</p> <p>As these organizations exist independently and have the commonality of purpose, the engagements can be administratively conducive and coverage and communication comprehensive.</p>	
3. Placement of interstitial advertisements and banners on the internet	<p>Although this is a high volume and high burn rate item, one of the best ways of generating recall value is the placement of interstitial advertisements and banners on the Internet, which may be targeted at the Indian audience in the same manner how Google AdWords places advertisements relevant to the context of the visitor to a page. This channel has thus far not been used adequately possibly because of the high rates of advertising that are used by this form of media. There is also need for utilizing SEO (Search Engine Optimization) in order to accord priority to Government websites as regards dissemination of schemes is concerned.</p>	<p>BOC has recently ran a Government campaign through Google Display Network to reach target audience with targeted Display ads while they're browsing their favourite websites, showing a friend a YouTube video, checking their Gmail account or using mobile devices and apps. Its targeting options strategically show the message to potential audience at the right place and the right time. BOC is also exploring the avenues of utilizing SEO (Search Engine Optimization) effectively and efficiently and will further work in the direction.</p> <p><b>ACCEPTED</b></p>
4. Enhanced access to Finances	<p>The entire ROB/FOB operations are funded by Centre and are financially constrained, and hence, it is recommended M/o I&amp;B collaborates with Central Line Ministries and State Departments for I&amp;B (central and state entities) to leverage their communication core-competence to support the IEC of various social programs, such as Swachh Bharat, Livelihood Mission, Jal Shakti, Agri, Education, Health etc. This will provide access to resources, including finances, campaign ideas &amp; content, subject matter, training and local administration resources &amp; officers, allowing I&amp;B to comprehensively develop and disseminate communication to the various beneficiaries across all parts of the nation. The immediate benefit</p>	<p>BOC engages with Central Government Ministries and Departments for running their outreach activities at the ground level. This way the ground level functionaries of the Line Ministries and M/o I&amp;B partner for betterment of the people. The outreach activities also involve partnership of the state government institutions for broadbasing. However under federal structure, the finances of the state governments are governed as per their own needs and requirements and hence this matter does not concern with BOC.</p> <p><b>ACCEPTED</b></p>

	of this approach will be augmentation of finance and resources to the ROBs/FOBs and other national campaigns.	
5.Enhanced use of Technology for deeper citizen engagement	<p>As mentioned, the current mode of citizen engagements, especially in the rural segment, have reported a less than 1% of citizen coverage. The role of Technology needs to be highlighted not only to increase a local, more contextual access to the citizens in every part of the country, but also improve the efficiencies within the Centre and ROBs, in form of peer to-peer learning and standardization.</p> <p>Today, India has overall 88% 4G penetration, as per IAMAI-Nielsen study, in 2019, India reported 277 million rural mobile users as compared to 227 million urban users. Even with 70% of these mobile users not using data, the data usage in rural India is growing at the rate of 18% Y-o-Y. Further, the top 3 data activities on mobile are identified as, social media, entertainment and news, with 2/3<sup>rd</sup> users in the age group of 12-29 years. With these numbers multiplying at a rapid pace, it is evident that Technology can immediately enhance citizen engagement coverage without significant cost to the ROBs. That, these technologies provide higher level of contextualization in terms of vernacular, audio-visual, animation, interactivity and variety, it is strongly recommended that technology is introduced more institutionally into I&amp;B operations.</p>	<p>BOC tries to incorporate state-of-the-art technology to its communication strategies. BOC publishes the fortnightly 'New India Samachar (NIS)' in Hindi, English and 11 Indian Languages which is circulated through email to over 6.5 crore people. BOC is also developing a mobile application for NIS which is in its trial phase. BOC has successfully launched the digital version of Calendar and Diary of Government of India for the year 2021. BOC had showcased technologies like Augmented Reality, Virtual reality, Projection Mapping etc in number of exhibitions organised by it, in the recent past. BOC strives to make best use of technology, as suggested in recommendation, to deepen the citizen engagement.</p> <p><b>ACCEPTED</b></p>
6. Establish Monitoring, Learning & Evaluation Framework	As compared to other Line Ministries, where outputs are more tangible and measurable, I&B ministry deals with soft elements of behaviour change, communication, social and cultural barriers, which are not only difficult to measure but also deliver value over a long period of time. Hence, while conduction of certain communication activities can allow for quantitative	<p>BOC had conducted an overarching Impact Assessment Survey through a third party Agency, which included retention assessment, behaviour change assessment, recall and impact evaluation of various Government Campaigns along with various other parameters. Such endeavours will also be taken in the future.</p> <p><b>ACCEPTED</b></p>

	<p>evaluation of campaigns and activities (footfall, number of media spots, etc.), the impact assessment from awareness creation is a science, requiring understanding of human behaviour, local contexts, languages and many tools of communications.</p> <p>This becomes all the more difficult, when I&amp;B ministries responsibilities extend to create awareness and engagement with citizen to communicate works done by other ministries and departments. So how is one to evaluate the success of a particular campaign. However, frameworks and tools exist and require a dedicated effort by the Ministry to develop such framework &amp; tools and ensure that the same are institutionalized in the day-to-day functioning of the various media units.</p>	
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## **BROADCASTING WING**

### **Broadcasting Infrastructure Network Development**

	<b>Key Recommendations</b>	<b>Action Taken</b>
1	<p><b>Reconsider priority of funding &amp; operating structure of Prasar Bharati:</b> For a while, investments into new hard asset creation should be suspended in favour of helping both Doordarshan and All India Radio generate new, substantive content – that can compete on equal terms with content produced within the private sector. Acknowledging that current fiscal position does not allow Prasar Bharati to compete directly in terms of content commissioning and acquisition, the following measures could be considered:</p> <ul style="list-style-type: none"> <li>a. Creation of a fund or corpus to support debt financing of Prasar Bharati for commissioning and acquisition of programmes;</li> <li>b. Offer content producers the use of the studios and post-production facilities for creation of the content;</li> <li>c. Have a new, dedicated pre-operative funding lines for capitalization of content – whether by syndication, OTT dissemination or value-added products (e.g. collections available with All India Radio) which could be co-branded or merchandised.</li> </ul> <p>Government of India should also consider the possibility of bifurcating Prasar Bharati into a content production company (broadcaster) and a platform-based entity which can also double</p>	<p>Ministry of I&amp;B is supporting Prasar Bharati to discharge its responsibility as a Public Broadcaster by providing GIA for content too, besides providing funding for Broadcast infrastructure. In the present EFC proposal funds amounting to Rs 450 cr have been proposed for content development.</p>

	<p>up for production and post-processing facilities for other broadcasters and content producers, besides having a captive clientele with the broadcaster.</p> <p>Also – for the time a content creation and acquisition abilities are not firmed up or stabilized, grants in aid to Prasar Bharati should be made non-lapsable, with surplus funds accruing to the debt securitization reserve.</p>	
2	<p><b>Reconsider some of the components such as DTT:</b> With no decision seeming to be given on the business model for DTT, investing into this component may be infructuous. There is a recommendation of TRAI from 2016 that calls for capitalization of existing terrestrial broadcast assets through PPP arrangements. This should be immediately followed up through a series of feasibility studies to understand the limits to which the assets can be salvaged, repurposed or rehabilitated/ replaced using the proposed DVB-T2 standards, costs involved, revenue models, private sector interest etc. Such studies should be made keeping in view the potential of value-added services such as data networks (Internet over-the-air), sharing of surplus spectrum for community radio stations. If the study concludes that this model cannot work in the manner so envisaged, the idea of continuing with digital terrestrial services should be ceased in favor of promoting DTH services.</p>	<p>Ministry's future roadmap for DTT, would depend upon the outcome of the study being conducted by IIT Kanpur, commissioned by Prasar Bharati.</p>
3	<p><b>Investment into reception ecosystem:</b> This would entail the following steps, in both television as well as radio:</p> <ul style="list-style-type: none"> <li>• Enter into a bundling arrangement with television manufacturers and online retailers to sell FreeDish ready and pre-programmed units as part of the television sale price.</li> <li>• Expedite the production of DRM compatible sets; enter into a deal with TRAI to have all phones with authorized sales in India to have DRM enablement within the firmware (this is currently standard practice within European Union Nations, so will not be difficult to expedite).</li> </ul>	<p>The roadmap for Direct to Mobile broadcasting would be dependent upon evaluation of latest technology and their viability as also tie up with various stakeholders.</p>
4	<p><b>Online content over OTT:</b> This is linked to the matter of funds for creating and acquiring content. Keeping in view that content once broadcast on AIR or Doordarshan can have repeat value, the acquisition rights of such content should be made in such a way that a revenue sharing arrangement can be had with the original producer(s). This can be included as a new clause in self-financing commissioned contract or applied on a case to case basis depending on how promising the product looks. The content curation Committee can advise on such matters. While YouTube could be retained at present owing to the low volume of content moved to OTT, increased acquisition of content may warrant a more organized platform – which may be selected from existing ones or created de-Novo.</p>	<p>Prasar Bharati is placing its archival and live coverage content online on its various YouTube channels; and is also exploring placing such content on OTT platforms.</p>
5	<p><b>Localizing content and globalizing reach:</b> Although it is understood that there is a conscious and possibly strategic decision in keeping the lingua franca of channels such as DD Kisan and DD Arun Prabha as Hindi, receding viewership would</p>	<p>This recommendation needs further deliberation.</p>

	<p>seem to indicate that whatever strategic or political reasons were considered in reaching such a decision have not played out in the manner as necessary. These channels need being expanded to multi-language models (separate audio tracks) for a pan India audience, along with more commissioned programmes, i.e. Nationalized.</p>	
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### **Supporting Community Radio Movement (CRS) in India**

<b>S No.</b>	<b>Key Recommendations</b>	<b>Action Taken</b>
1	<p><b>A potential re-look at the policy itself:</b> Although the policy has been revised about twice between 2006 and 2017, the core policy largely works on the same assumptions as was in place in 2002. Since then, considerable understanding has evolved with respect to how radio programming and non-profit organizations work, as well as greater Internet and television penetration. These changes necessitate a re-look at the policy fundamentals, also considering experiences from various community radio stations</p>	<p>A reference has been sent to the Telecom Regulatory Authority of India seeking recommendations of the Authority.</p>
2	<p><b>Revisit the conditions of eligibility for establishment and operations of a community radio station:</b> Since it is a foregone conclusion that community radio stations cannot earn for themselves, the legal status of its parent entity should only be of academic interest. As a trial, entities such as SHG Federations and Producer Organizations be allowed to establish and operate community radio stations with all other considerations in place at art with other applicants. As an added burden of proof such entities can be asked to furnish a letter of recommendation from the State Government or NABARD to indicate their bonafide intent. Also, it should be clarified that Section 8 companies are also eligible to establish and operate community radio stations as they are legitimate recipients of certificate under section 12A of the Income Tax Act, 1961</p>	<p>A reference has been sent to the Telecom Regulatory Authority of India seeking recommendations of the Authority.</p>
3	<p><b>Integrated workflow based single window clearance system:</b> The process of licensing a community radio station needs to be integrated across one single system that can be linked via APIs with WPC and SACFA clearance systems. The applicant should have to apply only ONCE and not multiple times to multiple agencies. The application tracking system also needs being made more robust so that applicants know where exactly their applications are stuck. Also – there should be no need to submit paper applications whatsoever, and data such as location of the tower/station broadcasting site should be fed only once into the system – preferably using a standard triangulation method that is employed by surveyors. To this extent, local offices of Survey of India or their licensed contractors for survey should be empaneled with a standard schedule of rates for identifying and verifying the location of the assets – which can be used to grant clearances.</p>	<p>To facilitate integrated workflow based single window clearance, an integration of MIB broadcast seva portal and DOT Saral Sanchar Portal has been proposed. The modalities being worked out.</p>
4	<p><b>Grants in aid – resolution of the North East Region issue:</b> The upper limit of the allowable grants for NER region</p>	<p>The recommendations have been accepted and relevant</p>

<p>should be raised from INR 7.50 lakh to at least INR 12.00 lakh with an upper tolerance of 20 per cent to account of terrain abnormalities (requirement of additional mast height, relay stations). These needs being assessed on a case by case basis. Entities such as BECIL or the local station of All India Radio may be engaged to guide and advise the proponent on the right technology. For the most part, the emphasis should be on better sustainability of the assets as opposed to the minimalization of the initial cost. These benefits may also be extended to hilly areas.</p>	<p>provisions have been made in the Scheme.</p>
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### **Automation of Broadcasting Wing**

5	<p><b>Integration of BroadcastSeva Portal with other Ministries:</b> As the application processes for many functions required inter-ministerial approvals, the opening up for BroadcastSeva portal to be integrated with other Ministries can make the process even quicker and will help align work in an appropriate sequence of activities.</p> <p><b>Provision of customer feedback:</b> In order to keep revising the portal's scope of improvement, the addition of consumer feedback at the end of each application process will provide input on the various positive and negative encounters faced by applicants and Ministry's officials.</p> <p><b>Facilitation of Online Tracking of Applications:</b> The facilitation of real time online tracking for the application processes will be able to increase accountability on part of both, the applicant as well as officers at the Ministry.</p> <p><b>Setting of essential targets:</b> In order to ensure timely execution of required activities, especially for modernization related activities, it is crucial to set targets before the execution of work for the scheme. The Ministry must record some form of a target for the modernization of the Broadcasting Wing to progress with the scheme in a fulfilling and efficient manner.</p> <p><b>Periodic performance data audits:</b> Conducting periodic performance data audits will help incorporate and track progress made with both, the BroadcastSeva portal and modernization activities of the Wing. This will also bring to light other unnoticeable progressions and fall backs.</p>	<p>The work of revamping of BroadcastSeva Portal is underway and is likely to go live in the near future. The upgraded BroadcastSeva Portal is proposed to have/include the following features:</p> <p>(i) Integration of BroadcastSeva Portal with PFMS, Darpan and Saral Sanchar and MCA portals.</p> <p>(ii) Provide Login facility to other concerned Ministries/ Departments (Ministry of Home Affairs, Department of Space).</p> <p>(iii) Facilitate Online tracking of status of applications.</p> <p>(iv) Facilitate Generation of MIS reports.</p>
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### **Films Wing**

#### **Development, Communication and Dissemination of Filmic Content (DCDFC) and National Film Heritage Mission (MFHM)**

S.No.	Key Recommendations	Action Taken
1	<p><b>Tie-ups with existing OTT platforms :</b> Process of webcasting has been changed a lot and there are a lot of OTT platforms, mobile and web apps where the content can be screened/</p>	<p>Films Division and CFSI have already made progress in this direction.</p> <p>Films Division has made its website interactive and user-friendly. Video-on-demand facility is activated</p>



	<p>webcasted. It is recommended to tie-up with existing OTT platforms/ channels to webcast the content available with respective media units.</p>	<p>on its website on pilot basis. It has also made available around 532 films on Youtube and 477 films on M/o I&amp;B website.</p> <p>CFSI is in the process of developing a 'Viewing Room' on CFSI's website where viewers can watch CFSI's content on rent or free-of-cost.</p> <p>In the 51<sup>st</sup> edition of IFFI, films were screened on OTT platform.</p> <p>NFAI will tie-up with OTT platform created by NFDC. After merger of Media Units, NFDC will extend its reach by collaborating with different OTT platforms for realizing the commercial potential of filmic content.</p>
2	<p><b>Use of Digital distribution:</b> Under digital distribution the content is distributed through internet and not through physical form of media to prevent piracy.</p>	<p>This Ministry is in the process of digitizing films under NFHM so as to ensure preservation of filmic content. This would also prevent piracy.</p>

### **National Film Heritage Mission #**

S.No.	Key Recommendations	Action Taken
3.	<p><b>On-ground mobilization of Standard Operating Processes, standards, manuals and benchmarks etc.:</b> Since there are multiple vendors working under NFHM, there is a need for all of them to have a common understanding of the value chain and be mutually accountable in terms of work – since in many cases, outputs created by one vendor serve as inputs for another. It has been given to understand that while the SOPs have been prepared but they have not been mobilized on ground yet. It is imperative for Ministry and NFAI to close the loop on this activity.</p>	<p>SOPs and other standards have been put in place after consultations with various stakeholders.</p>
4.	<p><b>Re-orient the various Committees and sub-Committees involved in the implementation of the scheme :</b></p> <p>The current oversight and monitoring mechanisms functioning under the Mission may be re-purposed or re-aligned as such:</p> <ul style="list-style-type: none"> <li>Given the composition of the High-Level Committee, it should have complete financial autonomy in matters of procurement and decision making as it includes most of the senior leadership within the Ministry. The interval of meetings may also be reduced to three months. This should remove the dependency upon the Ministry for the most part.</li> </ul>	<p>The High Level Committee is headed by Secretary (I&amp;B) and also includes the AS&amp;FA of the Ministry as Member. Thus, financial autonomy is there as all proposals are approved by Secretary (I&amp;B) with the concurrence of IFD in accordance with GFR Rules, 2017 and other extant provisions.</p> <p>The Request for Proposals</p>

		(RFPs) for carrying out various activities under the NFHM project are floated by NFAI with the approval of the Technical sub-Committee.
5.	<p><b>Content Acquisition by NFAI:</b></p> <p>NFAI should plan a formal structure around acquisition of filmic content for future. If piracy is kept in check, a digital copy of films coming to CBFC for certification can also be given to NFAI for preservation.</p> <p>Further NFAI should not only look at the Film and Film related material but the footage that carries a historic value (like Videos and speeches from the freedom struggle etc.) can also be looked at for preservation. An appeal to the public should be made for such footage to be submitted to NFAI for its preservation</p>	Recommendation has been noted.
6.	<p><b>Deeper interactions with the Film Industry:</b> Unlike the present model of engagement where member of the industry is co-opted into NFAI activities, NFAI may consider being part of (or co-opted into) industry initiatives. This will imply that NFAI, once it has created a veritable repository of films restored via the NFHM apart from enhanced archival capabilities – would be in a better position to interact with the industry as a (1) knowledge repository, (2) support and partner with industry outreach events, (3) partner with industry bodies such as IFTPC or Indian Film and Television Producers Council (formerly Association of Motion Pictures and Television Programme Producers or AMPTPP) for streamlined acquisition of titles. NFAI can also serve as an allied library for many of these associations along with customized digital archive/vaulting services – that allow artistes and other members of the industry to have customized legacies and retrospectives.</p>	Recommendation has been noted.
7.	<p><b>Monetizing the digitized films:</b> While the Mission is laying its focus on Digitization of filmic content, it will be good to know what will happen to the content that will be digitized. If this content is able to reach the intended audience, the Mission will be successful in true sense. If some monetization options can be evolved, the mission in some way, will move towards a self-sustainability form.</p> <p>To start with, NFAI can collaborate with the likes of Netflix and Amazon prime for digital dissemination of digitized films.</p>	NFAI will tie-up with OTT platform created by NFDC. After merger of Media Units, NFDC will extend its reach by collaborating with different OTT platforms for realizing the commercial potential of filmic content.

# From FY 2020-21, due to rationalization NFHM scheme has been merged with DCDFC Scheme.

**STANDING COMMITTEE ON COMMUNICATIONS AND INFORMATION  
TECHNOLOGY (2021-22)**

**MINUTES OF THE THIRTEENTH SITTING OF THE COMMITTEE**

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The Committee sat on Thursday, the 25<sup>th</sup> February, 2022 from 1115 hours to 1330 hours in Committee Room No. '2', Extension to Parliament House Annexe, New Delhi.

**PRESENT**

**Dr. Shashi Tharoor- Chairperson**

**MEMBERS**

**Lok Sabha**

2. Smt. Raksha Nikhil Khadse
3. Col. Rajyavardhan Rathore
4. Shri Sanjay Seth

**Rajya Sabha**

5. Dr. Anil Agrawal
6. Shri John Brittas
7. Shri Suresh Gopi
8. Shri Syed Nasir Hussain
9. Shri Syed Zafar Islam
10. Shri Jawhar Sircar

**Secretariat**

- |    |                       |   |                     |
|----|-----------------------|---|---------------------|
| 1. | Shri Y. M. Kandpal    | - | Joint Secretary     |
| 2. | Dr. Sagarika Dash     | - | Additional Director |
| 3. | Shri Shangreiso Zimik | - | Deputy Secretary    |

## LIST OF WITNESSES

Sl. No.	Name	Designation
<b>Ministry of Information and Broadcasting</b>		
1.	Shri Apurva Chandra	Secretary (I&B)
2.	Ms. Neerja Sekhar	Additional Secretary
3.	Shri Jayant Sinha	AS&FA
4.	Shri Vikram Sahay	JS (P&A)
5.	Shri Sanjiv Shankar	JS (Broadcasting)
<b>Media Units</b>		
6.	Shri Shashi Shekhar Vempati	CEO, Prasar Bharati
7.	Shri D.P.S Negi	Member (Finance), PB
8.	Shri Jaideep Bhatnagar	Pr. DG, PIB
9.	Shri Satyendra Prakash	Pr. DG, BOC
10.	Ms. Monideepa Mukerjee	DG, Publications Division

2. At the outset, the Chairperson welcomed the Members to the sitting of the Committee convened to examine Demands for Grants (2022-23) related to the Ministry of Information and Broadcasting (MIB).

***(The witnesses were then called in)***

3. After the welcome address by the Chairperson, the representatives of Ministry of Information and Broadcasting made a Power Point presentation highlighting the Budget, Schemes and focus areas, expenditure trends for last three years, physical and financial achievements, merger of two Central Sector Schemes viz. Champion Services Sector Scheme (CSSS) and Development Communication and Dissemination of Filmic Content (DCDFC) due to closely related objectives etc. The Power Point Presentation also highlighted achievements under Information, Broadcasting and Films Sectors, Research Unit set up in PIB, Innovative Content and Outreach through Social Media, Collaboration with FICCI & CII, COVID messaging, Azadi Ka Amrit Mahotsav, usage of Machine Learning and Artificial Intelligence (AI) in Translation of videos/content in regional languages, Combating Fake News, Manpower Audit, expansion of one class one TV channel under eVidya, AVGC Promotion Taskforce; Film Facilitation Office Portal, Broadcast Sewa Portal, Automation of Bureau of Outreach & Communication, RNI Portal, simplification of application for Community Radio Stations, upgradation of IIMC campuses etc.

4. Members raised queries on various issues such as reasons for 'Nil' allocation of funds under Champion Services Sector Scheme, merger of four film media units, vacancies in Doordarshan and AIR, status of implementation of Digital Terrestrial Transmission (DTT), measures taken to address challenges in Registrar of Newspapers for India (RNI), Bureau of Outreach and Communication (BOC), Press Information Bureau (PIB), space constraints and digitisation issues in CBFC, measures for enhancing Global Outreach through DD India and AIR, etc. Members also raised queries on issues related to 'content', monetization of 'content' and other resources of MIB/Prasar Bharati, measures taken for making India a preferred shooting destination for Films, plans for having separate Doordarshan Channel for each State in North-East Region, plan for setting up an AVGC promotion task force, etc.

5. The representatives of the Ministry of Information and Broadcasting replied to the queries raised by Members and assured the Committee to send written replies to queries which remained unanswered.

6. The Chairperson, then, thanked the representatives of M/o I&B for deposing before the Committee.

**The witnesses then withdrew.**

A copy of verbatim record of the proceedings was kept on record.

**The Committee, then, adjourned.**

**STANDING COMMITTEE ON COMMUNICATIONS AND INFORMATION  
TECHNOLOGY  
(2021-22)**

**MINUTES OF THE FIFTEENTH SITTING OF THE COMMITTEE**  
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The Committee sat on Wednesday, the 16<sup>th</sup> March, 2022 from 0930 hours to 1050 hours in Committee Room B, Parliament House Annexe, New Delhi.

**PRESENT**

**Dr. Shashi Tharoor -Chairperson**

**MEMBERS**

***Lok Sabha***

2. Shri Santosh Pandey
3. Ms. Mahua Moitra
4. Shri P. R. Natarajan
5. Col . Rajyavardhan Singh Rathore
6. Ms. Locket Chatterjee
7. Shri Karti P. Chidambaram
8. Smt. Sunita Duggal
9. Dr. Sukanta Majumdar
10. Shri Parvesh Sahib Singh

***Rajya Sabha***

11. Shri Y. S. Chowdary
12. Shri Syed Nasir Hussain
13. Shri Syed Zafar Islam
14. Dr. Anil Aggarwal
15. Shri John Brittas
16. Shri Suresh Gopi

**SECRETARIAT**

1. Shri Y.M. Kandpal - Joint Secretary
2. Dr. Sagarika Dash - Director
3. Shri Shangreiso Zimik - Deputy Secretary

2. At the outset, the Chairperson welcomed the Members to the sitting of the Committee convened to consider and adopt Draft Reports on Demands for Grants (2022-23) relating to the Ministries/Departments under their jurisdiction.

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

- (i) ...XXXXX.....XXXXX.....XXXXX.....XXXXX.....XXXXX.....XXXXX.....
- (ii) ...XXXXX.....XXXXX.....XXXXX.....XXXXX.....XXXXX.....XXXXX.....
- (iii) Draft Report on Demands for Grants (2022-23) of the Ministry of Information and Broadcasting, and
- (iv) ...XXXXX.....XXXXX.....XXXXX.....XXXXX.....XXXXX.....XXXXX.....

4. After due deliberations, the Committee adopted the Reports with slight modifications.

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

**The Committee, then, adjourned.**

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xxxx....Matters not related to the Report.