

Brief of major ongoing Schemes of M/o Information and Broadcasting

Rationalization of Central Sector Schemes of Ministry of Information and Broadcasting has been undertaken in accordance with the Standard Operating Procedure directed by Department of Expenditure in 2020-2021. At present Ministry of Information and Broadcasting has Four Central Sector Schemes as follows:

Information Sector

In Information Sector, there is one continuing scheme viz.

i) Development Communication & Information Dissemination (DCID)

The scheme Development Communication Information Dissemination is an umbrella scheme which is targeted towards meeting the requirements of publicity for various Government Schemes. The scheme undertakes a multipronged publicity campaign with a synergetic approach to augment various programmes of the Government and their intended benefits to the people of the country. The primary objective of the scheme is to generate awareness that will enable targeted beneficiary to avail the benefits of developmental schemes of the Government, to elicit enhanced participation of the people in the process of development and governance, to ensure the upkeep of a healthy and clean environment for sustainable and green growth and to enable better public compliance. The scheme at the National level is implemented by Central Bureau of Communication, Press Information Bureau and New Media Wing.

Film Sector

In Filmsector, there is one continuing scheme viz.

i) Development Communication & Dissemination of Filmic Content (DCDFC)

The scheme Development, Communication and Dissemination of Filmic Content was launched to promote and preserve quality Indian cinemas by means of hosting film festivals, producing new films documentaries, collecting and maintaining film archives and adopting anti-piracy initiatives. The scheme aims to synergize activities of various media units in participation in and organization of international film festivals in India and abroad for showcasing Indian cinema to a large and versatile audience. It wishes to facilitate production, distribution and marketing of all genres of Indian Cinemas, including films in regional languages. It also works to promote and build institutions that play a part towards conservation and preservation of the filmic heritage of India and to initiate steps to prevent unlawful use of filmic content. The scheme, by promoting Indian cinema at national and international level brings recognition to Indian cinema which further encourages filmmakers and artists to create the filmic masterpieces with cultural, regional and national values.

Broadcasting Sector

Broadcasting sector has two main constituents, i.e. PrasarBharati and Main Secretariat.

A. PrasarBharati's Scheme:

i) Broadcasting Infrastructure Network Development (BIND)

The scheme Broadcast Infrastructure Network Development consists of a wide range of initiative taken up by PrasarBharati to cover the national television-based broadcaster Doordarshan and radio-based broadcaster All India Radio. The scheme aims to improve physical infrastructure of both, Doordarshan and All India Radio to incorporate latest state-of-the-art technology as well as ensures universal and public access to their offerings. The objective of the scheme is to expand the networks and upgrade quality of programmes and transmission on both mediums through a list of interventions decided upon within the scheme. This will bring listeners and viewers a better and enhanced experience, purposefully in border and LWE affected areas of the country. Overall, the scheme supports the augmentation of physical infrastructure that allows both Doordarshan and All India Radio to keep up with latest state-of-the-art technology, while ensuring universal and public access to their offerings.

B. Main Sectt. Schemes:

i) Supporting Community Radio Movement in India

Community Radio stations play a significant role in empowering communities by means of dissemination of crucial information, particularly to rural and remote communities. The scheme aims to strengthen new and existing CRSs with resources, capacity and technology in order to upgrade the standard of the stations and increase reach and visibility to the interior regions of India. This would help promote growth of CRS in remote and rural areas thereby aiding socio-economic and cultural development of communities by using CRS as a powerful medium of social mobilization. The scheme therefore aims to revitalize new and existing CRSs by providing required funds for resources, capacity and technology thereby increasing effectiveness of operational community radio stations.