

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA
STARRED QUESTION NO. 325
TO BE ANSWERED ON 26/03/2018**

BUREAU FOR OUTREACH AND COMMUNICATION

***325 SHRI HUSAIN DALWAI:**

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

- (a) whether Government is setting up a Bureau for Outreach and Communication;**
- (b) if so, the purpose of the Bureau and the functions it will be required to perform;**
- (c) whether an inter-ministerial consultation was carried out before setting up the Bureau, if so, the details thereof and if not, the reasons therefor;**
- (d) the details of the structure of this Bureau and number of employees to be hired; and**
- (e) the details of the breakup of funds to be allocated for the functioning of the Bureau?**

ANSWER

THE MINISTER OF INFORMATION AND BROADCASTING

(SMT. SMRITI ZUBIN IRANI)

(a) to (e): A statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF RAJYA SABHA
STARRED QUESTION NO. 325 FOR ANSWER ON 26.03.2018**

- (a) Yes Sir. The three existing Media Units of Ministry of Information and Broadcasting namely, Directorate of Advertisement and Visual Publicity (DAVP), Directorate of Field Publicity (DFP) and Song and Drama Division (S&DD) have been integrated into one Unit called Bureau of Outreach and Communication.
- (b) Integration of the Media Units into Bureau of Outreach and Communication will ensure effective communication campaigns in the region through a 'Unified Command' under the Additional Director General (Region) [ADG (Region)] thereby bringing about synergy in the functioning and 'Standardisation' of content delivery in the campaigns. Integration of erstwhile DAVP, DFP and S&DD would also avoid duplication of efforts for performing similar programs and would ensure better utilization of human resources, and also avoid duplicity of expenditure on establishment cost like rent, license fee, electricity bill etc.
- (c) No Sir, as there was no additional financial implication involved. Moreover, the integration exercise involved re-structuring of the Media Units viz. DAVP, DFP and S&DD already existing under the Ministry.
- (d) The Bureau of Outreach and Communication (BOC) has its Headquarters at Delhi. There are 21 Additional Director Generals- Region [ADGs (Region)] who are the overall in-charge of offices in that Region. A Region consists of Regional Outreach Bureaus (ROBs) and Field Outreach Bureaus (FOBs). There are 23 ROB and 148 FOB across the country. To strengthen BOC at headquarters, an Indian Civil Accounts Service (ICAS) officer of ADG rank has been posted who will also work as Integrated Financial Adviser (IFA). 27 vacant posts of accounts cadre in DAVP (HQ) in the grade of Sr. Accountant/ Accountant have also been encadred in Central Civil Accounts Service (CCAS). Similarly, at ROB level, 21 posts of Sr. Accounts Officer of Civil Accounts Service is proposed to be created on matching-saving basis. These officers will function as DDO for that Region and also act as Integrated Financial Adviser (IFA) for ADG (Region) for greater financial transparency.
- (e) The details of the breakup of funds proposed to be allocated during 2018-19 for the functioning of the Bureau is attached as Annexure.

ANNEXURE AS REFERRED TO IN REPLY TO PART (e) OF THE RAJYA SABHA STARRED QUESTION No. 325 FOR ANSWER ON 26/03/2018 REGARDING "BUREAU FOR OUTREACH AND COMMUNICATION"

ANNEXURE

संख्या ५९ - सूचना और प्रसारण मंत्रालय
No.59- Ministry of Information & Broadcasting

वस्तुविक Actuals 2016-17	बजट अनुमान Budget Estimates 2017-18	संशोधित अनुमान Revised Estimates 2017-18	(In thousands of Rupees)	(हजार रुपयों में)
आयोजना Plan	Non-Plan		Budget Estimates 2018-19	Budget Estimates 2018-19
		सूचना और प्रचार (मुख्य शीर्ष) (जारी)	2220	Information and Publicity (Major Head)(Contd.)
		विज्ञापन और प्रचार (लघु शीर्ष)	50.101	Advertising and Visual Publicity (Minor Head)
		ब्यूरो आफ आउटरीच एंड कम्युनिकेशन	06	Bureau of Outreach and Communication (BOC)
		प्रशासनिक	06.01	Establishment
		0 वेतन	06.01.01	Salaries
		0 मजदूरी	06.01.02	Wages
		0 समयोपरी भत्ता	06.01.03	Overtime Allowance
		0 चिकित्सा उपचार	06.01.06	Medical Expenses
		0 देशीय यात्रा व्यय	06.01.11	Domestic Travel Expenses
		0 कार्यालय व्यय	06.01.13	Office Expenses
		0 किराया दरें और कर	06.01.14	Rents, Rates and Taxes
		0 प्रकाशन	06.01.16	Publications
		0 अन्य प्रशासनिक व्यय	06.01.20	Other Administrative Expenses
		0 आपूर्ति और सामग्री	06.01.21	Supplies and Materials
		0 पी ओ एल	06.01.24	P.O.L.
		0 विज्ञापन और प्रचार	06.01.26	Advertising and Publicity
		0 लघु कार्य	06.01.27	Minor Works
		0 व्यवसायिक सेवाएं	06.01.28	Professional Services
		0 अन्य शून्य	06.01.50	Other Charges
		प्रदर्शनियां	06.02	Exhibitions
		0 विज्ञापन और प्रचार	06.02.26	Advertising and Publicity
		प्रदर्शन और वर्गीकृत विज्ञापन	06.03	Display & Classified Advertisements
		0 विज्ञापन और प्रचार	06.03.26	Advertising and Publicity
		रेडियो स्पॉट	06.04	Radio Spots
		0 विज्ञापन और प्रचार	06.04.26	Advertising and Publicity
		मुद्रित प्रचार	06.05	Printed Publicity
		0 विज्ञापन और प्रचार	06.05.26	Advertising and Publicity
		वितरण व्यय	06.06	Distribution Expenses
		0 विज्ञापन और प्रचार	06.06.26	Advertising and Publicity
		बाह्य प्रचार	06.07	Outdoor Publicity
		0 विज्ञापन और प्रचार	06.07.26	Advertising and Publicity
		स्वच्छता कार्य योजना (एस ए पी)	06.96	Swaccha Action Plan (SAP)
		0 विज्ञापन और प्रचार	06.96.26	Advertising and Publicity
		सूचना प्रौद्योगिकी	06.99	Information Technology
		0 कार्यालय व्यय	06.99.13	Office Expenses
		जोड़ - ब्यूरो आफ आउटरीच एंड कम्युनिकेशन		Total - Bureau of Outreach and Communication (BOC)
				5500
				1742900