

GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION & BROADCASTING

LOK SABHA  
UNSTARRED QUESTION NO.2549  
TO BE ANSWERED ON 02.08.2022

SCHEMES RELATED TO INFORMATION AND BROADCASTING

2549. SHRI GANESH SINGH:

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

- a) the details and total number of schemes related to Information and Broadcasting and along with achievement made by the Government and the number of people who have been benefited under the said schemes during the last three years and the current year, State and scheme-wise including Madhya Pradesh;
- b) the percentage of people out of the total adult population of the country that has been connected to various said schemes of the Government; and
- c) if so, the details thereof, State-wise including Madhya Pradesh particularly Satana district?

**ANSWER**

**THE MINISTER OF INFORMATION & BROADCASTING  
AND MINISTER OF YOUTH AFFAIRS & SPORTS  
(SHRI ANURAG SINGH THAKUR)**

**(a) to (c): Ministry of Information and Broadcasting carried out a comprehensive rationalization and restructuring of the Plan Schemes in 2019-20 for effective and better utilization of resources. After rationalization of 14 Central Sector Schemes, Ministry now implements four Central Sector Schemes. These schemes of the Ministry aim at mass communication and information dissemination of the policies and programmes of the Government as well as entertainment and**

**education. The benefits of these schemes/programmes/activities uniformly flow to the entire population of the country, including Madhya Pradesh.**

**In Information Sector, Development Communication & Information Dissemination (DCID) Scheme aims at ensuring peoples' participation in various plans programmes of the Government, for their welfare, promoting national integration and ensuring nation building. This is done through the launch of integrated development communication campaigns using media vehicles like print advertisement, audio-visual publicity, outdoor publicity, distribution of informative brochures/flyers, inter-personal communication during exhibitions and new media vehicles for effective and targeted reach.**

**In Film Sector, Development Communication & Dissemination of Filmic Content (DCDFC) Scheme aims to promote Indian Cinema through film festivals, film markets, production of films and digitization and preservation of archival films through National Film Heritage Mission. 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.**

**In Broadcasting Sector, Broadcasting Infrastructure Network Development (BIND) scheme aims to strengthen broadcasting infrastructure and content of Doordarshan and All India Radio (AIR) from time to time. This will enable the public broadcaster to meet the expenditure requirement towards the augmentation and replacement of transmitters, satellite broadcast equipment and digitization,**

**expansion of TV Channels, FM expansion with special emphasis on strengthening of coverage in sensitive areas especially those in border and LWE areas.**

**Doordarshan covers entire state of MP with one Doordarshan Kendra (Satellite Channel) at Bhopal and 2 PGF Centers at Indore and Gwalior. The coverage of AIR also reaches the entire state with 6 nos. of MW Stations and 20 FM Stations.**

**Likewise, Supporting Community Radio Movement Scheme under Broadcasting Sector aims to strengthen both new and existing CR Stations with resources, capacity and technology, thereby increasing number and effectiveness of operational CRS, which are critically required to Community Radio Sector. The scheme "Supporting Community Radio Movement in India" provides financial assistance, in the form of grants, which are released to the eligible existing and new Community Radio Stations for building up infrastructure. Funds are used for organizing Community Radio Awareness workshops at various places in India, where the community radio penetration is limited.**

**There are 24 Community Radio Stations in the State of Madhya Pradesh at present.**

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