

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

**LOK SABHA  
UNSTARRED QUESTION NO. 1489  
TO BE ANSWERED ON 31.07.2024**

**IMPLEMENTATION OF SCHEMES UNDER I&B SECTOR**

**1489 SHRI PUTTA MAHESH KUMAR:**

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

- a) whether the Government is aware of the total number of schemes being implemented at present under the Information and Broadcasting sector along with the present status of such schemes and projects, State-wise especially in Andhra Pradesh;
- (b) if so, the details thereof;
- (c) whether the Government is aware of the total amount of funds allocated and utilised for the purposes of such schemes over the last five years in a State-wise manner especially in Andhra Pradesh;
- (d) the details of the communities benefited under the Supporting Community Radio Movement Scheme over the last five years in a State-wise manner, especially in Andhra Pradesh;
- (e) whether the Government is considering to introduce any new projects under the existing schemes in Andhra Pradesh; and
- (f) if so, the details thereof?

## **ANSWER**

### **MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (DR. L. MURUGAN):**

(a) to (f): The 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. The 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 ensuring entertainment and education. The benefits of these schemes/programmes/activities uniformly flow to the entire population of the country.

In Information Sector, “Development Communication & Information Dissemination (DCID)” Scheme aims at ensuring peoples’ participation in various programmes of the Government, for their welfare, promoting national integration and ensuring nation building. This is done through the launch of information, education and 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. No State-specific allocation is made under this scheme.

In the 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 provides impetus to the audio-visual services sector in the country. No State-specific allocations are made under the scheme.

In the Broadcasting Sector, “Broadcasting Infrastructure Network Development (BIND)” scheme aims to strengthen broadcasting infrastructure and content of Doordarshan and Akashwani from time to time. This enables 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.

Under this scheme, funds are released project wise and not State-wise. Projects are undertaken in the States as per the priority of Prasar Bharati with inter-se allocation of funds.

Likewise, “Supporting Community Radio Movement in India” Scheme under Broadcasting Sector aims to strengthen the new and existing Community Radio Stations (CRS) with resources, capacity and technology, thereby increasing number and effectiveness of operational CRS, which are critically required for the Community Radio Sector. The Scheme provides financial assistance in the form of grants, to Community Radio Stations for building the required infrastructure. Funds are provided for organizing Community Radio Awareness workshops, capacity building of radio stations, holding regional sammelans, supporting content creation, etc.

There are 12 Community Radio Stations in the State of Andhra Pradesh at present. Three of such stations are located in Chittoor district, two each in Guntur, Kadappa and West Godavari district and one each in East Godavari, Kurnool and Srikakulam district.

The Ministry has conducted a total of 13 workshops, 2 regional sammelans, 1 national sammelan and 4 National Community Awards have been conferred to various CRSs over the last five years.

The scheme has benefitted the community across India by bolstering the infrastructure and capacity building of the people of the community radio sector.

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