



**GOVERNMENT OF TELANGANA  
INFORMATION AND PUBLIC RELATIONS DEPARTMENT**

**OUTCOME BUDGET  
2017 - 18**

**KALVAKUNTLA CHANDRASEKHAR RAO  
CHIEF MINISTER**

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**GOVERNMENT OF TELANGANA**  
**DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS:**  
**HYDERABAD**

**OUTCOME BUDGET 2017-18**

**EXECUTIVE SUMMARY:**

The Department of Information and Public Relations functions to achieve its objectives and goals through dissemination and transmission of information, publicity and public relations. The department operates its multi-media systems for effective publicity and performs an important role in acting as a bridge between the people and the government and creates awareness among all sections of the people on government policies, plans and programmes intended for their welfare and development.

The main objective of the department is basically of two fold i.e. informing the public about the policies and programmes of the government on one hand and keeping the government informed of the peoples' reaction to its policies and programmes on the other hand. Communication is the most vital process for socio-economic development.

## CHAPTER – I

### Introductory Note on the Department

**Mr. Speaker Sir,**

It is my privilege to move the Budget demand No.XIX Information & Public Relations for Rs.342,75,18,000 for the Financial Year 2017-18.

**i) OBJECTIVES:**

The department of Information and Public Relations functions to achieve its objectives and goals through dissemination and transmission of information, publicity and public relations. The department utilizes multi-media systems for effective publicity and performs an important role in acting as a bridge between the people and the government and creates awareness among all sections of the people on government policies, plans and programmes intended for their welfare and development.

**ii) METHODOLOGY:**

**Dissemination of Information:**

The main objective of the department is basically of two fold viz., informing the public about the policies and programmes of the government on one hand and on the other keeping the government informed of the people's reaction to its policies and programmes. Communication is a most vital process of socio-economic development. This department adopts different modes to conduct dissemination of information and publicity of the Govt. Policies and Programmes.

## **FUNCTIONS:**

The Department discharges the following key functions:

1) Publicizes the activities of the Government through mass media; maintains liaison with the Press, A.I.R, Doordarshan, Films Division, Directorate of Audio Visual Publicity, Press Information Bureau, news agencies, private T.V. channels, cable channels and other electronic media etc., besides conducting press tours, issuing advertisements; organizing exhibitions, 'Song and Drama' programmes; providing photographic services and films, bringing out publications like 'Telangana' monthly magazine, maintaining Media Information Monitoring & Analysis System; conducting training; maintaining community radio and television sets, installation of public address system; audio visual equipment, electronic news recording & analysis etc.,

2) Keeping the people informed of the services made available to them by the Government.

## **ORGANISATIONAL SET UP:**

### **Commissionerate:**

The Department is headed by Commissioner assisted by Director, Additional Director, Joint Director, Chief Information Engineer, Regional Information Engineer (Hqrs.), Deputy Directors, Assistant Directors, Editors, Script Writers, Public Relations Officers, Deputy Executive Information Engineers and Assistant Accounts Officer, Junior Accounts Officer from Treasuries and Accounts Department and subordinate staff.

**MEDIA AND PUBLICITY CELL:**

The Department's Media and Publicity Cell at Secretariat monitored by a Deputy Director with supporting staff. The Publicity Cell organizes Press Conferences of Hon'ble Chief Minister, Hon'ble Ministers and Secretaries to Government of all departments and arranges extensive media coverage for all Government functions.

**STATE INFORMATION CENTRE AT NEW DELHI:**

The main functions of State Information Centre located at New Delhi are disseminating information of the State Government to national and international media and extending professional assistance to media by making available backgrounders, providing information of the State from time to time. The Information Centre, which functions under a Special Officer with assisting officers and staff, arranges media coverages to the V.I.Ps who visit national capital, organizes press conferences inviting the national and international media for boosting the image of the State. For the benefit of visitors who come in large numbers to New Delhi, Information Centre organises regular photo exhibitions highlighting the programmes of the State Government. The Information Centre runs a media centre for the benefit of the media persons with internet, TV and telephone facilities. A separate Information centre with adequate staff is under consideration of the Government.

**FIELD UNITS:**

The Department has (2) Regional Offices located at Hyderabad and Warangal. They are functioning under the control of respective Regional Joint Directors with assisting staff. These (2) Regional Joint Directors of Zone-V and Zone-VI supervise the functions of (31) District Public Relations Officers, (1) Assistant Director of State Information Centre located at Warangal.

The field units of the Information Engineering Wing of the Department have (1) Regional Office headed by a Regional Information Engineer, Zone-V&VI located at Hyderabad to supervise the functions of (31) Districts offices of Audio-Video Engineering Wing. One more Regional Information Engineer (Hqrs.) Commissionerate is kept in-charge of T.V, Video coverage and Public Address System in the entire state of Telangana.

#### **SPECIAL PUBLICITY CELLS IN TRIBAL AREAS:**

The (2) Special Publicity Cells under the control of Additional Public Relations Officers are functioning in the tribal areas at the headquarters of Integrated Tribal Development Agencies(ITDA) (1) at Bhadrachalam (Bhadrachalam District), (2) at Utnoor (Adilabad District).

#### **MEDIA RELATIONS:**

##### **A. HEALTH CARDS:**

The Government has issued the guidelines for implementation of “Working Journalists Health Scheme” vide GO Ms No. 64, dated 22.07.2015, HEALTH, MEDICAL & FAMILY WELFARE (A2) DEPARTMENT for comprehensive health coverage to the working and retired journalists in Telangana.

The State Government has introduced health cards to the working journalists in the State on par with State Government employees. This scheme provides cashless medical treatment in super specialty hospitals in the State to the Journalists. This scheme is first of its kind as against the earlier practice of collecting portion of the medi-claim policy amount from the journalists.

The following family members are entitled to avail of the Working Journalists Health Scheme – dependent parents, one legally wedded wife in case of a male journalist, husband in case of a female journalist, wholly dependent legitimate children and adopted children. The dependency in case of parents means, those who are dependent on the Journalist for their livelihood, in case of unemployed daughters, those who are unmarried or widowed or divorced or deserted, in case of unemployed sons, those unemployed who are below the age of 25 years and for disabled children with a disability which renders them unfit for employment.

The existing network hospitals (NWHs), already empanelled with the Aarogyasri Health Care Trust (AHCT) under Employees Health Scheme, serve the “Working and Retired Journalists Health Scheme” as well. Of late, a batch of multi specialty hospitals have also joined the scheme and extending cashless treatment to the journalists fraternity. Further, two wellness centres have been established at Khairatabad and Vanasthalipuram, Hyderabad exclusively for employees and journalists which provides all types of basic diagnostic tests and also free distribution of medicines. It also acts as a referral centre and refers patients to the hospital for specialized treatment if necessary.

The State Government after announcing the issue of the health cards to all working journalists in the State on par with Government employees, received applications throughout the state from accredited and non accredited journalists. Consequent to which a total number of 20,363 Journalists and their family members were issued Health Cards under the Scheme and the process is under progress for the current year.

The scheme provides inpatient treatment for the medical and surgical procedures, similar to those being provided to the Government employees, in the empanelled hospitals. Follow-up services will be provided for a period of one year through fixed packages.

**B. SOCIAL SECURITY SCHEME:**

The Government of Telangana has introduced Social Security Scheme for working journalists in Telangana State with a coverage of Rs.5.00 Lakhs (Rupees five lakhs only) Accidental Insurance. The entire cost of premium towards Accidental Insurance for beneficiaries covered under the scheme shall be paid by the State Government. Accredited journalists of State, District and Mandal Levels have been covered under the scheme.

**C. MEDIA ACCREDITATIONS:**

“Media Accreditation” means recognition given for media representatives by the government for providing access to all sources of official information in the government. The Telangana Government after its formation has introduced a comprehensive media accreditation policy for the media representatives of the State and issued G.O.Ms.No. 239, G.A (I & PR) Dept., Dated 15-7-2016 for issue of accreditation cards to Journalists.

To facilitate journalists to have access to Government Information, Accreditation cards are issued by the Government at State and District level. As of now 13,087 cards have been issued at State level and District Level with validity up to 31.12.2018. However, the process of issue of more accreditation cards are under process.

**D. FREE BUS PASS:**

The Accredited Journalists of the State/District Level are issued free Bus Passes to facilitate them to move freely from one place to another and procure information.

**E. CONCESSIONAL RAILWAY PASSES:**

South Central Railway extends 50% concessional railway passes to the journalists who are accredited by the Department of I&PR to travel anywhere in the country.

**F. ACCOMMODATION:**

The State level accredited journalists are given facility of accommodation at Telangana Bhavan, New Delhi at concessional rate.

**G. TRIPARTITE COMMITTEE:**

A Tripartite Committee has been constituted by the Government to oversee the implementation of the recommendations of the Majithia wage board and to settle the disputes between the workmen and management. The Committee is headed by the Commissioner of Labour along with the representatives of managements and journalists.

## **MEDIA INFORMATION MONITORING SYSTEM (M.I.M.S):**

In a democratic set up, newspapers play a significant role in providing feedback to the Government on the development and welfare programmes and also on the policies of the Government. The reports appearing in newspapers pave the way to formulate opinions on the policies, programmes and functioning of the government. The government treats newspaper reports as a feedback and reviews its performance.

The Media Information Monitoring System (MIMS) prepares Daily News Digest in the early morning with important news items appearing in all Telugu, English and Urdu news dailies for perusal of Hon'ble Chief Minister, Hon'ble Ministers, Chief Secretary, CMO Officers, CIPR, Principal Secretaries, Secretaries in Government and CPRO to C.M.

The hard and soft copy of Daily News Digest along with news clippings are submitted to Chief Minister at Camp Office, Chief Secretary, CMO Officers, CIPR, Principal Secretaries/Secretaries to Government and CPRO to CM to take necessary action and to intimate secretaries of the concerned Department to issue rejoinders / clarifications on the adverse news items to the concerned daily newspapers.

## **PHOTO SERVICES:**

“A picture is worth a thousand words”. Photo medium is an important tool of visual communication. The development and welfare schemes of the Government are effectively depicted through this medium.

The department organizes day-to-day photo coverages of all the programmes in CMO, Raj Bhavan, During VVIP visits, on all major events, programmes and meetings of all Departments.

With a view to organize effective and qualitative photo coverages, the department provided high end digital still cameras with all accessories to all the field functionaries of the department. The photos are transmitted through e-mail from districts to the State headquarters to avoid delay.

The department developed a Photo Bank. The photo bank contains all important digitalized photos. The purpose of Photo Bank is to develop photo data chronologically event-wise, subject-wise and with other classifications.

The photographs taken by departmental photographers are used by the media and also used for departmental publications and exhibitions. World photography day is a major event for the department. Every year on 19<sup>th</sup> August the Department organizes World Photography Day. On this occasion, photo competitions are organised for press photographers.

#### **ADVERTISING AND VISUAL PUBLICITY:**

The objective of this wing is to give wide publicity on the policies and programmes to be launched by the Government to create awareness among the public.

Depending upon the objects and subject matters, advertisements are being designed and released in two types viz., 1) Classified and 2) Display.

Having realized the importance of advertisements, the Government have centralized the policy of issuing advertisements w.e.f: 14.02.2017 and issued orders vide G.O.Ms.No.52, General Administration (I&PR) Department, that all the advertisements of Government departments, Government Undertaking Corporations, Government Companies should be released by Information and Public Relations Department only.

The Department releases display advertisements for publicity on important Government programmes as and when launched by the Government.

The Classified advertisements will be issued to newspapers as per the requirement of the departments of the State Government.

### **OUTDOOR MEDIA:**

The outdoor media is widespread and actively engaged in view of its impact and mileage. The outdoor media includes both static and mobile media. The static media includes hoardings, unipole hoarding, vinyl hoardings, pillar boards, bus shelters, central median boards etc. whereas mobile media includes bus, train and other mobile displays. The outdoor media was actively engaged successfully in the various publicity campaigns of Government programmes.

### **EXHIBITIONS:**

Exhibitions are effective media of visual publicity and have the accessibility for common man in an effective manner. The department coordinates with State and Central Government departments in conducting exhibitions and displays.

The Department is also organizing various photo exhibitions at fairs and festivals to educate the people about welfare and developmental activities of the state government. The department also arranges photo exhibitions whenever the central and state relief committees visit the state to assess damage caused by natural calamities.

All district offices have been provided with “display boards” for organizing photo exhibitions at district level on various developmental activities of Government to create awareness among general public. Exhibitions are being arranged at the districts during VVIP visits. In the year 2016 for the Krishna Pushkarams, the Department have arranged Media Centres with Computers, Internet, Printers, Xerox Machines, P. A. System, LED Screens, Photo Exhibitions, Photo & Video coverages at important Pushkar ghats.

### **INFORMATION CENTRES:**

The main objective of information Centre is to make available authentic information at one place to organizations and individuals interested to know the policies, programmes and achievements of the Government on different subjects. The Information Centre which serves as a clearing house of knowledge is equipped with Reading Room, Reference Library and Enquiry Desk.

The State Information Centre is functioning at Hyderabad and District Information Centres at District Headquarters. Each Centre is provided with newspapers, journals and publicity material for the use of visitors and information is also made available in the form of charts, maps, photographs etc. to publicize the Government activities and to project the image of the State.

### **PUBLICATIONS:**

A printed word with visuals carries great impact. The department creates awareness among the people through its publications whenever the government launches a new scheme or programme. The Dept. is utilizing the publication medium to the maximum extent possible by bringing out regular monthly publication “**TELANGANA**” journal in Telugu and Urdu, apart from

ad hoc publications, viz. Posters, pamphlets, folders, booklets, brochures etc. on various developmental and welfare activities. "Telangana" journal 10,000 copies in Telugu and 5,000 copies of Urdu journal are being printed every month. These publications are circulated to the public Libraries, Schools, Gram Panchayats, Government offices, people's representatives, opinion leaders and research scholars specializing in development, planning and administration. Publications brought out by the Department are being distributed in the entire State through the field staff who are provided with publicity vehicles.

The field officers are also bringing out publications in consultation with District Collectors reflecting the progress made in the districts especially ameliorative programmes implemented for the welfare of farmers, weaker sections in the society.

#### **ELECTRONIC MEDIA:**

The Department Publicizes the activities of the government through electronic media i.e. satellite channels, radio channels, CCTV systems installed at railway stations and bus stations besides sponsoring important documentaries / serials produced by various agencies.

The Department is arranging live coverage of Hon'ble Chief Minister and other VIP visits in the State. This enables all channels to downlink the signal and subsequent telecast in their network.

#### **COMMUNITY VIDEO PUBLICITY PROGRAMME:**

The department has a Community Video Publicity Scheme since the reach of Doordarshan is unable to cover all the developmental programmes. There is a great demand of Community Video programmes in rural areas.

Under this scheme, the video cassettes / DVD's supplied by this department and other Government departments such as Family Welfare Department etc., are being screened to a large number of audience through TV and LCD projectors on big screens for the effective implementation of these programmes (10) Video Publicity Vans and also (2) Rural Publicity Vans supplied under this scheme with sophisticated Project Equipment.

### **COMMUNITY TELEVISION (T.V) SETS:**

This department is maintaining 725 Community TV sets across the state. Out of which 700 Community TV sets have been installed at Gram Panchayats, SC & ST colonies and 25 in other institutions.

### **PUBLIC ADDRESS SYSTEM ARRANGEMENTS:**

Whenever VVIP / VIPs visits and State functions are organized, this department is arranging Public Address System in a big way for large gatherings. During the year 2016-17 the department has arranged 1,660 (1,501 + 159 Hqrs.) Public Address Systems in the districts as well as at the State Headquarters.

### **VIDEO SERVICES:**

All the districts have been provided with the digital video cameras for extensive coverage of VIP's programmes, development and welfare activities for giving wide publicity. The engineering wing of the department adopts various video coverages received from the field offices. The edited version of the coverage is sent to Doordarshan and other private TV channels for telecast purposes from the Commissionerate. During the year 2016-17 this department sent 2,877 coverages to different channels for the purpose of telecasting.

**WEBSITE:**

The Information and Public Relations Department website caters to the media needs including various referral materials with factual details for the benefit of both Print and Electronic media.

There are several other links detailing various other factual details for the benefit of public in general.

**DIGITAL MEDIA:**

Digital media is a 21<sup>st</sup> Century catchphrase used to define all that is related to the interest and the interplay between technology, images and sound. In India there is a steady increase of internet users, thanks to the rapid penetration of broad band internet and mobile internet.

The Information and Public Relations Department was using traditional media platforms like print, electronic and outdoor in a unified State. But as soon as Telangana State was formed, the I&PR Department started using Digital platform aggressively to promote the State Government and its flagship programmes. The department has also launched a Digital version of Telangana State Official magazine. Apart from these, the Information and Public Relations Department also plans to use Digital media platforms extensively for publicizing various government initiatives by way of advertising.

**CHAPTER – II**  
**Outlay, Outputs and Outcomes**

(Rupees in Lakhs)

Sl. No.	Name of the scheme	Objectives/Outcomes	Outlay 2017-18			Quantifiable Deliverable/ Physical Outputs	Projected Outcomes	Processes /Timeline	Re-Marks / Risk Factors
			Estab-lishment	Schemes	Total				
(1)	(2)	(3)	(4(i))	(4(ii))	(4(iii))	(5)	(6)	(7)	(8)
1.	Advertising & Visual Publicity (Print Media)	To publicize Government programmes/Schemes for welfare of common man through advertisements in Newspapers, Periodicals, Special Issues etc. and Tender/Auction / Notifications/ Employment notifications of all Govt. Depts.	-	10000.00	10000.00	-	-	-	-
2.	Advertising & Visual Publicity (Electronic Media)	To publicize Government programmes/ Schemes for welfare of common man in Doordarshan and other Private channels and also quickies in All India Radio and FM Radio publicity	-	7000.00	7000.00	-	-	-	-
3.	Advertising & Visual Publicity (Outdoor Media)	To publicize Government programmes/ Schemes for welfare of common man through various outdoor media units like Hoardings, Buses, Trains, Bus shelters, Pillar Boards, Central Meridians etc.	-	7000.00	7000.00	-	-	-	-
4.	Other Expenditure 500/503	To utilize other medium of publicity like Media Relations, Photo, Exhibitions, Publications etc. for publicity of Government schemes.	-	1090.00	1090.00	-	-	-	-
5.	Press Information Services (Press Academy)	To promote high standards in journalism and to promote, coordinate, study and research in the field of journalism in the State.	40.58	3014.00	3054.58	-	-	-	-
6.	State Film, Television and Theatre Development Corporation	The Corporation promotes film industry in the State. It acts as a nodal agency for implementing grant of incentive schemes under single window system.		1009.70	1009.70	-	-	-	-
7.	Information Commission	To promote transparency and accountability in the working of every public authority and secure access to information for citizens	693.79	10.87	704.66	-	-	-	-

## CHAPTER – III

### Outlay, Outputs and Outcomes

#### **Reform Measures and Policy Initiatives:**

The reform measures and policy initiatives taken up by the Government are as follows:

#### **1. STATE INFORMATION UNIT (SIU):**

A separate unit is established to focus and coordinate to obtain information from different departments of Government to disseminate information to general public on the schemes and programmes implemented and important decisions taken. The State Information Unit (SIU) will liaise with Government departments, Chief Minister's Office and Print and Electronic media agencies. Department officers were posted as Media Liaison Officers (MLO).

#### **2. ELECTRONIC MEDIA MONITORING CELL:**

Electronic Media Monitoring Cell is created to monitor the news appeared in various news channels to enable the department to bring the information to the notice of respective departments for issue of rejoinders wherever necessary.

For speedy transmission of the information it is proposed to have a separate application software for the department. This application enables the users to receive the messages instantly and also prepare them for immediate action.

### **3. INFORMATION BANK:**

An information bank is established containing data on the developmental programmes and welfare schemes besides news items published in daily newspapers, magazines and periodicals.

### **4. NEW INITIATIVES:**

Purchase of sophisticated Public Address System equipment for Deputy Executive Information Engineers.

Purchase of video cameras and editing equipment for Deputy Executive Information Engineers.

Purchase of latest photo cameras for District Public Relations Officers.

Purchase of tablets with 3G / 4G for Officers of the Department.

**CHAPTER – IV**  
**Review of Past Performance**

Name of the Scheme	Physical Targets For 2015-16		Physical Targets For 2016-17		Physical Targets Proposed for 2017-18	Re-remarks
	Targets	Achievements		Achievements		
<b>Advertisements:</b> i) Classified ii) Display iii) Periodicals	The object of advertisements is to give publicity on the policies & programmes of Govt. for successful implementation. Depending upon the objects & subject matters.	2,650 59 770	The object of advertisements is to give publicity on the policies & programmes of Govt. for successful implementation. Depending upon the objects & subject matters.	5,678 128 323		
<b>Exhibitions</b>	Organising Exhibitions on important occasions like fairs & festival etc.	A Total No. of 821 Exhibitions were organised during the year.	Organising Exhibitions on important occasions like fairs & festival etc.	A total No. of 847 Exhibitions were organised during the year.		-
<b>Press Releases</b>	Issue of Press Releases, Feature articles, Success Stories, Press Conferences and Press Tours	Press Releases - 52,000, Feature Articles - 950, Success Stories - 3,500, Press Conferences - 4,500 and Press Tours - 3,800. Rejoinders - 200 were issued to different newspapers.	Issue of Press Releases, Feature articles, Success Stories, Press Conferences and Press Tours	Press Releases - 55,000, Feature Articles - 1050, Success Stories - 3,000, Press Conferences - 4,800 and Press Tours - 3,900. Rejoinders - 300 were issued to different newspapers.		-
<b>Media Accreditations</b>	Issue of Accreditations to the Journalists	14,486 Accreditation cards issued.	Issue of Accreditations to the Journalists	13,087 Accreditation cards issued and issue of further cards is under process.		-
<b>Welfare Fund to Journalists</b>	To extend relief to the Working Journalists/ deceased family members in distress as Financial Assistance	Rs.5.73 lakhs sanctioned to 5 Journalists as financial assistance and 13 dependents of deceased Journalists as pension.	A Corpus fund of Rs.100 Crores sanctioned to "Telangana Journalists Wel. Fund"	An amount of Rs.78.50 lakhs distributed to 86 cases as financial assistance to working & retired Journalists		-

1	2	3	4	6	7
<b>Health Scheme for Working Journalists</b>	Health cards to Working Journalists of Print and Electronic Media	During the year 2,235 Health Cards were issued	Health cards to Working Journalists of Print and Electronic Media	A total number of 20,363 Health Cards were issued to Journalists & their family members. Issue of more cards is under progress	-
<b>Social Security Scheme</b>			Social Security scheme for Journalists with a coverage of Rs.5.00 lakhs Accidental Insurance.		
<b>Right to Information Act-2005</b>	To promote transparency and accountability in the working of every public authority and access to information for citizens	96 requests disposed under provisions of RTI Act,2005	To promote transparency and accountability	95 requests were received and 90 applications disposed under provisions of RTI Act,2005	
<b>Video Services</b>	Video coverages during VIP visits and other State functions	2,655 video coverages taken up and sent to different TV channels to telecast	Video coverages during VIP visits and other State functions	2,877 video coverages taken up and sent to different TV channels to telecast	
<b>Public Address System Arrangements</b>	Public Address system during VIP visits and other State functions	1,619 P.A. Systems arranged in the Districts and State Head Quarters.	Public Address system during VIP visits and other State functions	1,660 P.A. Systems arranged in the Districts and State Head Quarters.	
<b>Community Television Sets</b>	Maintenance of Community T.V Sets in the State	700 Gram Panchayats & SC & ST colonies – 25 Other Institutions	Maintenance of Community T.V Sets in the State	700 Gram Panchayats & SC & ST colonies – 25 Other Institutions	
<b>Photo Services</b>	Photo coverages of Hon'ble C.M, Hon'ble Ministers and other important events and programmes	A total number of 7,372 coverages conducted and released to newspapers.	Photo coverages of Hon'ble C.M, Hon'ble Ministers and other important events.	A total No. of 8,150 Photo coverages conducted and released to newspapers during the year.	
<b>Telangana Journal</b>	Publishing Telangana monthly magazine from October 2014 onwards in Telugu and from July 2015 in Urdu language.	Telangana Magazine is published 10,000 copies of Telugu and 5,000 copies of Urdu language.	Publishing monthly magazine from October 2014 onwards in Telugu and from July 2015 in Urdu language	Publication of Telangana Monthly Magazines in Telugu- 1,24,000 copies Urdu - 50,000 copies	

## CHAPTER - V

### Financial Review

(Rupees in lakhs)

Sl. No.	Source of Financing	Accounts 2015-16	Budget Estimates 2016-17	Revised Estimates 2016-17	Budget Estimates 2017-18
1	Films	1066.28	1150.60	1150.60	1009.70
2	Direction and Administration	3244.15	4117.99	3117.99	3332.46
3	Research and Training in Mass Communications	1040.35	1000.00	1000.00	1120.00
4	Advertising and Visual Publicity	16809.46	24139.91	24139.91	25053.78
5	Press Information Service (Press Academy)	2065.17	10049.39	49.39	3054.58
6	Information Commission(RTI)	704.97	793.27	793.27	704.66
	<b>Total :</b>	<b>24930.38</b>	<b>41251.16</b>	<b>30251.16</b>	<b>34275.18</b>

## CHAPTER - VI

### Review of Performance of Statutory and Autonomous Bodies

#### I) STATE FILM TELEVISION AND THEATRE DEVELOPMENT CORPN. LTD:

The State Film, Television and Theatre Development Corporation Limited has been appointed as nodal agency for promotion of film industry in the State.

##### 1. PRODUCTION OF DOCUMENTARIES AND NEWSREELS:

The Corporation produces Documentary films and newsreels on behalf of the Government in digital format and video format. The Digital format documentary films on development and welfare schemes are screened in cinema theatres to which the Corporation issues “No Objection Certificates” in the State.

The Corporation has taken steps to pool funds from the Government departments as well as public sector undertakings for production of documentaries, video and short films on various welfare schemes taken up by them.

The Corporation has produced 15 Documentary films on various welfare schemes taken up by the Government for the year 2016-17 viz., 1.Ankapur-Gramajyothi, 2.She Teams, 3.Mulkanoor (Grama Jyothi), 4.Kalyana Laxmi, 5.Jayahe Telangana, 6.Shadi Mubharak, 7.Hoshiyar-urdu (Artificial ripening of fruits by using Carbide), 8.Advitiyam (2nd Telangana Formation Day celebrations ), 9.Haritha Haram - 2 nos., 10.Iftar-vindu, 11.Krishna Pushkaralu - 2 nos., 12. Batukamma Panduga and 13. Vemulavada Rajanna (Mahashivaratri ).

The Corporation is proposing to produce 36 documentary films on various welfare schemes and developmental activities of the Government for the year 2017-18.

#### **PRODUCTION OF VIDEO FILMS AND QUICKIES:**

During the year 2016-17, the Corporation has produced 16 TV spots on various welfare schemes and developmental activities of the Government and the same have been handed over to information and Public Relations Department for telecasting them through different television channels for the benefit of viewers and general public.

The Corporation is proposing to prepare 12 video films of 25 to 30 minutes duration and 24 TV spots on the Government development activities for the financial year 2017-18.

#### **PREPARATION AND SUPPLY OF PRE-RECORDED AUDIO CASSETTES AND COMPACT DISCS:**

During the year 2016-17, the Corporation has produced 7 Audio songs on **Krishna Pushkaralu** and prepared 5000 audio CDs.

The Corporation is proposing to prepare 20 Audio songs on Government development activities for the financial year 2017-18.

## **2. SUBSIDY TO FEATURE FILMS:**

### **INCENTIVES TO TELUGU FEATURE FILMS AND CHILDREN FILMS :**

As a part of encouragement to Telugu film producers in the State, the Government is offering incentives by way of cash subsidy and concessions in Entertainment Tax.

**FOR TELUGU FEATURE FILMS AND CHILDREN FILMS** which are registered with the Corporation and produced and released in State. The Government have recently constituted a Committee for framing rules and regulations for registration of Telugu feature films/ Children films and framing guidelines for considering the subsidy amount for Telugu feature films / Children films.

## **3. SCHOLARSHIP AND STIPENDS:**

To encourage students hailing from Telangana State, who are studying in Film and Television Institute of India, Pune and Chennai, the Corporation is awarding scholarship of Rs.10, 000/- per student per year.

During the year 2016-17, the Corporation has released scholarships to three students studying in Film and Television Institute of India, Pune.

## **4. STATE FILM AWARDS:**

The Government have proposed to present Telangana State Film Awards for the Best Telugu feature films produced and certified by Censor Board between 2.6.2014 to 31.12.2015. Recently, entries were also received by the Corporation.

The Committee for selection of Telangana State Film Awards is being constituted by the Government.

**5. FINANCIAL ASSISTANCE OF NATAKA SAMAJAMS:**

During the year 2016-17, the Corporation has sanctioned and released @ Rs.25,000/- as financial assistance to 31 Nataka Samajams, totalling to Rs. 7,75,000/-.

**6. DEVELOPMENT OF FILM INDUSTRY:**

The Government has sanctioned and released an amount of Rs.1.00 Crore during 2016-17, for organising Indywood Film Carnival at Hyderabad, wherein artistes and technicians from various countries have participated.

The Government is proposed the following for the development of film industry in the State .

- Introduction of 'Online Ticketing system' in all the cinema theatres in the State to ensure transparency in ticket sales.
- Introducing "Single Window Shooting permission system" to encourage film producers to save time and get the permissions easily through online.
- Introducing 5th show, for the benefit of Low Budget film producers in the State.

- Increase of screens for Low budget films from 35 to 100 nos.,
- “No objection Certificate” for issue “B” form license for five years to the cinema theatre
- Construction of Mini Cultural centres with 200 - 300 seating capacity in district headquarters and nearby bus stations and railway stations.
- Establishment of Film Institute near Hyderabad, in all 24 crafts of film industry, on International standards.
- Extending facilities to cine workers.

#### **TELANGANA STATE PRESS ACADEMY, HYDERABAD.**

The Telangana State Press Academy came into existence on 2<sup>nd</sup> June, 2014 i.e. the date on which the erstwhile State of Andhra Pradesh was bifurcated.

The erstwhile Press Academy of Andhra Pradesh was devolved to Telangana State by virtue of its location as per the Government Orders.

#### **TRAINING PROGRAMMES TO JOURNALISTS:**

The Government has released an amount of Rs.66.63 lakhs towards activities of Press Academy. The Academy is planning to organize training classes

for journalists at all the (31) districts of the State. The Academy is planning to design the study material with new syllabus giving importance to Telangana dialect and culture. The classes will start from the month of April 2017.

The Academy will conduct two days/three days Training Classes to journalists in all the districts in the State to improve their professional skills.

At present, the Academy has been conducting Mofussil Journalists Training Classes in association with Universities of our State but plans to conduct Classes in association with Journalists Unions as per the bye-laws of the Academy.

The Academy in association with college of Fine Arts of Jawaharlal Nehru Architecture and Fine Arts University (JNA&FAU) shall conduct (3) months training programme only on sundays for Photographers and Videographers of Print and Electronic Media at Hyderabad and also at district Headquarters.

Further the Academy shall conduct (6) training programmes exclusively for the Print and Electronic Media Journalists at different places in the State, so as to improve their professional skills and to equip them with the latest technology in their filed.

The Press Academy has entered into a MoU with Potti Sriramulu Telugu University to sponsor working Journalists for two year M.C.J. Course on a 25% fee concession borne by the Academy.

## **TELANGANA JOURNALIST WELFARE FUND:**

The Government has announced Corpus Fund towards Journalist Welfare Fund and an amount of Rs. 20.00 Crores was released to the Telangana State Press Academy during the financial years 2014-15 and 2015-16 @ Rs. 10.00 Crores per year. During this financial year 2016-17 also an amount of Rs.10.00 Crore has been sanctioned. This amount was deposited in a nationalized bank and the interest amount accrued there upon is being used for the journalist welfare.

A committee headed by the Chairman, Telangana State Press Academy, Hyderabad shall supervise the sanctions to the journalists.

An amount of Rs.30 Crores has been proposed for the financial year 2017-18 towards Journalists Welfare Fund.

Financial Assistance up to a maximum of Rs.1,00,000/- in each case of deceased journalist and Rs.50,000/- in case of incapacitisation, due to ill health/ major accident of working journalist. A pension @ Rs.3,000/- per month for a period of five years to the wife/mother/father of the deceased journalists and Rs.1,000/- per month towards Tution fee for the education of two children up to 10<sup>th</sup> class. This expenditure has been met from the interest accrued on the fixed deposited corpus fund in nationalized bank. So far Rs.78.50 lakhs was distributed to (86) cases. The breakup of the sanctioned amount distributed by the Telangana State Press Academy is Rs.71.00 lakhs towards financial assistants to the (71) dependant family members of the deceased Journalists @ Rs.1.00 lakh and an amount of Rs.7.50 lakhs towards financial assistants to the (15) ill-health and incapacitated journalists @ 50,000/- during the financial year 2016-17.

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**KALVAKUNTLA CHANDRASEKHAR RAO**

**Chief Minister  
Government of Telangana**