

Prasar :Bharati
(India's Public Service Broadcaster)
Directorate General : Doordarshan
(Budget Section)

F.No.G-21017/6/2019-B.I

Dated 27.09.2019

Subject: Allocation of Budget of Rs.9,88,00,000/- to 19 Regional Kendras for executing Krishi Darshan programmes production under the scheme of "Mass Media Support of Agriculture Extension" for Ministry of Agriculture & Farmers Welfare for F.Y. 2019-20.

Reference is invited to Addl. Director General, (Kisan Channel)'s proposal vide their note on file No.9/1/2018-P.III(NC) dated 30.08.2019 on the subject mentioned above.

2. In this regard, the proposal has been examined and the competent authority has approved for allocation of funds to the extent of Rs.9,88,00,000/- (Rs.Nine Crore Eighty Eight Lakh only) to 19 regional Kendra's for executing Krishi Darshan programme production under the scheme of "Mass Media Support to Agriculture Extension" for Ministry of Agriculture & Farmers Welfare for financial year 2019-20 as details mentioned below:-

S. N.	Name of Kendra	<u>Total No. of Fresh Prog.</u>	<u>Total Amount required for the period 2019-20</u>
		(5 Fresh Prog. Per Week X 52Weeks) (5 Fresh Prog. X 52 Week=260 Fresh Prog.)	@ Rs. 20,000/- per Fresh Prog. (260 Fresh Prog. X Rs. 20,000/- =Rs. 52,00,000/- for each Kendra)
1	Thiruvananthapuram	260	Rs. 52,00,000
2	Shimla	260	Rs. 52,00,000
3	Jaipur	260	Rs. 52,00,000
4	Jalandhar	260	Rs. 52,00,000
5	Patna	260	Rs. 52,00,000
6	Srinagar	260	Rs. 52,00,000
7	Raipur	260	Rs. 52,00,000
8	Bangalore	260	Rs. 52,00,000
9	Bhopal	260	Rs. 52,00,000
10	Bhuvneshwar	260	Rs. 52,00,000
11	Chennai	260	Rs. 52,00,000
12	Hyderabad	260	Rs. 52,00,000
13	Guwahati	260	Rs. 52,00,000
14	Ranchi	260	Rs. 52,00,000
15	Kolkata	260	Rs. 52,00,000
16	Mumbai	260	Rs. 52,00,000
17	Ahmedabad	260	Rs. 52,00,000
18	Lucknow	260	Rs. 52,00,000
19	Vijayawada	260	Rs. 52,00,000
Total			Rs.9,88,00,000

3. A new Sub-head namely "Krishi Darshan" is created for keeping account of outflow of funds on this account.

4. All 19 Kendras are requested to send the details of expenditure incurred under this programme every month to this Directorate by 5th of the following month. In case of the expenditure being nil in a particular month, a nil report may also be sent by the due date.

LOA

Contd...2/-

Prasar :Bharati
(India's Public Service Broadcaster)
Directorate General : Doordarshan
(Budget Section)

-2-

5. Funds of Rs. 9,88,00,000/- (Rs. Nine Crore Eighty Eight Lakh only) is allocated to above 19 regional Kendras out of Revenue of Rs.29,92,06,700/- received from the Ministry of Agriculture & Farmers Welfare vide letter No.10(1)/2019-MM/Extn.(FTS-70244) dated 28.05.2019 as confirmed vide Programme Executive CO, DD Kisan Channel, Narrowcasting Cell(P.III Section), DG:DD and also stated that total amount of Rs.55,99,86,700/- (Including GST) credited in the Prasar Bharati Receipt Account as on 02.07.2019 which includes the amount of Rs.29,92,06,700/-.

6. Prasar Bharati Secretariat is, therefore, requested to release cash of Rs. 9,88,00,000/- to above 19 regional Kendras accordingly.

7. This issues with the approval of DG, DD.

Encl.:As above.


(K.C. Jain)

Deputy Director(Budget)

The Dy. Director General(Fin.)
Prasar Bharati Sectt.,
Prasar Bharati House,
New Delhi

Copy to:-

1. ADG(B&A), Prasar Bharati Sectt., Prasar Bharati House, New Delhi.
2. Dy. Director(A/cs), Prasar Bharati Sectt., New Delhi.
3. Head of Office, 19 DDK as mentioned above.
4. PPS to DG, Doordarshan, New Delhi.
5. PPS to ADG(F)/PPS to DDG(F)/DD(B) at DG:DD New Delhi.
6. ADG(KC),DG:DD/Programme Executive Co. DD, Kisan Channel alongwith original F.No.9/1/2018-P.III(NC).
7. Section Officer, P.III Section, DG:DD.