

INFORMATION & MEDIA DEVELOPMENT

Vision:

To promote cause of Kashmiri's struggle for freedom and to mobilize International opinion toward just and peaceful solution of Kashmir issue through electronic and print media. Broad-based coverage and projection of developmental activities both in public and private sectors in AJK for awareness raising of general public promotion of Kashmiri art, culture, language and to mirror socio-economic development of AJK across line of control.

Policy:

- ◆ Promote cause of freedom movement.
- ◆ Nullify Indian propaganda against just and peaceful struggle of freedom.
- ◆ Project soft image of Kashmiri's across the globe.
- ◆ Project and promote the government policies and activities.
- ◆ Conserve and project Kashmiri's art, culture and historic heritage.
- ◆ Promote positive values among the educated youth of Kashmir and to channelize their potential towards constructive activities and progressive programmes.
- ◆ Expand the existing net-work of information sharing.
- ◆ Preservation and protection of cultural heritage, inter-alia, through public private partnership.

Strategic Interventions

- ◆ Strengthening of Information Department.
- ◆ Setting up of Information and Media centers throughout AJK.
- ◆ Preparation of documentary films ranging from technological to political and scientific themes.
- ◆ Establishment of News Agencies.
- ◆ Setting up of Press Clubs

Salient Features of ADP 2012-13 & 2013-14

Information & Media Development Sector's projected outlay for the year 2013-14 is planned Rs. 5.000 million. This allocation shows about 0.05% of the core ADP 2013-14. Information & Media Development schemes portfolio comprises of 02 schemes, 01 ongoing & 01 new with Revised Allocation of Rs. 15.000 million. On going scheme is allocated Rs. 77% of ADP while 23% is allocated against new scheme. 01 scheme is targeted for completion in financial year 2013-14. Total financial outlay of the sector from GoAJK is as under:-

Targets /Achievements		Rs. million
Source	Revised Allocation 2012-13	Allocation 2013-14
Development	15.000	5.000
Non-Development	80.000	84.000

Intervention	Targets 2012-13	Achievements 2012-13	Proposed Targets for 2013-14 (Nos.)
Human Resource	24	24	24
Training	20	18	2
Purchase of Equipment	102	90	12
Construction of Building of Information Centers	-	-	10

Completion Status of Projects

No. of Projects

Year	Planned	Actual
2012-13	-	-
2013-14	1	-

Summary

PUBLIC SECTOR DEVELOPMENT PROGRAMME 2013-14, AZAD JAMMU & KASHMIR

(Rupees in Million)

Ser. No.	Sector/Sub Sector	No. of Schemes	Approved(Rev.)/Estimated Cost			Financial Progress				Allocation 2013-14			Progress in %age terms		Expenditure Beyond 2013-14
			Total	FEC Own Res.	Foreign Aid (Credit)	Expenditure upto June, 2012	Budget Estimates, 2012-13	Revised Estimates, 2012-13	Expected Expenditure upto June, 2013	Total	FEC Own Res.	Foreign Aid (Credit)	upto June, 2013	Expected upto June, 2014	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

Information & Media Development

a). Information & Media Dev.															
On Going	1	62.389	0.000	0.000	43.522	15.000	15.000	58.522	3.867	0.000	0.000	94%	100%	0.000	
New	1	90.360	0.000	0.000	0.000	0.000	0.000	0.000	1.133	0.000	0.000	0%	1%	89.227	
Total	2	152.749	0.000	0.000	43.522	15.000	15.000	58.522	5.000	0.000	0.000	38%	42%	89.227	
Information & Media Development															
Ongoing	1	62.389	0.000	0.000	43.522	15.000	15.000	58.522	3.867	0.000	0.000	94%	100%	0.000	
New	1	90.360	0.000	0.000	0.000	0.000	0.000	0.000	1.133	0.000	0.000	0%	1%	89.227	
Total	2	152.749	0.000	0.000	43.522	15.000	15.000	58.522	5.000	0.000	0.000	38%	42%	89.227	

PUBLIC SECTOR DEVELOPMENT PROGRAMME 2013-14, AZAD JAMMU & KASHMIR

SECTOR: Information & Media Development

SUB-SECTOR: Information & Media Dev.

(Rupees in Million)

Unique Reference No.	Ser. No.	Name of the Project with Status & Location	Date of First Approval/ Completion as per last PC-1	Approved(Rev.)/Estimated Cost			Financial Progress				Allocation 2013-14			Progress in %age terms		Expenditure Beyond 2013-14
				Total	FEC Own Res.	Foreign Aid (Credit)	Expenditure upto June, 2012	Budget Estimates, 2012-13	Revised Estimates, 2012-13	Expected Expenditure upto June, 2013	Total	FEC Own Res.	Foreign Aid (Credit)	upto June, 2013	Expected upto June, 2014	
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

ONGOING PROJECTS

IMD 1	1	Strengthening of Information Department of AJ&K	25-Mar-09 30-Jun-13	34.661 62.389	0.000	0.000	43.522	15.000	15.000	58.522	3.867	0.000	0.000	94%	100%	0.000
Total OnGoing (Information & Media Dev.)				62.389	0.000	0.000	43.522	15.000	15.000	58.522	3.867	0.000	0.000	94%	100%	0.000

PUBLIC SECTOR DEVELOPMENT PROGRAMME 2013-14, AZAD JAMMU & KASHMIR

SECTOR: Information & Media Development

SUB-SECTOR: Information & Media Dev.

(Rupees in Million)

Unique Reference No.	Ser. No.	Name of the Project with Status & Location	Date of First Approval/ Completion as per last PC-1	Approved(Rev.)/Estimated Cost			Financial Progress				Allocation 2013-14			Progress in %age terms		Expenditure Beyond 2013-14
				Total	FEC Own Res.	Foreign Aid (Credit)	Expenditure upto June, 2012	Budget Estimates, 2012-13	Revised Estimates, 2012-13	Expected Expenditure upto June, 2013	Total	FEC Own Res.	Foreign Aid (Credit)	upto June, 2013	Expected upto June, 2014	
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

NEW PROJECTS

IMD 8	1	Construction of District Information Centers	Un-App	90.360	0.000	0.000	0.000	0.000	0.000	0.000	1.133	0.000	0.000	0%	1%	89.227
Total New (Information & Media Dev.)				90.360	0.000	0.000	0.000	0.000	0.000	0.000	1.133	0.000	0.000	0%	1%	89.227
Total (Information & Media Dev.)				152.749	0.000	0.000	43.522	15.000	15.000	58.522	5.000	0.000	0.000	38%	42%	89.227
Total Information & Media Development				152.749	0.000	0.000	43.522	15.000	15.000	58.522	5.000	0.000	0.000	38%	42%	89.227