

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.
- ❖ Introduce modern technology and trends in the performing arts (to cover both theater and film)
- ❖ 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

Information & Media Development Sector's projected outlay for the year 2012-13 is planned Rs. 15.000 million. This allocation shows about 0.16% of the core ADP 2012-13. Information & Media Development schemes portfolio comprises of 01 scheme, with an allocation of Rs. 15.000 million. Ongoing scheme is allocated 100 % of ADP.

Targets /Achievements

Intervention	Benchmark June 2011	Targets 2011-12	Achievements 2011-12	Accumulative Achievements 2011-12	MDGs 2015		MTDF 2010-15		Proposed Targets for 2012-13 (Nos.)
					Targets	Achievements	Targets	Achievements	
Human Resource	24	24	24	24	-	-	-	-	24
Training	-	10	-	-	-	-	-	-	20
Purchase of Equipment	33	112	10	43	-	-	-	-	102

Completion status of Projects

Year	Planned	Actual
2011-12	-	-
2012-13	-	-

Summary of Investment from all Sources

Sector: - INFORMATION & MEDIA DEVELOPMENT:

S.#	Source	Allocation 2011-12		%age	Allocation 2012-13		%age
		Total	Information & Media Dev.		Total	Information & Media Dev.	
1.	Development	8284.000	14.400	0.17	9547.036	15.000	0.16
2.	Non Development	36241.000	75.097	0.21	40050.000	70.461	0.17
	Total	44525.000	89.497	-	49597.036	85.461	-

PUBLIC SECTOR DEVELOPMENT PROGRAMME 2012-13, 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 2012-13			Progress in %age terms		Expenditure Beyond 2012-13
				Total	FEC Own Res.	Foreign Aid (Credit)	Expenditure upto June, 2011	Budget Estimates, 2011-12	Revised Estimates, 2011-12	Expected Expenditure upto June, 2012	Total	FEC Own Res.	Foreign Aid (Credit)	upto June, 2012	Expected upto June, 2013	
<i>0</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>10</i>	<i>11</i>	<i>12</i>	<i>13</i>	<i>14</i>	<i>15</i>	<i>16</i>
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	29.122	16.000	14.400	43.522	15.000	0.000	0.000	70%	94%	3.867
Total OnGoing (Information & Media Dev.)				62.389	0.000	0.000	29.122	16.000	14.400	43.522	15.000	0.000	0.000	70%	94%	3.867
Total (Information & Media Dev.)				62.389	0.000	0.000	29.122	16.000	14.400	43.522	15.000	0.000	0.000	70%	94%	3.867
Total Information & Media Development				62.389	0.000	0.000	29.122	16.000	14.400	43.522	15.000	0.000	0.000	70%	94%	3.867