

Information & Media Development

Vision

To promote cause of Kashmiri 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.
- 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.
- Establishment of Information and Media centers throughout AJK.
- Preparation of documentary films ranging from technological to political and scientific themes.
- Establishment of News Agencies/press clubs.

Salient Features of ADP 2013-14 & 2014-15

Information & Media Development Sector's projected outlay for the year 2014-15 is planned Rs. 10.000 million. The portfolio includes Strengthening of Information & Media Department which is scheduled for completion and construction of Head Office of Media at Muzaffarabad. Total financial outlay of the sector from GoAJK is as under:-

Source	Revised Allocation 2013-14 Rs. million	Allocation 2014-15 Rs. million
Development	5.000	10.000
Non-Development	77.120	88.979

SUMMARY
ANNUAL DEVELOPMENT PROGRAMME 2014-15, AZAD JAMMU & KASHMIR

(Rupees in Million)

Sector/Sub-Sector	No. of Schemes	Approved(Rev.)/ Estimated Cost	Financial Progress			Allocation 2014-15	Expected Progress Upto June 2015 (%)	Throw Forward as on 01-07-2015
			Budget Estimates 2013-14	Revised Estimates 2013-14	Expected Expenditure Upto June 2014			
1	2	3	4	5	6	7	8	9
Information & Media Development								
a.) Information & Media Development								
On Going	1	74.312	3.867	5.000	63.522	9.000	98%	1.790
New	1	35.000	1.133	0.000	0.000	1.000	3%	34.000
Total	2	109.312	5.000	5.000	63.522	10.000	67%	35.790
Information & Media Development								
Ongoing	1	74.312	3.867	5.000	63.522	9.000	98%	1.790
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ANNUAL DEVELOPMENT PROGRAMME 2014-15, AZAD JAMMU & KASHMIR

SECTOR:

Information & Media Development

(Rupees in Million)

SUB-SECTOR:

Information & Media Development

Ser. No. Ref.#	Name of the Project with Status & Location	Date of Approval/ Completion App. Forum	Approved(Rev.)/ Estimated Cost	Financial Progress			Allocation 2014-15	Expected Progress Upto June 2015 (%)	Throw Forward as on 01-07-2015
				Budget Estimates 2013-14	Revised Estimates 2013-14	Expected Expenditure Upto June 2014			
1	2	3	4	5	6	7	8	9	10
ONGOING PROJECTS									
1 IMD-1	Strengthening of Information Department of AJ&K	25 Mar 2009 30 Jun 2015 AKDWP	34.661 74.312 R.Revised	3.867	5.000	63.522	9.000	98%	1.790
Total On Going Information & Media Development			74.312	3.867	5.000	63.522	9.000	98%	1.790

NEW PROJECTS									
1 IMD-8	Construction of Head Office of Media at Muzaffarabad	Un-App	35.000	1.133	0.000	0.000	1.000	3%	34.000
Total New Information & Media Development			35.000	1.133	0.000	0.000	1.000	3%	34.000
Total Information & Media Development			109.312	5.000	5.000	63.522	10.000	67%	35.790
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