

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:2522  
ANSWERED ON:10.03.2000  
PROFIT FROM ADVERTISEMENT  
BRIJBHUSHAN SHARAN SINGH;CHANDRAKANT BHAURAO KHAIRE

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) the profits earned by the Doordarshan from advertisements during each of the last three years, Doordarshan Kendra-wise; and
- (b) the amount spent on maintenance and modernisation/renovation of these Doordarshan kendras during the said period, particularly in Maharashtra.

**Answer**

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT  
(SHRI ARUN JAITLEY)

- (a) : Details of gross commercial revenue earned by Doordarshan (Kendra-wise) during 1996-97, 1997-98 and 1998-99 are annexed.
- (b) : Expenditure incurred on modernisation and replacement of equipment under Studios sub-head in respect of various Doordarshan Kendras is as under :

Year	Expenditure in lakhs
1996-97	Rs.1432.00
1997-98	Rs.4520.88
1998-99	Rs.1680.61

Similar details in respect of Maharashtra are as follows :

Year	Expenditure in lakhs
1996-97	Rs.43.03
1997-98	Rs.47.86
1998-99	Rs.51.88

ANNEXURE AS REFERRED TO IN REPLY TO PART (a) OF LOK SABHA UNSTARRED QUESTION NO. 2522 FOR ANSWER ON 10.3.2000

**GROSS REVENUE EARNED BY DOORDARSHAN KENDRAS**

(Rs. in crores)

S.No. Name of Kendra 1996-97 1997-98 1998-99

1.National Network 283.55 263.88 211.55

2.DD-2/Metro 102.74 93.79 73.51

3.DD-International 0.00 0.54 0.47

4.Delhi LPT 18.04 4.93 5.81

5.Ahmedabad 3.14 1.90 2.78

6.Bangalore 26.28 21.97 13.73

7Bhopal 0.89 0.97 1.81

8.Bhubaneshwar 2.37 2.05 2.01

9.Calcutta 17.75 15.58 16.80

10.Guwahati 0.90 0.96 0.98

11.Hderabad 24.13 18.10 14.62

12.Jaipur 0.93 0.92 1.21

13.Jalandhar 2.46 2.50 5.02

14.Lucknow 3.53 2.80 3.10

15.Mumbai 26.17 14.49 14.25

16.Patna 0.30 0.64 1.20

17.Chennai 42.83 27.64 14.70

18.Trivandrum 16.71 16.60 15.31

19.Srinagar 0.00 0.09 0.46

20.Gorakhpur 0.00 0.00 0.00

21.Jammu 0.00 0.00 0.00

Total 572.72 490.00 399.32