

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

UNSTARRED QUESTION NO:3099
ANSWERED ON:16.03.2001
EXCLUSIVE CHANNEL FOR SANSKRIT
ANANDRAO ADSUL

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

- (a) whether the Government propose to start an exclusive channel for telecasting programmes in Sanskrit;
- (b) if so, by when; and
- (c) if not, the reasons therefor?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): Prasar Bharati have intimated that there is no such proposal under their consideration.

(b): Does not arise.

(c): Programmes in Sanskrit language have a very small viewership with limited potential for expansion of the viewership base. As such, it is not considered feasible by Prasar Bharati to start an exclusive channel for telecasting programmes in Sanskrit.