

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

UNSTARRED QUESTION NO:5163

ANSWERED ON:20.04.2001

ADVERTISEMENT REVENUE

A. VENKATESH NAIK;CHANDRAKANT BHAURAO KHAIRE

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

(a) The State-wise details of revenue collected by each centre through commercial advertisements on AIR/Doordarshan in the country during the years 1998-99, 1999- 2000 and 2000-01, separately;

(b) whether the collection could not be made as per target fixed in this regard;

(c) if so, the reasons therefor; and

(d) the steps being taken by the Government to increase the revenue collection from commercial advertisements during 2001-02 alongwith the target fixed, if any, in this regard?

Answer

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

(a), (b) & (c) : Information is being collected and will be laid on the Table of the House.

(d): Prasar Bharati has informed that they have initiated a number of steps, within the parameters of Public Broadcaster, to increase its revenue generation. The steps include adopting a proactive and market friendly approach towards producers, advertisers, advertising agencies and sponsoring bodies; functional autonomy to regional centres with regard to commercial matters, establishment of an in-house Marketing Wing in Mumbai to ensure effective marketing of programmes, etc. The revenue collection of Prasar Bharati during 2001-02 is targeted to be Rs.750 crores.