

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

UNSTARRED QUESTION NO:539
ANSWERED ON:21.11.2002
REVENUE EARNED BY PRASAR BHARATI
ASHOK NAMDEORAO MOHOL

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

- (a) the yearly running cost of Prasar Bharati as well as its revenue earnings;
- (b) the steps taken by the Government to improve the revenue earning of Prasar Bharati;
- (c) whether there is any proposal to make DD sports to become free channel;
- (d) if so, the logic behind it; and
- (e) the steps taken by the Government to ensure the telecast of all DD channels through Cable Operators?

Answer

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

(a): Prasar Bharati has informed that the running cost of Prasar Bharati and revenue earned by it during 2001-02 is Rs 1050.83 crores and Rs. 711.88 crores respectively.

(b): Prasar Bharati has initiated a number of steps, within the mandate of Public Service Broadcaster, to increase its revenue generation. The strategy, inter alia, adopted by Prasar Bharati in this regard is :-

(i) to optimally utilize its infrastructure facilities.

(ii) to improve its marketing mechanism;

(iii) to make sustained efforts to obtain funds from various Government departments for making in-house programmes.

(c): The matter is sub-judice.

(d): Does not arise.

(e): Cable Television Networks Regulation Act, 1995 stipulates that all cable operators in the Country must carry three DD Channels, as notified by Prasar Bharati, on the Prime Band. It is the constant endeavor of Prasar Bharati to obtain compliance with regard to compulsory transmission of the notified DD Channels. DD is also carrying out an awareness campaign to make people aware of their rights. DD has informed that they are meeting Cable Operators at regular intervals to monitor the Doordarshan Channels being carried by the Cable Operators. The Government has also taken up the matter with the State Governments.