

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

UNSTARRED QUESTION NO:3276  
ANSWERED ON:13.03.2003  
PERFORMANCE OF AIR/DD  
YEMPARALA VENKATESWARA RAO

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

- (a) whether in a random check officials of All India Radio and Doordarshan have been found to be unable to perform even mundane acts;
- (b) if so, the reasons and details thereof; and
- (c) the steps taken/likely to be taken to make the public sector organizations compete effectively with other private channels?

**Answer**

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVISHANKAR PRASAD)

(a) : No, Sir.

(b) : Does not arise.

(c) : Without diluting its mandate as a public service broadcaster, Prasar Bharati is taking steps to match the competition. For this purpose, Prasar Bharati has revised guidelines for sponsorship of programmes/serials on its channels. A creative Advisory Committee, constituted in 2002, which consists of eminent media experts from various fields of art, culture and journalism, regularly reviews creative content of the national channel and of the news. Action has been taken for improving the style of presentation and of promotion of programmes. Effective steps have been taken to improve the quality of transmission. It is Prasar Bharati's endeavour to improve the quality of its programmes and it is a continuous process.