

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

UNSTARRED QUESTION NO:3312
ANSWERED ON:11.08.2000
RADIO SRI LANKA
PON RADHAKRISHNAN

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

- (a) whether the Government are aware that Radio Srilanka (Colombo International Radio) has very powerful transmitting stations having a large broadcasting width which covers Southern parts of the country;
- (b) if so, the details thereof;
- (c) whether a large number of advertisers give their advertisements to this radio station;
- (d) if so, whether this phenomenon occurs loss to the local AIR stations;
- (e) if so, the steps taken/proposed to be taken by the Government to counter this; and
- (f) the time by which AIR broadcasting transmitters are likely to be upgraded?

Answer

MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE MINISTRY OF LAW, JUSTICE AND COMPANY AFFAIRS (SHRI ARUN JAITLEY)

- (a) & (b) :Yes, Sir. High Power Transmitting Stations of Srilanka covering Southern Part of India are located in Srilanka at Ekala (on Short Wave Band) and at Puttalam and Maho (on Medium Wave Band)
- (c) : Yes, Sir.
- (d) : This phenomenon has caused some loss of revenue to AIR Stations in the area.
- (e): Prasar Bharati is making all out efforts to attract advertisements from the market by selling air time directly to clients through incentives and concession.
- (f) : AIR already operates on High Power Transmitters (HPTs) in Tamil Nadu and Kerala. At present, there is no scheme to further upgrade the power of HPTs in these States during 9th Five Year Plan