

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

UNSTARRED QUESTION NO:5362

ANSWERED ON:15.05.2007

EARNING OF PRASAR BHARATI

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

- (a) the revenue earned by Prasar Bharati during the last three years, year-wise and State-wise;
- (b) whether the earning of Prasar Bharati is not enough even to meet its revenue expenditure;
- (c) if so, the amount diverted to meet Prasar Bharati's revenue expenditure and developmental activities during each of the last three years; and
- (d) the steps taken to increase the revenue earning of Prasar Bharati?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a): The revenue earnings of Prasar Bharati, i.e., Doordarshan and All India Radio for the last three years, year-wise, are at Annexure A and Annexure B, respectively. Figures of revenue earnings in respect of Doordarshan are given location-wise.

(b)&(c): The funding pattern of Prasar Bharati is broadly determined by the Government of India as grants and loans for specific purposes and these funds are spent on the activities specified by the Government. Therefore, the question of meeting the expenditure of Prasar Bharati from its own revenue or diversion of funds by Prasar Bharati for any other activity does not arise.

(d): Prasar Bharati has taken the following steps to increase the revenue earnings:

- (i) Self finance commissioning scheme was introduced.
- (ii) Marketing Divisions were set up at eight different places in the country.
- (iii) Programmes which can fetch better revenue are produced in consultation with Marketing Divisions.
- (iv) Special programme are produced in consultation with some Government Departments / PSUs to improve content and get better revenue.
- (v) Special programmes are produced to cover festivals, etc.
- (vi) Additional News programmes have been introduced at Regional Kendras to increase the audience.
- (vii) A cash outflow scheme has been introduced which brings in revenue on the one hand and expands coverage on the other.
- (viii) Installation of Electronic Display System at various stations of All India Radio
- (ix) Broadcasting interactive programmes to increase direct participation of the listeners through phone-in-devices and field recordings.
- (x) Starting AIR resources as a market oriented Engineering Division.
- (xi) All the Stations of AIR of late have enhanced dedicated time-slots for their specific target audiences, viz., women, children, youth, rural community, music lovers, industrial workers and farmer, etc.
- xii) Exploring other sources like sale of recordings, entering into MoUs with different Ministries, imparting training to the outside Departments, etc.