

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

UNSTARRED QUESTION NO:1336
ANSWERED ON:21.08.2007
EARNING OF PRASAR BHARATI
Dhumal Prof. Prem Kumar;Rao Shri Sambasiva Rayapati

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

- (a) whether the Prasar Bharati has set a record of sorts in its earning;
- (b) if so, the details thereof;
- (c) whether the Government has devised any method to increase the earning of Prasar Bharati; and
- (d) if so, the details thereof?

Answer

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

(a) & (b): Yes, Sir. The details of commercial revenue earned during the last five years by Prasar Bharati, are as following:-

Year	Revenue (Rupees in crores)
2002-03	584.17
2003-04	551.93
2004-05	690.76
2005-06	1046.83
2006-07	975.67

(c) & (d): Prasar Bharati is an autonomous body and Government does not interfere in its functioning. AIR & DD make their own efforts for effective utilization of infrastructure, proper planning, marketing and monitoring of revenue realization for increasing the revenue. Prasar Bharati being a Public Service Broadcaster, its primary objective is to inform, educate and entertain the masses across the length and breadth of country. Revenue generation can only be a by-product of its main focus.