

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

UNSTARRED QUESTION NO:1863  
ANSWERED ON:09.03.2010  
REVENUE EARNED BY DD AIR  
Patel Shri R.K. Singh

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

- (a) whether the Public Broadcasters of the Doordarshan and AIR, are dependent upon the Government entirely for their finances;
- (b) if so, the details thereof;
- (c) whether the Government has made any efforts to increase the revenue of Doordarshan/All India Radio (DD/AIR);
- (d) if so, the details thereof; and
- (e) the other steps taken/being taken to generate adequate revenue for self-sustenance?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (Dr. S. JAGATHRAKSHAKAN)

(a)&(b): No Sir

(c)to(e): Yes Sir, Prasar Bharati has been making continuous efforts to improve the revenue earnings of All India Radio and Doordarshan.

As regards All India Radio, following initiatives have been taken:

- (i) Changing the Fixed Point Chart at regular intervals to include more popular programmes so as to attract more advertisements/commercials.
- (ii) Broadcasting interactive programmes to increase direct participation of the listeners through phone-in devices and field recordings.
- (iii) All the Stations of AIR have of late enhanced dedicated time-slots for their specific target audience viz. Women & Children, Youth, Rural Community, Music Lovers, Industrial Workers and the Farmers etc.
- (iv) Starting AIR Resources as a market oriented Engineering Division.
- (v) Local variation component has been a driving force in popularizing radio and thus has increased revenue manifold. The program pattern of Vividh Bharati/ FM Channels has been changed and made more listener interest oriented so as to attract more buyers from the corporate sectors.

To increase the revenue share in Doordarshan, emphasis is being given on following:

- (i) Best quality programmes are being made in-house & also outsourced from professional production houses/ private producers through Self Financed Commissioning Scheme.
- (ii) Blockbuster popular films are being outsourced for improving the viewership and commercial revenue.
- (iii) Development Communication Division has been established to obtain business from Govt. Deptts. and Public Sector Undertakings on different themes and schemes of the Ministries and PSUs.

Further for ensuring professional marketing of Commercial airtime for both AIR and Doordarshan, Marketing Divisions have been established at New Delhi, Mumbai, Kolkata, Chennai, Hyderabad, Bangaluru, Thiruvananthapuram, Kochi, Guwahati and Jalandhar.

Also Audience research surveys are conducted by both AIR and Doordarshan so that programmes can be planned according to what the public desire.