

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

UNSTARRED QUESTION NO:1524
ANSWERED ON:03.08.2010
INCOME EARNED BY DD AIR KENDRAS
Sainuji Shri Kowase Marotrao

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

- (a) the details of income earned from advertisements, serials and other programmes, by the Akashwani and Doordarshan Kendras(DDK) during each of the last three years and the current year, separately, Akashwani/DDK-wise;
- (b) the profit margins out of the total income earned during the said period, separately;
- (c) whether some private companies owe advertisement fees to the Akashwani/Doordarshan;
- (d) if so, the details of the outstanding dues, company-wise; and
- (e) the steps being taken/proposed to be taken by the Government to recover the outstanding dues?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI C. M. JATUA)

- (a): Details as given by Prasar Bharati regarding the income earned from advertisements, serials and other programmes by All India Radio and Doordarshan during each of the last three years and the current year are given in Annexure – I.
- (b): Prasar Bharati is a public service broadcaster and its primary objective is to inform, educate and entertain people of this country. All India Radio and Doordarshan are the constituents of Prasar Bharati, which is registered as a Non-profit organization under Section 12 A read with Section 12 AA(1)(b) of the Income Tax Act, 1961.
- (c) & (d): Yes Sir. Total outstanding dues against private companies are annexed as Annexure-II.
- (e): The steps taken by All India Radio/Doordarshan to recover the outstanding dues are as under:-
 - # Monthly monitoring is done and reminders, noticed etc. are sent to defaulters to clear outstanding dues;
 - # After reminders if the dues are not cleared by the defaulting agencies, their credit facility is withdrawn by giving 15 days notice and their Bank Guarantees are encashed;
 - # No fresh publicity campaign / extension of publicity campaign is given to the defaulting agencies unless they agree to give advance payment and commit to abide by an agreed payment plan;
 - # In case of chronic defaulters, Legal action is taken to recover the dues.