

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

STARRED QUESTION NO:173

ANSWERED ON:08.03.2011

FINANCIAL HEALTH OF DD/AIR

Mahtab Shri Bhartruhari;Sivakumar Alias J.K. Ritheesh Shri K.

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

(a) whether the Government/Prasar Bharati (PB) has made any assessment regarding the financial health of Doordarshan (DD) and All India Radio (AIR);

(b) if so, the details thereof;

(c) whether the Doordarshan has been able to face the competition poised by private/regional channels effectively;

(d) if so, the details thereof alongwith the operational cost and revenue generation achieved by them during each of the last three years and the current year, DD/AIR-wise;

(e) whether any slippages have been noticed in the targets for revenue generation and consequent rise in the operational cost of DD and AIR;

(f) if so, the details thereof; and

(g) the steps being taken by the Government/PB for improving the financial viability of DD and AIR?

**Answer**

THE MINISTER OF INFORMATION & BROADCASTING (Smt. AMBIKA SONI)

(a) to (g) A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (g) OF LOK SABHA STARRED QUESTION NO. 173 FOR ANSWER ON 08.03.2011

(a) & (b) Yes Sir. Prasar Bharati by the very nature of the mandate it carries as the Public Service Broadcaster is largely dependent on Government funding. The Group of Ministers(GOM) on Prasar Bharati has considered various issues relating to the capital and financial restructuring and funding pattern of Prasar Bharati. The GOM has interalia recommended restoration of section 22 of Prasar Bharati (Broadcasting Corporation of India ) Act, 1990, conversion of all outstanding Government loans to grants and waiver of interest and penal interest thereon, all Plan funding to be only in the form of Grants, Government to support the operating expenses to the extent of 50%, waiver of accumulated arrears of Space and segment charges upto 31.3.2010. The projected requirement of Prasar Bharati during the year 2010-11 was to the order of `3000 crore. After extensive exercise and pruning, a budget of `2946 crore was allocated to both the Directorates (Doordarshan/All India Radio).

(c) & (d) Prasar Bharati, being a public service broadcaster, has to maintain certain standards in its broadcast and is not expected to compete commercially with other channels. The details of operating cost and revenue generated by AIR/DD for the last three years and the current year are given below:

Expenditure

(` in crore)

2007-08      2008-09

DD AIR Total    DD AIR Total

Non-Plan	657.72	851.15	1508.87	1204.44	1028.77	2233.21
Revenue Plan	219.87	44.21	264.08	68.48	1.96	70.44
Capital Plan	174.50	83.44	257.94	160.85	54.38	215.23
Total	1052.09	978.80	2030.89	1433.77	1085.11	2518.88

2009-10	2010-11 (upto Dec.2010)
DD AIR Total	DD AIR Total

Non-Plan	1276.32	1194.08	2470.40	922.54	777.00	1699.54
Revenue Plan	79.39	0.00	79.39	31.27	3.66	34.93
Capital Plan	65.29	85.33	150.62	42.09	25.01	67.10
Total	1421.00	1279.41	2700.41	995.90	805.67	1801.57

Revenue:

(`in crore)

Year	Net Commercial Resources	Total
	DD AIR	

2007-08	724.42	196.50	58.83	987.05
2008-09	737.05	194.42	69.44	1000.91
2009-10	828.48	215.92	102.03	1148.43
2010-11	528.48	195.46	35.39	759.33
(upto Dec.2010)				

e) & f) No Sir. As could be seen from the above table, the revenue of Prasar Bharati has been witnessing a gradual growth and AIR & DD have been achieving the targets set out for them. The Operational cost has been on the increase in the wake of implementation of the recommendation of 6th Central Pay Commission (CPC). However, they have been advised to contain expenditure by strictly adhering to financial prudence.

(g) Follow up action is being taken on the recommendations of the GOM. Certain reservations have been expressed with regard to Prasar Bharati being able to meet its 50% share. A revised funding pattern is being worked out by Prasar Bharati which will be placed before the GOM for consideration. Secondly, DD and AIR have been adopting aggressive marketing strategy. These steps would ensure improvement in the financial status of AIR & DD.