

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

UNSTARRED QUESTION NO:1899
ANSWERED ON:01.12.2009
REVENUE FROM AKASHWANI/DD ADVERTISEMENTS
Joshi Shri Mahesh;Rawat Shri Ashok Kumar

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

- (a) the details of the revenue earned by various Akashwani Kendras and Doordarshan (DD) Kendras in the country through broadcast/telecast of advertisements, serials and other programmes during each of the last three years and the current year, State-wise and Kendra-wise;
- (b) the profit earned out of the total revenue during the said period, State-wise and Kendra-wise;
- (c) whether any amount is outstanding against some private companies for the broadcast/telecast of programmes/ advertisements to the Akashwani/ Doordarshan;
- (d) if so, the details thereof during the said period, company-wise; and
- (e) the steps taken/being taken by the Government to recover the outstanding dues, company-wise?

Answer

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

(a) Prasar Bharati has intimated that revenue earned through telecast of advertisements, serials and other programmes by AIR & Doordarshan during the last three years and the current year is as follows:

(Rupees in crore)

S. No.	Year	AIR	DD	Total
1.	2006-07	236.15	726.07	962.22
2.	2007-08	233.30	724.42	957.72
3.	2008-09	232.92	737.05	969.97
4.	2009-10 (up to 09/2009)	85.20	463.16	548.36

The Station/Kendra-wise details in this regard are enclosed as Annexure-I.

(b) AIR & Doordarshan are mandated to perform their role as public service broadcasters under the Prasar Bharati Act and profit is not the primary concern. Prasar Bharati have informed that a consolidated Income & Expenditure account is prepared and maintained and profit and loss account is not separately maintained.

(c) & (d) Lists containing the details of company-wise defaulters and year-wise amount outstanding are enclosed as Annexure II & III respectively.

(e) Prasar Bharati is an autonomous organization and makes its own efforts to recover outstanding dues. Prasar Bharati has informed that concerted efforts are being made by AIR and Doordarshan to recover the outstanding dues from the defaulters agencies as per the established procedure. Wherever warranted, the bank guarantees of defaulting agencies deposited with them are encashed and legal proceedings also initiated.