

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

UNSTARRED QUESTION NO:3008
ANSWERED ON:13.12.2011
PROFIT EARNED BY DDK AKASHWANI
Chauhan Shri Dara Singh

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

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

Answer

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

(a): 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 are registered as a Non-profit organization under Section 12 A read with Section 12 AA(1)(b) of the Income Tax Act, 1961. However, 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 below:

(Rs.in crore)

Year	Net Commercial	Other Resources	Total
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DD AIR

2008-09	737.05	194.42	69.44	1000.91
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2009-10	828.48	215.92	102.03	1146.43
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2010-11#	950.06	275.75	50.58	1276.43
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2011-12	448.88	163.66	16.46	629.00
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(upto Sept., 2011)

#subject to reconciliation of Accounts.

(b) & (c): Total outstanding dues against private companies are annexed.

(d): Prasar Bharati has informed that regular efforts are made by All India Radio/Doordarshan to recover the outstanding dues, which includes (i) reminders, notices etc. to defaulters to clear outstanding dues (ii) on the expiry of the admissible credit period of 15 days after three reminders, their Bank Guarantees are encashed, accreditation status is frozen and these are put on advance payment, (iii) Legal action is initiated against the defaulting agencies, and (iv) Arbitration/Court cases are filed in different Courts.