

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

UNSTARRED QUESTION NO:20
ANSWERED ON:13.03.2012
OPERATIONAL COST OF DD
Chavan Shri Harischandra Deoram

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

- (a) whether the operational cost of Doordarshan (DD) is continuously increasing while its revenue has not recorded any significant growth;
- (b) if so, the details thereof and the reasons therefor; and
- (c) the steps taken/proposed to be taken to bail out the Doordarshan from its financial crisis?

Answer

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

(a) & (b): Prasar Bharati has informed that there is some increase in the operational cost of Doordarshan during last three years impacted by various factors such as hike in salary, widening of travel entitlement, leave encashment with LTC, reimbursement of school/hostel fee etc. in the wake of implementation of recommendations of the 6th Central Pay Commission (Modified Assured Career Progression). The increase can also be attributed to the increase in prices in the consumer market/price index.

The details of operational cost and revenue generation of Doordarshan during the last 3 years are as follows:-

(Rs. in crore)

Operational Cost 2008-09 2009-10 2010-11

Non-Plan 1204.44 1276.32 1339.96

Revenue Plan 68.48 79.39 61.27

Capital Plan 160.85 65.29 68.10

Tota 11433.77 1421.00 1469.33#

Revenue

NetCommercial 1737.05 828.48 944.44#
Revenue

#Subject to reconciliation of accounts. These figures are inclusive of Service Tax.

Prasar Bharati being a public service broadcaster cannot be guided purely by Commercial motives. Yet it has witnessed a gradual growth of revenue over the years as is seen from the above table.

(c): Prasar Bharati strictly follows the austerity measures and other economy instructions already in vogue and issued by the Ministry of Finance from time to time for reducing operating expenses and maximizing the revenue generation by adopting aggressive marketing strategy and putting into best use of the spare infrastructure available with DD, content improvement, introduction of DTH services, sharing of towers etc.

Nonetheless, Section 17 of the Prasar Bharati Act provides that Government would make available financial support to Prasar Bharati for the purpose of enabling the Corporation to discharge its functions efficiently under the Act by way of equity, grant-in-aid or loan and Prasar Bharati is largely dependent on Government grants.