

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

UNSTARRED QUESTION NO:7583  
ANSWERED ON:22.05.2012  
PRIVATE FM RADIO  
Kurup Shri N.Peethambara

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

- (a) whether the Government is aware that private FM radio are progressing/making profits whereas the financial position of All India Radio is dwindling day by day;
- (b) if so, the details thereof and the reasons therefor, and
- (c) the steps being taken by the Government in this regard?

**Answer**

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

(a) & (b): No study has been conducted to compare the revenue earned by private FM radio stations vis-à-vis FM radio stations of All India Radio.

However, year-wise Gross Revenue of All India Radio from all sources including commercials during the last 5 years are as below:

2007-08 : Rs.289.2100 Crores

2008-09 : Rs.291.5954 Crores

2009-10 : Rs.303.1879 Crores

2010-11 : Rs.372.9664 Crores

2011-12 : Rs.359.6519 Crores

(c): While fulfilling its mandate as a Public Service Broadcaster and at the same time to compete with other Private FM Channels, All India Radio has been making sustained efforts as under to augment its revenue:

# Changing the Programming Pattern at regular intervals to include popular programmes so as to attract more advertisements/commercials;

# Broadcasting customized and channel Driver Programmes;

# Broadcasting interactive programmes to increase direct participation of the listeners through phone-in devices and field recordings;

# Dedicated time slots for specific target audiences viz. Women & Children, Youth, Rural Community, Music Lovers, Industrial workers and the Farmers;

# Extending transmission hours to accommodate commercials;

# Entering into Media Partnership by branding AIR;

# AIR is in the process of revising/rationalizing its Rate Card to make it more competitive and revenue oriented;

# Frequent audience research surveys are being done so that programmes can be planned according to what the public desires.