

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

STARRED QUESTION NO:225  
ANSWERED ON:28.08.2012  
FUNCTIONING OF PRASAR BHARATI  
Gowda Shri D.B. Chandre

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

- (a) whether the Government has recently reviewed the working of the Prasar Bharati;
- (b) if so, the outcome thereof;
- (c) the deficiencies identified in its working;
- (d) whether the issues concerning service conditions of the employees of the Prasar Bharati have been sorted out;
- (e) if so, the details thereof and if not, the reasons therefore; and ;
- (f) the steps taken/proposed to be taken by the Government to revitalize Prasar Bharati?

**Answer**

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. AMBIKA SONI)

(a) to (f): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (f) OF THE LOK SABHA STARRED QUESTION NO. 225 FOR ANSWER ON 28.8.2012

(a) to (c): Prasar Bharati (PB) has been facing various financial and administrative issues since its inception which have been hampering its smooth functioning. Government had constituted a Group of Ministers (GoM) to look into various issues pertaining to the functioning of PB. The GoM considered various issues and made recommendations for improving governance and financial management of PB.

The GoM recommendations, inter- alia included settling the status of employees serving in PB by making suitable amendments in the Prasar Bharati (Broadcasting Corporation of India) Act, 1990, and filling up of certain essential category posts in PB to address manpower shortage. It also recommended extending financial assistance to PB to meet 100% expenses towards salary and salary related expenses and augmentation/replacement of capital assets. Further, accumulated arrears of space segment and spectrum charges were recommended to be waived and loans provided by the Government to PB were recommended to be converted into grants-in-aid.

The Ministry is in the process of seeking approval of the Cabinet for implementing the recommendations of the GoM with regard to financial restructuring of PB.

(d) & (e): The long standing issue regarding status of employees working in Prasar Bharati has been settled by amending Section 11 of the Prasar Bharati Act, 1990. As per the amended Section, all officers and employees who have been regularly recruited upto 5.10.2007 have been placed on deemed deputation till retirement and they are entitled to all benefits on par with the Government servants. The employees recruited after 5.10.2007 shall be Prasar Bharati employees.

(f) : Several steps are being taken to improve governance and financial management of PB which include setting up of Prasar Bharati Recruitment Board (PBRB), and formulation of Recruitment Regulations for different categories of posts. The marketing setup of PB is being revamped so as to make it more efficient, proactive and market friendly. High priority is being accorded for digitalization of Doordarshan (DD) and All India Radio (AIR) networks in the 12th Five Year Plan. PB also plans to expand its Direct-to- Home (DTH) platform from existing 59 channels to provide better access and facility to people in rural areas. E-auctioning of slots on this platform to private channels is being done to augment revenue generation of PB. DD has unveiled a new initiative to reach out to the mass audience through popular and meaningful serials like Satyamev Jayate and Ramayan.