

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

STARRED QUESTION NO:39
ANSWERED ON:26.02.2013
PRASAR BHARATI
McLeod Smt. Ingrid;Yaskhi Shri Madhu Goud

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

- (a) whether the Government had recently constituted a Committee to look into financial restructuring of Prasar Bharati and its interface with the Government;
- (b) if so, the terms of reference and composition of the Committee;
- (c) whether the Committee has further set up 11 working groups to submit a white paper on various issues;
- (d) if so, the details thereof; and
- (e) the time by which the Committee is likely to submit its report to the Government?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) FOR THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI)

(a) to (e) A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (e) OF LOK SABHA STARRED QUESTION NO. 39 FOR ANSWER ON 26.02.2013

(a) & (b) Based on the recommendations of the Group of Ministers on Prasar Bharati, the Government has recently approved a package for financial restructuring of Prasar Bharati. These measures are aimed at bringing about efficiency in the overall operation of Prasar Bharati, making it a financially viable and sustainable organization. The details of the package are annexed.

Further, it has been decided to constitute an Expert Committee for the purpose of reviewing the institutional frame work of Prasar Bharati including its relationship with Government, its continuing role as a public broadcaster and measures needed to ensure technical upgradation of the organization. The composition of the Expert Committee is as under:-

- i) Sh. Sam Pitroda, Advisor to the Prime Minister of India on Public Information Infrastructure & Innovations - Chairman
- ii) Smt. Asha Swarup, IAS(Retd) and former Secretary to the Govt. of India - Member
- iii) Dr. B.K. Gairola, Mission Director (e-Governance) – Member
- iv) Sh. Shekhar Kapur, Member of the National Innovation Council – Member.
- v) Prof. M.P. Gupta, IIT Delhi - Member
- vi) Shri Jawhar Sircar, Chief Executive, Prasar Bharati – Member (Convenor)
- vii) Sh. Jitendra Shankar Mathur, Additional Secretary and nominated member on Prasar Bharati Board- Member
- viii) Shri Vikram Kaushik, Business Strategist & Brand Advisor and Part-time Member on Prasar Bharati Board

The committee may co-opt any member(s) as may be necessary for discharging its functions.

3. The terms of reference of the Committee are as follows:-

i. To suggest measures to sustain, strengthen and amplify Prasar Bharati's role as a Public Broadcaster with special reference to its relationship with Government in the emerging context.

ii. To review the status of implementation of the recommendations made by various committees that have undertaken study of Prasar Bharati, namely, the Sengupta committee, the Bakshi Committee and the Narayanamurthy committee and suggest a road map ahead

for enhancing the reach and potential of Prasar Bharati.

iii. To suggest measures to digitize the archival material in the possession of Doordarshan (DD) and All India Radio (AIR) including material from Independence Movement era, and develop enabling infrastructure, in the form of data digitalization systems, data centers and networks etc.

iv. To suggest ways of using the new media to deliver digital content – both in broadcast mode (DTH) and in a demand-based mode (Free on social media like You-Tube, and on payment through IPTV).

v. To suggest a strategy for creating a network of domestic and overseas business partners for ensuring wider reach to a worldwide audience including creating an exclusive overseas service.

vi. Any other statutory issue that the committee may like to consider.

(c)&(d) The Committee in its meeting held on 5.2.2013, decided to constitute the following 11 working groups to undertake indepth study of various aspects of Prasar Bharati:

(i) Group on the Prasar Bharati-Government Relationship

(ii) Group on Technology

(iii) Group on Business Development

(iv) Group on Finance

(v) Group on Human Resources and Organization

(vi) Group on Programme & Content

(vii) Group on Archiving

(viii) Group on Global Initiatives

(ix) Group on Social Media Delivery Platforms

(x) Group on Regulatory Mechanism

(xi) Group on a Comparative Analysis of Public Broadcasters

(e) The Government has not specified any time limit for submission of report by the Committee.