

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

UNSTARRED QUESTION NO:343
ANSWERED ON:26.02.2013
INCOME AND EXPENDITURE OF PB
Abdulrahman Shri

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

- (a) whether the gap between income and expenditure of Prasar Bharati (PB) has been widening continuously;
- (b) if so, the details thereof during each of the last three years and the current year along with the reasons therefore; and
- (c) the remedial measures taken by the Government to bridge the gap between income and expenditure of PB?

Answer

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

(a) & (b) Prasar Bharati has informed that there has been a significant increase in expenditure for the past few years in the wake of implementation of various recommendations of 6th Central Pay Commission (CPC) even while Prasar Bharati has been witnessing a gradual growth in revenue generation in the relevant years.

The details of expenditure incurred and revenue generated during the last three years and the current year are as follows:

(Rs.in crore)

Budget head	2009-10	2010-11	2011-12	2012-13
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(upto Dec,12)

Expenditure	2949.40	2745.04	3340.57	2395.57
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Revenue	1176.26	1306.00	1409.54	1086.00
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Subject to reconciliation.

(c) Prasar Bharati as India's Public Service Broadcaster, is not guided purely by commercial motives.

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. Government has approved in September 2012 a Financial Restructuring package for Prasar Bharati comprising of 100% salary support for five years, waiver of accumulated Government debt, space and spectrum charges, etc.

Also, Prasar Bharati has adopted aggressive marketing strategies to increase its revenue receipts besides in making the best use of its spare infrastructure available with the field formations across the country.

The other steps taken are better publicity through newspaper insertions, Media Plan, appointment of Media Adviser, use of bill-boards, New Media campaign etc. and more professional handling of the Prasar Bharati Marketing Division in order to increase the advertising revenues of Prasar Bharati.