

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

UNSTARRED QUESTION NO:3677
ANSWERED ON:19.03.2013
FINANCIAL STATUS OF PRASAR BHARATI
Panda Shri Baijayant

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

- (a) whether Prasar Bharati (PB) has been incurring losses over the past several years;
- (b) if so, the details thereof and the reasons therefor along with the steps taken/ being taken to improve the financial status of Prasar Bharati;
- (c) whether Prasar Bharati has adopted a system of conducting e-auction of slots and airtime;
- (d) if so, the details thereof;
- (e) whether Prasar Bharati proposes to create a special purpose vehicle combining All India Radio and Doordarshan's archives and if so, the details thereof; and
- (f) whether the Government proposes to monetise the archives of its recorded content and if so, the details thereof?

Answer

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

(a) & (b): Prasar Bharati being a public service broadcaster, has to perform as per its mandate under the Prasar Bharati Act, 1990 and in accordance with the established norms. Its functioning cannot therefore be 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 and Prasar Bharati is largely dependent on Government grants.

Government have recently approved a financial restructuring package for Prasar Bharati with the following elements:-

- # To meet 100% expenses towards Salary and Salary related establishment expenses during the next five years from 2012-13 to 2016-17 while all other items of operating expenses are to be borne by Prasar Bharati from out of its internal resources.
 - # Converted the Capital Loans provided to Prasar Bharati into Grants-in-aid only.
 - # Plan Capital support in future to be provided by the Government in the form of Grants-in-Aid.
 - # Waived accumulated interests on the loan-in perpetuity amounting to Rs. 2980.66 crore.
 - # Waived accumulated interests on Capital loans and penal interest thereon amounting to Rs. 1102.22 crore.
 - # Waived the accumulated arrears of space segment and spectrum charges of Prasar Bharati upto 31.3.2011 for Rs. 1349.54 crore
- Prasar Bharati has been adopting aggressive marketing strategies to increase the revenue receipts besides putting into the best use its spare infrastructure available with the field formations across the country.

(c)&(d): Prasar Bharati has been contemplating e-auction of slots on its DTH platform and the Prasar Bharati Board has already approved the minimum base price for the next e-auction of DTH slots at Rs.2.27 crore and also agreed to extend the terms of such channels on DD Direct Plus DTH platform beyond 30.9.2012 for one month on pro-rata basis.

(e): Prasar Bharati has created high level Committee with the responsibility of suggesting a roadmap for technologies and other options relating to various aspects of archiving of audio and audio-visual material, including preservation, security, digitization, retrieval, etc. on priority basis. Besides the above Committee, which is at the national level, Local Archival Committees are also created at various centres across the country for identifying the valuable audio and audio-visual material for archiving purposes.

(f): The objective is to have a National Archive of Audio and audio-visual material of international standards, which would preserve the national audio and audio-visual heritage for posterity and at the same time, allow the organization to monetize the same for earning commercial revenue for the organization through sale of such materials in national and international markets.