

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

UNSTARRED QUESTION NO:4704  
ANSWERED ON:23.04.2013  
INCOME EARNED BY DD AND AKASHVANI  
Agarwal Shri Jai Prakash;Singh Shri Vijay Bahadur

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

- (a) the income/revenue earned by Akashvani and Doordarshan Kendras (DDKs) from advertisements, serials and other programmes during each of the last three years and the current year, Akashvani/ DDK-wise;
- (b) the amount of profit in the said total income during the said period;
- (c) the manner in which the above revenue has been utilised during the said period;
- (d) whether some private companies owe certain amount of funds to Akashvani/ Doordarshan;
- (e) if so, the details thereof, Akashvani/DDK-wise; and
- (f) the steps taken or proposed to be taken to recover the due amount, company-wise?

**Answer**

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

(a) Prasar Bharati has reported the details of Income/revenue earned by Akashvani (AIR) and Doordarshan (DD) during each of the last three years and the current year as under:-

(Rs. in Crores)

Year	Commercial AIR	DD	Other Resources Total	Total	
2009-10	215.92	828.48	1044.40	131.86	1176.26
2010-11#	257.39	944.44	1201.83	104.17	1306.00
2011-12#	293.90	990.76	1284.66	124.88	1409.54
2012-13 (upto Dec. 2012) #	207.01	787.90	994.91	91.09	1086.00

#subject to reconciliation of accounts. The above figures are inclusive of Service Tax that has been paid/is payable to the Government of India

(b) Prasar Bharati is a public service broadcaster besides a Non-Profit making organization registered under Section 12(A) read with the Section 12 AA (I)(b) of the Income Tax Act, 1961. As such no statement of profit or loss is drawn in respect of revenue being generated by it. However, its advertisement revenue meets only partially the operational cost of Prasar Bharati/ DD/AIR.

(c) At present, 100% salary and salary related expenses of Prasar Bharati are to be borne by the Government w.e.f. financial year 2012-13 and all other items of Operating costs such as other administrative expenses, programme expenses, augmentation and replacement of capital assets, payment of casual artists etc. are to be met by Prasar Bharati out of its Internal revenue resources.

The details of expenditure incurred in this regard in the relevant period from internal revenues are given hereunder:

(Rs. in Crore)  
Heads 2009-10# 2010-11# 2011-12# 2012-13# (provisional)

Non-Plan 1472.18 1116.39 1428.44 1227.89

Plan 15.77 11.74 15.92 -

Total 1487.95 1128.13 1444.36 -

# subject to reconciliation of accounts

(d) Yes, Sir.

(e) The outstanding amount in respect of AIR is Rs. 55.87 crore and DD is Rs. 743.97 crore. There are 240 debtors in respect of AIR and 717 debtors in respect of DD which also include government departments, PSUs etc.

(f) In all cases of default, Akashvani and Doordarshan, constituents of Prasar Bharati, have been making concerted efforts for recovering the same from the defaulters. The following are some of the steps taken by them in this regard:-

- (i) Regular monitoring of payments schedule of private agencies concerned;
- (ii) Aggressive persuasion with defaulters to clear the dues;
- (iii) Withdrawal of credit facilities beyond certain period;
- (iv) Encashment of bank guarantee;
- (v) Charging of advance payment before giving any fresh assignments;
- (vi) Entering into an agreement for sticking to payment plan;
- (vii) Initiating legal action against perpetual defaulters.

Besides, arbitration proceedings have been invoked in respect of cases of Doordarshan involving a total principal amount of Rs. 286.30 crore and interest amount of Rs. 288.24 crore as on 31.03.2013.