

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

UNSTARRED QUESTION NO:4775  
ANSWERED ON:23.04.2013  
STRENGTHENING OF PRASAR BHARATI  
Maadam Shri Vikrambhai Arjanbhai

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

- (a) whether the Prasar Bharati (PB) has decided to rent out unused equipment which are lying idle especially in small centres ;
- (b) if so, the details thereof;
- (c) whether the PB has asked all the Ministries to pay up for the social message slots they got in Doordarshan and All India Radio; and
- (d) if so, the details thereof along with the details of the steps taken by the Government to strengthen the services of PB to compete with other private players?

**Answer**

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

(a) & (b) Prasar Bharati has informed that Doordarshan (DD) technical facilities/ equipment such as Outdoor Broadcasting Van, Electronic Field Production Vans, Camcorders, Digital Satellite News Gathering Units etc. are already being made available on rent to outsiders on requisition after meeting in-house requirement. DD's land/ buildings/ towers are also rented to private broadcasters on their request. Prasar Bharati is sharing its land (open/covered space) and Tower Aperture with Private FM broadcasters and IGNOU on license fee basis. All India Radio (AIR) is also sharing its studio centres with IGNOU on rental basis at a few places.

(c) & (d) The social messages of various Ministries are broadcast as per their requirement and AIR and DD receives payment for the same as per the commercial rate card of AIR/DD duly approved by the Prasar Bharati Board. AIR and DD continuously review the quality of their programmes and strive to further improve the content and technical quality of transmission.

AIR has a wide network of Audience Research Units across the country, which periodically conduct audience surveys and regularly provide feedback to the planners and producers to plan, design and modify the programmes according to the needs, tastes and aspirations of the target audience across the country.

Efforts are being made to acquire quality software from various software houses/ producers and by outsourcing good Feature Films for telecast on DD National on different themes. Overall quality of the in-house programmes is enhanced by inducting better talent. Doordarshan has also gone in for innovative methods of sourcing programmes, like simulcast or same day telecast with other private channels on revenue sharing basis.