

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

UNSTARRED QUESTION NO:5127
ANSWERED ON:24.04.2015
FACILITIES TO REGIONAL PRODUCERS
Mahato Shri Bidyut Baran

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

- (a) the details of the facilities being provided by the Government to the regional producers through regional broadcasting centres in order to promote the regional languages and culture, State/UT-wise;
- (b) whether regional producers are not able to produce quality programmes due to high transmission charges;
- (c) if so, the details thereof; and
- (d) the steps taken/proposed to be taken by the Government to promote talented regional artists and provide them employment?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL RAJYAVARDHAN RATHORE
(Retd.)

(a) : Prasar Bharati has informed that in so far as All India Radio is concerned, there is no such scheme in existence. In regard to Doordarshan, the regional Kendras telecast various programmes to promote the respective culture and language of the State. This includes sponsored programmes & Self Finance Commissioning (SFC) programmes produced by outside producers which are telecast by regional kendras with due importance.

(b) & (c): Prasar Bharati has informed that Doordarshan is required to cover its minimal expenditure through transmission charges or else it would face audit observations. Furthermore, Doordarshan, under the SFC, pays to the Producers the production cost of the programme which is decided according to the genre at the pre-decided rates. For Sponsored Programmes Doordarshan charges nominal slot fee against Free Commercial Time from the Advertising Agencies/Producers.

(d) : Prasar Bharati has informed that Doordarshan ensures coverage of cultural diversity of India and languages of various regions of the country through appropriate programmes. Doordarshan suitably selects talented regional artists based on the programme requirements in in-house productions. Payments to the artists, in the form of fee for performance, are made as per the approved rate card of Doordarshan