

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

STARRED QUESTION NO:286
ANSWERED ON:12.12.2014
AIRING OF BIG BUDGET PRODUCTIONS PROGRAMMES
Solanki Dr. Kirit Premjibhai

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

- (a) whether big budget productions/programmes, including cinemas are not being telecast on Doordarshan(DD) on account of meagre payment and if so, the details thereof;
- (b) whether Government proposes to telecast big-budget productions/ programmes by adopting strategies such as revenue sharing with the producers, simulcasting with private channels and permitting the Doordarshan to go in Advertiser Funded Programmes (AFPs);
- (c) if so, the details thereof and the present status of the said proposal;
- (d) the action taken by the Government in this regard; and
- (e) the other steps/action proposed to rope in such productions/programmes, both indigenous and foreign ones?

Answer

THE MINISTER IN THE MINISTRY OF FINANCE, CORPORATE AFFAIRS AND INFORMATION AND BROADCASTING (SHRI ARUN JAITLEY)

(a) to (e) : A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 286 FOR ANSWER ON 12.12.2014

(a): No, Madam. Prasar Bharati has informed that the schemes for content procurement under the guidelines for Self Finance Commissioning(SFC) has been notified as per the approved policy and has been put in public domain on the website, ddindia.gov.in

As far as procurement of Films are concerned, the guidelines have been notified and placed on the website. DD buys the terrestrial rights of blockbuster films for DD National.

(b) to (e): Prasar Bharati has informed that Doordarshan adopted the Revenue Sharing Mode of the outsourcing of software on experimental basis in certain cases and has successfully procured programmes like 'Satyameva Jayate' and 'Saraswati-chandra' under simulcast mode under which both private channels and Doordarshan can telecast at their own time. The approved guidelines for Advertiser Funded Program and other modes of outsourcing of programmes such as 'Revenue Sharing Mode for Producers & Simulcast mode' have been notified and placed on the website for inviting proposals from producers & private channel(s) from the open market.

The guidelines mentioned under SFC Scheme, Revenue Sharing Mode Scheme, Advertiser Funded Program Scheme are available for any indigenous and international productions.