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Title: Issue regarding survival of Prasar Bharati Broadcasting Corporation of India.

SHRI CHENGARA SURENDRAN (ADOOR): Sir, Prasar Bharati Corporation was formed with the noble intention of giving functional autonomy to All India Radio and Doordarshan. ...(*Interruptions*)

MR. SPEAKER: The entire business will have to stop.

...(*Interruptions*)

SHRI CHENGARA SURENDRAN : But the provision for public funding to these Public Broadcasters was omitted in the Prasar Bharati Act. The result was that the Prasar Bharati was compelled to fend for existence by commercializing its programme content imitating the commercial channels and sacrificing the ideals of true public broadcasters. The non- commercial nature is a main distinctive function of Public Service broadcasting. So also Public Service broadcasting is primarily cultural or political rather than economic and commercial. The denial of the core principles of public Service broadcasting is part of corporate strategy to ensure the growth of private sector commercial broadcasters.

So it is submitted that the Government may extend sufficient financial support to All India Radio and Doordarshan so as to enable them to discharge their national duties and responsibilities.