

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

UNSTARRED QUESTION NO:3806
ANSWERED ON:21.08.2003
ENTERTAINMENT CHANNEL FOR ADVERTISEMENT REVENUE
RAMESH CHENNITHALA

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

- (a) whether it is proposed to start an exclusive entertainment channel by the Government considering the advertisement revenue is considerably covered by private channels;
- (b) if so, the details thereof; and
- (c) if not, the reasons therefor?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a) to (c): The Prasar Bharati Act, 1990 mandates Prasar Bharati to organise and conduct public broadcasting services to inform, educate and entertain the public. The Corporation is presently operating 25 television channels that telecast entertainment, educative as well as news and current affairs programmes.