

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

STARRED QUESTION NO:391
ANSWERED ON:21.04.2005
SANCTION OF FUNDS TO PRASAR BHARATI
Gohain Shri Rajen;Nahata Smt. P. Jaya Prada

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

- (a) the amount sanctioned to Prasar Bharati for expansion and other activities during 2004-05;
- (b) whether any Memorandum of Understanding has been signed between the Ministry and the Prasar Bharati;
- (c) if so, the details thereof; and
- (d) the steps taken by Prasar Bharati to reduce its financial burden and increase revenue earnings?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

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

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF THE LOK SABHA STARRED QUESTION NO.391 FOR ANSWER ON 21ST APRIL,2005.

(a) A sum of Rs.417 crore for Plan schemes, including expansion and an amount of Rs.924.35 crore under the `Non-Plan` activities were sanctioned by the Government to Prasar Bharati during 2004-`05.

(b) and (c): Yes, Sir. A `Memorandum of Understanding` (MoU) was signed between the Ministry of Information and Broadcasting and the Prasar Bharati on 22.5.2000, which deals with the financial and accounting matters of Prasar Bharati. Clause 6 of the MoU, in particular, provides that Prasar Bharati shall endeavour to augment its revenue earnings year after year, strengthen its mechanism of resource mobilization and take effective steps for optimally utilizing the available resources to progressively reduce its dependence on Grants-in-Aid from the Central Government.

(d): Following are some of the initiatives taken by Prasar Bharati, for improving its financial position and increasing its revenue earnings:-

An inter-Ministerial Committee has been set up under the Chairmanship of Secretary (I&B) with representatives from the Ministry of Finance and the Planning Commission to recommend suitable measures to improve financial sustainability of Prasar Bharati.

Development Communication Division has been set up for production of programmes and spots for various Ministries on payment basis. This Division is also preparing media plans for the client Ministries.

Marketing Divisions have been set up at six locations in the country for giving impetus to marketing. Marketing of feature films and sports events is being carried out in-house now which has resulted in better returns.

Scrolling advertisements have been introduced from selected High Power Transmitters and Low Power Transmitters of Doordarshan to mobilise additional resources.

The Commercial Rate Card is being constantly reviewed and revised to bring it in tune with market trends.

The accreditation rule has been revised. Doordarshan has enhanced the bank guarantee to be submitted by the marketing agencies producers from 3 lakhs to 25 lakhs.