

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

UNSTARRED QUESTION NO:7008  
ANSWERED ON:12.05.2005  
LOSSES TO DOORDARSHAN  
Narhire Smt. Kalpana Ramesh

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

- (a) whether the Doordarshan and the D.D. News Channels are running in losses in comparison to the private T.V. Channels;
- (b) if so, the reasons therefor; and
- (c) the steps being taken by the Government to check these losses?

**Answer**

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

(a) to (b): Doordarshan is a Public Service Broadcaster and is not motivated by purely commercial considerations, as is the case with private channels.

(c) It is the constant endeavour of Doordarshan to enhance the quality of its programmes and news covering national and international events, by adopting innovative methods and modern market strategies to increase its commercial revenue. Doordarshan has taken various steps to increase commercial revenue which includes setting up of Marketing Divisions at six centres, introduction of new programme formats, undertaking fuller utilization of time slots in non-prime band through adjustments in commercial rate card etc. The commercial revenues have shown an upward trend in 2004-05.