

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

UNSTARRED QUESTION NO:7059

ANSWERED ON:12.05.2005

ADVERTISEMENT BY PUBLIC SECTOR BANKS AND ENTERPRISES

Saroj Shri Tufani

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

- (a) whether the public sector banks and enterprises have discontinued engaging Government Advertising media namely National, D.D. News and D.D. Sports channels of Doordarshan and All India Radio for airing their advertisements;
- (b) if so the reasons therefor;
- (c) the details of reduction in profits of Prasar Bharati, as a result thereof;
- (d) if not, the number of advertisements given to Government media channels by the public enterprises in comparison to the number thereof given to the private channels during the last three years; and
- (e) the total expenditure incurred by the public enterprises on these advertisements comparatively?

Answer

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

- (a): No, Sir. Prasar Bharati has informed that Public Sector Banks and Enterprises continue to engage the services of AIR and Doordarshan for broadcast/telecast of their advertisements.
- (b) & (c) : Do not arise.
- (d) & (e): Department of Public Enterprises has informed that information regarding the number of advertisements given to various TV Channels and expenditure incurred thereon by central Public Sector Enterprises is not centrally maintained.