

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

UNSTARRED QUESTION NO:300
ANSWERED ON:24.11.2005
NON REALISATION OF DUES
Agarwal Shri Dharendra;Yadav Shri Giridhari

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

- (a) whether the National Film Development Corporation(NFDC) is suffering huge financial losses due to the non-realisation of dues amounting crore of rupees from the advertisement agents;
- (b) if so, the details of the advertisement agents alongwith the amount to be recovered from them; and
- (c) the action being taken for recovery of dues?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a) : Yes, Sir. The Corporation has been marketing Commercial Time on the slots allotted by Doordarshan to various advertising agencies and many of the agencies have defaulted in payment of dues.

(b) : Recovery of dues could not be effected due to discontinuance of the marketing of Commercial Time of Doordarshan by the Corporation since September, 2003 as Doordarshan started marketing its Commercial Time on its own. The details of the defaulting agencies are as in Annexure.

(c) : The steps taken by the Corporation, as informed by them for recovery of outstanding dues are as follows:

- (i) Discussions with the agencies are in progress for reconciliation of accounts and clarifications wherever required for making payments.
- (ii) Officials of the Corporation are taking follow up action individually for recovery.
- (iii) A special audit has been initiated to examine thoroughly the details of outstanding dues and the recoverability of the amounts.
- (iv) Legal notices have been served on agencies who have not come forward for settlement.
- (v) A Cell has been constituted for recovery of outstanding dues and for serving legal notices and initiating appropriate proceedings by way of filing suit/criminal cases against the defaulting agencies.

ANNEXURE

OUTSTANDING POSITION AS ON 31.10.2005

S.No. Name of the Agency Amount (Rupees in lakhs)

| | | |
|-----|-------------------------------------|--------|
| 1. | M/s. Aditya Enterprises, Indore | 35.58 |
| 2. | M/s. A & A Films, Delhi | 94.31 |
| 3. | M/s. Cine Penta Pvt. Ltd. | 374.90 |
| 4. | M/s. Creative Channel | 314.71 |
| 5. | M/s. Hindustan Thompsons Associates | 700.27 |
| 6. | M/s. Indradhanush | 104.42 |
| 7. | M/s. IPSEM Healthcare Limited | 95.86 |
| 8. | M/s. Mudra Communications P. Ltd. | 49.65 |
| 9. | M/s. Ogilvy & Mather Advt. | 32.31 |
| 10. | M/s. Popular Ent. Work | 60.60 |
| 11. | M/s Prachar Communication Ltd. | 226.83 |
| 12. | M/s. R.K. Swamy/BBDO Ad. P. Ltd. | 14.29 |
| 13. | M/s. Rediffusion | 13.66 |
| 14. | M/s. Sanitex Chemicals Ltd., Indore | 43.24 |
| 15. | M/s. Ulka Advertising | 16.30 |
| 16. | M/s. WPP Marketing (Mumbai) | 23.78 |

TOTAL 2200.71