

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

UNSTARRED QUESTION NO:4453
ANSWERED ON:22.12.2005
CONCESSIONAL RATES FOR MUSIC AND SPORTS PROGRAMMES
Sugavanam Shri E.G.

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

- (a) whether the Prasar Bharati has offered concessional rates for live telecast programmes pertaining to music and sports;
- (b) if so, the details thereof; and
- (c) the steps taken by the Government to improve the performance of Prasar Bharati and to make it competitive to private operators?

Answer

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

(a) & (b): Yes, Sir. The rates for cash outflow for sports coverage are also available to live musical performance etc. These range between Rs. 60,700/- to Rs. 3,06,700/- depending on factors such as distance from Kendra, availability of coverage van and uplinking equipment and manpower etc.

(c): It is the constant endeavour of Doordarshan to enhance the quality of its programmes and coverage of national and international events, by adopting innovative methods and modern market strategies.