

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

UNSTARRED QUESTION NO:4350
ANSWERED ON:26.08.2004
INCOME AND EXPENDITURE OF PRASAR BHARTI
Nahata Smt. P. Jaya Prada;Suman Shri Ramji Lal

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

- (a) whether the gap between income and expenditure of Prasar Bharati has been continuously widening during the last five years;
- (b) the difference between income and expenditure during the last three years; and
- (c) the names of the sources alongwith steps taken to bridge this gap?

Answer

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

(a) & (b): The details of gross income generated by Prasar Bharati through Internal Extra Budgetary Resources (IEBR) and expenditure since 2001-02 are as follows:

(Rs. in crores)

Year	IEBR (Gross)	Expenditure	Difference
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2001-02	711.90	1629.27	917.37
2002-03	686.06	1766.93	1080.87
2003-04	671.27	1663.77	992.5

Total	2069.23	5059.97	2990.74
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(c): Proportionate Financial assistance in the form of Grants-in-Aid is provided by Government to Prasar Bharati to cover its deficit on revenue account to meet the expenditure. According to the Prasar Bharati various steps taken by Prasar Bharati to bridge this gap, include, inter-alia, the following:

(i) In order to improve marketing of programmes, marketing divisions have been operationalised at Mumbai, Chennai, Hyderabad, Delhi, Kolkata and Bangalore.

(ii) Steps have been taken to fully exploit the commercial potential of various programmes including films and film-based programmes.

(iii) Development Communication Division has been established for securing business from and catering to the publicity requirements of various Ministries/Government Departments/PSUs.

(iv) Efforts are being made to ensure that slots on various channels do not remain vacant.

(v) Computerisation of billing system of Doordarshan Commercial Service at Delhi has been done in order to ensure timely preparation of bills.