

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

UNSTARRED QUESTION NO:3468
ANSWERED ON:15.05.2006
DECLINE IN COMMERCIAL REVENUE OF DOORDARSHAN
Owaisi Shri Asaduddin

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

- (a) whether gross commercial revenue of Doordarshan (DD) is declining year after year since 2001-02;
- (b) if so, the reasons therefor;
- (c) the reasons for increase in operational cost of DD in these years;
- (d) whether the Government has taken steps including improving marketing of programmes exploiting commercial potential etc. to meet the revenue gap of DD; and
- (e) if so, the steps taken or being taken by the Government in this regard?

Answer

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

(a): Prasar Bharati has informed that the gross commercial revenue of Doordarshan is not declining year after year since 2001-02. The details are given below:

Year Rs. in crores

2001-02	615.21
2002-03	553.81
2003-04	530.23
2004-05	665.27
2005-06	946.96

(b): Does not arise.

(c): Prasar Bharati has informed that the increase is largely on account of increased expenditure on pay and allowance; increase in tariffs of various utilities viz. power, water, telephone etc.

(d) & (e): Prasar Bharati has informed that the steps taken by Doordarshan in this direction include introduction of in-house marketing, telecast of programmes in different interest formats etc.