

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

STARRED QUESTION NO:439
ANSWERED ON:15.05.2006
INCOME OF AIR/ DOORDARSHAN THROUGH ADVERTISEMENTS
Athawale Shri Ramdas

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

- (a) the total income of the Akashwani Kendras and Doordarshan Kendras through advertisements, serials and other programmes during each of the last three years;
- (b) whether huge amounts on account of advertisements broadcast/telecast by Akashwani/Doordarshan are outstanding against some companies; and
- (c) if so, the details thereof and the steps being taken for the recovery of these outstanding amounts?

Answer

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

(a) to (c): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY OF PARTS (a) TO (c) OF STARRED QUESTION NO. 439 FOR ANSWER ON 15.05.2006.

(a): The details of total revenue earned by AIR and Doordarshan during last three years is as follows;

(Rupees in Crores)

Year AIR Doordarshan

2003-04	141.04	530.23
2004-05	156.39	665.27
2005-06	268.83	946.96

(c): The details of outstanding dues in AIR and Doordarshan against various companies are given in annexure I & II respectively. Prasar Bharati has informed that the major steps taken to recover the outstanding dues from defaulting companies include encashment of bank guarantees, arbitration and legal action etc.