GOVERNMENT OF INDIA

MINISTRY OF INFORMATION & BROADCASTING

RAJYA SABHA

STARRED QUESTION NO. 204

(TO BE ANSWERED ON 03.8.2017)

MODERNISATION OF PRASAR BHARTI

***204. SHRIMATI JAYA BACHCHAN:**

Will the MINISTER OF INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government has taken note of the poor condition of Prasar Bharti and also of the recommendations made by the expert panel on its modernisation, if so, the status of implementation of those recommendations; and

(b) the steps Government proposes to take to modernise it?

ANSWER

THE MINISTER OF INFORMATION AND BROADCASTING [SMT. SMRITI ZUBIN IRANI]

(a) and (b) : A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) and (b) OF RAJYA SABHA STARRED QUESTION NO. 204 FOR ANSWER ON 03.8.2017.

(a): The Government had set up an Expert Committee under the Chairmanship of Shri Sam Pitroda on 28.01.2013, to review the institutional framework of Prasar Bharati, including its relationship with Government, its continuing role as a public broadcaster, measures needed to ensure technical up-gradation of the organisation and need for its financial self-reliance to ensure due autonomy. The Committee had submitted its Report on 24.1.2014 and recommended framing a long-term vision and strategy for Prasar Bharati that would include and be dependent upon the technology choices, assessment of human resources, review of programming, including review of existing channels and also a study of independent sources of finances for Prasar Bharati. The Committee made 26 recommendations in the critical areas of:– (i) Governance and Organisation, (ii) Funding, (iii) Human Resources, (iv) Content, (v) Technology, (vi) Archiving, (vii) Social Media and (viii) Global Outreach. Details of recommendations of the Expert Committee may be seen in its Report which is available on the website of the Ministry of Information and Broadcasting: www.mib.nic.in>>Broadcasting>>Broadcasting-Documents>>Report of Expert Committee on Prasar Bharati Vol 1 and Report of Expert Committee on Prasar Bharati Vol 2.

Action taken so far on the recommendations of the Committee is given below:-

1) Regarding 'Transfer of assets' to Prasar Bharati, an order has been issued by Ministry of Information & Broadcasting on 28.3.2017.
2) To undertake a comprehensive manpower audit and human resource planning exercise to map workforce requirement for the future in line with changes in broadcast technologies, the task of selecting an agency for conducting Manpower Audit of Prasar Bharati has been entrusted to Broadcast Engineering Consultants India Ltd. (BECIL) by Prasar Bharati.
3) Regarding recommendations in respect of Technology following actions have been taken:-
    a) Presently, 80 TV Channels with existing MPEG-2 technology are operational. Upgradation of DD DTH Platform for 104 channels with new compression technology (MPEG 4) has recently been completed.
    b) Installation & Testing of equipment for implementation of iCAS(Indian CAS) on DD FreeDish DTH platform, has been completed.
    c) 5 Indian STB OEMs have been shortlisted to sell iCAS and DD approved Firmware/Middleware enabled Set Top boxes. New Set Top Boxes with this technology & iCAS will be an integral part of the reception system for MPEG 4 Channels.
    d) AIR has replaced 35 MW & 1 SW valve based transmitters by digital transmitters (DRM) these transmitters are capable of broadcasting in Analog and Digital mode both simultaneously. Additionally, 2 SW valve based transmitters are under replacement by digital transmitters (DRM) transmitters. In addition to this, six old

high power MW transmitters serving in LWE affected areas are being replaced by new state of the art MW digital ready transmitters for strengthening AIR coverage in LWE affected areas.

e) 23 transmitters at 19 locations have been installed. Out of these, 16 transmitters have been commissioned. Their transmission could also be received by existing enabled smart phones/ tablets using Dongle with App.

f) Resources Cell of All India Radio is actively contributing towards expanding the broadcasting market by offering Prasar Bharati (AIR and DD) infrastructure to private broadcasters/ Telecom operators etc at reasonable rates.

4) Presently a state of the art technical set up for DD Archives is available at DDK Kolkata. State of the art Digital archival facilities in AIR have been provided at 4 Metros & Hyderabad. New Digital archival Centre at Guwahati is under implementation. Digitization is continuing in the available technology platforms at Kolkata, Delhi, Chennai, Mumbai and Hyderabad.

5) Funds requirement for digitization and archiving of legacy content has been projected in the vision document of AIR and DD.

6) Prasar Bharati is working on a Data Center under Plan scheme and a web portal for up loading archival content for free dissemination and monetisation. The released DVDs/Audio CDs are made available on e-portals like Amazon for public to view and buy. The web site on which presently the clippings can be viewed and on line buying is possible is www.prasarbharatiarchives.co.in.

7) Social Media has been largely implemented by Prasar Bharati for all important channels and activities.

8) AIR and DD live-stream select channels through mobile applications and websites. News services of both AIR and DD also have their dedicated websites and mobile applications for the audience. Social media platforms like Facebook, Twitter, YouTube etc. are used for augmenting reach for the technology savvy.

(b): The details of technical upgradation/ modernization in respect of Doordarshan and AIR are attached at Annexure-I & Annexure-II respectively.

ANNEXURE –I

DOORDARSHAN

As part of 12th Plan schemes of Doordarshan, following schemes of Modernization/ Upgradation of Studios, Transmitters & Satellite Broadcast equipment are at various stages of implementation:

a. Digitalization of Transmitters and Studios in Doordarshan Network.
b. High Definition Television (HDTV).
c. Modernization, Augmentation and Replacement of Transmitter & Studio equipment.
d. Modernization, Augmentation and Replacement of Satellite Broadcast equipment.

Details of major projects taken up for Modernization of Doordarshan as part of 12th Plan is as under:-

Major projects taken up for Modernization of Doordarshan as part of 12th Plan Schemes	
Sl. No.	**Projects**
1	Digitalization of Studios – 39 no.
2	Digital High Power Transmitters (HPTs) – 63 no.
3	High Definition Television (HDTV) terrestrial transmitters – 4 no.
4	High Definition Television (HDTV) Studios – 4 no.
5	Multi camera Mobile production facility in HDTV format – 3 no.
6	Replacement of High Power Transmitters (HPTs) – 15 no.
7	Modernization of 20 Studio centres by way of replacement of old ageing equipment
8	Replacement of old 100 W Low Power Transmitters (LPTs) by 500 W Automode LPTs – 110 no.
9	Upgradation of 18 existing Earth Stations
10	New Earth stations at 05 places
11	Replacement of Digital Satellite News Gathering (DSNG) units at 6 places
12	New Digital Satellite News Gathering (DSNG) units at 9 places

ANNEXURE-II

DETAILS OF MODERNIZATION/ TECHNOLOGICAL UPGRADATION WORK BEING CARRIED OUT IN ALL INDIA RADIO

S.No	Schemes/Projects under taken	No. of Places
A.	**Expansion of FM Services**	
1.	New FM stations with 1 KW FM Transmitter including North east Region	**20**
2.	Installation of 5 kW FM Transmitter at existing stations	9
3.	Installation of 10 kW FM Transmitters	23
4.	Installation of 100 W FM Transmitters	158
5.	Setting up of 10 kW FM Transmitters in Jammu & Kashmir	4
6.	Installation of 20 kW FM Transmitters.	2
7.	Up-gradation replacement of 1 kW MW Transmitter by 1/ 10 kW FM Transmitter	6(10 kW – 2 & 1 kW- 4) Total new FM Transmitters (222 nos.)
8.	Installation of 20 kW FM Transmitters for Vividh Bharati Service at Metro Cities and Raibarielly (Interim setups have already been commissioned at 4 Metro Cities & Raibarielly)	5
9.	Upgradation/ replacement of old FM Transmitters by new FM transmitters	77 (52- upgradation + 25- replacement)
B.	**Modernisation of AM Network (MW+SW)**	
1.	Replacement of old HPT valve-based MW Transmitters providing coverage in LWE affected areas at Jagdalpur, Sambalpur, Bhawanipatna, Jeypore, Hyderabad and Vishakhapatanam.	6
2.	Replacement of old HPT valve-based SW transmitter by new state of art solid-state SW transmitter	2
C.	**Digitalization of Studios, Archives, RNUs ,New Technology and R&D**	
1.	Digitalization of Studios	127
2.	Replacement / Provision of Digital connectivity (STL)	127
3.	Provision of New CES (Captive Earth Station)	5
4.	Setting up of Regional News Unit (RNU)	**5**
5.	Provision of 8 more radio channels on DTH Platform (DD Free Dish)	-
6.	Setting up of Regional Archive center at Guwahati.	01

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