

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO. 3907
(TO BE ANSWERED ON 2.4.2018)**

OVERSEAS DIGITAL OPERATIONS OF PRASAR BHARATI

3907. SHRI N. GOKULAKRISHNAN:

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

- (a) whether Prasar Bharati is looking to spread its wings overseas, digitally;
- (b) whether it is a fact that one of the stated missions of Digital Prasar Bharati, will be to challenge the anti-India narrative in foreign media through hard and compelling commentary;
- (c) whether it is also a fact that the proposed English language digital platform will focus on global economy, geopolitics, international terror, global crisis and soft power; and
- (d) if so, the details thereof?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND
BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.))**

(a) to (d): Prasar Bharati has informed that the Expert Committee on Prasar Bharati setup by Ministry of Information and Broadcasting under Chairmanship of Mr Sam Pitroda had recommended Global Outreach of Prasar Bharati through a world class broadcasting service using next generation opportunities, technologies, business models and strategies, with a focus on projecting the national view rather than the official viewpoint. It was recommended that the platform be designed for the New Media first and then extended to conventional television.

In 2016, the Prasar Bharati Board had constituted a Committee for setting up of a globally respected Digital News Platform advocating National interest. The committee submitted a report to the Board giving the vision, mission, operating structure etc which has been accepted by the Board for execution.
