

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION No. 2491
(TO BE ANSWERED ON 13.03.2026)

TRANSPARENT E-AUCTION OF SLOTS ON DD FREE DISH PLATFORM

2491. SMT. RANJEET RANJAN:

SHRI DIGVIJAYA SINGH:

Will the Minister of **Information and Broadcasting** be pleased to state:

- a) whether Government is aware that the Indian Broadcasting and Digital Foundation (IBDF) has urged Prasar Bharati to be more transparent in its e-auction of slots on the free Direct-To-Home (DTH) Doordarshan Free Dish platform;
- b) the State-wise list of participants affected by uncertain and unfair competition in the e-auction;
- c) whether the recommendations provided by the IBDF are being followed by Prasar Bharati; and
- d) the accountability guarantee that ensures that Prasar Bharati will provide a full disclosure to carry out a transparent bidding?

ANSWER

**THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND
PARLIAMENTARY AFFAIRS**

(DR. L. MURUGAN)

(a) to (d): Prasar Bharati follows a transparent auction process for allotment of vacant slots on the DD Free Dish platform under the “E-auction Methodology for Allotment of Vacant Slots on DD Free Dish Platform, 2025.” This policy was reviewed and formulated after consultations with stakeholders, including the Indian Broadcasting and Digital Foundation (IBDF). The details of the policy are available on Prasar Bharati’s website.

The e-auction process is non-discriminatory and conducted in a transparent manner, with all relevant information placed in the public domain. Through DD Free Dish, Prasar Bharati seeks to fulfil its mandate of providing balanced and wholesome infotainment to the public. The platform also ensures wide accessibility across the country, including for marginalized sections and audiences in local and regional languages.
