

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION NO. 899
(TO BE ANSWERED ON 06.02.2026)

BROADCASTING INFRASTRUCTURE AND NETWORK DEVELOPMENT

899. SHRI SUKHENDU SEKHAR RAY:

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

- (a) the outcomes of the new policies recently approved by the Prasar Bharati Board (PBB) for streamlining content procurement;
- (b) the outcome of the action taken to examine the feasibility of distributing Set Top Boxes (STBs) through the Direct Benefit Transfer (DBT) mechanism, the details thereof; and
- (c) number of vacancies in Doordarshan and All India Radio Kendras in North Eastern Region, result of the pre-feasibility study for monetization of Prasar Bharati land assets?

ANSWER

**THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND
PARLIAMENTARY AFFAIRS
(DR. L. MURUGAN)**

(a) to (c): The content is being sourced for Akashvani, DD Channels and WAVES OTT Platform under the Content Sourcing Policy 2024 of Prasar Bharati. Pay-Per-View Framework launched in 2025, covers content acquisition for digital and OTT platforms, including WAVES, reflecting a strategic shift from traditional TV and radio broadcasting to digital content distribution. This framework has enabled Prasar Bharati to source content tailored for digital audiences and significantly expand its reach, particularly among youth.

Ministry of Electronics and Information Technology (MeitY) has issued notification that all television sets sold in India shall have a built-in satellite tuner. Accordingly, the proposal for distribution of DD Free Dish set-top boxes (STBs) is not being pursued.

Presently, there are 1994 vacancies in Doordarshan and 1636 vacancies in All India Radio Kendras (Akashvani) in the North Eastern region. Prasar Bharati has engaged an expert agency to enhance the monetization of its land assets.
