

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

**LOK SABHA
UNSTARRED QUESTION NO. 3599
(TO BE ANSWERED ON 07.12.2016)**

MANN KI BAAT

3599. SHRIMATI PRATIMA MONDAL:

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) the platform-wise revenue generated from the programme, "Mann ki Baat" hosted by the Prime Minister of India; and
- (b) the revenue collected through advertisements for the programme?

ANSWER

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

(a) & (b): Prasar Bharati has informed that as far as AIR is concerned, only radio broadcast of Mann Ki Baat is monetised whereas, other platforms like Live Streaming or app based are not. Accordingly, the gross revenue generated via this programme during 2015-16 through advertisements is Rs. 4,78,22,480/-
