

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO.2725
(TO BE ANSWERED ON 02.08.2018)**

LIVE TELECAST OF CRICKET

**2725. SHRI SUDHEER GUPTA:
SHRI S. RAJENDRAN:
KUNWAR HARIBANSH SINGH:
SHRI GAJANAN KIRTIKAR:
SHRI BIDYUT BARAN MAHATO:
SHRI T. RADHAKRISHNAN:
SHRI S.R. VIJAYAKUMAR:
SHRI ASHOK SHANKARRAO CHAVAN:**

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) the time since when the live telecast of cricket has not been broadcast on the Doordarshan Channel along with the reasons for the same;
- (b) whether the Government proposed/proposes to acquire broadcast rights from the concerned rights holders for live telecast of test series between India vs England and Cricket World Cup, 2019;
- (c) if so, the details thereof and the funds required for telecast of said matches and if not, the reasons therefor;
- (d) whether the Government proposes to formulate new roadmap for improving the functioning of Doordarshan channels so that they compete with private channels in the country; and
- (e) if so, the details thereof along with the other measures taken/being taken by the Government in this regard including financial and administrative autonomy?

ANSWER

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

(a) Prasar Bharati has informed that live telecast of cricket matches is being broadcast on Doordarshan Sports Channel under the Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act, 2007 which was passed by the Parliament and notified in October, 2007. This includes the recent cricket series between India and England in July 2018 comprising of three T-20s and three ODI Matches.

The Act enjoins upon the right holder to share with Prasar Bharat, live broadcasting signals of Sports Events of National importance for which they hold broadcast rights, to enable Prasar Bharati to re-transmit the same on its terrestrial and Direct to Home networks.

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International Cricket matches are notified by the Ministry of I&B as Sporting events of National Importance, the signals of which are being shared by the Rights Holders as per the Act.

(b) & (c): There is no proposal to acquire the broadcast rights for live telecast of test series between India vs. England and the Cricket World Cup-2019.

(d) As the Public Service Broadcaster of India, Doordarshan's programming is focused on issues of public interest viz. health, education, empowerment, social justice etc. Thus Doordarshan's programmes cannot be compared with private channels as both are totally different in their objectives and programming formats. However, Doordarshan is striving to provide impactful and meaningful programmes to become the preferred channel of choice of people. It is the constant endeavour of Doordarshan to modernize its infrastructure and improve the quality of programmes. Doordarshan has undertaken a comprehensive plan to improve the programme content and look & feel of all national & regional channels in DD Network.

Morning shows and Evening shows have been initiated in very attractive and innovative settings. There are phone-in programmes, which integrate a feedback mechanism with the viewers. There are more films and film based programme to attract viewership. News and current affairs programme have been increased substantially to contribute to the overall content of the channel. Efforts are being taken to empanel creative agencies that can work for better look and feel of the channel.

(e) As per the Prasar Bharati (Broadcasting Corporation of India) Act, 1990 notified on 12.09.1990 which came into force on 15.09.1997, Prasar Bharati has been established as an autonomous body which must function in a democratic manner, being responsible to the people and parliament of India. For the purpose of enabling the corporation to discharge its functions efficiently under this Act, the Government of India releases Grant-in-Aid to Prasar Bharati for both revenue and capital purposes.

Prasar Bharati has also been given full functional autonomy including content creation and dissemination. With the amendment of Section 11, Prasar Bharati has been bestowed with disciplinary and full supervisory powers over its employees, including the Government employees on deemed deputation to the Prasar Bharati.
