

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

**LOK SABHA  
UNSTARRED QUESTION No. 3739  
(TO BE ANSWERED ON 03.01.2019)**

**REVAMPING OF DD AND AIR**

**3739. DR. C. GOPALAKRISHNAN:**

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

- (a) whether the Union Government proposes to revamp/improve infrastructures of Doordarshan (DD) and All India Radio (AIR) to compete better with private television channels and radio stations and if so, the details thereof;
- (b) whether the outlay for the above revamping process has been approved by the Finance Ministry and if so, the details thereof and the time by which it is likely to be completed;
- (c) the quantum of funds earmarked/ sanctioned by the Union Government during the current financial year for the said purpose; and
- (d) the total number of channels run by the DD and money earned by both Government and Private Companies/ Corporate sector through advertisements during the last three years, Channel-wise?

**ANSWER**

**THE MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF  
INFORMATION AND BROADCASTING**

**{COL RAJYAVARDHAN RATHORE (Retd.)}**

(a) to (c) Prasar Bharati has informed that modernization of Doordarshan (DD) and All India Radio (AIR) is a continuous process and schemes in this regard are formulated and implemented from time to time. Modernization plan covers a broad spectrum, which, inter alia, includes digitalization; adoption of new technologies at par with International standards; replacement of old/outlived equipments and upgradation etc.

Expenditure Finance Committee has recommended an outlay of Rs.1054.52 crore for 3 years (2017-18, 2018-19 & 2019-20) for Prasar Bharati (AIR/DD). The same has been processed for approval of Cabinet Committee of Economic Affairs (CCEA). An amount of Rs.326.74 crore has been earmarked for various components of Prasar Bharati's scheme which include modernization and upgradation of infrastructure, for current financial year.

(d) Doordarshan is presently operating 23 DD Channels on its network apart from Regional/Other Kendras having limited hours of transmission. Revenue earned from the advertisement during last three years by Doordarshan is given at **Annexure**. This includes revenue earned from advertisements of Government Departments/ Ministries, which is shown under the head DCD (Development Communication Division) of Doordarshan. Prasar Bharati (Doordarshan) does not maintain data on revenue earned by Private Companies/Corporate sector through advertisements.

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**ANNEXURE AS REFERRED TO IN REPLY TO PART (d) OF LOK SABHA UNSTARRED QUESTION NO. 3739 FOR ANSWER ON 03.01.2019**

Revenue from Advertisement only of 2015-16, 2016-17 & 2017-18 (in Crores)										
S.No.	Name of Kendra	2015-16			2016-17			2017-18		
		Revenue			Revenue			Revenue		
		Gross Amt (Including Discount & Excluding Service Tax)	(Amt Credit in Bank) (including Service Tax)	Net Amt (Revenue Excluding Service Tax & Discount)	Gross Amt (Including Discount & Excluding Service Tax)	(Amt Credit in Bank) (including Service Tax)	Net Amt (Revenue Excluding Service Tax & Discount)	Gross Amt (Including Discount & Excluding Service Tax/GST)	(Amt Credit in Bank) (including Service Tax/GST)	Net Amt (Revenue Excluding Service Tax/GST & Discount)
1	National (DD 1)	213.65	190.10	169.04	100.83	99.55	86.68	46.87	46.53	39.84
2	DD-NEWS	4.94	4.39	3.87	6.81	6.68	5.79	6.54	6.50	5.56
3	DD-Sports	0.02	0.02	0.02	0.37	0.37	0.31	0.74	0.74	0.63
5	DD Bharati	0.00	0.00	0.00	0.13	0.13	0.11	0.02	0.02	0.02
6	DD Urdu	0.08	0.08	0.07	0.05	0.05	0.04	0.58	0.58	0.49
7	DD Kissan	1.82	1.60	1.40	2.64	2.62	2.25	2.01	2.00	1.70
7	DD India	0.00	0.00	0.00	0.12	0.12	0.10	0.23	0.23	0.20
8	Ahmedabad (DD Girnar)	6.52	5.64	5.10	5.89	5.74	5.01	5.87	5.85	4.99
9	Bangalore (DD Chandana)	7.49	6.56	5.81	3.21	3.15	2.73	4.21	4.19	3.57
10	Bhopal (DD Madhya Pradesh)	2.75	1.71	1.51	3.49	3.42	2.97	3.29	3.29	2.80
11	Bhubaneswar (DD Odia)	3.63	3.13	2.79	3.14	3.07	2.67	2.11	2.11	1.79
12	Chennai (DD Podhigai)	5.48	4.78	4.22	3.30	3.22	2.81	2.35	2.32	1.99
13	Guwahati (DD North East)	4.54	4.07	3.58	2.27	2.23	1.93	3.33	3.31	2.83
14	Hyderabad (DD Yadagiri)	5.20	4.50	3.96	2.98	2.92	2.54	1.35	1.35	1.15
15	Jaipur (DD Rajasthan)	3.81	3.32	2.93	5.16	5.05	4.39	5.17	5.10	4.40
16	Jalandhar (DD Punjabi)	10.91	9.29	8.18	10.41	10.18	8.85	7.59	7.49	6.45
17	Kolkata (DD Bangla)	7.92	6.86	6.04	2.81	2.75	2.39	1.53	1.52	1.30
18	Lucknow (DD Uttarpradesh)	6.51	5.68	4.99	8.30	8.10	7.06	11.66	11.67	9.91
19	Mumbai (DD Sahyadri)	27.53	24.31	21.39	18.72	18.27	15.91	9.00	8.94	7.65
20	Patna (DD Bihar)	3.35	2.91	2.56	1.14	1.12	0.97	3.19	3.17	2.71
21	Srinagar (DD Kashir)	1.03	0.90	0.79	0.45	0.44	0.38	0.66	0.66	0.56
22	Trivandrum (DD Malayalam)	10.42	8.98	7.92	8.22	8.00	6.98	5.40	5.39	4.59
23	Vijayawada (DD Saptagiri)	0.72	0.66	0.77	0.43	0.42	0.37	0.18	0.18	0.16
24	Regional Kendras	5.15	4.82	4.26	18.40	18.05	15.64	26.85	26.39	22.82
25	DCD	303.58	274.50	242.58	322.55	368.34	320.58	463.33	461.81	393.83
26	* Others	14.85	13.88	12.51	6.66	6.46	5.66	4.16	4.20	3.56
	Total	651.90	582.69	516.30	538.51	580.46	505.11	618.21	615.54	525.49
Note :- Figure mentioned in the S.No.26 pertains to Small Kendras										

