

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO. 3125
(TO BE ANSWERED ON 08.08.2023)

**DIRECT ASSIGNMENT POLICY FOR PRIVATE PRODUCERS/
FILMMAKERS**

3125. SHRI C. LALROSANGA:

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

(a) whether Prasar Bharati formulated a new policy to give direct assignment to private producers/ filmmakers for doing commissioned programmes for Doordarshan in its various DD channels;

(b) the procedure adopted by Prasar Bharati to select private producers/filmmakers in this direct assignment policy;

(c) the number of programmes given to private producers/filmmakers under this category during the last three years;

(d) the amount of funds spent during the last three years for the same;

(e) whether the Prasar Bharati has any plan to introduce a special direct assignment programme for the private producers/filmmakers of the North-East; and

(f) if so, the details thereof and if not, the reasons therefor?

ANSWER

**THE MINISTER OF INFORMATION AND BROADCASTING; AND
MINISTER OF YOUTH AFFAIRS & SPORTS (SHRI ANURAG SINGH
THAKUR)**

(a): Prasar Bharati has informed that the Content Procurement Policy 2023 has been notified which inter-alia includes guidelines for acquisition of content through Direct Assignment Process in supersession of earlier notified policies. Direct Assignment Process (DAP) Guidelines enables Prasar Bharati to directly commission reputed Producers/Production houses, creative directors, with proven track record in specific genres to effectively serve its mandate of Public Broadcasting and to bring high value content on its platforms, in addition to other modes of content acquisition.

(b): Prasar Bharati identifies/shortlists topics of national significance and other themes and identifies reputed producers/creative directors for commissioning of the programmes on shortlisted topics. The Programme and Financial proposals from the identified producers are called and evaluated as per the laid down procedure notified in the DAP Guidelines.

Prasar Bharati has also launched an online portal for submission of suo-moto programme proposals from reputed producers to ensure supply of good quality programmes of varied genres for its channels. The portal is made public from time to time for submission of programme proposals.

(c) & (d): 7 Programmes have been approved by Prasar Bharati for DD National Channel in the last three years and the expenditure incurred is about Rs. 48 crore.

In addition, 5 Programmes have also been approved by Prasar Bharati for DD Podhigai Channel in the last three years and so far, no expenditure has been incurred on these programme.

(e) & (f): The Direct Assignment Process guidelines notified by Prasar Bharati is applicable across the country including North-East.
