

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

**LOK SABHA**

**STARRED QUESTION NO.\*93**

**(TO BE ANSWERED ON 22.11.2019)**

**PRASAR BHARATI ARCHIVES**

**\*93. SHRI KOTHA PRABHAKAR REDDY:**

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

- (a) whether the Prasar Bharati has decided to offer its treasure of music, plays and documentaries for online sale, if so, the details including the present status thereof and the reasons therefor;**
- (b) whether several rare music recordings of maestros like M.S. Subbulakshmi, Bade Ghulam Ali Khan, Bismillah Khan, Gangubai Hangal and many others are proposed to be made available by Prasar Bharati on e-commerce portals, if so, the details and the present status thereof;**
- (c) whether the Prasar Bharati has mulled over the feasibility of a tie-up with the e-commerce giants to push sales following poor response to offline sales raising doubts about the capability of**

**Prasar Bharati to manage its affairs, if so, the details thereof;**

**and**

- (d) whether the decision to sell online has been taken following discussion over several years on the recommendations proposed by several committees including the Sam Pitroda Committee and if so, the details thereof?**

**ANSWER**

**THE MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE;  
MINISTER OF INFORMATION AND BROADCASTING AND MINISTER OF HEAVY  
INDUSTRIES AND PUBLIC ENTERPRISES (SHRI PRAKASH JAVADEKAR)**

**(a) to (d): A statement is laid on the Table of the House.**

**STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK  
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**(a) & (b): Prasar Bharati has informed that approximately 35000 hours and 38000 hours of recordings of AIR and DD respectively including those of maestros have been preserved in digital format in the Prasar Bharati Archives.**

**The collection of rare music recordings of maestros are on sale through PB Archives' own website - <https://archives.prasarbharati.org> and through 3<sup>rd</sup> party e-commerce sites.**

**(c) & (d): Prasar Bharati has informed that they have tied up with e-commerce site Amazon and have earned approximately Rs. 1,94,165/- between 1<sup>st</sup> April 2019 to 31<sup>st</sup> Oct 2019. The Archives content is also monetized through "YouTube" Channel since 01<sup>st</sup> March, 2017 and approximately Rs. 3,27,376/- has been earned so far. The monetization of archival contents is as per the recommendations of Sam Pitroda Committee.**

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