

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

**LOK SABHA**

**UNSTARRED QUESTION NO.1020**

**(TO BE ANSWERED ON 18.09.2020)**

**REVENUE EARNED BY DD/AIR**

**1020. SHRI GOPAL CHINNAYA SHETTY:**

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

- (a) The details of revenue earned by the Akashvani Kendras and Doordarshan Kendras from the advertisements and serials and other programmes during each of the last three years;**
- (b) whether Doordarshan/Akashvani has any outstanding amount for telecast of advertisement against some private companies;**
- (c) if so, the details thereof; and**
- (d) the steps taken or being taken to recover the said outstanding amount as on date, company-wise?**

**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) Prasar Bharati has informed that the revenue earned by the  
Akashvani and Doordarshan Kendras from advertisements and serials  
and other programmes during each of the last three years is as under:**

**(Figures in Rs. Crore)**

<b>FY</b>	<b>Akashvani</b>	<b>Doordarshan</b>
<b>2017-18</b>	<b>465.41</b>	<b>607.08</b>
<b>2018-19</b>	<b>460.95</b>	<b>553.55</b>
<b>2019-20</b>	<b>305.23</b>	<b>348.83</b>

**(b) & (c): Yes, Sir. Details in respect of outstanding amount of  
Akashvani and Doordarshan for telecast of advertisement against the  
private companies are as under:**

**(Figures in Rs. Crore)**

<b>Description</b>	<b>Principal amount</b>
<b>Akashvani</b>	<b>6.15</b>
<b>Doordarshan</b>	<b>241.44</b>
<b>Total</b>	<b>247.59</b>

**(d) Prasar Bharati has informed that they have a system in place to monitor the collection of outstanding dues regularly and they follow up with private companies for recovery of the outstanding dues. Various actions such as encashment of Bank Guarantee, invocation of arbitration, etc. are also resorted to.**

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