

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION AND BROADCASTING**  
**LOK SABHA**  
**UNSTARRED QUESTION NO. 4173**  
**(TO BE ANSWERED ON 29.03.2022)**

**STREAMLINING OF COMMERCIAL AND REVENUE DIVISION (CRD)**

**4173. SHRI C. LALROSANGA:**

**Will the Minister of INFORMATION AND BROADCASTING**

**be pleased to state:**

- (a) the manner in which the Prasar Bharati is evaluating the performance of Commercial and Revenue Division (CRD), now known as Sales Division located at Mumbai, Delhi, Bangalore, Kolkata and Guwahati;**
- (b) the manner in which these five sales divisions have been providing revenue to different All India Radio (AIR) and Doordarshan Stations of the North East during the last three years along with year-wise break-up ;**
- (c) the manner in which the Prasar Bharati tried to streamline the CRD at AIR campus Guwahati during the last three years along with its revenue generations; and**
- (d) whether any specialized training can be arranged for CRD (North East) and if so, the details thereof?**

**ANSWER**

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

**(a) & (b) Prasar Bharati undertakes evaluation of the Sales Divisions, earlier known as Commercial and Revenue Divisions (CRDs) through a system of annual target setting and periodic monitoring of achievements against targets.**

**The revenue so generated by their Sales Divisions are part of the overall revenue receipts (Internal Extra Budgetary Resources) of Prasar Bharati, which are utilized for meeting the operational expenses of the various All India Radio (AIR) and Doordarshan (DD) stations across the country, including those of North East.**

**(c) & (d) There is no CRD/Sales Division at AIR Campus in Guwahati.**

**Training activities are undertaken from time to time based on needs projected by the respective division.**

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