

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO. 2623

(TO BE ANSWERED ON 02.08.2022)

INCOME OF AKASHWANI KENDRAS AND DOORDARSHAN KENDRAS

2623. SHRI ARUN KUMAR SAGAR:

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

- (a) the total income of Akashwani Kendras and Doordarshan Kendras from advertisements, serials and other programmes during the last three years and as on date;**
- (b) the total profit out of the total income during the said period;**
- (c) whether the dues of Akashwani/Doordarshan pertaining to advertisements is pending against some private companies and if so, the details thereof; and**
- (d) the steps taken/being taken by the Government till date to recover the outstanding dues, company-wise?**

ANSWER

THE MINISTER OF INFORMATION AND BROADCASTING; AND

MINISTER OF YOUTH AFFAIRS AND SPORTS

(SHRI ANURAG SINGH THAKUR)

(a) The details of total income of AIR and DD from advertisement, serials and other programmes during the last three years are as under:

S.No.	Year	Total Income (in ₹ cr.) (Advertisement, serials & others programmes)
1.	2019-20	653.04
2.	2020-21	475.91
3.	2021-22	464.44 (provisional)

(b) Prasar Bharati is the public broadcaster and its primary duty is to carry out public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting on radio and television. Its purpose is not solely commercial but to reach those areas where no private broadcaster would venture.

(c) The total pending dues of Akashwani and Doordarshan pertaining to advertisements of private companies, as on 31.03.2022, is ₹214.24 Cr.

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