

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING

LOK SABHA
STARRED QUESTION NO. 100
TO BE ANSWERED ON 22.07.2016

CONTENT AND QUALITY OF DD/AIR PROGRAMMES

***100. SHRI B. SRIRAMULU:**
SRIMATI MEENAKASHI LEKHI

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

- (a) whether the operational cost of Doordarshan (DD)/ All India Radio (AIR) is constantly increasing while its revenue has not recorded any significant growth;
- (b) if so the details thereof along with the steps taken by the Government to bail out Doordarshan/AIR from its financial crisis;
- (c) whether Prasar Bharati TRPs and listenership is declining rapidly;
- (d) if so, the details thereof and the reasons therefor; and
- (e) the steps taken/being taken by the Government to make Prasar Bharati more accountable?

ANSWER

THE MINISTER OF INFORMATION AND BROADCASTING
[SHRI M. VENKAIAH NAIDU]

(a) to (e): A statement is laid on the table of the House.

**STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (e) OF LOK SABHA
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(a) &(b) The operational cost of Doordarshan (DD) and All India Radio (AIR) is increasing as a result of increase in cost of different inputs mainly on account of recruitment in various categories of technical & non-technical staff recently as there was no major recruitment before this, and also due to corresponding increase in expenses on account of dearness allowance and annual increments etc. While revenue of AIR has recorded gradual growth, revenue of DD has not.

The figures of revenue and expenditure of DD & AIR during the last five years are annexed.

The Government has been providing non-plan support to Prasar Bharati for meeting 100% expenses towards salary and salary related expenses and under Plan for technical capital requirements.

The grants released by the Ministry of Information & Broadcasting to Prasar Bharati under Non-Plan & Plan for the last three years and the current financial year are as under:

(Rs.in crore)

(1) Financial Year	(2) Funds released under Non-Plan	(3) Funds released under Plan
2013-14	1730.00	410.00
2014-15	2001.98	436.00
2015-16	2342.12	453.77
2016-17*	2037.65	75.00

*Grants released till 30.06.2016.

(c) & (d):

AIR

As far as TRPs are concerned, AIR has no mechanism to generate Rating Point at regular intervals through field surveys.

Doordarshan

In the year 2014, the Rating in percentage of DD National in All India was 0.17%. In the year 2015, rating percentage dropped to 0.10%, as rating agency did not cover 100% of DD National on All India basis. Increasing reach of other channels into rural areas has eaten into the share of DD viewership and hence the drop. In the current year, till the 27th week of 2016, rating percentage of DD National is 0.11% as per BARC (Broadcast Audience Research Council) data.

(e) The affairs of Prasar Bharati are conducted under the provisions of Prasar Bharati Act, 1990 which essentially aims to confer autonomy upon the organization. Adequate provision has been made in the Act itself to make Prasar Bharati accountable. Prasar Bharati is accountable to the Parliament through its various Committees and laying of its annual accounts and annual reports as also through various questions raised in the Parliament.

Prasar Bharati Board, apart from Chairman & three whole time members, comprises of 6 part time members and other ex-officio members and the Board is empowered to take all decisions regarding the functioning of Prasar Bharati.

ANNEXURE

**ANNEXURE AS REFERRED TO IN REPLY TO PART (a) & (b) OF LOK SABHA
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**Year-wise Details of total expenditure and Revenue of DD and AIR during last
five years are given as under:**

(Rs. in crore)

	All India Radio	
Year	Total expenditure	Revenue earned (Exclusive of Service Tax)
2011-12	1213.58	325.01
2012-13	1322.06	319.50
2013-14	1460.33	367.50
2014-15	1615.70	435.10
2015-16	1710.08	447.76

(Rs. in crore)

	Doordarshan	
Year	Total expenditure	Revenue earned (Exclusive of Service Tax)
2011-12	1381.38	735.32
2012-13	1501.64	1025.78
2013-14	1602.94	1043.13
2014-15	1815.22	911.01
2015-16	1863.60	755.79