

promoting the energy efficient lighting in household/domestic sector through its scheme called “Bachat Lamp Yojana” (BLY). Under this Scheme, the Compact Fluorescent Lamps (CFLs) are provided to the residential consumers in exchange for an incandescent Lamp (ICL) and Rs. 15.

(d) There is no such proposal at present.

Licence fee for inclusion in DTH platform

*357. PROF. P.J. KURIEN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Prasar Bharati has effected a steep increase in the licence fee for the private television channels for inclusion in Doordarshan’s DTH platform;

(b) if so, the details thereof and the reasons therefor;

(c) the details of all private news and entertainment channels which have discontinued participation in Doordarshan’s DTH platform and which have come on to the platform, after the licence fee hike; and

(d) whether it is a fact that the number of popular private news and entertainment channels in Doordarshan’s DTH platform has declined recently and if so, the action proposed to be taken by Government in this regard?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI AMBIKA SONI): (a) and (b) Prasar Bharati has informed that in order to maintain transparency and objectivity in the selection of channels on DD Direct Plus DTH platform, e-auction is being conducted for placing private TV Channels on DD-DTH platform.

The first e-auctioning of the slot was conducted on 28.7.2011 with the base price of bidding fixed at Rs. 1.5 crore. The response from the applicants was encouraging. Price quoted by successful bidders ranged from Rs. 2.17 crores to Rs. 2.25 crore. A total of Rs. 46.32 crores was earned from the auction of 21 channels. The second bidding process took place on 30.8.2011 wherein the base price was kept at Rs. 2.17 crore. Again the response was encouraging and the price quoted by the successful bidders ranged from Rs. 3.21 crores to Rs. 3.50 crores. A total of Rs. 16.66 crores was earned through the second auction of 5 channels. The third round of bidding was carried on 1.11.2011 wherein the bidders quoted rates from Rs. 3.48 crores to Rs. 3.65 crores. A total of Rs. 10.63 crores was earned from auction of 3 channels.

Prasar Bharati has further informed that as per the Board decision, 10% (6 channels) have been reserved for Indian and Foreign Public Broadcasting channels at a fixed rate of Rs. 1.5 crores and from 6 such channels, revenue of Rs. 9.00 crores has been earned. Therefore, through the new e-auction system, Prasar Bharati has earned a revenue of Rs. 82.61 crores from 34 DTH channels slots. The

allocation and final selection of channels is based strictly on a fair transparent process and all eligible channels are allowed to participate.

(c) (i) Names of Discontinued News Channels:

- (1) India News
- (2) E-24
- (3) News-24
- (4) Total TV
- (5) Azad News
- (6) New Live.

(ii) Names of Discontinued Entertainment Channels:

- (1) Music India
- (2) 9XM
- (3) Jai Hind
- (4) Kairali TV
- (5) MEGA TV
- (6) Kaliagnar TV
- (7) Mahuaa TV
- (8) ABN Amdhra Jyothi
- (9) Amrita TV
- (10) MH One TV.

(iii) Names of Existing News channels on DD-Direct Plus Platform:

- (1) Sadhna News
- (2) RK News
- (3) TV 24 News
- (4) Day and Night News
- (5) News Express
- (6) PTC News
- (7) P-7 News
- (8) Chardikala Time TV
- (9) Russia Today
- (10) NHK World
- (11) DW

(iv) Names of Existing Entertainment TV Channels on DD-Direct Plus Platform:

- (1) B4U Movie
- (2) Enter-10 Music
- (3) B4U Music
- (4) Aalmi Sahara
- (5) Sahara Firangi
- (6) Zee Salaam
- (7) Zee Smile
- (8) Zee ETC Music
- (9) Zee 9X
- (10) Dangal
- (11) What's on India
- (12) Star Utsav.

(d) It has been informed by Prasar Bharati that the News and Entertainment Channels which have qualified in e-Auction have already been placed on DD-Direct Plus Platform.

Status of Durgawati Irrigation Project

*358. SHRI RAM KRIPAL YADAV: Will the Minister of WATER RESOURCES be pleased to state:

- (a) whether Government has approved the Durgawati Irrigation Project in Bihar;
- (b) if so, whether all the clearances have been provided to this project;
- (c) the details of funds allocated for this project and the time schedule for completion of this project and the amount that has already been spent on this project till now;
- (d) whether it is a fact that this project was earlier started in 1976 and its completion schedule was fixed in 1980; and
- (e) if so, the details thereof?

THE MINISTER OF WATER RESOURCES (SHRI PAWAN KUMAR BANSAL): (a) Durgawati Reservoir Project was originally approved by the planning Commission in May, 1975 for Rs. 25.30 Cr. The second revised cost estimate of the project has been accepted for Rs. 983.10 Cr., (at 2009 Price Level) by the Advisory Committee of Ministry of Water Resources on Irrigation, Flood Control and Multi Purpose Projects in its 106th meeting held on 16.09.2010.