

Revenue generated by Mann Ki Baat

3291. SHRI MD. NADIMUL HAQUE:

SHRI DEREK O' BRIEN:

SHRI VIVEK GUPTA:

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

- (a) the platform-wise revenue generated from the programme, 'Mann Ki Baat', hosted by the Prime Minister of India;
- (b) the revenue collected through advertisements for the programme; and
- (c) how the revenue so generated has been put to use over the last two years?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) and (b) Prasar Bharati has informed that as far as AIR is concerned, only radio broadcast of Mann Ki Baat is monetised whereas, other platforms like Live Streaming or app based are not. Accordingly, the gross revenue generated *via* this programme during 2015-16 through advertisements is ₹ 4,78,22,480/-

(c) The revenue collected through advertisement becomes part of Internal Extra Budgetary Resource (IEBR), which is used for meeting the operational expenditure of Prasar Bharati.

Expansion of FM radio network

3292. SHRI MAHESH PODDAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government proposes to expand FM radio network to cover more cities in the country; and
- (b) if so, the number of cities proposed to be covered and the steps being taken in this regard?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) and (b) Yes, Sir.

- (i) Expansion of Private FM Radio Network: Details of Expansion of Private FM Radio network in the country in three different phases is given in the Statement (*See below*).
- (ii) Expansion by All India Radio: Installation of FM transmitters planned in 115 new locations in the country.