

| Medium | Committed Amount (in ₹) |
|----------|-------------------------|
| Internet | 56,19,546 |
| TV | 18,73,68,212 |
| Print | 4,94,95, 816 |

Rate of AIR time slot for Mann Ki Baat

1386. SHRI KAPIL SIBAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- the details of Mann ki Baat episodes that have been aired till date;
- whether it is a fact that it is being translated in regional languages and if so, the details thereof alongwith the funds incurred per episode;
- the details of rate of AIR time slot; and
- the duration of the episodes in respect to, rate as per time slot in respect to all the AIR stations along with the details of the sponsors for this programme?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) 33 editions of 'Mann Ki Baat' have been aired till date since the 1st edition of the programme was aired on 3rd October, 2014.

(b) Yes Sir, the programme is also put out in all regional languages as per the Eighth Schedule of the Constitution of India.

This programme is translated with the resources available with All India Radio. Apart from a meagre amount for regional translation as per AIR's fee structure, no significant expenditure is incurred.

(c) The rate for advertisement booking of All India Radio consisting of 200 Primary Channels/Local Radio Stations, 41 Vividh Bharati Stations and 30 FM Rainbow and Gold Channels for a 10 second is ₹ 2,00,000/-.

(d) Duration of the respective episodes does not have any bearing on the rates since no sponsorships are booked for the programme for the entire broadcast. The list of the clients who booked advertisements before and after the broadcast since January, 2015 to June, 2017 is given in the Statement.

Statement

List of the clients who booked advertisements before and after the broadcast since January, 2015 to June, 2017

| Sl. No. | Clients who gave business in Mann Ki Baat |
|---------|--|
| 1. | Bharat Sanchar Nigam Ltd. |
| 2. | Bureau of Energy Efficiency |
| 3. | Bureau of Indian Standards |
| 4. | Central Silk Board, Karnataka |
| 5. | Chief Manager, UCO Bank Head Office, Kolkata |
| 6. | Customs & Central Excise Department |
| 7. | Department of Empowerment |
| 8. | Department of Pensions & Pensioners |
| 9. | Department of Posts |
| 10. | Department of Personnel & Training (DOPT) |
| 11. | Directorate of Adult Education, Ministry of Human Resource Development |
| 12. | Directorate of Income Tax |
| 13. | Election Commission of India |
| 14. | Emami Ltd. |
| 15. | Fena Industries |
| 16. | Finolex Industries Ltd., Pune |
| 17. | General Insurance Corp. of India, Mumbai |
| 18. | Glaxo Smithline Consumer Healthcare Ltd. |
| 19. | Ministry of Consumer Affairs |
| 20. | Ministry of Agriculture & Farmers Welfare, Department of Agriculture |
| 21. | Ministry Electronics & IT |
| 22. | Ministry of Drinking Water & Sanitation |

| Sl. No. | Clients who gave business in Mann Ki Baat |
|---------|---|
| 23. | Ministry of External Affairs |
| 24. | Ministry of Health & Family Welfare |
| 25. | Ministry of Housing & Urban Poverty Alleviation |
| 26. | Ministry of Road Development |
| 27. | Ministry of Road, Transport & Highways |
| 28. | Minsitry of Rural Development |
| 29. | Ministry of Women & Child Development |
| 30. | National Skill Development Corp. |
| 31. | Office of Registrar General, India, MHA |
| 32. | Oil & Natural Gas Corp. |
| 33. | One 97 Communications Ltd. |
| 34. | Shakti Pumps (India) Ltd. |
| 35. | Steel Authority of India Ltd.(SAIL) |
| 36. | TLG India Pvt. Ltd-Divn. Of Leo Burnett, Mumbai |
| 37. | Unique Identification Authority of India |
| 38. | United India Insurance Co. Ltd. |

Radio channels in Rajasthan

1387. SHRI NARAYAN LAL PANCHARIYA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the number of radio channels, MW, FM and others, being operated by All India Radio (AIR) in Rajasthan;
- (b) the number of employees working in these channels, channel-wise;
- (c) the details related to the cost of running of these channels;
- (d) the sources of revenue of these channels and the quantum thereof during the last three years; and