

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION AND BROADCASTING**  
**RAJYA SABHA**

**UNSTARRED QUESTION NO.718**

**TO BE ANSWERED ON 08.02.2021**

**Making AIR and Doordarshan profitable**

**718. Shri K. J. Alphons:**

**Will the Minister of *Information and Broadcasting* be pleased to state:**

- (a) whether All India Radio (AIR) is making a profit;**
- (b) whether Doordarshan is making a profit;**
- (c) whether the clientele of both these organisations has gone up during the past ten years; and**
- (d) by what percentage the advertisement revenue of these organisations has gone up during the said period?**

**ANSWER**

**THE MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE;  
MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER  
OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES  
(SHRI PRAKASH JAVADEKAR)**

**(a) and (b) Prasar Bharati is having All India Radio and Doordarshan as its constituents and is discharging its function as a Public Service Broadcaster as per the objectives laid down in the Prasar Bharati Act, 1990.**

**Some operational expenses of All India Radio and Doordarshan are being met from the Internal Extra Budgetary Resources resulting from revenue generation activities.**

**The details of revenue generated and operational expenditure incurred thereof by All India Radio and Doordarshan during last three year is at Annexure –A.**

**(c) Yes sir.**

**(d) The details of revenue from program activities which includes revenue from advertisements, alongwith Year-on-Year (YoY) percentage variations are at Annexure -B.**

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**Annexure -A**

(i) **The details of Overall revenue and Operational Expenditure incurred by All India Radio.**

*(Rs. in crore)*

<b>FY</b>	<b>Overall Revenue (Net)</b>	<b>Operational Expenditure (Net)</b>	<b>Operating Surplus(+)/ Deficit (-)</b>
<b>2017-18</b>	<b>551.63</b>	<b>700.42</b>	<b>(-)148.79</b>
<b>2018-19</b>	<b>548.98</b>	<b>684.41</b>	<b>(-)135.43</b>
<b>2019-20</b>	<b>387.21</b>	<b>621.86</b>	<b>(-)234.65</b>

(ii) **The details of Overall revenue and Operational Expenditure incurred by Doordarshan (in crores)**

<b>FY</b>	<b>Overall Revenue (Net)</b>	<b>Operational Expenditure (Net)</b>	<b>Operating Surplus(+)/ Deficit(-)</b>
<b>2017-18</b>	<b>885.40</b>	<b>654.93</b>	<b>230.47</b>
<b>2018-19</b>	<b>966.86</b>	<b>717.42</b>	<b>249.44</b>
<b>2019-20</b>	<b>865.89</b>	<b>696.18</b>	<b>169.71</b>

**Annexure -B**

**Details of Net Revenue from Program Activities  
(includes Advertising Revenue) of AIR and Doordarshan from  
2011-12 to 2019-20 and 2020-21 and year-on-year %  
increase/decrease**

*(Rs. in crore)*

Year	AIR		Doordarshan	
	Revenue from Advertising and other Program Activities	% increase/decrease year-on-year	Revenue from Advertising and other Program Activities	% increase/decrease year-on-year
2010-11#	257.39		944.44	
2011-12#	293.90	14.18%	990.76	4.90%
2012-13	260.43	-11.39%	1021.71	3.12%
2013-14	312.69	20.07%	916.10	-10.34%
2014-15	363.37	16.21%	804.17	-12.22%
2015-16	378.36	4.13%	561.92	-30.12%
2016-17	397.31	5.01%	563.15	0.22%
2017-18	465.41	17.14%	607.08	7.80%
2018-19	460.95	-0.96%	553.55	-8.82%
2019-20	305.23	-33.78%	348.83	-36.98%
2020-21*	108.74		157.53	

# the revenue figures for 2010-11 & 2011-12 is Gross Revenue.

\*Upto November 2020