

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.

Annexure -A

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

(Rs. in crore)

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

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

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

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