

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

**RAJYA SABHA
UNSTARRED QUESTION NO.1504
(TO BE ANSWERED ON 02.08.2021)**

LAUNCH OF INTERNATIONAL CHANNELS BY PRASAR BHARATI

1504. SHRI PRABHAKAR REDDY VEMIREDDY:

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

- (a) whether it is a fact that Prasar Bharati is seriously thinking to launch a channel with international presence;
- (b) whether it is also a fact that a tender for Expression of Interest (Eoi) has also been floated recently;
- (c) if so, the details thereof and reasons for having such a channel; and
- (d) whether any roadmap has been prepared for this purpose and if so, the details thereof?

ANSWER

THE MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS & SPORTS (SHRI ANURAG SINGH THAKUR)

(a) to (d): Prasar Bharati, India's Public Broadcaster has been expanding its global outreach through DD India and External Services Division of All India Radio with the objective to build bridges of communication with Indians living abroad and to showcase India's diverse culture, values and rich heritage to the world. Prasar Bharati intends to enhance its global footprint further for better projection

of India abroad and has invited Expression of Interest (EOI) towards Consultancy Service for providing Detailed Project Report (DPR) on establishment of an international channel. The EOI was published on 18.06.2021 with last date of submission was 29.07.2021.

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