

2. Rate cards are being revised to induce flexibility in commercial operations.
3. Development communication division has been created to specifically address the publicity needs of the Government Departments and Public Sector Undertakings and Autonomous Bodies.
4. A three member High Power Committee consisting of CEO, Member (Fin), DG:Doordarshan has been constituted to speed up decision making process on commercial matters.
5. A High Powered Creative Advisory Committee under the Chairmanship of Sh. Alyque Padamsee has been constituted for advising Doordarshan to increase its look and feel.

(d)

| Year | In crores of Rs. |
|---------|------------------|
| 2000-01 | 960.94 |
| 2001-02 | 930.13 |
| 2002-03 | 967.24 |

Modernisation and digitalisation of DD centres in U.P.

†2803. DR. AKHTAR HASAN RIZVI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) the number of Doordarshan Centres which are proposed to be modernized and digitalized in Uttar Pradesh during the Tenth Plan; and

(b) by when, the work of modernization and digitalization of these Centres is likely to be completed?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) and (b) Six Doordarshan Kendras in Uttar Pradesh are proposed to be modernized and digitalized by the end of Tenth Plan period.

†Original notice of the question was received in Hindi.