

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

LOK SABHA

**UNSTARRED QUESTION No. 2298
TO BE ANSWERED ON 23.09.2020**

RATES OF ADVERTISEMENTS FOR PRIVATE TV CHANNELS

2298. SHRI MOHANBHAI KALYANJI KUNDARIYA:

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

- (a) whether the Government proposes to increase the rates of advertisement for private T.V. channels;**
- (b) if so, the details and methods thereof;**
- (c) if not, the reasons therefor;**
- (d) whether the Cabinet Committee on Economic Affairs (CCEA) has chalked out a plan for the 'broadcasting, basic infrastructure and network development' in Prasar Bharti; and**
- (e) if so, the details thereof ?**

ANSWER

**MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE;
MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER
OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES
{SHRI PRAKASH JAVADEKAR}**

(a) to (c): The Government revised the rates for awareness campaigns to be undertaken by Bureau of Outreach and Communication (BOC) through private TV channels in January, 2019 on the basis of recommendations of the Review Committee constituted in the Ministry of Information and Broadcasting for this purpose. The revised rates are valid for 3 years.

(d) & (e): The modernization and strengthening of basic infrastructure and network of Prasar Bharati is a continuous process under the scheme “Broadcasting Infrastructure and Network Development (BIND)”. The Cabinet Committee on Economic Affairs (CCEA) has approved the extension of this Scheme for the period 2017-20 with a provision of Rs. 1054.53 Crore for this period.
