



Press Release

Call for Suggestions for the Expert Committee on Prasar Bharati

The Government of India has set up an Expert Committee under the chairpersonship of Mr Sam Pitroda to review the functioning of Prasar Bharati. The committee's terms of reference include sustaining, strengthening and amplification of Prasar Bharati's role as a public broadcaster, with a special reference to its relationship with Government, in the emerging context; a review of the status of implementation of recommendations made by various committees that have undertaken the study of Prasar Bharati, and suggesting a roadmap for enhancing Prasar Bharati's reach and potential; digitisation of the archival material in the possession of Doordarshan and All India Radio, including material from the Independence Movement era, and the development of enabling infrastructure; use of new media to deliver digital content; ensuring a wider reach to a worldwide audience; and any other statutory issue. The committee has decided to study all relevant areas related to Prasar Bharati, viz., the Prasar Bharati-Government relationship, technology, business development, finance, HR & organisation, content & programming, archiving, presence on social and other new & emerging media platforms, global initiatives, regulatory mechanism, and comparison with other public service broadcasters.

The committee has invited views/suggestions from the public on its terms of reference, including in relation to the areas mentioned above. Accordingly, all interested persons and organisations are requested to mail their views/suggestion by 14th April 2013 through the online feedback form - <http://www.prasarbharaticommittee.in/feedback> or via post to Prasar Bharati Committee Secretariat, 2nd Floor, PTI Building Sansad Marg, New Delhi -110001.