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Doordarshan encourages cartelisation while procuring films, says Prasar Bharati report

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MUMBAI: A Prasar Bharati internal vigilance report on procurement of movies has indicted Doordarshan for allegedly encouraging cartelisation.

The Kairam group, Manish Shah group, Dheeraj Sabharwal group and others, all of which provide films to Doordarshan, have been named in the Prasar Bharati report, the English daily dna has reported.

Other groups named in the Prasar Bharati report are Kewal Suri group, Narender Kesar group, Sushil Aggarwal group, Ratan Jain group and Rajshree group, but it is mostly the Kairam group and Manish Shah's group of companies that supply films to Doordarshan.



The report stated that Doordarshan admitted to the monopolistic situation dominated by the six business houses but failed to suggest ways to avoid such a situation.

According to the report, each of these business houses has close to 20 front companies that take turns to submit their offers.

"It is not clear how DD has been conveniently shutting its eyes to the monopolistic situation created by procuring films only from the six groups," dna quoted from the report.

Doordarshan National shows movies on DD National between Friday and Sunday, with another telecast on Monday.

At a Prasar Bharati board meeting in August 2013, an official suggested streamlining the telecast of films by auctioning DD slots rather than buying rights in order to improve revenue and the quality of films.

Later, the Prasar Bharati board at its meeting in April 2014 approved the proposal to auction slots.

However, Doordarshan did not implement the board's decision, saying the response to the auction was tepid, dna reported.

Even the Prasar Bharati internal committee report stated that DD lacked the will to own the idea of e-auctioning the film slots.

The dna report also stated that, according to a former DD officer, the producers' lobby also gave threats.

As a result, no procedure was followed by DD while procuring films. "For example 'Dhoom 2' was procured for Rs 8 lakh, while films like 'Baby' and 'Dharam Sankat Mein' were procured for Rs 16 lakh. These decisions are arbitrary," the DD official was quoted as saying.



The issue was discussed at a Prasar Bharati board meeting recently where it was decided that applications would be invited once again under the slot sale policy for TV shows, under which primetime DD National slots would be auctioned, the newspaper reported.

Prasar Bharati CEO Jawhar Sircar was quoted as saying, "I can't remember the exact details of the report, but we are aware of a cartelisation in Doordarshan. Prasar Bharati will soon ensure that a transparent system is brought into place

at its next board meeting."



Tags:

DD National, Dheeraj Sabharwal, Doordarshan, Kewal Suri group, Manish Shah, Narender Kesar group, Prasar Bharati, Rajshree group, Ratan Jain group, Sushil Aggarwal group

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