

Pitroda panel to review Prasar Bharati ties with govt

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New Delhi : A month after broadcast regulator TRAI recommended further strengthening of the “arm’s length relationship” between Prasar Bharati and the government, the Information and Broadcasting Ministry on Tuesday set up an expert committee headed by Sam Pitroda to review Prasar Bharati’s relationship with the government and its continuing role as a public broadcaster.

The seven-member panel has also been asked to give a road map to enhance the reach of Prasar Bharati and draw a strategy for “creating a network of domestic and overseas business partners to ensure wider reach to a worldwide audience including creating an exclusive overseas service.”

Setting up an international news channel to propagate New Delhi’s views to the world has been on the drawing table for long, but has been caught in some security issues.

The panel, the ministry said, would suggest “measures to sustain, strengthen and amplify Prasar Bharati’s role as a public broadcaster with special reference to its relationship with government in the emerging context”. Headed by Pitroda — the PM’s advisor on Public Information Infrastructure & Innovations — the panel will have among others former I&B Secretary Asha Swaroop, Prasar Bharati CEO Jawhar Sircar and National Innovation Council member Shekhar Kapur.

The committee has also been asked to suggest measures to digitize the huge archival material which Doordarshan and All India Radio have in their possession.