

## Prasar Bharati: Can Sircar turn it around?

**Prasar Bharati has fewer advertisers and a dearth of original programming**

**Surajeet Das Gupta & Sounak Mitra | New Delhi October 24, 2012** Last Updated at 00:48 IST

In his imposing office just a stone's throw away from Parliament House, Jawhar Sircar has two large LCD TV sets mounted on the wall. On one, he keeps a close tab on his own Doordarshan channels and, on the other, he scans competing private players. His desk is strewn with files, press clippings and a note undertaking a financial analysis of all broadcasters, a majority of whom are also in the red. Sircar, who has just got Rabindranath Tagore's works translated into Italian, points to one of the LCD TVs: "Look at the background of the Doordarshan newsroom, it looks as good ...