

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
QUESTION NO 07.03.2011
ANSWERED ON
SURVEY ON IMPACT OF DD IN THE MIDDLE EAST .

155

Shri Jai Prakash Narayan Singh

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

- (a) whether Doordarshan has conducted a survey on the reach and impact of DD India in the Middle East;
- (b) if so, the cost of the survey;
- (c) whether the survey report was considered by the Prasar Bharati Board for further action and if not, the reasons therefor;
- (d) whether, while the previous report remained unattended, the Prasar Bharati is embarking on a similar exercise again; and
- (e) if so, the reasons therefor?

ANSWER

THE MINISTER OF INFORMATION & BROADCASTING (SMT. AMBIKA SONI)

(a) to (e): A Statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (e) OF RAJYA SABHA
STARRED QUESTION NO. 155 FOR ANSWER ON 07.03.2011.

(a) & (b) : Prasar Bharati has informed that a survey was conducted on Reach and Impact of DD India in 2006-07 in seven countries of Middle East i.e. Bahrain, UAE, Oman, Kuwait, Yemen, Qatar & Saudi Arabia. An amount of Rs. 40.00 lakh was spent on the survey.

(c) : Prasar Bharati has informed that based on the recommendations of the study, DD India (International) Channel is being revamped.

(d) & (e) : Prasar Bharati has informed that the Study in the seven Middle East countries was for a specific reason to make recommendations on the future strategy to expand the reception and distribution of the channel in those countries. Accordingly, letters were issued to the Indian Embassies to identify potential distributors in the Middle East countries based on the report. A fresh Global tender has also been floated to find out Reach and Impact of DD India channel in eight countries in different regions of the world, wherever NRIs/PIOs are more in number.