

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO. 241
(TO BE ANSWERED ON 05.02.2018)**

DART RATINGS BY DOORDARSHAN

241. DR. VIKAS MAHATME:

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

- (a) whether Doordarshan has been able to create programmes, which are able to score higher on the TRP scale, as Prasar Bharati has asked Doordarshan to conduct regular Doordarshan Audience Research Television (DART) ratings through Audience Research units for the rural population;
- (b) if so, the details thereof and the steps taken in this regard;
- (c) whether the Doordarshan is considering for special television content for the viewers in the rural areas; and
- (d) if so, the details thereof and the steps taken in this regard?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND
BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.))**

(a) to (d): Prasar Bharati has informed that Doordarshan used to conduct regular Doordarshan Audience Research Television (DART) Ratings Survey through its Audience Research units for the rural population till March 2013. DART Survey was stopped in April 2013. Currently TV ratings for various channels of Doordarshan are being provided by BARC (Broadcast Audience Research Council). Initially ratings were provided by BARC only for urban areas which were later extended to rural areas from October 2015.

Improving and enhancing the quality of programmes for better reach and viewership is a continuous process. Many Doordarshan channels have seen an

increase in viewership due to various initiatives taken by Doordarshan as detailed in the Table below.

DD Regional Channels All India 2+, NCCS ALL, Average Impressions (in Lakhs)			
Source BARC			
Channel	Year 2016	Year 2017	% Gain
DD Sahyadri	119	242	103%
DD Podhigai	102	123	20%
DD Chandana	64	110	72%
DD Bangla	56	78	39%
DD Girnar	30	56	87%
DD Oriya	27	49	81%
DD Yadagiri	29	44	52%
DD Bihar	21	33	57%
DD Madhya Pradesh	29	32	10%
DD Rajasthan	21	30	43%
DD North East	12	17	42%

Doordarshan as the Public Service Broadcaster telecasts a variety of programmes for information, education and entertainment of viewers in rural areas through its network of 23 Satellite channels (including 16 Regional Language Satellite Services). In addition to this DD Kisan Channel has been launched to meet the special requirement of farmers and viewers in rural areas. Several programmes are telecast on DD Kisan in areas concerning Agriculture, Horticulture, Animal Husbandry, Weather, Rural Development etc. for viewers in general and for farming and rural community in particular.
