

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

**RAJYA SABHA
UNSTARRED QUESTION No. 3433
(TO BE ANSWERED ON 26.03.2018)**

ESTABLISHMENT OF AIR & DD

3433. SHRI BASAWARAJ PATIL:

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

- (a) when was the All India Radio (AIR) and Doordarshan (DD) set up and what was the aim behind setting up of these organisations;
- (b) has the objective changed now and whether it has become more commercialised; and
- (c) whether impartial cultural, literary programmes etc. are being telecast as was done earlier?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND
BROADCASTING**

{COL RAJYAVARDHAN RATHORE (Retd.)}

(a) Prasar Bharati has informed that All India Radio (AIR) was setup in the year 1936 and has been serving to inform, educate and entertain the masses since its inception, truly living up to its motto – 'Bahujan Hitaya Bahujan Sukhaya'. Details are available at <http://allindiaradio.gov.in>

Doordarshan was set up on 15th September 1959 with aim to telecast programmes to inform, educate and entertain people. Details are available at <http://www.ddindia.gov.in>

(b) No, Sir.

(c) Yes, Sir.
