

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO.243
(TO BE ANSWERED ON 08.12.2022)**

STEPS TO INCREASE OUTREACH OF RADIOS

243. SHRI RAKESH SINHA:

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

- (a) whether Government is aware that Prime Minister's 'Mann Ki Baat' programme has encouraged the use of radios and resurrected its popularity;
- (b) steps being taken to increase its outreach particularly among the remotest areas of the country and among the tribal population;
- (c) whether Government will consider to use local dialects as medium for smaller communities who inhabit the remote parts of the country; and
- (d) whether it will consider to establish substations in the border areas and tribal areas of the country?

ANSWER

THE MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS & SPORTS (SHRI ANURAG SINGH THAKUR)

(a) to (d): Yes, Sir. The programme "Mann Ki Baat" provides every citizen the opportunity to connect, suggest and become part of participatory governance through the Hon'ble Prime Minister's radio address. 'Mann Ki Baat' programme produced by All India Radio (AIR), initially broadcast on AIR, is now available on

Doordarshan Channels and “NewsOnAir” mobile app also. As on date, AIR has total 501 broadcasting stations across the country which provide AIR service in the country including remotest and tribal areas. AIR is one of the largest broadcasting organizations in the world in terms of the number of languages it broadcasts and the spectrum of socio-economic and cultural diversity it serves. Presently, AIR broadcasts programmes in 23 languages and 181 dialects. The expansion of AIR network is a continuous process as per the extant schemes of the Government.
