

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

RAJYA SABHA
UNSTARRED QUESTION NO.2669
(TO BE ANSWERED ON 23.03.2023)

RESTORATION OF NATIVE LANGUAGE SLOTS IN FM CHANNELS

2669. DR. JOHN BRITTAS:

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

- (a) whether Government has taken note of the growing number of complaints from various quarters regarding the attempt to replace native language slots in several FM channels with content in Hindi;
- (b) if so, whether Government will agree to restore the earlier programme schedules in native languages; and
- (c) if not, the reasons therefor?

ANSWER

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

(a) to (c): Prasar Bharati has informed that All India Radio (AIR) constantly reviews its content taking into account the geography, ethnicity, belief, language, culture, traditions and local flavors according to the need and inclinations of listeners of coverage area. At present, AIR broadcasts programmes in 23 major languages and 181 dialects over its channels across the Nation.

As per FM Radio Phase III Guidelines, the private FM Radio permission holders have to ensure that at least 20% of the total broadcast in a day be in the local language of the city and promote local content.
