

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION NO. 2178
(TO BE ANSWERED ON 13.12.2024)

PROMOTING REGIONAL LANGUAGES CHANNELS

2178. SMT. KIRAN CHOUDHRY:

Will the Minister of Information and Broadcasting be pleased to state:

- (a) the measures taken to promote regional languages via radio or other means, particularly in Haryana;
- (b) whether Government intends to promote regional language channels; and
- (c) if so, the details of schemes implemented for the purpose?

ANSWER

**THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND
PARLIAMENTARY AFFAIRS (DR. L. MURUGAN)**

(a) to (c): Prasar Bharati through its constituents of Akashvani and Doordarshan broadcasts programmes to meet the aspirations of the audience/ viewers in various regional languages. DD Haryana, which originates from Chandigarh, is one of the 24X7 Regional/State network channels of Doordarshan Network which caters to viewers in Haryana and broadcasts programmes related with news, cultural shows, educational contents, entertainment and Haryanvi films.

Akashvani originates programming in 23 languages and 181 dialects and caters to audience throughout the country through various Radio Stations located in different regions, transmitting content in different regional languages and dialects.

Further, as per the FM Phase-III Policy, Private FM Radio Broadcasters must ensure that at least 20% of the total broadcast in a day is in the local language of the city and promotes local content.

Doordarshan Network has 28 Regional/State Channels including DD Haryana, which are dedicated to their respective States/Union Territories and telecasts programmes in their respective languages/dialects.
