

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION NO. 2323
(TO BE ANSWERED ON 08.08.2025)

CELEBRATION OF GOLDEN JUBILEE OF DD TAMIL

2323 SHRI R. GIRIRAJAN:

DR. KANIMOZHI NVN SOMU:

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

- (a) whether Government is planning to celebrate the Golden Jubilee of Doordarshan (DD) Tamil, the first Regional Television Channel of DD started on 15 August 1975;
- (b) if so, the details thereof and if not, the reasons therefor;
- (c) whether Government has any plans to increase the number of DD Kendras in the country, Tamil Nadu in particular and if so, the details thereof and if not, the reasons therefor; and
- (d) whether Government has allocated more funds for the technological innovations and studio infrastructure in all DD Kendras in the the country and if so, the details thereof?

ANSWER

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

(a) to (d): The Government is committed to promote regional language broadcasting through Doordarshan and Akashvani.

DD Tamil is commemorating its Golden Jubilee (1975–2025) through a wide array of special programming and public engagement initiatives. These include commemorative events, various short video messages from eminent personalities, and special dance performances by Padma Vibhushan Dr. Padma Subrahmanyam & Ms. Kala.

A special audience programme was organised in which several Padma Awardees from Tamil Nadu were felicitated. Studio-based music programmes are also being regularly organized & telecast as part of the ongoing celebrations.

Currently, three production centres are functional in Tamil Nadu: Doordarshan Kendra Chennai, and Programme Generating Facilities (PGFs) at Madurai and Coimbatore. These facilities cater to diverse regional audiences and contribute significantly to the national programming mix of Doordarshan.

Government is implementing a Central Sector Scheme namely, Broadcasting Infrastructure and Network Development (BIND) scheme at an outlay of Rs 2539.61 Crore. The scheme aims at development, modernization and upgradation of broadcasting infrastructure of Doordarshan and Akashvani in the country.

The projects include modernization of transmitters & studios, expansion of Direct to Home (DTH) DD Free Dish Platform and DD TV channels, modernization of production & transmission facilities, content generation, content innovation, expansion of the reach of public service broadcasting.

Some of the new age initiatives undertaken to expand the reach of Doordarshan include:

- DD Free Dish, the free-to-air DTH service of Prasar Bharati, has expanded significantly from 104 channels in 2019 to 510 channels, including 50 Doordarshan channels, 92 private channels, 48 Akashvani radio channels, and 320 educational channels.
- Prasar Bharati's new multi-genre OTT platform 'WAVES', launched in 2024, provides content in multiple Indian languages including Tamil and is integrated with AIR and DD services.
- Tamil language content is actively promoted on these platforms, ensuring inclusive representation of regional voices.
