

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

**UNSTARRED QUESTION NO. 746
(TO BE ANSWERED ON 05.12.2025)**

PROMOTION OF TAMIL PROGRAMMES ON DOORDARSHAN AND DIGITAL PLATFORMS

746. SHRI R. GIRIRAJAN:

DR. KANIMOZHI NVN SOMU:

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

- (a) the steps taken by Government for the outreach of DD Tamil programs in Tamil Nadu;
- (b) whether local news and events from Tamil Nadu are covered by DD News and other public media;
- (c) the proactive measures taken by Government to promote and propagate Tamil contents on digital platforms; and
- (d) the timeline for expanding local radio stations in Tamil Nadu?

ANSWER

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

(a) to (d): Government of India launched the revamped DD Tamil channel on 19 January 2024. It is a 24×7 dedicated television channel being broadcast through satellite and terrestrial networks.

DD Tamil broadcasts programmes in Tamil language covering art, culture, literature, history, heritage, traditions, eminent personalities, and people-centric content. It also broadcasts news and current affairs related to the state of Tamil Nadu.

DD Tamil is also available in HD through DD Tamil HD, and both channels are carried on DD Free Dish, Prasar Bharati's free-to-air DTH platform.

To further strengthen regional outreach, the DD Free Dish auction policy has been revamped, encouraging greater participation from regional channels. As a result, 28 regional language channels, including Tamil, have been onboarded on DD Free Dish from 1 April 2025.

Government of India has established 17 Akashvani channels in Tamil Nadu. In addition, installation of 3 FM relay stations at Vellore (5 kW), Yercaud (5 kW) and Kumbakonam (10 kW) have also been approved for the expansion of local radio services. Live streaming of Akashvani Channels in Tamil Nadu is also available through the “NewsOnAir” mobile app.

Prasar Bharati’s OTT platform “WAVES” hosts Tamil language content, including news, current affairs, cultural and entertainment programmes.

Local news and events from Tamil Nadu are regularly covered by DD Tamil and by the Regional News Unit of DD News in the State. Akashvani stations in Tamil Nadu also disseminate regional news through their programmes and digital platforms.

Important cultural and national events from Tamil Nadu are also covered live by DD Tamil & Akashvani channels.

Promotional campaigns for DD Tamil programmes have been undertaken earlier through advertisements in leading newspapers and Metro trains in Tamil Nadu. Tamil content is also actively promoted on digital platforms.

Akashvani stations across Tamil Nadu likewise promote Tamil programming through their respective social media handle. DD Tamil promos are also broadcast as cross-channel publicity on the FM network across the State.
