

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION No. 1531
(TO BE ANSWERED ON 31.07.2026)

STRENGTHENING PUBLIC BROADCASTING AND GLOBAL OUTREACH

1531. SHRI RAVI CHANDRA VADDIRAJU:

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

- (a) whether Government has expanded Doordarshan (DD) and All India Radio (AIR) coverage to rural and border areas;
- (b) the steps taken to counter misinformation and promote credible news; and
- (c) whether Indian media is being promoted globally to showcase India's cultural heritage?

ANSWER

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

(a) to (c):

Broadcasting Infrastructure and Network Development (BIND) Scheme is a Central Sector Scheme for development, modernization and upgradation of Doordarshan and Akashvani's broadcasting infrastructure, approved with an outlay of ₹2539.61 crore for 2021-26. The scheme has been extended up to 31.03.2027.

The Scheme provides for modernization of broadcasting infrastructure through upgradation of transmitters, studios, production and transmission facilities, expansion of the DD Free Dish DTH platform and Doordarshan channels, and other initiatives to strengthen public service broadcasting.

The Government continuously expands DD and AIR coverage across the country, including rural and border areas. Doordarshan (DD) operates 35 channels including 28 regional/state channels across the country. "DD Free Dish" is receivable anywhere in the country free of subscription.

Akashvani services are provided from 594 broadcasting stations in the country. Akashvani's combined MW/FM coverage is about 98% by population and about 90% by area. Akashvani has made more than 260 channels live on "NewsOnAIR" mobile app and 48 channels live on DD Free Dish from anywhere in the country.

Doordarshan and Akashvani content is also available on "WAVES" and other social media platforms.

To counter misinformation and promote credible news, the Government has taken many steps including:

- Doordarshan channels telecast programmes and advertisements strictly as per the Programme Code and Advertising Code of Prasar Bharati, and do not carry content spreading misinformation, rumour or fake news. Programmes are previewed before telecast to ensure only authentic and verified information reaches viewers.
- DD News follows a multi-layered editorial mechanism—involving rigorous factchecking, cross-verification through multiple credible sources, and editorial scrutiny—to prevent broadcast of fake news on TV and digital platforms. Special programmes were also aired to counter misinformation during critical events.

- A Fact Check Unit (FCU) under the Press Information Bureau (PIB) has been established to verify claims relating to government policies, regulations and announcements through a rigorous fact-checking procedure. It also publishes timely, verified clarifications across its official social media platforms. Citizens are also encouraged to report suspicious content, strengthening public participation in combating misinformation.
- Fact-checks issued by PIB are integrated into DD News broadcasts and amplified digitally. Akashvani's News Services Division (NSD) similarly disseminates PIB fact-check stories through News Bulletins, programmes and social media, alongside broadcasting news in multiple languages, including regional languages/dialects, for wider public awareness.

NSD of All India Radio disseminates news and comments to listeners in India and abroad. It continuously uses advanced technology and digital media to expand its reach to millions across the globe on both legacy and emerging platforms.

DD India, Prasar Bharati's international English news channel, showcases India's perspective, culture and heritage to global audiences. It is available in over 100 countries through various partners. DD India is further accessible via its website, mobile app, social media platforms and the “NewsOnAir” App, ensuring wide international reach.
