

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

**LOK SABHA**

**UNSTARRED QUESTION NO.1769  
(TO BE ANSWERED ON 28.12.2017)**

**REVAMPING / UPGRADATION OF DOORDARSHAN**

**1769 SHRI FEROZE VARUN GANDHI**

Will the Minister of INFORMATION AND BROADCASTING  
be pleased to state

- (a) whether the Government has taken/proposes to take any steps to revamp and upgrade Doordarshan so as to cater to the present generation audience;
- (b) if so, the details thereof; and
- (c) if not, the reasons therefor and the details of other measures being taken by the Government to increase the currently low viewership of Doordarshan?

**ANSWER**

**THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND  
BROADCASTING (COL.RAJYAVARDHAN RATHORE(Retd.))**

(a) to (c) Prasar Bharati has informed that it is the constant endeavour of Doordarshan(DD) to improve its programming by reviewing the content and quality of programmes and modernisation of infrastructure from time to time with a view to sustaining the interest of the viewers.

As a public broadcaster, Doordarshan's primary duty is to organize and conduct Public Broadcasting Services to inform, educate and entertain the public and to ensure a balanced development of broadcasting on Television. It aims at strengthening the democratic values and institutions keeping in mind the different traditions, languages and culture of the country.

As an initiative to engage the present generation audience, programmes have been revamped in interesting formats with good attractive packaging and graphics.

Doordarshan has embarked on providing meaningful content to its audience based on their needs and aspirations. In collaboration with BBC (British Broadcasting Corporation) Media Action and UNICEF, Doordarshan mounted a serial 'Áadha Full' aimed at changing mindsets through a fiction drama format. Programmes on armed forces have been telecast to ignite patriotic fervour especially among youth. To provide useful information to young people, various Doordarshan Kendras mount career counselling programmes. Profiling of women achievers is featured in various programmes for women empowerment. 'Tejaswini' is one such series on women who have struggled against odds to achieve their goals. DD Kendras have started reality shows to provide a platform to budding artists, singers and performers. DD Archives is also being used effectively in various segments to create nostalgia. Various DD Kendras are highlighting positive stories of growth and development through documentaries.

To cater to the present generation audiences, Doordarshan mounted a special series of programmes created around the International Film Festival at Goa featuring film personalities and film-based content. Also keeping in view the latest technology used by the present generation, DD's Programmes are now available on platform like YouTube and promoted through Social Media.

