

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION No. 1071
(TO BE ANSWERED ON 08.02.2018)**

MODERNISATION/UPGRADATION OF AKASHVANI/DD KENDRAS

**1071. SHRI RAM CHARAN BOHRA:
DR. ANUPAM HAZRA:**

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the infrastructural upgradation and modernisation of Akashvani and Doordarshan Kendras is being made to keep pace with the increasing needs of digitalization;
- (b) if so, the details thereof, Doordarshan Kendras and AIR Station-wise;
- (c) the funds allocated and utilized for this purpose during the last three years and the current year, Doordarshan Kendras and AIR Station-wise; and
- (d) the other steps taken/being taken by the Government to improve the functional quality of programmes being broadcast on Akashvani/Doordarshan?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND
BROADCASTING**

{COL RAJYAVARDHAN RATHORE (Retd.)}

(a) & (b) Yes Madam. Prasar Bharati has informed that for both All India Radio and Doordarshan, modernisation/infrastructure upgradation is a continuous process to keep pace with the technological advancement. Modernisation/ Upgradation plan covers a broad spectrum, which, inter alia, includes digitalization; adoption of new technologies at par with International standards; replacement of old ageing equipments and their upgradation etc.

Details of such activities are reported in the Annual Reports of Prasar Bharati and that of the Ministry of Information & Broadcasting. These reports are also available on the website of Prasar Bharati at www.prasarbharati.gov.in and Ministry of Information and Broadcasting at www.mib.gov.in.

(c) As per details provided by Prasar Bharati, funds allocated and utilized for modernisation /upgradation of both Akashvani and Doordarshan Kendras during the last three years and the current year are as under:

Year	<u>Fund allocated</u> (Rs. in crore)	<u>Fund utilized</u> (Rs. in crore)
All India Radio	Revised Estimate (RE)	
2014-15	190.00	210.68
2015-16	207.60	143.32
2016-17	177.00	164.52
2017-18	115.00	67.16 (Up to Dec. 2017)
Doordarshan		
2014-15	191.00	187.08
2015-16	189.92	74.13
2016-17	170.00	162.79
2017-18	101.65	22.05 (Up to Dec. 2017)

Funds are released based on progress of various projects and requirements received from field units. Allocation of funds is made scheme wise and not Kendra wise.

(d) The content on AIR is designed to make radio a means of interactive communication in a composite society. The longish formats have been replaced by utility messaging system, dissemination of themes through jingle, short-duration musical items, live phone-in-programmes, radio bridges, chat shows etc. The content related with socio-economic realities of the service area is disseminated through terrestrial, satellite and internet modes.

For Doordarshan also, improving and enhancing the quality of programmes for better reach and viewership is a continuous process. Many Doordarshan channels have seen an increase in viewership due to various initiatives taken by Doordarshan.

Packaging of the shows and promos has been improved to give a distinct look and feel to DD Channels. Wide publicity of programmes is undertaken through various channels of Doordarshan and social media through Youtube/Twitter/ Facebook.
