

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

**LOK SABHA
UNSTARRED QUESTION NO. 2224
(TO BE ANSWERED ON 8.3.2018)**

POPULARITY OF DOORDARSHAN/AIR PROGRAMMES

2224. SHRI SHARAD TRIPATHI:

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) whether the programmes telecast/broadcast by the Doordarshan Channels and All India Radio are less popular in comparison to the programmes of private channels;
- (b) if so, the details thereof, Doordarshan/All India Radio-wise along with the reasons therefor;
- (c) whether the Government has reviewed the contents and telecasting/broadcasting quality of various programmes of Doordarshan Channels and All India Radio;
- (d) if so, the details thereof and the shortcomings found in this regard and the improvements made in the programmes, Doordarshan Channel/All India Radio-wise; and
- (e) the corrective measures being taken by the Government to improve the contents and telecasting/broadcasting quality of Doordarshan and All India Radio programmes?

ANSWER

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

(a) & (b)

AIR

No Madam, Prasar Bharati has informed that as per the Radio Audience Survey on FM Channels conducted for the period 2016-2017 by Audience Research Unit of All India Radio, AIR FM Rainbow and Gold Channels were generally found to be more popular than the private FM Channels in terms of daily reach.

DOORDARSHAN

Prasar Bharati has informed that as a public Service Broadcaster, Doordarshan's programming is focused on issues of public interest viz. health, education, empowerment, social justice etc. Thus Doordarshan programmes cannot be compared with private channels as both are totally different in their objectives and programming formats. However, Doordarshan is striving to provide impactful and compelling programmes to become the preferred channel of choice of people.

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(c), (d) and (e):

AIR

Prasar Bharati has informed that continuous steps are taken across the AIR network for review and improvement in the content and presentation style of AIR's programmes.

A lot of emphasis is being given to the feedback received directly from the listeners through their letters, e-mails, SMS and also phone calls. Similarly, attention is being paid to the findings of various Audience Research surveys conducted from time to time by the Audience Research Unit of All India Radio. Wherever needed, modifications and changes, as sought by listeners, are being incorporated.

The content is increasingly designed to make radio a means of interactive communication among various stake-holders. Long formats have been replaced by utility messaging, dissemination of themes through jingles, short –duration content, live phone-in- programmes, radio bridges; location based outdoor programming, chat shows etc. Keeping in mind radio audiences consuming content primarily on FM and mobiles, the content on FM is constantly tailored to meet listener's expectation and preference.

DOORDARSHAN

Prasar Bharati has informed that it is the constant endeavour of Doordarshan to modernize its infrastructure and improve the quality of programmes.

Reviewing and enhancing the content quality is a continuous process. Doordarshan has taken several measures to improve the quality of content including providing training to its Technical and Programming staff, capacity building of Content Producers, improving the quality of presentation, enhanced visibility on Social Media etc. Many Doordarshan channels have seen an increase in viewership due to above mentioned initiatives taken by Doordarshan as detailed in the Table below: -

DD Regional Channels All India 2+, NCCS All, Average Impressions (in Lakhs) source BARC			
Channel	Year 2016	Year 2017	% Gain
DD Sahyadri	119	242	103%
DD Podhigai	102	123	20%
DD Chandana	64	110	72%
DD Bangla	56	78	39%
DD Girnar	30	56	87%
DD Oriya	27	49	81%
DD Yadagiri	29	44	52%
DD Bihar	21	33	57%
DD Madhya Pradesh	29	32	10%
DD Rajasthan	21	30	43%
DD North East	12	17	42%

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