

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

**LOK SABHA  
UNSTARRED QUESTION NO. 3340  
(TO BE ANSWERED ON 15.03.2018)**

**SPECIAL PROGRAMMES ON RADIO/TELEVISION CHANNELS**

**3340. SHRI PRATAPRAO JADHAV:**

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) whether the Government has formulated any action plan for broadcasting/telecasting special programmes on radio/ television for creating awareness about various welfare schemes being implemented in the country and for disseminating information in the people about vacancies in the Government and private sector;
- (b) if so, the date from which these programmes are planned to be started including the manner in which these programmes are going to be broadcast/ telecast; and
- (c) if not, the reasons therefor?

**ANSWER**

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

(a) to (c): Prasar Bharati has informed that all Kendras of Doordarshan regularly telecast programmes highlighting various schemes and initiatives of the Government for dissemination of information including programmes on Mudra, Jan Dhan Yojna, Skill India, Pradhan Mantri Krishi Sinchai Yojna, Mission Indradhanush, Sabka Saath Sabka Vikas etc. Apart from this, programmes on career guidance/employment are regularly aired on all regional kendras of Doordarshan, viz.,

DD Saptagiri:- Hello Saptagiri (Live phone-in prog.) for career guidance 1535 hrs. to 1600 hrs.

DD Podighai:-Hello Ungaludan(Live Phone-in) every Monday 1205 hrs. to 1300 hrs. Another programme Kalloori Kaalongal (Live Phone-in) every Thursday at 1903 hrs. to 1930 hrs.

DD Kashir:- Employment news every Tuesday 1640 hrs. to 1700 hrs.

DD Rajasthan :- Programme DISHAYEIN every Tuesday at 1315 hrs. and YUVATARANG every Tuesday at 1600 Hrs.

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DD Malayalam:- Avasaram (Career Guidance/ Employment) every Saturday 1200 hrs to 1300 hrs.

DD Odia:- Career Calling(Career Guidance programme), every Tuesday at 1630 hrs.

DD Girnar:- Hello Karkirdi (Live Phone-in Career Guidance programme) every Wednesday, 1800 hrs. and Rozgar Samachar on Sunday at 1830 hrs.

DD UP- Namaste UP (Career Guidance Programme):- 1630hrs. to 1730 hrs.

DD Yadagiri :- Career Guidance – Live phone-in on Friday 1400 hrs to 1500 hrs. and Employment News on Monday 1700 hrs. to 1730 hrs..

DD Itanagar:-Rozgar Samachar, every Friday at 1800 hrs. to 1845 hrs.

Besides this, as per Prasar Bharati, DD News gives due coverage to all welfare scheme of Government of India through News and Current Affairs programmes to create awareness about the schemes being implemented throughout the country.

According to Prasar Bharati, All India Radio Stations are also regularly broadcasting programmes with the purpose of creating awareness about various welfare schemes being implemented in the country from time to time.

Programmes are also broadcast at regular intervals meant for disseminating information to the people about vacancies in the Government. Regarding private sector vacancies, authenticated information is disseminated as and when it is made available to AIR stations.

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