

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

**LOK SABHA
UNSTARRED QUESTION NO.1780
(TO BE ANSWERED ON 20.12.2018)**

QUALITY OF CONTENTS AIRED ON DD

1780. SHRI AJAY NISHAD:

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) whether the news and other programmes being aired on Doordarshan (DD) are turning out to be less popular in comparison to the programmes shown on private channels;
- (b) if so, the details thereof and the reasons therefor;
- (c) whether any attempts have been made by Prasar Bharati to improve the quality of its news and other programmes aired on DD channels/Akashvani to bring it at par with the programmes shown on private channels to increase the number of its audience;
- (d) if so, the details thereof, Doordarshan/Akashvani-wise; and
- (e) the details of other steps taken/ being taken by the Government to improve the quality of programmes being aired on DD channels/Akashvani?

ANSWER

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

(a) and (b): Prasar Bharati has informed that as the Public Service Broadcaster, Doordarshan's programming is focused on issues of public interest viz. health, education, empowerment, social justice etc. Thus Doordarshan's 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.

(c) to (e):

All India Radio

All India Radio (AIR) has embarked upon innovative ways to attract listeners through interactive programming like Dial-outs, radio-bridge and roving microphone.

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AIR's creative production especially in the genre of radio features, interactive programmes, crisp and creative announcements have won international accolades and awards over the years especially during the past 3-4 years.

AIR has surpassed revenue targets over the year establishing that its products is popular and saleable. The popularity and purposefulness of the programmes of AIR are gauged by audience research surveys conducted across the network, the response through letters, messages, internet and OTT (over the top).

AIR is also expanding its FM network as it is the preferred mode of radio listening and providing diverse context to enhance listenership

Doordarshan

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 details of which are as under:-

Source: Broadcast Audience Research Council (BARC) All India 2+, New Consumer Classification System (NCCS) ALL DD Channels Performance				
(Average Impressions in Lakhs)				
S.No.	Channel	Year 2017	Year 2018 (till Nov'18)	% Gain
1	DD Sports	144	564	293.05
2	DD Urdu	18	27	47.51
3	DD Kisan	67	84	25.07
4	DD Kashir	11	23	116.84
5	DD Bihar	32	43	36.60
6	DD Madhya Pradesh	31	37	21.48
7	DD North East	16	18	12.81
8	DD Chandana	104	135	29.58
9	DD Saptagiri	49	78	60.46
10	DD Yadagiri	42	78	88.31

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 like Youtube/Twitter/ Facebook.

Prasar Bharati has full autonomy on content creation and to enhance the production value of the programmes on All India Radio and Doordarshan.
