

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION AND BROADCASTING**  
**LOK SABHA**  
**UNSTARRED QUESTION NO.889**  
**(TO BE ANSWERED ON 07.02.2023)**

**VIEWERSHIP RATING**

**889. DR. T.R. PAARIVENDHAR:**

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

- (a) whether it is true that the viewership rating of the Government owned Doordarshan channels has fell down very drastically when compared with other private channels;**
- (b) if so, the details thereof;**
- (c) the steps taken by the Government to improve/ increase Doordarshan channels so as to compete with other private channels particularly the regional channels;**
- (d) if so, the details thereof;**
- (e) the details and the total number of Doordarshan regional Kendras/channels which are functioning as on date along with the total number of staff working on full time and part-time basis; and**
- (f) the details of the budget allotted to each Doordarshan Kendra during the last three years and the current year?**

## **ANSWER**

**THE MINISTER OF INFORMATION AND BROADCASTING; AND  
MINISTER OF YOUTH AFFAIRS & SPORTS (SHRI ANURAG SINGH  
THAKUR)**

**(a) to (d): Prasar Bharati has informed that as per the Broadcast Audience Research Council (BARC) Viewership data of subscribed Doordarshan (DD) channels for the last 5 years, viewership data across the Network is as under:**

<b>Year</b>	<b>Gross Unique Viewership (in Millions) for Doordarshan Channels</b>
<b>2018</b>	<b>743.1</b>
<b>2019</b>	<b>760.4</b>
<b>2020</b>	<b>747.0</b>
<b>2021</b>	<b>684.9</b>
<b>2022</b>	<b>724.3</b>

**Doordarshan has been revamping the content of the channels both at National and Regional levels according to the need and taste of audience, including by way of opening of portal inviting proposals for fresh programmes from reputed production houses. A number of mega shows have been launched along with new serials to attract viewers across different socio-economic segments. Doordarshan is also strengthening its marketing vertical for publicity of programmes which will enhance viewership.**

**Modernization of Doordarshan is a continuous process and schemes in this regard are formulated and implemented on periodical basis depending upon availability of resources and funds.**

**(e) Presently, there are 66 Doordarshan Studio Centres functioning in the country consisting of 23 major Studio Centres where 24x7 transmission originates, 7 Studio Centres where Non 24x7 transmission originates and 36 other contributory Studio Centres.**

**Doordarshan has 36 Satellite Channels consisting of 7 All India Channels, 21 Regional channels (24x7), 7 Regional Channels (Non 24x7) and one International Channel. Details of channels are at Annexure – I.**

**There are 7319 regular staff working in Doordarshan. Number of contractual employees in Doordarshan and DD News are 192 and 404 respectively.**

**(f) The details of budget allocated to Doordarshan Kendras (DDKs) during the last 3 years and current year is at Annexure- II.**

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**ANNEXURE AS REFERRED TO IN REPLY TO PART (e) OF THE LOK SABHA UNSTARRED QUESTION NO.889 FOR ANSWER ON 07.02.2023**

**Annexure - I**

**Satellite Channels : 36**

**International Channel - 1      DD India**

**All India Channels - 7**

<b>DD National</b>	<b>DD Sports</b>	<b>DD Urdu</b>	<b>DD Retro</b>
<b>DD News</b>	<b>DD Bharati</b>	<b>DD Kisan</b>	

**Regional Channels - 21 (24X7)**

<b>DD Malayalam</b>	<b>DD Saptagiri</b>	<b>DD Kashir</b>	<b>DD Madhya Pradesh</b>
<b>DD Podhigai</b>	<b>DD Chandana</b>	<b>DD Assam</b>	<b>DD Uttar Pradesh</b>
<b>DD Odia</b>	<b>DD Sahyadri</b>	<b>DD Punjabi</b>	<b>DD Bihar</b>
<b>DD Bangla</b>	<b>DD Girnar</b>	<b>DD Rajasthan</b>	<b>DD Yadagiri</b>
<b>DD Arunprabha</b>	<b>DD Uttarakhand</b>	<b>DD Jharkhand</b>	<b>DD Chhattisgarh</b>
<b>DD Tripura</b>			

**Regional Channels - 7 (Non 24X7)**

<b>DD Himachal Pradesh</b>	<b>DD Haryana</b>	<b>DD Mizoram</b>	<b>DD Nagaland</b>
<b>DD Goa</b>	<b>DD Meghalaya</b>	<b>DD Manipur</b>	

**ANNEXURE AS REFERRED TO IN REPLY TO PART (f) OF THE LOK  
SABHA UNSTARRED QUESTION NO.889 FOR ANSWER ON 07.02.2023**

**Annexure – II**

**Details of the Budget allocation to each Doordarshan Kendra during  
the last three years and the current Financial Year**

(Rs. In Thousand)					
S.No.	DDKs	Budget Allotted 2019-20	Budget Allotted 2020-21	Budget Allotted 2021-22	Budget Allotted 2022-23
1.	DDK AGARTALA	123360	121541	119618	116539
2.	DDK AHMEDABAD	326226	306266	324624	356764
3.	DDK AIZWAL	138488	123570	150358	132087
4.	DDK ALLAHABAD	50639	54321	57473	48502
5.	DDK BANGALORE	454750	396538	427528	410599
6.	DDK BAREILLY	56031	49088	80231	63485
7.	DDK BHAWANIPATNA	29838	26370	39574	35495
8.	DDK BHOPAL	267258	258319	294895	320519
9.	DDK BHUBANESWAR	292326	247017	244281	276391
10.	DDK KOZHIKODE	22564	18483	16753	16660
11.	DDK CHANDIGARH	63774	64780	51553	57320
12.	DDK CHENNAI	538791	476995	445701	455315
13.	DDK COIMBATORE	46184	45695	41372	39642
14.	DDK DALTONGANJ	47249	42900	44980	39774
15.	DDK DEHRADUN	81220	89337	90057	103552
16.	DDK DELHI	1550573	1549633	1765098	1422178
17.	DDK CPC DELHI	367553	337170	358873	462826
18.	DDK DIBRUGARH	103807	97295	109510	119711
19.	DDK GANGTOK	30165	54541	44929	43480
20.	DDK GORAKHPUR	73173	65425	61026	56129
21.	DDK KALABURGI	39261	40542	54419	39990
22.	DDK GUWAHATI	429552	411132	404241	432402
23.	DDK GWALIOR	61121	61895	89799	77870
24.	DDK HISAR	42596	39117	39152	44550

25.	<b>DDK HYDERABAD</b>	<b>434133</b>	<b>383382</b>	<b>421254</b>	<b>431320</b>
26.	<b>DDK IMPHAL</b>	<b>171559</b>	<b>164359</b>	<b>160211</b>	<b>199540</b>
27.	<b>DDK INDORE</b>	<b>63384</b>	<b>66347</b>	<b>94921</b>	<b>87720</b>
28.	<b>DDK ITANAGAR</b>	<b>156182</b>	<b>111115</b>	<b>130885</b>	<b>138830</b>
29.	<b>DDK JAGDALPUR</b>	<b>40173</b>	<b>42522</b>	<b>40168</b>	<b>39500</b>
30.	<b>DDK JAIPUR</b>	<b>313124</b>	<b>277386</b>	<b>288379</b>	<b>328851</b>
31.	<b>DDK JALANDHAR</b>	<b>260344</b>	<b>223781</b>	<b>226469</b>	<b>220402</b>
32.	<b>DDK JALPAIGURI</b>	<b>29257</b>	<b>28060</b>	<b>28901</b>	<b>31765</b>
33.	<b>DDK JAMMU</b>	<b>93819</b>	<b>106238</b>	<b>103200</b>	<b>101905</b>
34.	<b>DDK KOHIMA</b>	<b>71931</b>	<b>72480</b>	<b>76514</b>	<b>81455</b>
35.	<b>DDK KOLKATA</b>	<b>590351</b>	<b>523628</b>	<b>523221</b>	<b>571760</b>
36.	<b>DDK LEH</b>	<b>61199</b>	<b>59376</b>	<b>60589</b>	<b>66349</b>
37.	<b>DDK LUCKNOW</b>	<b>425882</b>	<b>397902</b>	<b>407975</b>	<b>469174</b>
38.	<b>DDK MADURAI</b>	<b>35365</b>	<b>35780</b>	<b>33104</b>	<b>31071</b>
39.	<b>DDK MATHURA</b>	<b>12189</b>	<b>16043</b>	<b>17701</b>	<b>17255</b>
40.	<b>DDK MAU</b>	<b>28108</b>	<b>30510</b>	<b>29994</b>	<b>23797</b>
41.	<b>DDK MUMBAI</b>	<b>524752</b>	<b>438100</b>	<b>476036</b>	<b>493386</b>
42.	<b>DDK MUZAFFARPUR</b>	<b>70041</b>	<b>68360</b>	<b>69826</b>	<b>60840</b>
43.	<b>DDK NAGPUR</b>	<b>108118</b>	<b>127124</b>	<b>119432</b>	<b>113355</b>
44.	<b>DDK PANAJI</b>	<b>94182</b>	<b>80106</b>	<b>81746</b>	<b>94188</b>
45.	<b>DDK PATIALA</b>	<b>9361</b>	<b>8343</b>	<b>7544</b>	<b>8250</b>
46.	<b>DDK PATNA</b>	<b>285612</b>	<b>276107</b>	<b>278496</b>	<b>316236</b>
47.	<b>DDK PUDUCHERRY</b>	<b>116290</b>	<b>104065</b>	<b>104932</b>	<b>108120</b>
48.	<b>DDK PORT BLAIR</b>	<b>60191</b>	<b>59234</b>	<b>65037</b>	<b>77812</b>
49.	<b>DDK PUNE</b>	<b>91275</b>	<b>79666</b>	<b>69991</b>	<b>67088</b>
50.	<b>DDK RAIPUR</b>	<b>126238</b>	<b>150562</b>	<b>143715</b>	<b>153950</b>
51.	<b>DDK RAJKOT</b>	<b>52512</b>	<b>51060</b>	<b>90710</b>	<b>75539</b>
52.	<b>DDK RANCHI</b>	<b>154054</b>	<b>161839</b>	<b>169813</b>	<b>191880</b>
53.	<b>DDK RAJOURI</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
54.	<b>DDK SAMBALPUR</b>	<b>47123</b>	<b>63696</b>	<b>59775</b>	<b>41990</b>
55.	<b>DDK SHANTINIKETAN</b>	<b>42805</b>	<b>39005</b>	<b>41452</b>	<b>33410</b>
56.	<b>DDK SHILLONG</b>	<b>115390</b>	<b>105662</b>	<b>105881</b>	<b>113871</b>
57.	<b>DDK SHIMLA</b>	<b>54356</b>	<b>52515</b>	<b>55135</b>	<b>69130</b>
58.	<b>DDK SILCHAR</b>	<b>114086</b>	<b>100989</b>	<b>92386</b>	<b>92485</b>
59.	<b>DDK SRINAGAR</b>	<b>280521</b>	<b>266407</b>	<b>278175</b>	<b>296267</b>

<b>60.</b>	<b>DDK THIRUVANANTHAPURAM</b>	<b>377209</b>	<b>306994</b>	<b>290478</b>	<b>320994</b>
<b>61.</b>	<b>DDK THRISSUR</b>	<b>54938</b>	<b>46698</b>	<b>73808</b>	<b>58615</b>
<b>62.</b>	<b>DDK TIRUPATI</b>	<b>39140</b>	<b>41177</b>	<b>35877</b>	<b>35230</b>
<b>63.</b>	<b>DDK TURA</b>	<b>80828</b>	<b>73781</b>	<b>74338</b>	<b>70400</b>
<b>64.</b>	<b>DDK VARANASI</b>	<b>54517</b>	<b>59758</b>	<b>58957</b>	<b>54844</b>
<b>65.</b>	<b>DDK VIJAYAWADA</b>	<b>138691</b>	<b>102868</b>	<b>134289</b>	<b>132410</b>
<b>66.</b>	<b>DDK WARANGAL</b>	<b>20782</b>	<b>15201</b>	<b>46029</b>	<b>44086</b>
	<b>Grand Total</b>	<b>11136511</b>	<b>10396196</b>	<b>11023389</b>	<b>11136850</b>