

**GOVERNMENT OF INDIA**

**MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA**

**UNSTARRED QUESTION No.2735**

**(TO BE ANSWERED ON 19.12.2023)**

**BROADCAST INFRASTRUCTURE AND NETWORK DEVELOPMENT**

**2735. SHRIMATI JYOTSNA CHARANDAS MAHANT:**

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

- (a) whether the Government has started the Broadcast Infrastructure and Network Development (BIND) Scheme in the country;**
- (b) if so, the details thereof along with the objective of the Scheme and the time by when it was started;**
- (c) whether agriculture related channels such as DD Kisan and DD Metro are being telecasted by Doordarshan centers in regional languages under the said Scheme; and**
- (d) if so, the details thereof and the details of information regarding popularity of these programmes, State-wise including Chhattisgarh?**

**ANSWER**

**THE MINISTER OF INFORMATION AND BROADCASTING; AND**

**MINISTER OF YOUTH AFFAIRS AND SPORTS**

**(SHRI ANURAG SINGH THAKUR)**

**(a) & (b): Yes Sir, The Government has approved continuation of the Central Sector Scheme “Broadcasting Infrastructure and Network Development (BIND)” with an outlay of Rs. 2539.61 crore for the period 2021-26 under various components for modernization and upgradation of Broadcasting Infrastructure and Network Development of Prasar Bharati (Akashvani and Doordarshan).**

**(c) & (d): DD Kisan is a national channel dedicated for agriculture related content in Hindi. Further, 18 Doordarshan Regional Kendras are telecasting agriculture related content in their programme ‘Krishi Darshan’ in 11 regional languages. Doordarshan Kendra-wise including DDK Chhattisgarh and channel-wise details of viewership are at Annexure.**

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**Annexure**

**ANNEXURE AS REFERRED TO IN REPLY TO PART (c) & (d) OF LOK SABHA  
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**DDK-wise details of viewership**

Market	Weekly Average Minutes Audience (AMA) (average last 8 weeks) (in thousands)
India	2185.4
HSM (Hindi Speaking Market)	2168.1
Madhya Pradesh/Chhattisgarh	487.7
Uttar Pradesh/Uttarakhand	424.0
Rajasthan	311.2
Gujarat /Daman & Diu/ Dadra and Nagar Haveli	209.9
Maharashtra /Goa	171.1
Odisha	142.5
Punjab/Chandigarh	112.9
Delhi	100.9
Bihar/Jharkhand	92.4
Haryana /Himachal Pradesh/ Jammu & Kashmir	67.0
West Bengal	34.2
Assam/North-East/Sikkim	14.3
Karnataka	12.4
Andhra Pradesh / Telangana	2.3
Kerala	1.8
Tamil Nadu/ Puducherry	0.7

### Channel-wise details of viewership

Channel	Cumulative reach (average last 4 weeks) (in thousands)
DD Kisan	5,335.0
DD Malayalam	2,273.3
DD Chandana	1,320.4
DD Sahyadri	1,260.4
DD Uttar Pradesh	1,018.8
DD Oriya	942.9
DD Rajasthan	835.2
DD Girnar	799.4
DD Madhya Pradesh	474.5
DD Bangla	402.0
DD Bihar	387.5
DD Kashir	365.3
DD Assam	313.8