

**GOVERNMENT OF INDIA**

**MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA**

**UNSTARRED QUESTION NO.1038**

**(TO BE ANSWERED ON 22.11.2019)**

**EVALUATION OF QUALITY AND CONTENT OF PROGRAMMES**

**1038. SHRI SUMEDHANAND SARASWATI:**

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

- (a) whether Prasar Bharati reviews or evaluates the quality and  
content of programmes being telecast and broadcast by  
Doordarshan and Akashvani;**
- (b) if so, the details thereof; and**
- (c) the steps being taken by the Government/Prasar Bharati to  
improve the quality and content of programmes telecast  
and broadcast by Doordarshan and Akashvani  
programmes?**

## **ANSWER**

**THE MINISTER OF ENVIRONMENT, FOREST AND CLIMATE  
CHANGE; MINISTER OF INFORMATION AND BROADCASTING;  
AND MINISTER OF HEAVY INDUSTRIES AND PUBLIC  
ENTERPRISES (SHRI PRAKASH JAVADEKAR)**

**(a) to (c): Prasar Bharati has informed that the evaluation of the  
quality and content of the programmes is a continuous process.**

**The quality of programmes broadcast by Doordarshan is  
regularly previewed in-house. Doordarshan in Prasar Bharati  
has a feedback mechanism received through letters, emails and  
social media, platforms, which is validated with the viewership  
data available through Broadcast Audience Research Council  
(BARC). New programme like Mahilla Kisan Awards, Rock the  
night, Wah Kya taste hai, Yoga with Ira Trivedi, Rag-Rag main  
Ganga, DD Science with better production quality and better  
content have also been telecast by Prasar Bharati on  
Doordarshan.**

**All India Radio has a three tier evaluation mechanism for  
assessment of programmes, their reach and efficacy which of  
course keeps changing with audience profile changing with the  
passage of time.**

**Based on the feedback, All India Radio prepares fixed point charts. Each programme producing station of All India Radio has Programme Advisory Committee, drawn with personalities from various walks of life viz. Education, Science, Technology, Sports, Music, Folklore and Folk Traditions.**

**All India Radio has a network of 46 Audience Research units which regularly provides feedback to producers to plan, design and modify programmes according to the needs, tastes and aspiration of the target audience.**

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