

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

**LOK SABHA**

**UNSTARRED QUESTION No. 3217**

**(TO BE ANSWERED ON 06.12.2019)**

**DOORDARSHAN AND ALL INDIA RADIO**

**3217. SHRI N. K. PREMACHANDRAN:**

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

- (a) whether the Government proposes to improve Doordarshan (DD) and All India Radio (AIR), if so, the details of action taken thereon;**
- (b) whether the Government has noticed mismanagement in DD and AIR, if so, the details thereof;**
- (c) whether the Government has initiated action to counter the threats posed by the private channels, if so, the details thereof;**
- (d) whether the Government has initiated action towards improving the broadcasting quality of DD, if so, the details thereof;**

- (e) whether the Government has proposed to fill up the vacancies in DD and AIR, if so, the details thereof along with the number of vacancies in DD and AIR; and
- (f) whether the Government has issued directions to regional centres to transform them into profit making centres, if so, the details thereof?

**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) & (b) Several measures have been taken for continuous improvement in Doordarshan(DD) and All India Radio(AIR) towards augmenting their technology and content. These include adoption of modern High Definition (HD) technology, Digitalization of Studios and Transmission Operations, Digital Content dissemination etc.

**c) Prasar Bharati monitors the viewership of DD channels vis-a-vis private channels based on Broadcast Audience Research Council (BARC) ratings every week and undertakes continuous efforts to enhance viewership through better content in line with its public service mandate. The performance of AIR is evaluated through 46 Audience Research Units which provide feedback and programmes are modified according to the needs, tastes and aspirations of target audience.**

**(d) Several measures are undertaken to improve the broadcasting quality of DD such as Augmentation & Replacement of TV Transmitters, Satellite Broadcast equipment and upgrading Studios, Expansion of DTH and High Definition TV (HDTV) etc.**

**(e) Constant efforts are undertaken for promotion and recruitment for filling up vacant posts in DD and AIR, numbering around 23,000, through Departmental Promotion Committees (DPCs) meetings and recruitment drives.**

**(f) Prasar Bharati has undertaken necessary steps to increase revenue of regional centres of DD and AIR.**

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