

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA
UNSTARRED QUESTION NO.2568
(TO BE ANSWERED ON 06.03.2020)

DECLINE IN VIEWERSHIP OF DOORDARSHAN CHANNELS

2568. SHRI JANARDAN SINGH SIGRIWAL:

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

- (a) whether the Government has conducted any study regarding the decline in viewership of national and regional channels of Doordarshan and if so, the details and findings thereof;**
- (b) the initiative taken by the Government to increase the viewership of Doordarshan;**
- (c) whether the Government proposes to implement corporate style governance in Doordarshan and All India Radio and if so, the details thereof and the reasons therefor;**

- (d) whether the Government proposes to reduce the allocation of funds to Doordarshan and All India Radio and if so the details thereof;**
- (e) whether it has come to the notice of the Government that the lack of qualified and skilled employees adversely affect the functioning of Doordarshan and All India Radio and if so, the reaction of the Government thereto; and**
- (f) the further measures being taken by the Government to improve the situation?**

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 subscribed the services of M/s Broadcast Audience Research Council (BARC), India for viewership data of Doordarshan (DD) channels. As per BARC data, viewership of DD National channels increased from 15.81 crore in 2018 to 18.31 crore in 2019, while that of DD Regional channels has increased from 15.78 crore in 2018 to 19.33 crore in 2019.

As the Public Service Broadcaster, Doordarshan's programming is focused on issues of welfare of public viz. health, education, empowerment, social justice, etc. Prasar Bharati continuously endeavours to modernize the infrastructure and improve the quality of programmes.

(d): Fund allocation to Prasar Bharati is based on the projected requirements, having regard to its action plan and strategies.

(e) & (f): Prasar Bharati 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. Prasar Bharati also takes continuous efforts towards improving the overall efficiency of employees through various institutional mechanisms including a) providing of training at National Academy of Broadcasting and Multimedia (NABM), Delhi and its 8 regional centres, b) training at Films and Television Institute of India (FTII), c) inculcating e- system of work through Public Finance Management System (PFMS), and, d) undertaking manpower audit and promotion of officers and staff as per laid down procedures.
