

GOVERNMENT OF INDIA

MINISTRY OF INFORMATION & BROADCASTING

LOK SABHA

UNSTARRED QUESTION No. 4439

(TO BE ANSWERED ON 20.03.2020)

UPGRDATION AND MODERNISATION OF AIR/DD KENDRAS

**4439. ADV. A.M. ARIFF:
 SHRI JANARDAN MISHRA:
 SHRI RODMAL NAGAR:**

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

(a) whether the infrastructural upgradation and modernisation of Akashvani and Doordarshan Kendras is being made to keep pace with the increasing needs of digitisation;

(b) if so, the details thereof, Doordarshan Kendra and AIR Station-wise;

(c) the funds allocated and utilized for this purpose during the last three years and the current year, Doordarshan Kendra and AIR Station-wise; and

(d) the other steps taken/being taken by the Government to improve the functional quality of programmes being broadcast on Akashvani/ Doordarshan?

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): Modernization/ Upgradation of Doordarshan and Akashwani is a continuous process. This, inter-alia, includes Modernization, Augmentation and Replacement of transmitters and Broadcast Equipment, Digitization of studios, FM Expansion/Replacement, Coverage in sensitive areas, Broadcasting on alternate Platform, Content Development, expansion of DTH and High Definition TV channels, etc.

Upgradation and modernisation projects were undertaken by Doordarshan (DD) during the year 2019-20 at different places such as Chhattisgarh, Delhi, Maharashtra, Ladakh, Jharkhand, Puducherry, Jammu & Kashmir, Uttar Pradesh, Uttarakhand and Tamil Nadu. Similarly, in respect of All India Radio (AIR), the work of upgradation and modernisation has been undertaken at various AIR stations/locations across the country.

(c): The budget allocated and utilized on Projects in AIR and DD

is as under:

(Figure in Rs. crore)

Year	All India Radio		Doordarshan	
	Allocation	Expenditure	Allocation	Expenditure
2016-17	177.00	164.52	221.00	208.14
2017-18	115.00	115.00	118.34	52.02
2018-19	119.98	108.01	112.17	80.08
2019-20*	104.24	72.81	96.00	46.13

****Expenditure for 2019-20 is upto December, 2019***

(d): As a Public Service Broadcaster, Prasar Bharati (AIR and Doordarshan) primarily focuses on issues of public interest such as health, education, empowerment, social justice, etc. It is the constant endeavour of Prasar Bharati to provide impactful and entertaining programmes on AIR & DD to become the preferred channel of choice of people. AIR content has been made more interactive; long formats have been replaced by short duration musical items, live phone in programmes, chat shows, etc.

With the launch of DD Arun Prabha and placing of 11 state specific channels of DD on DTH platform, footprint of DD Network has been expanded. Video walls for studio have been introduced for quality content generation from studios. In addition, more than 70 “YouTube” channels have been created by Prasar Bharati to disseminate the audio/video content. Further, more than 200 AIR channels have made available on “NewsOnAir” app on Android and iOS mobile platform.
