

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA
STARRED QUESTION NO.*68
(TO BE ANSWERED ON 05.02.2021)

NEWS IN SANSKRIT

***68. DR. T.R. PAARIVENDHAR:**
SHRI A. GANESHAMURTHI:

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

- (a) whether the Government has recently ordered mandatory telecast/broadcast of Sanskrit news in all regional channels of Doordarshan and All India Radio (AIR);**
- (b) if so, the details and the objectives thereof along with the reasons therefor; and**
- (c) the details about the viewership for Sanskrit news in the regional channels/stations of Doordarshan and AIR, State/UT-wise?**

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): A Statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (c) OF
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(a) & (b): Prasar Bharati as a public service broadcaster has a mandate to promote all Indian languages and accordingly, broadcasts programmes and news in these languages. To fulfil this policy, All India Radio has been broadcasting Sanskrit news bulletin daily on its network across the country since 1974. These are now available on more than hundred stations of All India Radio. A weekly news magazine programme called “Sanskrit Saptahiki” has also been started from 4th July, 2020. Similarly, Doordarshan channels are also telecasting Sanskrit news bulletin “Vaarta” (daily) and Sanskrit news magazine “Vaartavali” (weekly).

(c): TV Viewership data for Sanskrit News (Vaarta) telecast on Doordarshan channels is placed at Annexure A.

No data is available for Terrestrial/Satellite Medium Wave Radio Listenership presently..

ANNEXURE AS REFERRED TO IN REPLY TO PART (c) OF THE LOK SABHA STARRED QUESTION NO.68 FOR ANSWER ON 05.02.2021

Annexure A

PROGRAM: VAARTA (SANSKRIT NEWS)

DD CHANNELS

Performance Period: 3rd week of December, 2020 to 2nd week of January, 2021

Average Viewership in 000s

Time: 7:15 am - 7.30 am, All Days

Channel **	Average Viewership in 000s
DD Punjabi	346
DD Oriya	97
DD News	54 * (4 weeks average of September, 2020)
DD Bangla	38
DD Chandana	32
DD Girnar	30
DD Rajasthan	24
DD Podhigai	20
DD Bihar	13
DD Saptagiri	12
DD Malayalam	7
DD Kashir	6
DD Uttar Pradesh	4

Source: Broadcast Audience Research Council (BARC)

*** BARC has not monitored News channels since October, 2020.**

**** Data for other channels is awaited.**