

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

LOK SABHA

UNSTARRED QUESTION NO.2853
(TO BE ANSWERED ON 12.03.2021)

PROMOTION OF CULTURE THROUGH AIR/DD

2853. SHRI RAJU BISTA:

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

- (a) whether the Government has any proposal to promote cultures and languages of the North Bengal region through AIR, DD Channel and other media platforms keeping in view the fact that the region is home to diverse ethnic communities following unique traditions and cultures;**
- (b) if so, the details thereof; and**
- (c) if not, the reasons therefor?**

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 regularly telecasts/broadcasts programmes for creating awareness regarding culture and heritage of the country on its various Doordarshan (DD) and All India Radio (AIR) channels, including channels originating from North Bengal region.

Prasar Bharati through various News bulletins and News based programmes disseminates information focusing on events and happenings in remote and far-flung areas, including North Bengal region on its various AIR and DD channels.

“DD Bangla”, a 24x7 channel dedicated for the State of West Bengal, originating from Doordarshan Kendra, Kolkata regularly telecasts programmes related to Culture, Language, Art, History, Literature, Music, Dance, Heritage in various formats like documentaries, panel discussions, travelogues, interviews, etc. including promotion of indigenous cultures and languages of the North Bengal region.

In addition to Doordarshan Kendra at Kolkata, a Programme Generating Facility functioning at Jalpaiguri also produces programmes related to culture, language and various art forms of the North Bengal region.

Prasar Bharati also broadcasts programmes on AIR network to meet the aspirations of the population and diversity in terms of ethno-linguistic and cultural characteristics etc. of the country including North Bengal Region.

In North Bengal, AIR is highlighting and promoting culture of various ethnic communities like Magars, Lepchas, Gurung, Khas, Limboos, Thamis, Dhimal, Toto, Sherpa, Rajbhansi, Bhutanese, etc.

AIR has also provided a platform for folklore like Bhawaiya, Tistaburir Gaan, Gambhira, Lohonkari, Katipujar Gaan and Kushan in the region.
