

GOVERNMENT OF INDIA

MINISTRY OF INFORMATION & BROADCASTING

LOK SABHA

UNSTARRED QUESTION No. 3113

(TO BE ANSWERED ON 06.08.2021)

DDK/AIR STATION IN RURAL AREAS

3113. SHRIMATI RITI PATHAK:

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

- (a) the names of the districts particularly in backward and rural areas where Doordarshan Kendras (DDK) and All India Radio (AIR) stations are not existing at present in the country, state/UT-wise;**
- (b) the details of proposals received from states for establishing DD/AIR Kendra during the last three years and till date, State/UT-wise; and**
- (c) the action taken/likely to be taken by the Government in this regard?**

ANSWER

THE MINISTER OF INFORMATION AND BROADCASTING; AND

MINISTER OF YOUTH AFFAIRS AND SPORTS

(SHRI ANURAG SINGH THAKUR)

(a) Prasar Bharati has 66 Doordarshan Kendras (DDK), 588 DD Relay Centres, and 499 AIR broadcasting Centres across the country at present. Out of these installations, 4 DDKs, 91 DD Relay Centres and 68 AIR broadcasting centres are in Aspirational Districts identified by NITI Aayog.

However, it is to be mentioned that new technologies such as Satellite Broadcasting and Internet Streaming have made it possible to cover all the districts across the country with DD/AIR network without the necessity of having physical and local installations. Prasar Bharati network through DD Free Dish (DTH) and other satellite services, cable TV etc. and AIR covers almost 100% area of the country.

More than 200 AIR Channels are also made available on “NewsOnAir” mobile app for “android” and “iOS” platform for mobile users and on newsonair.com website for listening globally.

(b) & (c) Requests from State Governments / Public representatives (MPs/MLAs) / Government representatives etc. are received from time to time for new installations. Decision on the same is taken on the basis of scheme guidelines, inter-se priority and availability of funds.
