

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA**

**UNSTARRED QUESTION NO.1438**  
**(TO BE ANSWERED ON 26.07.2022)**

**REVAMPING DOORDARSHAN**

**1438. DR. PON GAUTHAM SIGAMANI:**

**SHRI SUNIL DATTATRAY TATKARE:**

**SHRIMATI SUPRIYA SULE:**

**DR. AMOL RAMSING KOLHE:**

**DR. SUBHASH RAMRAO BHAMRE:**

**SHRI SELVAM G.:**

**SHRI KULDEEP RAI SHARMA:**

**SHRI GAJANAN KIRTIKAR:**

**SHRI DHANUSH M. KUMAR:**

**DR. DNV SENTHILKUMAR. S.:**

**SHRI C.N. ANNADURAI:**

**SHRIMATI MANJULATA MANDAL:**

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

**(a) whether most of the people in the country still trust All India Radio and Doordarshan for news and other items and the steps taken by the Government to maintain the trust;**

- (b) whether Doordarshan Channels and All India Radio have failed to produce quality programmes and if so, the details thereof along with the reasons therefor;**
- (c) whether the Government has reviewed the contents and quality of various programmes of Doordarshan Channels and All India Radio and if so, the details thereof;**
- (d) the details of shortcomings found in this regard and the improvements made in the programmes, Doordarshan Channel/All India Radio-wise;**
- (e) whether there is a need to revamp DD and Akashvani on its content and attracting more audience and if so, the details thereof; and**
- (f) whether there is any plan to revamp Doordarshan and Akashvani with better quality content to get more advertisement to raise revenue and if so, the further steps taken by the Government in this regard?**

**ANSWER**

**THE MINISTER OF INFORMATION AND BROADCASTING;  
AND MINISTER OF YOUTH AFFAIRS & SPORTS  
(SHRI ANURAG SINGH THAKUR)**

**(a) to (f) All India Radio and Doordarshan are known for their authentic, accurate and credible news. They broadcast quality programmes which are being widely appreciated by the listeners/viewers. Repeated surveys done by independent agencies in the past have established that both AIR and DD News enjoy the highest trust of the people in electronic media.**

**Both AIR and Doordarshan are committed to quality content. The quality of the programmes broadcast by AIR and Doordarshan is regularly reviewed and accordingly content is modified as per the needs, interests and aspirations of the target audience. Both AIR and Doordarshan regularly receive feedback from audience through letters, emails and social media. Response of the viewers through social media handles and viewership data received from BARC help Prasar Bharati to formulate strategies for better content creation. AIR & Doordarshan are taking several steps to revamp their content and introduce new programmes and serials.**

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