

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION & BROADCASTING**  
**LOK SABHA**  
**UNSTARRED QUESTION NO. 2580**  
**(TO BE ANSWERED ON 07.08.2024)**

**IMPACT OF PUBLIC BROADCASTING ON EDUCATION AND LITERACY IN RAJASTHAN**

**2580. SHRI DUSHYANT SINGH:**

Will the Minister of Information and Broadcasting be pleased to state:

- a) whether the Government plans to monitor and evaluate the impact of private TV channels' adherence to public service broadcasting obligations specifically in Rajasthan regarding themes of education and literacy, if so, the details thereof, if not, the reasons therefor;
- b) whether the Government intends to collaborate with private broadcasters in Rajasthan to develop localised content that addresses the educational needs of various demographics, particularly rural populations, if so, the details thereof;
- c) whether the Government recognizes the role of media in promoting health and family welfare, especially in underprivileged regions of Rajasthan and if so, any specific measures being implemented by the Government to ensure effective dissemination of health-related information; and
- d) whether the Government is considering partnerships between Media Houses and Educational Institutions in Rajasthan to leverage broadcasting for enhancing literacy rates among women and marginalized communities, if so, the details thereof, if not, the reasons therefor?

## ANSWER

### **THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING; AND PARLIAMENTARY AFFAIRS {Dr. L. MURUGAN}**

(a) to (d): Airwaves and frequencies must be used in the best interest of society. Clause 35 of the Policy Guidelines for Uplinking and Downlinking of Satellite Television Channels in India, 2022, mandates that companies/ LLPs with broadcast permissions allocate at least 30 minutes daily to public service broadcasting. These includes themes of national importance and social relevance, such as “education and spread of literacy” and “health and family welfare”.

Prasar Bharati, as the Public Service Broadcaster, is dedicated to informing and educating the rural populace and citizens nationwide. This helps create a comprehensive environment for education and literacy. Channels within the Prasar Bharati network, including DD Rajasthan, regularly air programs on education, health and family welfare. DD Rajasthan is accessible across almost the entire country, including underprivileged regions of Rajasthan. It is also available on Prasar Bharati’s DTH platform, DD FreeDish.

Prasar Bharati has signed Memorandum of Understanding with Bhaskaracharya Institute for Space Applications and Geo-Informatics {BISAG(N)}, Government of India. This MoU is for the transmission of educational DTH channels. Of the 306 educational channels under this MoU, 265 are currently broadcasting educational content. This significantly contributes to spreading knowledge and literacy across India.

\*\*\*\*\*

