

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION AND BROADCASTING**  
**LOK SABHA**  
**UNSTARRED QUESTION NO. 366**  
**(TO BE ANSWERED ON 27.11.2024)**

**PUBLIC SERVICE BROADCASTING**

**366. DR. SHIVAJI BANDAPPA KALGE:**

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

- (a) whether the Government recognizes the importance of public service broadcasting for disaster preparedness, corruption control, disease awareness, etc;**
- (b) if so, the details of measures taken to enhance the functioning of public service broadcasting in these areas;**
- (c) the details of measures initiated by the Government during 2022-24 to support and improve the functioning of Prasar Bharti;**
- (d) whether the Government is planning to bring more public service broadcasters into the industry; and**
- (e) if so, the details of funding support or incentives given for establishing more public service broadcasters during 2023-24 and if not, the reasons therefor?**

## **ANSWER**

### **THE MINISTER OF INFORMATION AND BROADCASTING; MINISTER OF ELECTRONICS AND INFORMATION TECHNOLOGY AND MINISTER OF RAILWAYS**

**(SHRI ASHWINI VAISHNAW)**

**(a) & (b): Prasar Bharati, as per its mandate of a Public Service Broadcaster, recognizes the importance of addressing critical issues such as disaster preparedness, corruption control, disease awareness, etc. Special programmes and news stories are telecast/broadcast by Prasar Bharati to highlight these critical issues and create public awareness.**

**Prasar Bharati broadcast/telecast programmes on Disaster Management incorporating the suggestions/inputs given by the National Disaster Management Authority (NDMA) from time to time, provides regular coverage to initiatives and events related to corruption control and transparency and organizes programmes related to health awareness.**

**Doordarshan Network channels and Radio stations also regularly invite professionals/experts for making people aware about diseases and their prevention mechanism, disaster preparedness and corruption control.**

**Some of the health related and disaster preparedness programs broadcast/telecast are Total Health, Wellness Watch and Apdaa Ka Samna.**

**Other initiatives like Swacch Bharat for health and hygiene, national campaigns like Beti Bachao Beti Padhao, etc. are also actively covered, underlining the broadcaster's commitment to social issues.**

**(c): The Ministry provides support to Prasar Bharati under “Broadcasting Infrastructure and Network Development” (BIND) scheme for expenses related to expansion and upgradation of its broadcasting infrastructure, content development and civil works related to the organization.**

**Some of the major components of the BIND scheme are upgradation of Public Service Broadcasting infrastructure, expansion of DD Free Dish Platform, expansion of reach of Public Service Broadcasting, facelift of Doordarshan and Akashvani channels, modernization and digitization of Studios, etc.**

**(d): No, Sir.**

**(e): Does not arise.**

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