

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

LOK SABHA

UNSTARRED QUESTION NO. 1740
(TO BE ANSWERED ON 10.12.2025)

DISSEMINATION OF GOVERNMENT SCHEMES

1740. SHRI RAJESH RANJAN:

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

- (a) whether adequate coverage and reliable dissemination of Government schemes, welfare programmes and disaster-related information is not being achieved in several areas across the country, particularly in rural and border areas;
- (b) if so, the steps taken by the Government to strengthen Doordarshan, Akashvani and digital platforms;
- (c) whether the Government has prepared any proposal for establishing additional towers, transmitters and digital information centres in districts with weak networks, particularly in the border areas of Bihar including Kosi and Purnia divisions; and
- (d) if so, the details thereof along with the time by which the same is likely to be implemented and if not, the new action plan for such areas?

ANSWER

**MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND
PARLIAMENTARY AFFAIRS
(DR. L. MURUGAN)**

(a) to (d): The Government recognises the importance of dissemination of welfare schemes, public advisories and disaster-related information, particularly in rural, remote and border regions.

Through its public broadcaster Prasar Bharati (Doordarshan and Akashvani), the Government ensures wide outreach using FM/MW/SW radio networks, terrestrial TV transmitters, DD FreeDish, digital platforms and mobile applications.

The National Disaster Management Authority (NDMA), under the Ministry of Home Affairs, has implemented the Common Alerting Protocol (CAP) based Integrated Alert System for geo-targeted dissemination of disaster alerts.

The alerts are issued in regional languages through SMS, mobile apps, the SACHET portal, GAGAN/NaVIC satellite terminals and RSS feeds.

Additionally, NDMA is strengthening community preparedness through extensive awareness initiatives using electronic and print media, regional-language content, outreach vans, and street plays.

To further strengthen last-mile delivery, the Government has taken the following measures:

- **Expansion through DD FreeDish:** Direct to Home (DTH) platform providing nationwide coverage, including rural and border areas. It carries all Doordarshan channels, 48 Akashvani channels, select private channels and 260+ educational channels.
- **Focused public-information programming:** Doordarshan and DD News broadcast dedicated programmes, documentaries and reports on Government schemes and disaster advisories through daily bulletins and shows such as *Charcha Mein*, *Aapda Ka Samna*, *Cabinet Ke Bade Faisle* and *Cyber Alert*.
- **Strengthening digital access:** Prasar Bharati uses its social media outreach to disseminate information. 260+ Akashvani stations are also available on the 'NewsOnAir' app on Android and iOS.
- **WAVES OTT platform:** Prasar Bharati has launched WAVES, which provides live streaming of Doordarshan and Akashvani channels, along with selected private news and entertainment channels, further widening access for citizens.

The following Five Akashvani FM stations are currently operational in Kosi and Purnia divisions:

Sl. No.	Locations of station	District	Division
1	Bathnaha (10 kW)	Araria	Purnia
2	Katihar (100 W)	Katihar	Purnia
3	Kishanganj (100 W)	Kishanganj	Purnia
4	Purnia (10 kW)	Purnia	Purnia
5	Saharsa (100 W)	Saharsa	Kosi
