

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA
UNSTARRED QUESTION NO. 6030
(TO BE ANSWERED ON 01.04.2026)

**BROADCASTING OF PROGRAMMING PATTERN AND EDITORIAL
CONTENT ON DD PODHIGAI**

6030. SHRI ESWARASAMY K:

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

- (a) whether the Government has reviewed the programming pattern and editorial content broadcast on DD Podhigai during the last five years;**
- (b) if so, the details of programme categories telecast and expenditure incurred along with editorial approval mechanisms followed under Prasar Bharati;**
- (c) whether the Government proposes to issue guidelines or strengthen oversight mechanisms to ensure that DD Podhigai reflects pluralism, regional diversity and constitutional neutrality in its programming; and**
- (d) if so, the details thereof and if not, the reasons therefor?**

ANSWER

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

(a) to (d): Prasar Bharati launched the revamped DD Tamil channel in January 2024. It is a 24×7 dedicated television channel being broadcast through satellite and terrestrial networks. DD Tamil broadcasts programmes in Tamil language covering art, culture, literature, history, heritage, traditions, eminent personalities, and people-centric content. It also broadcasts news and current affairs related to the state of Tamil Nadu. Name of the DD Podhigai has been changed to DD Tamil w.e.f. 19.01.2024.

The Government of India provides 100% funding for the Broadcasting Infrastructure and Network Development (BIND) scheme. This scheme is for the development, modernization and upgradation of broadcasting infrastructure of Doordarshan and Akashvani. It had an outlay of ₹2539.61 crore for 2021–26. Under the scheme, several projects for Prasar Bharati have been sanctioned for Tamil Nadu.

Alongside strengthening in-house production, funds have also been provided under the Broadcasting Infrastructure and Network Development (BIND) scheme for new Tamil serials. Four serials namely “Mahakavi Bharathi, Thayamma Kudumbathaar, Budget Kudumbam, and Shakthi IPS” have been commissioned and telecast on the channel and one more serial namely “83-84” has been sanctioned. All programmes telecast on Doordarshan network, including DD Tamil, adhere to the “Programme Code of Prasar Bharati” and are previewed by the Programme Wing of the concerned Kendra to ensure compliance.

Doordarshan’s Free-To-Air Direct-to-Home (DTH) service, “DD Free Dish,” is available across the country, including the State of Tamil Nadu. Prasar Bharati has also launched its OTT platform WAVES in 2024, a digital streaming aggregator providing infotainment content. More than 260 Akashvani channels, including Akashvani channels in Tamil Nadu, are available on mobile phones through the “NewsOnAir” mobile app. These and other pan-India digital broadcasting initiatives are being continuously expanded under the BIND Scheme, and are extended across the country, including the State of Tamil Nadu.
