

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

**LOK SABHA
UNSTARRED QUESTION NO. 6074
TO BE ANSWERED ON 01.04.2026**

Role of Digital Radio and Direct To Mobile Broadcasting.

6074. SHRI RAO RAJENDRA SINGH:

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

- (a) the role of digital radio and Direct to Mobile (D2M) broadcasting as an affordable mass communication tool;
- (b) the role of blockchain technology in curbing the rising curve of spam calls and messages; and
- (c) the steps taken by the Government to support emerging technologies in the broadcasting sector?

ANSWER

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

(a) Digital radio and Direct-to-Mobile (D2M) technologies revolutionise mass communication by optimizing spectrum to deliver multiple channels over a single frequency. Digital radio provides an affordable, free-to-air ecosystem. D2M extends this by broadcasting video, audio and data directly to mobile handsets using terrestrial infrastructure, independent of SIM cards or mobile data. This creates a robust “data pipe” for disseminating affordable entertainment, education, and critical emergency or disaster management alerts.

(b) Unsolicited Commercial Communication (UCC) or spam calls are regulated by the Telecom Regulatory Authority of India (TRAI) under its Telecom Commercial Communications Customer Preference Regulations (TCCCPR). With a view to control UCC, TRAI has implemented a distributed ledger technology (DLT) platform (blockchain technology) on which consumers can register their preferences regarding receipt of promotional communication. Principal entities (businesses like banks, insurance companies, airlines etc.) and telemarketers are also registered on the DLT platform. In addition, a complaint mechanism has been implemented on the DLT platform for registration of complaints from both registered and unregistered telemarketers. It facilitates the flow of complaints among various access service providers for taking action.

(c) The Ministry of Information and Broadcasting supports and promotes adoption of emerging technologies in broadcasting sector by issuing appropriate policy directions from time to time. The Broadcasting Infrastructure and Network Development (BIND) scheme, a Central Sector Scheme, is for the development, modernization and upgradation of broadcasting infrastructure of Doordarshan and Akashvani. Under this scheme, Prasar Bharati continuously upgrades the Akashvani and Doordarshan networks by adopting emerging technologies in broadcasting sector. It includes digitalization of network and upgradation to latest equipment as per emerging technology.
