

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

**LOK SABHA
STARRED QUESTION NO.88
(TO BE ANSWERED ON 04.12.2015)**

MODERNISATION OF DOORDARSHAN

***88 SHRI RAGHAV LAKHANPAL:**

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

- (a) whether the Government has assessed the viewership of Doordarshan and if so, the details thereof;
- (b) whether the Government has initiated any action plan for the modernisation of Doordarshan so as to enable it to compete with private TV channels;
- (c) if so, the details thereof including the status of its implementation; and
- (d) the funds allocated and utilised for the implementation of the above during 2014-2015 and 2015-16?

ANSWER

**THE MINISTER OF FINANCE; MINISTER OF CORPORATE AFFAIRS; AND
MINISTER OF INFORMATION AND BROADCASTING
(SHRI ARUN JAITLEY)**

(a) to (d): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO.88 FOR ANSWER ON 04.12.2015

(a): Yes Madam. Government and Prasar Bharati are continuously assessing the viewership of Doordarshan (DD). Prasar Bharati is subscribing to Broadcasting Audience Research Council (BARC) for weekly feedback of viewership data since April, 2015. Details of viewership of DD Channels, as per BARC data are at **Annexure-I**.

(b) & (c): The modernization of Doordarshan is an ongoing process and schemes in this regard have been formulated and implemented from time to time. Modernization plan, inter alia, includes digitalization; adoption of new technologies at par with International standards; replacement of old ageing equipment and upgradation etc. to enable Prasar Bharati to compete with private TV Channels. Prasar Bharati also reviews its policy for content as required.

As part of 12th Plan schemes, the following schemes of Modernization of Studios, Transmitters & Satellite Broadcast equipment are at various stages of implementation:

- i) Digitalization of Transmitters and Studios in Doordarshan Network, including adoption of DVB-T2 technology.
- ii) High Definition Television (HDTV).
- iii) Modernization, Augmentation and Replacement of Transmitter & Studio Equipment.
- vi) Modernization, Augmentation and Replacement of Satellite Broadcast Equipment.

Details of major projects taken up and status thereof for Modernization of Doordarshan as part of 12th Plan Schemes are given at **Annexure-II**.

(d) : Against funds amounting to Rs.155 crore allocated in 2014-15 by the Prasar Bharati from the funds given by the Government for the above schemes, Prasar Bharati has reported an expenditure of Rs. 153.37 crore. Further, against funds amounting to Rs.237 crore allocated in 2015-16 by the Prasar Bharati from the funds given by the Government for the above schemes, an expenditure of Rs 41.46 crore has been incurred till October, 2015.

ANNEXURE – I

ANNEXURE REFERRED TO IN REPLY TO PART (a) OF LOK SABHA STARRED QUESTION NO. 88 FOR ANSWER ON 04.12.2015.

Details of viewership of DD Channels, as per Broadcast Audience Research Council (BARC) data are as under:-

S.No.	Channels	Viewership (In Million)
1	DD National	354
2	DD Punjabi	99
3	DD News	21
4	DD Sahyadri	19
5	DD Podhigai	14
6	DD Chandana	11
7	DD Bangla	11
8	DD Lucknow	9
9	DD Sports	7
10	DD Yadagiri	7
11	DD Kisan	7
12	DD Malayalam	7
13	DD Bihar	6
14	DD Girnar	6
15	DD Oriya	5
16	DD Madhya Pradesh	4
17	DD Rajasthan	3
18	DD Bharati	3
19	DD Urdu	2
20	DD North East	2
21	DD Kashir	1
	Grand Total	596

As per BARC data of last 6 weeks (41 to 46 weeks) (after inclusion of Rural markets), total viewership of DD channels across All India is 596 Million. DD National with 354 Million leads among all DD channels followed by DD Punjabi with 99 Million. DD News is on Third position with 21 Million viewership.

ANNEXURE-II

ANNEXURE REFERRED TO IN REPLY TO PARTS (b)& (c) OF LOK SABHA STARRED QUESTION NO. 88 FOR ANSWER ON 04.12.2015

Major projects taken up and status thereof for Modernization of Doordarshan as part of 12 th Plan Schemes		
Sl. No.	Projects	Present Status
1	Digitalization of Studios – 39 Nos.	All the 39 Studios have been made digital (except Camera chains). Tenders for Camera chains have been opened and under evaluation.
2	Digital High Power Transmitters (HPTs)-63 Nos.	In the 1 st Phase, 19 digital transmitters (HPTs) are under implementation, out of which 16 digital HPTs are ready for commissioning and 3 digital HPTs are at advanced stage of completion. Action for setting up of remaining 44 digital transmitters in the next phase has been initiated. Specifications of transmitter equipment are under finalization.
3	High Definition TV (HDTV) terrestrial transmitters - 4 Nos.	All the 4 HDTV transmitters at 4 metro locations have been installed and ready for commissioning.
4	High Definition TV (HDTV) Studio – 4 Nos.	HD Studio at Delhi & Mumbai has been set up. Action for setting up HD Studio at Chennai & Kolkata has been initiated.
5	Multi camera Mobile production facility in HDTV format – 3 Nos.	Supplied one each at Delhi & Mumbai and Notice Inviting Tender (NIT) has been issued for procurement of remaining one.
6	Replacement High Power Transmitters (HPTs) - 15 Nos.	Old ageing High Power Transmitters at 13 locations have been replaced by new HPTs. At remaining 2 locations, installation of transmitter equipment has been completed & under testing.
7	Modernization of 20 Studio centres by way of replacement of old ageing equipment	All equipment envisaged as part of 11 th Plan schemes, except Camera chains, have been provided. Tenders for Camera chains have been opened and under evaluation. Equipment envisaged as part of 12 th Plan schemes are at various stages of procurement.
8	Replacement of old 100 W Low Power Transmitters (LPTs) by 500W Automode LPTs (110 nos)	All Low Power Transmitters supplied and installed.
9	Upgradation of 18 existing Earth Stations	One Earth Station upgraded. At 4 locations, all Earth Station equipment, except Upconvertor, have been installed and tested. Tenders have been opened for Upconvertor and under evaluation. At remaining 13 locations, specifications of equipment are under finalization.
10	New Earth stations at 05 places	New Earth Station has been set up at 04 places. For the remaining one, tenders have been opened for Earth Station equipment and under evaluation.
11	Replacement of Digital Satellite News Gathering (DSNG) units at 6 places	All Digital Satellite News Gathering (DSNG) units have been supplied.
12	New Digital Satellite News Gathering units at 9 places	Tender has been opened and under evaluation.
