

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

**LOK SABHA
UNSTARRED QUESTION NO. 4392
(TO BE ANSWERED ON 12.08.2016)**

PROMOTION OF LANGUAGES

4392 . SHRI RAJESHBHAI CHUDASAMA:

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

- (a) the details of the Doordarshan/ private channels in vernacular languages in the country along with their viewership;
- (b) the details of initiatives taken to promote languages included in the Eighth Schedule of the Constitution and popular dialects by DD/AIR; and
- (c) the quantum of funds allocated during the last three years for launching the regional language channels and other means of media?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND
BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.)**

(a): Vernacular language-wise details of viewership of Doordarshan as per BARC India (Broadcast Audience Research Council) data are given at **Annexure-I**.

The details of permitted Private Satellite TV channels along with their language(s) of broadcast are available on this Ministry's website i.e. www.mib.nic.in.>Broadcasting>Uplinking/Downlinking of TV Channels>Status of Private Permitted Satellite TV Channels.

(b): Prasar Bharati has informed that all the regional channels of Doordarshan telecast various programmes promoting the languages included in the Eighth Schedule of the Constitution and popular dialects.

AIR broadcast programmes in all 22 languages included in the Eighth Schedule of the Constitution and English and also 146 major dialects of the country and thus contributes to integrity of the country. The details of languages/dialects broadcast by All India Radio are given in **Annexure-II**.

(c): Funds allocated during the last three years for launching the following regional language channels are given hereunder:-

(Rs.in thousand)

S. No	Name of the Regional Channels	Budget Allocated 2013-14	Budget Allocated 2014-15	Budget Allocated 2015-16
1	DD Bihar-DDK Patna	32000	35566	58570
2	DD Madhya Pradesh-	17300	19258	16228

	DDK Bhopal			
3	DD Rajasthan- DDK Jaipur	9300	19100	18550
4	DD Uttar Pradesh- DDK Lucknow	12800	15350	13821
5	DD Saptagiri- DDK Vijaywada	1000	14340	32860
	Total	72400	103614	140029

ANNEXURE - I**ANNEXURE REFERRED IN REPLY TO PART (a) OF LOK SABHA
UNSTARRED QUESTION NO. 4392 FOR ANSWER ON 12.08.2016****LANGUAGE-WISE VIEWERSHIP OF DOORDARSHAN CHANNELS**

S.No.	Channel	Language	Average Gross Viewership in lakhs
1	DD National	HINDI	910.0
2	DD Punjabi	PUNJABI	238.7
3	DD Sahyadri	MARATHI	153.3
4	DD Podhigai	TAMIL	94.8
5	DD Chandana	KANNADA	74.9
6	DD News	HINDI	72.1
7	DD Kisan	HINDI	56.2
8	DD Bangla	BENGALI	59.7
9	DD Malayalam	MALAYALAM	40.5
10	DD Uttar Pradesh	HINDI	53.4
11	DD Sports	HINDI	40.2
12	DD Madhya Pradesh	HINDI	30.7
13	DD Yadagiri	TELUGU	35.7
14	DD Rajasthan	HINDI	26.5
15	DD Bihar	BHOJPURI	26.5
16	DD Girnar	GUJARATI	32.7
17	DD Oriya	ORIYA	29.7
18	DD Urdu	URDU	16.1
19	DD Bharati	HINDI	20.7
20	DD North East	ASSAMESE	10.5
21	DD Kashir	URDU	6.8

**ANNEXURE REFERRED IN REPLY TO PART (b) OF LOK SABHA
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DETAILS OF LANGUAGES/DIALECTS BROADCAST BY ALL INDIA RADIO

S.No	State/U.T.	Language
1	Andhra Pradesh	Telegu, Hindi, Urdu, English
2	Arunachal Pradesh	English, Hindi, Assamese
3	Assam	Assamese, English, Hindi, Bengali, Nepali, Sanskrit, Bodo
4	Bihar	Hindi, English, Sanskrit, Urdu, Maithili, Santhali
5	Chattisgarh	Hindi, English, Sanskrit, Sindhi, Odia
6	Goa	English, Hindi, Marathi, Konkani, Portugese
7	Gujarat	Hindi, Gujarati, English, Sindhi, Urdu, English
8	Haryana	Hindi, English, Sanskrit, Punjabi,
9	Himachal Pradesh	Hindi, English, Punjabi
10	Jammu & Kashmir	Kashmiri, Dogri, Urdu, Hindi, English, Punjabi, Sanskrit
11	Jharkhand	Hindi, English, Sanskrit, Odia, Urdu, Bangla, Santhali
12	Karnataka	Kannada, Hindi, Urdu, English, Marathi, Konkani, Sanskrit, Telegu, Malyalam, Tamil
13	Kerala	Malyalam, Hindi, English, Tamil, Sanskrit,
14	Madhya Pradesh	Hindi, English, Sanskrit, Urdu, Sindhi
15	Maharashtra	Marathi, Hindi, English, Urdu, Sanskrit, Gujrati, Sindhi, Kannada, Konkani,
16	Manipur	Manipuri, Hindi, English, Sanskrit
17	Meghalaya	English, Hindi
18	Mizoram	English, Hindi
19	Nagaland	English, Hindi
20	Odisha	Odia, Hindi, English, Sanskrit
21	Punjab	Punjabi, Hindi, Urdu, Sanskrit, English
22	Rajasthan	Hindi, English, Sindhi, Urdu, Sanskrit, Punjabi
23	Sikkim	Hindi, English, Nepali, Sanskrit,
24	Tamil Nadu	Tamil, Hindi, Telegu, Sanskrit, Malyalam, English, Kannada
25	Telangana	Telegu, Hindi, Urdu, English, Marathi, Sanskrit, Kannada
26	Tripura	Bengali, Hindi, English
27	Uttar Pradesh	Hindi, Urdu, English, Sanskrit, Nepali
28	Uttarakhand	Hindi, English
29	West Bengal	Bengali, Hindi, English, Sanskrit, Urdu, Nepali, Santhali
30	Delhi	Hindi, English, Urdu, Sanskrit, Punjabi
31	Puducherry	Tamil, Telegu, Hindi, English, Sanskrit, Malyalam
32	Andaman & Nicobar	Hindi, English, Tamil, Bengali, Telegu, Malyalam
33	Daman	Gujarati, Hindi
34	Lakshadweep	Malyalam, Tamil
35	Chandigarh	Hindi, English, Punjabi
