

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:2539
ANSWERED ON:10.03.2000
RESEARCH PROJECT BY AIR
SUBODH MOHITE

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

- (a) the details of the major research projects carried out by the Audience Research Unit of All India Radio during the last three years;
- (b) the amount spent by the Government on Audience Research Units of AIR during the above period; and
- (c) the research projects pending with research units?

Answer

MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT
(SHRI ARUN JAITLEY)

(a) : Details are annexed.

(b) : The amount spent on the studies/surveys conducted by Audience Research Units of All India Radio during the last three years is as under;

Year Amount (Rupees in Lakhs)

1997-98	11.50
1998-99	12.79
1999-2000	12.27

(c) : No research project is pending with Audience Research Unit of All India Radio.

Annexure

Annexure as referred in part (a) of Lok Sabha Unstarred Question No.2539 for 10.3.2000.

Surveys/studies conducted by Audience Research Units of All India Radio during last three years are given below: -

1997-98

1. General Listening Surveys at four Metros - Delhi, Mumbai, Calcutta and Chennai.

2. General Listening Survey at Guwahati and Leh.

3. Feed forward Studies at Amraoti (Maharashtra).

4. Surveys on Farm and Home Programmes at Ratnagiri, Pondicherry, Jalgaon, Hyderabad, Jaipur, Nagpur, Lucknow, Cuttack, Bangalore and Jalandhar.

5. Survey on Science Programmes of AIR, Jaipur and Ajmer.

6. Survey on Akashvani Sangeet Sammelan Conducted at Jaipur, Jalandhar, Hyderabad, Chennai, Vishakhapatnam, Agartala, Nagpur, Bangalore, Delhi, Dharwad, Lucknow, Cuttack, Mathura and Thiruvananthapuram.

7. Survey on Primary and Commercial Channels conducted at Jalandhar, Bhopal, Jammu, Hyderabad, Tiruchirapalli, Mumbai, Ahmedabad, Jaipur, Ranchi, Lucknow and Cuttack.

8. Quick Feed Back Studies on local programmes at 40 places.

1998-99

1 Survey on Primary and Commercial Channels conducted at Rajkot, Dharwad, Panaji, Jodhpur, Calicut, Chennai, Indore, Nagpur, Allahabad, Patna, Bangalore, Ahmedabad, Thiruvananthapuram, Bhopal, Mumbai, Calcutta, Delhi, Hyderabad, Jaipur, Cuttack, Lucknow, Tiruchirapalli, Ranchi.

2 General listening Survey at Agra.

3 Survey on Khel Jagat and Lok Dhara of AIR, Rohtak.

4 Survey on Morning Information Programme of AIR, Pondicherry and AIR, Akola.

5 Survey on Effect of Foreign Electronic Media in the Border areas of Jammu.

6 Quick Feed Back Studies on Local programmes at 7 places.

1999-2000

1 RPL Ratings studies were conducted at Warangal, Nagaon, Jorhat, Chaibasa, Godhra, Kurukshetra, Tirupathi, Cochin, Betual, Sagar, Balaghat, Ahmed Nagar, Nasik, Bolangir, Banswara, Nagarcoil, Kailashar, Faizabad, Karaikal, Hassan, Chanderpur, Kannur, Shimla Barmer, Coimbatore, Chatterpur, Itanagar, Sangli, Bareilly and Patiala.

2 Survey on Yuva-Vani programme at Calcutta, Visakhapatnam, Indore, Lucknow, Jodhpur, Kurseong, Jalandhar, Jaipur, Hyderabad, Delhi, Guwahati, Bhopal, Chennai, Patna, Ahmedabad and Bangalore.

3 Survey on FM Channels of AIR at Delhi, Mumbai, Calcutta, Chennai and Panaji.

4 Survey on Akashvani Sangeet Sammelan at Agartala, Shimla, Patna, Nagpur, Hyderabad, Chennai, Calcutta, Dharwad, Mathura, Delhi, Rohtak and Tiruchi.

5 A study on Pulse Polio Immunization at Kurseong, Visakhapatnam, Rohtak, Agartala, Ahmedabad, Aurangabad, Thiruvananthapuram, Jaipur, Patna and Mathura.

6 Survey on News Bulletins at Visakhapatnam, Pondicherry, Ahmedabad, Thiruvananthapuram, Bangalore, Delhi, Lucknow, Patna, Kurseong, Hyderabad and Calcutta.

7 Quick Feed Back survey on World Cup 1999 Cricket at Delhi, Mumbai, Calcutta, Chennai, Shillong, Lucknow, Jaipur, Ranchi, Dharwad, Bhopal, Raipur and Jalandhar.

8 Quick Feed Back studies on Local Programmes at 10 places.