

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

UNSTARRED QUESTION NO:1611
ANSWERED ON:25.07.2002
AGREEMENT WITH BBC ON HIV/AIDS PROGRAMMES
AMBATI BRAHMANAIAH

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

- (a) whether the Doordarshan has tied up with BBC to show programmes related to HIV/AIDS;
- (b) if so, the details thereof;
- (c) whether there are other proposals for Doordarshan to tie up with other Media corporations; and
- (d) if so, the details thereof and the final decision taken in this regard?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) & (b): Yes, Sir. Prasar Bharati has informed that programmes related to HIV/AIDS are being produced/telecast by Doordarshan in collaboration with BBC and National AIDS Control Organisation of the Ministry of Health and Family Welfare. Doordarshan is telecasting programmes and promos and providing infrastructure and expertise for production. BBC is taking care of research for the project and bearing the cost of production. National AIDS Control Organisation is providing strategic guidance for the project, in identifying focus areas and key messages. The campaign has begun from 1st July, 2002 and involves telecast of 60 second messages produced by Doordarshan on DD National Channel. Other thematic programmes are also being telecast from Jaipur, Lucknow and Delhi Kendras.

(c) : At present, there are no other proposals for collaborating with other media corporations.

(d): Does not arise.