

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

UNSTARRED QUESTION NO:741
ANSWERED ON:02.03.2010
QUALITY OF DD /AIR PROGRAMMES
Ganeshamurthi Shri A.;Patil Shri A.T. Nana

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

- (a) whether news and other programmes of Doordarshan (DD) are less popular as compared to private channel programmes;
- (b) if so, details thereof; and the reasons therefor;
- (c) whether the Prasar Bharati has made any efforts to improve the quality of news and other programmes being telecast/broadcast on DD Channels/All India Radio (AIR) to bring at par with the private players and increase its viewers/listeners;
- (d) if so, the details thereof, DD/AIR-wise; and
- (e) the other steps taken/proposed to be taken by the Government to improve the quality of programmes broadcast on DD channels/AIR?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI C. M. JATUA)

- (a) & (b): No, Sir. As per TAM report, TRP of DD News (0.06%) is higher than other news channels except TRP of Aaj Tak and Star News (0.08 & 0.07%). In the top 20 programmes of DD National and other cable & satellite channels, 12 programmes are from DD National.
- (c) to (e): Improvement of quality of DD and AIR programmes/news is a continuous process. Prasar Bharati has been constantly aiming for excellence both in terms of content and quality. Doordarshan continuously reviews the quality of serials/programmes telecast on its various channels and makes efforts to further improve the content and technical quality of the transmission. The studios and equipment are continuously being modernized to improve technical quality of programmes. Programme Advisory Committees/Joint Programme Advisory Committees are constituted at AIR Stations/Doordarshan Kendras as per the laid down guidelines.