

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

UNSTARRED QUESTION NO:1882
ANSWERED ON:09.03.2010
PROGRAMMES OF NATIONAL CHANNELS
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government has set up any committee/body to study in depth the effectiveness of programmes being broadcast through the national channels;
- (b) if so, the details thereof; and
- (c) if not, the reasons therefor?

Answer

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

(a): No Sir. Prasar Bharati have separate committees in place, to select specific programmes. Besides these, Doordarshan Audience Research Television Ratings (DART) and TAM (Television Audience Measurement) ratings are being used as inputs for studying the effectiveness of the programmes.

(b) Prasar Bharati has informed that they have constituted following Committees for Evaluation of different genre of programmes on National Channels to select specific programmes as per details:

(i) SFC Programmes:

- (1) Suitability Committee for short-listing of proposals;
- (2) Evaluation Committee for in-depth study ad.
- (3) Empowered Committee for final selection.

(ii) Commission Programmes:

- (1) Suitability Committee
- (2) Evaluation Committee

(iii) Acquisition of Programmes:

- (1) Evaluation-cum-Costing Committee

(iv) Sponsored Programmes;

- (1) Evaluation Committee
- (2) Selection Committee

(c) Does not arise.