

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

UNSTARRED QUESTION NO:1911

ANSWERED ON:09.03.2010

DD CHANNELS

Mahtab Shri Bhartruhari

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

- (a) whether Doordarshan has conducted any study on the impact and coverage of DD India channels in the USA, UK and the Middle East;
- (b) if so, the details thereof;
- (c) whether any study has been conducted to promote Indian channels among the countries of Central Asia also; and
- (d) if so, the details thereof?

**Answer**

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

- (a) Prasar Bharati has informed that Doordarshan had conducted study only in the Middle East.
- (b) A Survey was conducted by M/s Dutta & Dutta, New Delhi on the impact and reach of DD India Channel in the Middle East in 2006 and the report was submitted in 2007.
- (c) & (d) No, Sir. However, Prasar Bharati has informed that they have no plans to conduct any study to promote Indian Channels among the countries of Central Asia. Doordarshan has however, called for International Tenders for distribution of DD India Channel through out the world by the interested agencies.