

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

UNSTARRED QUESTION NO:2674
ANSWERED ON:10.08.2010
RELIGIOUS PROGRAMMES ON DD CHANNELS
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the policy and the norms laid down by the government for telecast of programmes relating to religious discourse on Doordarshan;
- (b) the details of National Doordarshan (DD) and regional Doordarshan channels telecasting such programmes, DD kendra-wise;
- (c) whether Doordarshan receives any payment for the telecast of the said programmes from Indian/foreign organisations; and
- (d) if so, the details thereof alongwith the revenue earned by the Doordarshan during each of the last three years and the current year?

Answer

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

(a): Doordarshan has adopted the AIR's Religious Programmes policy to telecast religious programmes. A copy of the policy of AIR is at Annexure-1.

(b) List of Doordarshan Kendras and Regional channels telecasting religious programmes is at Annexure-2.

(c) & (d) Yes Sir. As informed by Prasar Bharati, Doordarshan receives payment from producers for programmes under sponsored categories. However, for in-house programmes no payment is received. Revenue earned by Kendras for telecast of sponsored religious programmes on Doordarshan during the last three years is as under:-

Rupees in Lakh

S.No. Name of The Kendra 2007-08 2008-09 2009-10 2010-11

1. Bhubaneswar 7.45 7.41 7.37 0.65

2. Patna 0.26 - - -

3. Chennai 17.70 69.33 111.06 40.49

4. Mumbai 28.68 53.77 91.86 2.16

5. Jalandhar 22.61 27.88 39.62 -

6. Delhi - - 0.48 -

7. Bhopal 0.69 0.11 - -

ANNEXURE-1

ANNEXURE AS REFERRED TO IN REPLY TO PART (a) OF LOK SABHA UNSTARRED QUESTION No. 2674 TO BE ANSWERED ON 10.08.2010.

AIR's Policy Towards Religion Adopted by Doordarshan. General religious Broadcast Policy of Akashvani-

1. AIR's policy towards religion has been summed up in several statements in Parliament and in other fora. It has been clarified that AIR does not broadcast "Religious programmes" as such. However, coverage is given to public celebrations of festivals of all communities. This may involve relays from places of religions.
2. It is not the policy of AIR to propagate any particular religion, hence, it does not allocate any fixed chunks for religious broadcast to any particular religion. As a matter of policy, AIR does not encourage ritualistic broadcast by the stations. However, in pursuance of its policy, its programme should help strengthen the moral fibre of the people. AIR draw upon the deeper spiritual experiences of the followers of all religions of India and uses extracts from their sacred literature. This endeavour is reflected in the musical as well as spoken word programmers.
3. The policy of AIR is to inculcate in its listener's equal respect for all religions to strengthen ethical and cultural awareness. AIR takes important notes of the important festivals and celebrations of all religions and provide coverage to such functions. Similarly, on the demise of dignitaries, if State mourning is declared, recitations from scriptures of all religions are broadcast from AIR stations to infuse essence of secularism among the listeners.
4. In all AIR stations in the morning transmission, about half an hour given to a programme of devotional music includes Bhajans, Shabads, Christian Hymns, Naat Hamd, Jain Stavans, verses from Buddhist Dhampad etc. These programmes are intended to respect all religious communities and are based on talent drawn from different parts of the country. According to the instructions, the text of the songs selected should be non- sectarian and advocate universal values.
5. The use of sacred texts from various religions is incidental to AIR's religious broadcast on special occasions like important religious festivals, texts from sacred books are recited and explained if the programmes planned for such festivals need such recitations. For instance during the period of Muharrum recitations from Shia religious texts, on Janmashtmi from Bhagwad Geeta and on the Christmas Eve, a special Church Service directly from the Church are being broadcast. In addition, recitation from "Ram Charit Manas" in various folk and devotional music are also put out by Delhi and many AIR stations broadcasting in Hindi. Similarly, Shabads & Gurbani are also included in the Punjabi Programme by AIR, Delhi, Jalandhar etc. In the form of devotional music.
6. Besides recitations, AIR stations put out a short spoken word programme in their morning transmission under the captions "Aaj Ka Chintan", "Vichar Bindu", "Amrit Vani" etc which includes saying of the great man, philosophers, Scholars, thinkers and religious personalities. At times, selection from various scriptures of different religions are also broadcast without fixing any periodicity.
7. Due to historical reasons some stations like Srinagar, Jalandhar, Hyderabad etc. broadcast religious programmes and recitations from religious scriptures on a fixed point basis. Although this is not in keeping with the existing policy of AIR, it was not found possible to withdraw these broadcasts for historical reasons.

Religious Broadcast Policy in the light of AIR code and code for Commercial Broadcast of AIR.

- (1) Clause- 2 of the AIR code does not permit "attack on religion or communities."
 - (2). As per Commercial Broadcasting, code of AIR:-
 - (a). "Advertising shall be so designed as to conform to the laws of the country and should not offend against morality, decency and religious susceptibilities of the people."
 - (b). "No advertisement shall be permitted which decides any race, caste, color, creed and nationality." (Clause -2(i)).
 - (c). "No advertisement shall be permitted which is against any of the directive principles, as or any other provision of the Constitution of India (Clause-2(ii))."
- Note:- Article 28 of the Constitution reads as follows:-"No religious institution shall be provided by any institution fully maintained out of state funds"
- (d). "No advertisement shall be permitted the objects which are wholly or mainly of a religious or political end or have any relation to any industrial dispute." (Clause-4 of C.C.B of AIR).

The code for Commercial Broadcasting of AIR explicitly states that religion is to be excluded from commercial broadcast. However, we can consider broadcast of mythological/Classics epics as in past. AIR and Doordarshan broadcast/telecast Ramayana, Mahabharata and stories of Bible etc.

Annexure-2

ANNEXURE AS REFERRED TO IN REPLY TO PART(b) OF LOK SABHA UNSTARRED QUESTION NO. 2674 TO BE ANSWERED ON 10.08.2010.

List of Doordarshan Kendras / Channels Telecasting Religious Programmes.

Bhubaneswar
Jiabanara Ananda.

Patna

- a). Electric Christmas
- b). The Hope Giver

Chennai

- a). Nalam Tharum Thirumandiram
- b). Bakthi Sudar
- c). Kathavai Thira Kaatru Varattum
- d). Arunachala Ramana
- e). Madhangalil Marganzhi
- f). Enjoying Everyday Life.
- g). Kannanin Aaramudhu.
- h). Kathavai Thira Kaatru Varattum.
- i). Enjoying Everday Life.
- j).Anbin Alaigal.
- K). Santhoshammai Vaazha.
- l).Yellam Koodum
- m). Athmaavai Thira Anandam Perugattum.
- n). Aradanai Ummakkay.
- o). Victory Today.
- p). Yellam Koodum.
- q). Anandam Adaiveer Andrada Vazhvil.

Mumbai

- a). Anand Lutuya Pratyek Divashi Jivanacha.
- b). Navi Drishti Nava Marg.
- c). Sada Sawadh to Sada Sukhi.
- d). Sant Tukaram.

Jaipur

- a). Gangor Poojan
- b). T. V . Report on Chetichand Festival
- c). Coverage on Ram Naomi
- d). Coverage of Ajmer Dargah Mushira
- e). Coverage of Hanuman Jayanati
- f). T. V. Report on Mahavihar Jee
- g). Coverage on Goodfriday
- h). Coverage on Budha Purnima
- i). Shabad Kritan

Jalndhar

- a). Amrit bani.
- b).Enjoy Everday Life.
- c). Anmol Bachan.
- d). Param Purakh.
- e).Amrit Varkha.
- f). Begampura Sehar Ka Naun.
- g). Gurbani Vichar.
- h). Sat Sangat.
- i). Sifat Salah.
- j). Katha Kirtan.
- k). Naam Ras.
- l). Parmeshwar Di Rah.
- m). Amrit Rachna.
- n). Sat Sangat Mile So Taria.
- o). Gayan Sagar.

Bhopal

- a). Electric Christmas.
- b). Hope giver.
- c). Gift of Christmas.

DD National

