

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

UNSTARRED QUESTION NO:1246
ANSWERED ON:16.11.2010
PUBLIC AWARENESS PROGRAMMES ON AIR/DD
Jaiswal Dr. Sanjay

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

- (a) whether the Government proposes to broadcast/telecast public awareness programmes for the benefit of the common man and the illiterate through various channels of All India Radio(AIR) and Doordarshan(DD);
- (b) if so, the details thereof;
- (c) the number of persons likely to benefit therefrom;
- (d) whether the Government also proposes to set up/open relay kendras for the purpose in each district of the country; and
- (e) if not, the reasons therefor?

Answer

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

(a) & (b): Prasar Bharati has informed that Doordarshan and All India Radio, being Public Service Broadcasters disseminate information, education and entertainment to the general public. AIR Stations/Doordarshan Kendras across the country produce and broadcast/telecast public awareness programmes in different subjects in respective languages/dialects on a regular basis. These programmes include agriculture, health, public grievances redressal, developmental and socio-economic aspects etc.

(c): No specific data is available about the benefit accrued to the individuals. However, on an average 100 million people are viewing DD programmes on different channels. AIR's coverage of the country is near total and it continues to serve as one of the prime sources of information for the citizens of the country with programmes designed in their regional languages and dialects.

(d)& (e): No, Sir. Due to digitalization process of the DD network, there is no proposal for further expansion of terrestrial relay transmitters in the country. AIR Stations spread across the country broadcast various programmes on public awareness for the benefit of its listeners in their respective zones.