

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

UNSTARRED QUESTION NO:2194  
ANSWERED ON:23.11.2010  
PUBLIC AWARENESS CAMPAIGNS  
Adityanath Shri Yogi;Verma Shri Sajjan Singh

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

- (a) whether the Government proposes to launch public awareness campaigns through the electronic media to promote nationalism and to motivate the youth of the country on various channels including Doordarshan;
- (b) if so, the details thereof;
- (c) whether there is any proposal to encourage Non-Governmental Organisations to produce and make Yuva Darshan Programmes for being telecast on Doordarshan;
- (d) if so, the steps being taken by the Union Government in this regard;
- (e) whether the Doordarshan is a better means to disseminate the national programmes to the common people; and
- (f) if so, the details thereof alongwith the number of Doordarshan Kendras (DDK) in the country which do not possess uplinking and downlinking facilities DDK-wise and State-wise including Uttar Pradesh?

**Answer**

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

- (a) to (d) : No such campaign is proposed on private TV channels. As regards Doordarshan, Prasar Bharati has informed that to motivate the youth, all the regional Kendras of Doordarshan telecast number of programmes in different formats like talk shows, dramas, music, serials, spots etc. on the theme of Independence and nationalism. Apart from this, special programmes are also telecast on National festival days. Prasar Bharati has further mentioned that though no specific scheme is available for NGOs to produce Yuva programmes, they can participate actively in youth programmes in all Doordarshan Kendras.
- (e) Yes, Sir. As a Public Service Broadcaster with largest network with its terrestrial, satellite and Direct to Home (DTH) services reaching 100% population of the country, Doordarshan is in a better position to disseminate national programmes and educate people.
- (f) Prasar Bharati has informed that satellite uplinking facility is set up at those Doordarshan Kendras (Studio Centres) where there is requirement of uplinking of programmes. Satellite uplinking facility is presently available at 36 Doordarshan Kendras, out of total 66 in the country. State-wise details of Satellite uplinking facilities are given at Annexure. Downlinking facility is set up for receiving programmes from satellite and is available at all Doordarshan transmitting stations.