

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

UNSTARRED QUESTION NO:3430
ANSWERED ON:30.11.2010
DD/AIR PROGRAMMES FOR REMOTE AREAS
Owaisi Shri Asaduddin

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

- (a) whether the Government proposes to broadcast fresh programmes including those related to local issues on All India Radio (AIR)/ Doordarshan (DD) to cater to the needs of the North Eastern Region (NER), J&K and other far flung remote and rural areas of the country;
- (b) if so, the details thereof, State-wise; and
- (c) the areas likely to be covered by such programmes, State-wise and location-wise?

Answer

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

(a) & (b): Prasar Bharati has informed that all Doordarshan Kendras and AIR Stations in the country, including those of J&K and North East Region(NER), regularly plan, produce and telecast/broadcast fresh and new programmes catering to the needs of the people of local and far flung remote areas. As regards AIR, special funds are allocated under Special Package Schemes approved for J&K and NER for content creation in respective languages and dialects. Programmes are designed and produced and broadcast on various identified themes highlighting the cultural, historical, tribal, health, education, developmental schemes, folk and scientific temper in different formats like talks, discussions, interviews, phone-in-programmes etc. A total number of 453 programmes have been approved under commissioned category for the Kashir Channel. Some programmes are already being uplinked from DDK, Srinagar while others are at different stages of production, preview and technical preview. The Commissioned programme for the year 2010-11 envisages telecast of programmes produced by the talented producers of the region alongwith enhanced budgetary provision made to enhance in-house production at the Kendras of the North East Region.

(c): Entire J&K and North East Regions is covered by these programmes. In addition to the areas covered by these Kendras, PPC Guwahati is covering the entire North East region.

As regards AIR, presently there is terrestrial coverage of 91.85% (by area)and 99.18% (by population) including that of North Eastern Region, J&K and other far flung remote rural areas of the country. In addition, AIR and DD channels are available all over India except Andaman and Nicobar Islands on ku band of DD Direct plus platform.