

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

STARRED QUESTION NO:386
ANSWERED ON:07.12.2010
POPULARITY OF DD PROGRAMMES
Deka Shri Ramen;Mishra Shri Mahabal

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

- (a) whether the Government/Prasar Bharati have reviewed the contents, quality and popularity including TRPs of the programmes being telecast by the Doordarshan;
- (b) if so, the details thereof;
- (c) whether the Doordarshan has been able to face the competition posed by private/regional channels effectively;
- (d) if so, the reaction of the Government thereto; and
- (e) the details of the steps being taken by the Government/Prasar Bharati for increasing the popularity of DD programmes and ensuring its financial viability?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. AMBIKA SONI)

(a) to (e): A Statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION No. 386 FOR ANSWER ON 7.12.2010

(a) & (b) Prasar Bharati has informed that reviewing of content, quality and popularity of programmes including TRP is a continuous process and Doordarshan is doing it from time to time.

(c) & (d) Prasar Bharati has informed that it never considers Doordarshan as competitor to private channels as its primary mandate is Public Service Broadcasting though Doordarshan earns revenue out of its entertainment programmes. Prasar Bharati has also informed that Doordarshan has the ability to face the private/regional channels as it has bagged Top position by getting 0.80% TRP among all the private/regional channel except Star Plus (0.98) during the current period i.e. from 14-11-2010 to 20-11-2010 as given at Annexure.

(e) Prasar Bharati has further informed that Doordarshan is constantly aiming for excellence both in terms of contents and quality by taking steps like -

- (i) Reviewing the quality of serials/programmes telecast on its various channels.
- (ii) Improving the content and technical quality of the transmission.
- (iii) Acquiring quality software from various software houses/producers.
- (iv) Outsourcing good Feature Films for telecast on DD-1 on different themes.
- (v) Outsourcing better talents for improvement in overall quality of in-house programmes.
- (vi) Modernizing the studios and equipment continuously to improve technical quality of programmes.
- (vii) Digitalizing network and service of Doordarshan.
- (viii) Constituting Programme Advisory Committees/Joint Programme Advisory Committees at Doordarshan Kendras/AIR stations as per the laid down guidelines to advise on improvement of content and quality of programmes.

As regards its financial viability, Prasar Bharati has informed that efforts are being made to increase the revenue generation by Doordarshan by :-

1. Strengthening marketing divisions under Prasar Bharati.

2. Self Finance Commissioning extended to regional Kendras to achieve more revenue in view of success achieved by DD1.

3. Procuring Hindi feature films from right holders directly as per the new guidelines for procurement of films resulting in significant increase in revenue from telecast of films.

Prasar Bharati has informed that Highest record of the revenue has been achieved during the last financial year and Net Revenue of Doordarshan is increasing year after year as shown in the table below:-

Year	Gross Revenue (Rs. in crore)	Net Revenue (Rs. in crore)
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2007-08	888.97	724.42
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2008-09	818.19	737.05
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2009-10	1000.36	871.25
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2010-11	487.07 (Till Oct., 2010)	
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