

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

UNSTARRED QUESTION NO:49
ANSWERED ON:22.02.2011
QUALITY OF PROGRAMMES ON AIR
Khan Shri Hassan

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

- (a) whether programmes being broadcast by All India Radio (AIR) Leh and Kargil are losing their popularity;
- (b) if so, the details thereof and the reasons therefor;
- (c) whether the Government/Prasar Bharati proposes to infuse quality in the programmes aired from the said AIR stations;
- (d) if so, the details thereof;
- (e) whether the Government also proposes to improve TV coverage in such areas; and
- (f) if so, the details thereof and steps taken thereon?

Answer

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

(a): No, Sir.

(b): Does not arise.

(c) & (d): Prasar Bharati (AIR) have informed that improving quality of the programmes aired from AIR Stations is an ongoing process.

(e) & (f): Prasar Bharati (Doordarshan) have informed that there are 33 TV transmitters (HPT-1, LPTs-2 and VLPTs-30) functioning in Ladakh region (Leh and Kargil district). Establishment of another HPT in Ladakh region has been approved, as part of the scheme for strengthening of Radio and TV coverage in J&K.

All the areas uncovered by terrestrial transmitters along with rest of the country, have been provided with multi channel TV coverage through Doordarshan's free-to-air DTH service "DD Direct Plus", signals of which can be received anywhere in the country including Ladakh region with the help of small sized dish receiver units.