

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

STARRED QUESTION NO:262

ANSWERED ON:15.03.2011

DOORDARSHAN COVERAGE IN RURAL AREAS

Swamygowda Shri N Cheluvarya Swamy

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

- (a) whether the Doordarshan gives any impetus for creating special television content for the viewers in the rural areas of the country;
- (b) if so, the details thereof and the steps taken in this regard during each of the last three years and the current year;
- (c) whether Doordarshan has made any assessment/review of the coverage and popularity of its programmes in rural areas of the country;
- (d) if so, the details thereof alongwith the steps taken to improve the Television Rating Points(TRPs) of various Doordarshan channels in the rural areas; and
- (e) the details of the steps taken/ proposed to be taken by Doordarshan for launching a dedicated rural TV channels?

Answer

THE MINISTER OF INFORMATION & 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. 262 FOR ANSWER ON 15.03.2011.

(a) & (b): Prasar Bharati has informed that all Regional Kendras of Doordarshan are telecasting a number of programs in different formats like talk shows, dramas, music, serials spots etc. on the theme of rural youths, health, education, agriculture, women and children, folk and tribal music in rural areas. All development related programmes of Government of India and State Governments for rural development including landless labour and minimum wages are also produced and telecast by Doordarshan. Programmes on girl child and gender issues are covered in Kalyani programme on Doordarshan.

The Flagship programmes, especially, Mahatma Gandhi Rural Employment Guarantee programme, Aganwadi, Sarv Shiksha Abhiyan, development of infrastructure, empowerment of women and self help group activities and their implementation in rural areas are regularly covered and telecast by Doordarshan. In addition agriculture programmes are being telecast five days a week (from Monday to Friday) for duration of 30 minutes every evening on 18 Regional Kendras with repeat telecast next day on respective Regional Language Satellite Channels. Specific area based rural and agricultural programmes of thirty minutes are also being telecast in the 'Narrowcasting Mode' over 180 transmitters covering 140 districts in the country five days a week from Monday to Friday in the evening.

(c) Prasar Bharati has also informed that Audience Research Units of Doordarshan conducts regular rural Doordarshan Audience Research Television Ratings (DART) Survey in the country to know the TRP/assessment of the programmes telecast. The assessment/ coverage of DD terrestrial and satellite Channels as per the rural DART survey conducted by DD is as per Annexure.

(d) To make DD more effective, efforts are being made to outsource quality software from professional software house/ producers under different schemes and also outsource good feature films for telecast on DD-I on different themes. In addition overall quality of the in-house programmes is being improved by outsourcing better talents. DD has also taken steps to improve the transmission quality with digitization of the studio equipment and transmission.

(e) Prasar Bharati has informed that there is no proposal to launch a dedicated rural TV channel.