

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

UNSTARRED QUESTION NO:400
ANSWERED ON:02.08.2011
QUALITY OF PROGRAMMES ON AIR
Singh Shri Bhupendra

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

- (a) whether the Government has adopted any mechanism to ascertain the quality of programmes being produced and relayed by the All India Radio (AIR) stations including State level ones;
- (b) if so, the details thereof;
- (c) if not, the reasons therefor;
- (d) whether the Government has received any complaints/representations regarding favouring of certain artists/persons in airing maximum number of their programmes in some AIR stations including Madhya Pradesh; and
- (e) if so, the details thereof and the action taken thereon?

Answer

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

(a) to (c): Prasar Bharati has informed that it is a constant endeavour of AIR to improve the quality of programmes broadcast from AIR. All efforts are made to make programmes more interesting, listener friendly and effective. All India Radio has a wide network of Audience Research Units across the country, which regularly provide feedback of the programmes broadcast on AIR Stations to the programme producers in order to plan, design and modify the programmes according to the needs, interests and aspirations of the target audience across the country. Ways to improve quality of content and presentation of programmes are also regularly discussed at the quarterly Regional Programme Coordination Committee Meetings of AIR Stations as well as in the meetings of Programme Advisory Committees attached to various AIR Stations.

(d) & (e): Whenever, such type of requests/complaints are received at DG:AIR and/or at AIR Stations, these are taken care of promptly and appropriate action is taken thereon immediately.