

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

UNSTARRED QUESTION NO:3406
ANSWERED ON:23.08.2011
DEVELOPMENT OF DD KASHMIR
Sugumar Shri K.

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

- (a) whether the Government proposes to provide more funds for content development and capacity building of Doordarshan, Kashmir;
- (b) if so, the details thereof; and
- (c) the extent to which such efforts would help to control the anti-India propaganda that is being aired by TV channels operating from neighbouring countries?

Answer

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

(a) & (b) : The Government has already approved J&K Special Package in the Eleventh Five Year Plan for strengthening Doordarshan services in the State of Jammu & Kashmir. An amount of ` 267.70 crores has been allocated under the Revenue (Plan) head for software under the scheme. Accordingly, an action plan has been chalked out according to which programmes of different formats/genres are being commissioned for the Doordarshan Kashir channel including counter-propaganda programmes and programmes recommended by Ministry of Home Affairs as per requirement of the channel.

(c) Prasar Bharati has informed that for countering anti-India propaganda aired by TV channels operating from neighbouring countries, Doordarshan Kashir channel is regularly telecasting counter propaganda programmes. These programmes are also being extended every year. In addition, Doordarshan Kendra, Srinagar produces programmes focusing on themes countering anti-India propaganda and telecast on Regional News bulletins and segments in current affair programmes.