

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

UNSTARRED QUESTION NO:4580  
ANSWERED ON:30.08.2011  
NORMS FOR SETTING UP OF DD/AKASHWANI KENDRAS  
Dhotre Shri Sanjay Shamrao;Wankhede Shri Subhash Bapurao

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

- (a) whether the Government has laid down any policy/norms to set up Akashvani and Doordarshan Kendras (DDKs) in the country;
- (b) if so, the details thereof;
- (c) whether any target was fixed for setting up of Akashvani/DDK in the country during the Ninth and Tenth Five Year Plan;
- (d) if so, the details thereof alongwith the achievements made during the said period, State-wise, location-wise and DDK/Akashvani-wise;
- (e) if not, the reasons therefor; and
- (f) the steps being taken by the Government to achieve the said targets?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (DR. S. JAGATHRAKSHAKAN)

(a) & (b) Prasar Bharati has informed that All India Radio has policy to set up Akashvani Kendras required for 3 tier system of broadcasting, namely National, Regional and Local to cover the entire area of the country by terrestrial mode of transmission.

As regards Doordarshan, establishment of DD Kendras (Studio Centres) in various parts of the country has been governed by the following parameters:-

i) DDKs at State/UT capitals

ii) DDKs at places of cultural importance

iii) DDKs at selected places to cater to the localized needs of the peculiarly distinct population group

(c) to (e) Yes Sir. All the approved schemes in a Plan were to be completed during the plan period. As regards AIR the details of target set and achievement made during the period are given below:-

S.No.	Plan approved	Total In Plan	Completed New Radio Stations	Schemes dropped after Plan Period	Completed after Progress	In Progress
-------	---------------	---------------	------------------------------	-----------------------------------	--------------------------	-------------

1	9th	53	16	9	28	-
2	10th	224	51	28	96	49

Station wise details are given in Annexure-I & II.

Doordarshan has targeted establishment of 21 new Doordarshan Kendras during 9th and 10th Five Year Plans. Out of these, 16 Kendras were set up during 9th Plan period and 5 Kendras during 10th Plan period. State-wise locations of the above DD Kendras are given in Annexure.-III. Apart from this one Doordarshan Kendra project presently under implementation at Tirupati is expected to be completed during 2011-12.

(f) Prasar Bharati has taken the following steps to complete the targets fixed in the Plan:-

i) A High level Committee has been constituted under the chairmanship of CEO,PB for Project monitoring and implementation.

ii) An Empowered committee of finance has been constituted to resolve all issues related to finance.

iii) A Project monitoring committee has been constituted under the chairmanship of Director General to strengthen the monitoring mechanism for their projects.

iv) Nodal Officers have been nominated for the schemes included in Result Framework Document.

v) The sanctioning power of DG has been restored to Rs. 20.00 crore.

vi) Schedule for procurement and all other major activities of a project has been drawn and the progress is being monitored .