

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

UNSTARRED QUESTION NO:1553

ANSWERED ON:09.08.2011

REVIEW OF TV PROGRAMMES

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

- (a) whether the Government/Prasar Bharati (PB) have reviewed the content, quality and popularity including Television Rating Points (TRPs) of programmes being telecast by Doordarshan/private channels and the impact thereof;
- (b) if so, the details thereof along with the outcome thereof;
- (c) the steps being taken by the Government/PB to increase the popularity of DD programmes in the country;
- (d) the number of DD Kendras where uplinking/downlinking facility have not been provided so far, State-wise; and
- (e) the time by which such facilities are likely to be provided by the Government across the country?

**Answer**

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

(a) In so far as private channels are concerned, Government does not review the content, quality and popularity of programmes as selection of content to be carried on private channels is left to the discretion of the Management of private channels. However, all private TV Channels are required to adhere to the Programme & Advertising Codes prescribed under Cable Television Networks (Regulation) Act, 1995 and Rules, framed thereunder.

As regards, Doordarshan Channels, Prasar Bharati has informed that reviewing of content, quality and popularity of programmes including TRP is a continuous process and Doordarshan is doing it from time to time.

(b) Prasar Bharati has informed that as its primary mandate is Public Service Broadcasting, it never considers Doordarshan as competitor to private channels. As per the survey results of Doordarshan Audience Research Television Ratings (DART), Doordarshan is most watched channel in the country. The comparative TRPs of Doordarshan and private channels (22.5.2011 to 28.5.2011) is given at Annexure-I. Doordarshan slightly lags behind as per data collected by Television Audience Measurement (TAM). However, measurement of viewership conducted by TAM does not account for viewership in rural India. The comparative TRPs of Doordarshan and private channels, as per TAM data for the week ending 17.7.2011 to 23.7.2011, is given in Annexure-II.

(c) Prasar Bharati has further informed that Doordarshan is constantly aiming for excellence both in terms of content and quality to increase the popularity of its programmes by taking steps like -

- (i) Reviewing the quality of serials/programmes telecast on its various channels.
- (ii) Improving the content and technical quality of the transmission.
- (iii) Acquiring quality software from various software houses/producers through Self Finance Commissioned Scheme (SFC).
- (iv) Outsourcing good Feature Films for telecast on DD-1 on different themes.
- (v) Outsourcing better talents for improvement in overall quality of in-house programmes.
- (vi) Modernizing the studios and equipment continuously to improve technical quality of programmes.
- (vii) Digitalizing network and service of Doordarshan.
- (viii) Constituting Programme Advisory Committees/Joint Programme Advisory Committees at Doordarshan Kendras/AIR stations as per the laid down guidelines to advise on improvement of content and quality of programmes.

(d) Prasar Bharati has informed that satellite uplinking facility is presently available at 36 Kendras out of total 66 Doordarshan Kendras in the country. The State-wise details of 30 Kendras which do not have Satellite uplinking facility is given at Annexure-III.

Downlinking facility is provided at all Doordarshan stations for receiving programmes through satellite.

(e) Prasar Bharati has informed that satellite uplinking facility is provided only at those Doordarshan Kendras, where there is requirement for uplinking of programmes. As part of 11th Plan, establishment of satellite uplink facility at five additional Doordarshan Kendra viz. Indore, Jalpaiguri, Gorakhpur, Vijaywada and Rajkot have been approved. These uplinks are expected to be set up by end of 2012-13.