

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

UNSTARRED QUESTION NO:2498

ANSWERED ON:16.08.2011

FUNCTIONING OF DD/AIR STATIONS

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

- (a) the number of Doordarshan (DD)/ All India Radio (AIR) stations/studios alongwith their capacity functioning in the country, State-wise, location-wise and DD/AIR-wise;
- (b) whether the Government proposes to set up new such stations/studios in various parts of the country;
- (c) if so, the details thereof, State-wise, location-wise and DD/AIR-wise;
- (d) the reason for not commissioning the Akashwani Kendra set up in various States including Mayurbhanj district of Odisha so far alongwith the steps taken to operationalise the same, State-wise;
- (e) whether the viewers/listeners of DD and AIR are very few as compared to private television and radio channels; and
- (f) if so, the details thereof during each of the last three years and the current year, media-wise alongwith the steps being taken by the Government for increasing the popularity of DD/AIR Programmes?

Answer

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

(a): At present there are, 66 Studio centres and 1415 Transmitters of varying power functioning in Doordarshan network. Details are given at Annexure-I & II respectively. As regard to All India Radio, presently broadcasting service of AIR is being provided from 252 stations across the country. (Details are given in Annexure-III). At 27 more places, 100 Watt FM Transmitter (relay) have already been installed and these will be taken into regular service shortly. (Details are given in Annexure-IV).

(b) & (c): Yes sir. As part of 11th Plan Scheme of Digitalization of Doordarshan network, 40 digital terrestrial HPTs are envisaged to be set up (Details are given at Annexure-V).

As part of approved 10th Plan continuing scheme in 11th Plan, setting up of AIR FM /AM Stations at 145 more places are under implementation. (Details are given at Annexure-VI). In addition to this under the new scheme in the 11th Plan, installation of 137 FM transmitters are under implementation (Details are given at Annexure-VII).

(d): There is no approved AIR scheme for the district of Mayurbhanj in Orissa. Some AIR stations are not commissioned due to non-sanctioning of Operations and Maintenance staff.

(e) : No Sir, as per TAM Media report DD1 is on top of TRP position during the last 3 years (2008 to 2010) and during the current year 2011, DD1 got 2nd position among the most popular TV channels.

As regard to All India Radio, it has no competition with private channels in terms of popularity as well as its reach. All India Radio reaches 99.18 % of population and 91.85% by area. In terms of popularity, AIR FM channels are more popular than private FM channels, barring few stations, which are evident from Radio Audience study conducted by Audience Research Unit, All India Radio during 2010-11. Details are given in Annexure – VIII.

(f): Does not arise.