

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

UNSTARRED QUESTION NO:193

ANSWERED ON:22.11.2011

POPULARITY OF DD AIR PROGRAMME

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

- (a) whether the number of viewers/listeners of Doordarshan (DD) and All India Radio (AIR) programmes have decreased;
- (b) if so, the details thereof during each of the last three years and the current year alongwith the reasons therefor, DD/AIR-wise;
- (c) whether the Government proposes to take steps for increasing the popularity of DD and AIR including FM programmes and to make more quality programmes as compared to private channels; and
- (d) if so, the details thereof, DD/AIR-wise?

**Answer**

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

(a) & (b): Prasar Bharati have informed that as compared to private channels, TRP/Viewership of Doordarshan National Channel was highest for the three consecutive calendar years 2008 (1.27), 2009 (0.88) and 2010 (0.68) as per data available with TAM Media. As far as AIR is concerned, as per Radio Audience Survey conducted during 2008-09, 2009-10 and 2010-11, the listenership was recorded as 58%, 51% and 48% respectively. The decline in listenership has been marked due to mushrooming of Private FM Channels across the country. Prasar Bharati being the Public Service Broadcasters, its aim is to cater to the needs of all sections of public whereas private channels are largely driven by commercial interests.

(c) & (d): Improvement of quality of DD and AIR programmes is a continuous process. Prasar Bharati has been constantly aiming for excellence both in terms of content and quality. Doordarshan continuously reviews the quality of serials/programmes telecast on its various channels and makes efforts to further improve the content and technical quality of the transmission. Efforts are being made to acquire quality software from various software houses/producers through SFC Scheme. DD is outsourcing good feature films for telecast on DD-1 on different themes. Overall quality of the in-house programmes is being improved by outsourcing better talent. The studios and equipment are continuously being modernized and updated to improve technical quality of programmes. AIR has its own mechanism of monitoring the reactions of listeners and gathering the feedback of audience about the programmes broadcast from various channels of All India Radio Stations through regular studies. Every effort is made to improve the quality of programmes on regular basis. Programme Advisory Committees/Joint Programme Advisory Committees are constituted at various Doordarshan Kendras/ All India Radio Stations, which include distinguished personalities from various fields. The members give their suggestions for improvement in the quality of programmes which are paid due attention for planning and broadcast/telecast of programmes. The listeners' reactions, received through their letters, e-mails, phone-calls and SMSes are also given due importance. Social and cultural programmes are also organized at the Stations to promote art and culture of the respective zones/regions. Regional Programme Coordination Committee meetings are held every quarter wherein programme officers from all AIR Stations in the concerned State/Region exchange experience, views and ideas and formulate strategies for betterment of programmes.