

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

UNSTARRED QUESTION NO:94
ANSWERED ON:22.11.2011
PROMOTING DD URDU REGIONAL CHANNELS
Owaisi Shri Asaduddin

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

- (a) whether the Government/Prasar Bharati (PB) proposes to commission and produce new programmes/content for Doordarshan (DD) Urdu and regional DD channels;
- (b) if so, the details thereof;
- (c) whether regional channels have suffered neglect over the years;
- (d) if so, the details thereof;
- (e) whether the Government has sanctioned Rs. 142 crores to revamp such channels;
- (f) if so, the details thereof, channel-wise and the time by which the said amount is likely to be released by the Government; and
- (g) the steps taken/proposed to be taken by the Government/PB to promote/popularize regional programmes through such channels?

Answer

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

(a) & (b): Prasar Bharati has informed that the commissioning of new content for Doordarshan Urdu Channel is under process. No Regional Kendra except DD (Kashir), DD(Urdu) and DD (NE) commissions any programme. The Kendras provide new content to their channels through in-house production with the funds allocated to them for the purpose.

(c) & (d): No such instance has been brought to the notice of the Government.

(e) & (f): An EFC proposal for Rs. 142.00 crore has been approved by the Government under Plan Scheme for software production/acquisition of contents for DD channels during the XI Five Year Plan as per details below:

Rupees in crore

S.No. Object Head Outlay for 11th Phasing
Five Year Plan

2010-11 2011-12 2012-13

1 DD Urdu 80.00 41.00 35.00 4.00

2 RLSS 15.00 01.00 10.00 4.00

3 DD India 14.00 03.00 08.00 3.00

4 DD Bharati 14.00 03.00 08.00 3.00

5 DD-News 10.00 01.00 05.00 4.00

6 DD-Archives 09.00 01.00 05.00 3.00

Total 142.00 50.00 71.00 21.00

(g): Prasar Bharati has informed that Doordarshan has completely revamped its Fixed Point Charts during the last six months in all regional channels. Process of constituting new Programme Advisory Committees in Regional Kendras in coordination with AIR has also been initiated. Programme formats and serials which have outlived their utility have been withdrawn, paving way for new and innovative programmes.