

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

UNSTARRED QUESTION NO:1182
ANSWERED ON:29.11.2011
DD REGIONAL CHANNELS
Sugavanam Shri E.G.

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

- (a) whether the Government is aware of the growing popularity of Doordarshan's (DD) regional language channels within the country and abroad;
- (b) If so, the details thereof;
- (c) whether the Government proposes to revamp the content of Doordarshan channels;
- (d) if so, the details thereof alongwith the amount allocated for the purpose; and
- (e) the time by which the content of all DD regional channels are likely to be revamped?

Answer

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

- (a): Prasar Bharati has informed that the popularity of Doordarshan regional language channels is showing a positive trend.
- (b) A statement showing the Television Rating Points (TRPs) of Regional Language Channels of Doordarshan from July, 2011 onward is annexed.
- (c) to (e) Prasar Bharati has also informed that Doordarshan has completely revamped its Fixed Point Charts in all regional channels. Programme formats and serials which have outlived their utility have been withdrawn by the channels, paving way for new and innovative programme content.