

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

UNSTARRED QUESTION NO:3030
ANSWERED ON:13.12.2011
DD INTERNATIONAL CHANNEL
Thakur Shri Anurag Singh

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

- (a) whether the Doordarshan International channel started for the non-resident Indians and the foreigners, has not received a good response;
- (b) if so, the reasons therefor;
- (c) whether its uplinking is very expensive and the returns is comparatively low;
- (d) if so, the details thereof and the efforts/steps being taken by the Government in this regard; and
- (e) the efforts being made to present DD International as the best channel during the 12th Five Year Plan alongwith the expenditure likely to be incurred thereon?

Answer

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

- (a): DD-India channel started for the non-resident Indians and the foreigners, has received a good response.
- (b): Does not arise.
- (c)&(d): Doordarshan's International channel "DD-India" was being transmitted through Intelsat till 05.03.2011 and the signal was available in 86 countries. Approximate expenditure on transmission of "DD-India" channel was about Rs 8 crore per annum. Doordarshan's agreement with Intelsat Coporation, USA expired on 05.03.2011. "DD-India" channel is now being transmitted through INSAT-4B satellite and the signal is available in 38 countries.
- (e): DD India is taking vigorous steps to enrich its programme content by refurbishing its fixed point chart, and carrying programmes on travelogue, Medical tourism, Daily bollywood news, educational programmes, Jems & Jewellery, India's Cuisine and Fashion etc. Efforts are being made to increase the feature films frequency with popular blockbuster movies. Provision of Rs 100 crore for Doordarshan's International channel has been kept in 12th Five Year Plan proposals.