

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

STARRED QUESTION NO:278

ANSWERED ON:13.12.2011

QUALITY OF DD AIR PROGRAMMES

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

- (a) whether the quality of programmes telecast/broadcast by the Doordarshan Kendras (DDK)/All India Radio (AIR) stations vis-à-vis those of private players was subjected to any review;
- (b) if so, the outcome thereof;
- (c) the main deficiencies identified therein; and
- (d) the corrective measures taken/proposed to be taken in this regard?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRIMATI AMBIKA SONI)

(a) to (d) A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO. 278 FOR ANSWER ON 13.12.2011

(a) & (b): Prasar Bharati has informed that review of the content and quality of Doordarshan/AIR programmes is a continuous process. Doordarshan and AIR do not compete with private channels as their primary mandate is public service broadcasting.

However, the quality of Doordarshan programmes is being monitored on weekly basis. As per TAM media report, weekly average TVR & share of Doordarshan and other cable satellite channels (GEC) in India (total market) among All 4 + viewers and C & S 4 + viewers for the period 20.11.2011 to 26.11.2011, DD National rose to 3rd position from 4th position. 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 by acquiring quality software from various software houses/producers through different Schemes. The studios and equipment are continuously being modernized and updated to improve technical quality of programmes.

All India Radio has a wide network of Audience Research Units across the country, which periodically conducts audience surveys and regularly provides feedback about the programmes broadcast on different AIR stations/channels. Joint Programme Advisory Committees/ Programme Advisory Committees, constituted at various AIR Stations/Doordarshan Kendras, include distinguished personalities from various fields. The members give their suggestions for improvement in the quality of programme. Feedback received through their letters. E-mails, phone-calls and SMSes are also given due importance. All India Radio is also improving its network to enhance technical quality of programmes.

(c): No specific deficiency has been observed.

(d): Does not arise.