

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

UNSTARRED QUESTION NO:126

ANSWERED ON:13.03.2012

TRANSMISSION CENTRES OF DD

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

- (a) whether the primary objective of Doordarshan as a public service broadcaster has been achieved;
- (b) if so, the extent thereof;
- (c) whether the programmes telecast by Doordarshan have been subjected to review in the recent past;
- (d) if so, the outcome thereof;
- (e) whether the Doordarshan proposes to set up more transmission centres in various parts of the country; and
- (f) if so, the locations identified and the time by which they are likely to be made functional?

Answer

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

(a) & (b): Prasar Bharati has been constantly aiming at to fulfil its primary mandate as a Public Service Broadcaster, which is a continuous process. Doordarshan has 35 channels besides free to air DTH service and a terrestrial network of 66 studios and 1415 transmitters and is the largest TV Network in the country covering about 92% population. It is supplemented by a DTH Service of 59 channel capacity with 100% coverage over entire country. As its' public service mandate, besides entertainment to its viewers, Doordarshan disseminates information on national programmes to educate its viewers on the various current topics such as Right to Information, Mass Literacy, agriculture, rural development, environment, health and family welfare etc. and flagship campaigns under NRHM, Girl Child, Women Empowerment, Sarva Shiksha Abhiyaan. The programmes under Bharat Nirman highlighting the progress & development in various fields in India are also being telecast by Doordarshan.

(c) & (d): Prasar Bharati has informed that there is a regular mechanism in Doordarshan/Prasar Bharati to review the content, quality, popularity as well as technical quality of Doordarshan programmes. In addition to the regular mechanism, DG Doordarshan/CEO Prasar Bharati also take special reviews on the composition of the different channel programmes and revamping of the channel content from time to time. A major review has been done on DD-1, DD-Urdu, DD-Bharati and DD-Kashir for revamping the whole content keeping in view the specific audience, competition and strategic needs of the channels. As a part of the revamped programmes, a programme on 'Innovation' showcasing the best of innovations happening across India has recently been introduced on the last Thursday of every month in all Doordarshan's language Satellite channels and in Doordarshan National Channel. In addition, initiatives have also been taken by Doordarshan in Programme Generating Facility Centres to produce the best programmes for its channels.

(e) & (f): Prasar Bharati has informed that under 11th Plan, the following projects have been approved:

i) 29 new TV transmitters, out of which 27 transmitters have already been commissioned and the remaining will be set up during 2012-13. State-wise locations of the transmitters are as per Annexure-I.

ii) Five high power TV transmitters in J&K at the locations at (a) Green Ridge (Uri) (b) Himbotingla Top (Kargil) (c) Natha Top (Jammu) (d) Rajouri (Jammu)–(DD1 & DD News) to be set up during the next three years.

iii) 40 digital high power TV transmitters (for installation in phases by 2014) under Digitalization of Doordarshan Network Scheme. State-wise locations of these transmitters are given at Annexure-II.

In addition, Doordarshan has already provided a multi channel TV coverage through free to air DTH "DD Direct Plus" in the entire country.