

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

UNSTARRED QUESTION NO:5098
ANSWERED ON:08.05.2012
DEVELOPMENT OF DD AIR CONTENT REVOLUTION
Sugumar Shri K.

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

- (a) whether the Government proposes to spend more funds on development of Doordarshan (DD) and All India Radio (AIR) content in disturbed areas like Jammu and Kashmir and North Eastern States during the XIIth Five Year Plan;
- (b) if so, the details thereof;
- (c) whether the Government also proposes to enhance funding for programming of DD Urdu TV Channel during the said Plan; and
- (d) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (Dr. S. JAGATHRAKSHAKAN)

(a)&(b) Prasar Bharati has informed that Doordarshan has proposed an outlay of `424.92 crore and `250 crore in disturbed areas like Jammu and Kashmir and North Eastern States respectively in 12th Five Year Plan. Similarly, All India Radio has proposed `100 crore for strengthening of border areas under continuing scheme and 300 crore under new scheme, which takes care of the requirement of J&K and NE in the 12th Five Year Plan. However, the approved outlay for 12th Plan is yet to be received.

(c)&(d) Doordarshan has projected a total outlay of `250 crore at the rate of `50 crore per year for DD Urdu channel during XII plan, which is subject to approval by the Planning Commission.