

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

UNSTARRED QUESTION NO:6412
ANSWERED ON:15.05.2012
STRENGTHENING BROADCASTING INDUSTRY
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government proposes to formulate any policy for streamlining and restricting of public broadcasting services in the country;
- (b) if so, the details thereof;
- (c) whether the Government also proposes to promote, facilitate, strengthen and develop the broadcasting industry;
- (d) if so, the details thereof; and
- (e) the extent to which such policy would benefit the people of remote and disturbed areas of the country?

Answer

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

(a)&(b) : No such proposal is under the consideration of the Ministry .

(c) to (e) The Government has taken a number of initiatives for strengthening the public broadcasting services of Radio and Television. At present, the broadcast service of AIR is being provided through 432 AM/ FM transmitters installed in the country and the terrestrial coverage is 91.87% (by area) and 99.19% (by population). In the areas not covered by terrestrial transmissions, 21 radio channels (Programmes) of AIR are available through DD Direct plus DTH platform (Ku band). These programmes can be received through a set top box on DTH Platform. In order to strengthen and develop the broadcasting industry, following steps have been taken by AIR:-

(i) Large scale FM expansion in the country has been proposed in 12th plan. Scheme for installation of 130 new FM transmitters of various capacities has already been approved under 11th Plan.

(ii) AIR has also proposed the Digitalization of the remaining Network under 12th Plan. Under the 11th Five year Plan Digitalization of 165 AIR Stations was undertaken which is under implementation.

(iii) AIR has also proposed to strengthen its coverage in the Border Areas of the country under 12th Plan. NE Special Package (Phase-II) and J&K Special Package (Phase-III) have already been sanctioned for expansion of All India Radio services in the remote and disturbed areas of North Eastern States and J&K.

As far as DD is concerned, presently, DD is operating 35 Satellite channels including one High definition TV channel, and has a network of 67 Studio Centres and 1415 Transmitters of varying power providing coverage to about 92% population of the country. Area-wise coverage in the country is about 81.6%. All the areas uncovered by terrestrial transmitters along with rest of the country have been provided with multi channel TV coverage through Doordarshan's free-to-air DTH services "DD Direct Plus". DTH signals can be received anywhere in the country with the help of small sized dish receiver units. The emphasis in the Eleventh Plan schemes is primarily on modernization. The schemes include work on digitalization of existing studios, establishment of digital transmitters, replacement & augmentation of old Studio, Transmitter & Satellite broadcast equipment & setting up of HDTV facilities.

The Ministry is also implementing digitalization with addressability in the cable TV sector in a phased time bound manner with sunset date for complete switch off of analogue services by December, 2014. The Ministry has also announced policy guidelines for expansion of FM radio broadcasting service through private agencies (Phase-III). A total of 839 new FM radio channels shall be launched in addition to the already existing 245 channels. These initiatives are aimed at development and growth of the private broadcasting sector.

The enormous reach of DD and AIR ensure dissemination of information and also wholesome entertainment to the remotest corners of the country. Digitalization of cable TV sector and FM Radio expansion through private agencies are important initiatives which further augment expansion of broadcasting services in the country.