

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

UNSTARRED QUESTION NO:1570

ANSWERED ON:21.08.2012

QUALITY OF DD AND AIR PROGRAMMES

Adityanath Shri Yogi;Bajirao Shri Patil Padamsinha ;Bhoi Shri Sanjay;Ganeshamurthi Shri A.;J Helen Davidson;Venugopal Shri P.

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

- (a) whether the programmes of Doordarshan (DD) channels and All India Radio (AIR) are less popular as compared to private channel programmes;
- (b) if so, the details thereof and the reasons therefor, DD/AIR-wise;
- (c) whether the Government has reviewed/revamp the content and quality transmission of various DD channels and AIR programmes;
- (d) if so, the deficiencies identified in this regard, DD channel/AIR-wise; and
- (e) the corrective measures being taken by the Government to improve the content and quality of transmission of DD and AIR programmes

**Answer**

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

(a) & (b): Prasar Bharati has informed that Doordarshan and AIR do not compete with private channels as their primary mandate is public service broadcasting. However, TRP of DD and other Private Channels are reviewed on weekly basis. As per TAM report, DD National has retained its 2nd position vis-a-vis other popular Private Channels during the week from 29.07.2012 to 04.08.2012 as well as in the previous week i.e from 22.07.2012 to 28.07.2012.

In so far as All India Radio is concerned, Prasar Bharati has informed that as per the Radio Audience Survey conducted by Audience Research Unit of All India Radio during the year 2011-12, listenership of primary channel (all Regional Stations and Local Radio Stations) of AIR was found to be 51%, FM Rainbow recorded 38.5% and FM Gold 17.8 %. The listenership of Vividh Bharati service was 35.5 % during 2010-11.

(c) to (e): 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. Overall quality of the in-house programmes is being improved by outsourcing better talent. The fixed point chart of all major Kendras has been revised with innovative and fresh formats and contents.

All India Radio is continuously improving its network to enhance technical quality of programmes. During 10th Plan, about 60% of studios have been partially digitalised and Studio at Delhi was fully digitalized. At present, broadcasting equipment at 207 AIR Stations is being modernized/ digitalized under Digitalization Scheme and the Improvement of Facilities scheme approved under the 11th Plan and these are expected to be completed in 2013. The old Transmitters (MW/ SW/ FM) which have outlived their life are being replaced in a phased manner. For digitalisation and modernization of the remaining part, the schemes have been proposed under 12th Plan. In order to further enhance the quality of transmission, AIR has plans to completely digitalise the transmission network by 2017, subject to the availability of Plan Funds.

The following major steps have already been taken up by AIR for improving the technical quality of the programmes:

- \$ Replacement of 68 MW/SW/FM transmitters and upgradation of 11 MW/FM transmitters.
- \$ Installation of 138 new FM transmitters across the country.
- \$ UPS backup for FM transmitters
- \$ Digitalization of 98 major studio centres.
- \$ Digitalization of all Regional News Units.
- \$ Digitalization of all Connectivity.