

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

UNSTARRED QUESTION NO:899  
ANSWERED ON:14.08.2012  
REVAMP OF DD CHANNELS  
Naranbhai Shri Kachhadia

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

- (a) whether the Government is aware that Doordarshan's Urdu channel has turned into a station known for screening of old films;
- (b) if so, the reaction of the Government/Prasar Bharati thereto;
- (c) the steps taken by the Government to popularize the said channel;
- (d) whether the Government proposes to revamp/popularize the content of various regional Doordarshan (DD) channels including DD Kashmir, DD International and DD Urdu channel; and
- (e) if so, the details thereof?

**Answer**

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

- (a) & (b) : Prasar Bharati has informed that three feature films in a week are being telecast on DD Urdu channel, in addition to that, different programmes on various genres like fiction, music, educational programmes etc. are being telecast on DD Urdu channel on 24x7 basis.
- (c) to (e) : Prasar Bharati has informed that Doordarshan has been constantly aiming for excellence both in terms of content and quality which is a continuous process. Doordarshan has recently undertaken following steps to popularize different channels:-
  - (i) DD Urdu had invited proposals from well known Producers, Directors for production of software. 163 programmes have been short-listed for production. Accordingly, the fresh software in genres under Classics, Fiction, Literary, Music, Reality-Show etc. will be made available for telecast shortly.
  - (ii) Fresh programmes are being telecast by Kashir Channel in prime time since 2010. In addition, fresh software to the tune of ` 79.00 crores has been produced/being produced for DD Kashir.
  - (iii) Provision of ` 100 crore has been made in the 12th Plan proposal for DD India International channel.
  - (iv) Programmes have been completely revamped in all Doordarshan's Regional Language Satellite Channels with more and more interactive programmes, public utility programmes and programmes involving National Development. In addition, programmes on 'Innovation' are also being introduced on these channels on monthly basis.
  - (v) An informal monitoring committee has been set up to review Doordarshan programmes vis-À-vis programmes of various other television channels to improve content and quality of programmes on Doordarshan.