

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

UNSTARRED QUESTION NO:5541

ANSWERED ON:30.04.2013

MODERN TECHNOLOGY IN INFORMATION AND BROADCASTING INDUSTRY

Swamygowda Shri N Cheluvarya Swamy

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

- (a) whether the development of information and broadcasting industry is being envisaged by using modern technology at a rapid pace;
- (b) if so, the details thereof and the reaction of the Government thereto;
- (c) the assessment of the growth rate in this new context for the coming years in comparison to the growth rate during the last three years;
- (d) whether the common man has also got benefited by this development; and
- (e) if so, the details of the benefits and the share of economic gain therein?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI)

(a) to (e): Prasar Bharati has informed that Doordarshan has been adopting modern technologies to the extent possible within its available resources. Emphasis in the 11th Plan was primarily on digitalization of existing Studios, establishment of digital transmitters, setting up of HDTV facilities and replacement & augmentation of old studio, transmitter & satellite broadcast equipment was taken up. In the 12th Plan emphasis has been laid on digitalization of terrestrial transmitters, expansion of HDTV, expansion of Doordarshan's DTH and modernization of Doordarshan's network .

As regards, All India Radio (AIR), a number of new technologies in programme production, transmission, archives & information dissemination are now available with convergence in the field of Computers, Communication and Information. AIR has already taken up the digitalization of its studios, and Medium Wave (MW) & Short Wave (SW) transmission, besides adoption of latest technology for its archives in 11th Plan. The schemes for "Digitalization of AIR network" and "Improvement of Facilities" were approved/ sanctioned for an amount of Rs. 908.12 Cr. and under these schemes, 207 AIR Stations are being modernized/ digitalized, besides strengthening of FM network in the country. These schemes are expected to be completed in the year 2014-15. For Digitalization/modernization of the remaining facilities, schemes have been proposed under the 12th Plan.

The growth rate in the coming years is likely to remain almost the same as the growth rate during the last three years.

Some of the details of the benefits to the common men are as under:

- i. FM expansion in the country has enabled the common man to receive FM programmes on cheap receiver sets and on Mobile Phones which are easily available.
- ii. Live Audio stream of some AIR Channels has also been provided on website for easy access through Internet.
- iii. 21 radio channels of AIR are available through DD Direct plus DTH platform (Ku band). People can enjoy these programmes in different languages, which can be received in any part of the country through a set top box.
- iv. Multiple source of entertainment through a large number of TV channels, including HD channels, catering to different languages and genres have been made possible.
- v. The growth of the broadcast sector has generated income and employment opportunities for a large segment of Indians, particularly the youth.