

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

UNSTARRED QUESTION NO:5556
ANSWERED ON:30.04.2013
TELEVISION RATING BY DD .
Bajwa Shri Partap Singh

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

- (a) whether the Prasar Bharati has informed Doordarshan (DD) to conduct regular Doordarshan Audience Research Television Ratings (DART) through Audience Research Units for the rural population;
- (b) if so, the details thereof;
- (c) whether the DD has been able to Produce programmes which are able to score higher on the TRP scale;
- (d) if so, the details thereof and the steps taken so far, in this regard;
- (e) whether the Prasar Bharati/Doordarshan is considering special television Programme/content for the viewers in the rural areas; and
- (f) if so, the details thereof and the steps taken thereon?

Answer

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

(a)&(b): Prasar Bharati has informed that Audience Research Unit of Doordarshan conducted weekly Doordarshan Audience Research Television Ratings (DART) Panel survey from late 1980 till 2000 with a view to provide feed-back from rural and urban viewers of the country. The survey was again started in 2004 and continued till March, 2009. On the recommendations of 67th Parliamentary Standing committee on Information Technology (2008-2009), weekly DART Panel survey has since been resumed in 18 States for rural areas from September, 2010.

(c)&(d): Prasar Bharati has informed that as per rural DART survey, DD national continues to top the TRP scale in viewership rating. For instance, during the week ending January 6-12, 2013, 45 programmes of DD:National were among the 50 top most watched programmes. The copy of the Dart Combined Report (06.01.2013 -12.01.2013) is annexed.

(e)&(f): Prasar Bharati has informed that Doordarshan is telecasting Krishidarshan Programme, funded by the Ministry of Agriculture, under the scheme "Mass Media Support to Agriculture Extension" from it's 18 Regional Kendras in Broadcasting Mode from Monday to Friday so as to benefit the farmer community of India for dissemination of latest technology in agriculture and related areas. This programme focuses on technical aspects by involving experts in the fields of insurance, banking, soil conservation etc.

Doordarshan has also started telecasting agricultural programmes along with Agriculture News Bulletin and Mandi Bhav Bulletin from 36 Narrowcasting Kendras and 180 cluster transmitters twice a week since 2003.