

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

UNSTARRED QUESTION NO:55

ANSWERED ON:05.12.2013

TOTAL MANPOWER STRENGTH OF DD CHANNELS

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

- (a) the total manpower strength of Doordarshan (DD) channels in Bihar, Madhya Pradesh, Uttar Pradesh and Rajasthan vis-à-vis the total broadcasting programme hours each day;
- (b) the reasons for inefficiency of DD channels in these states despite having nine studios and enough manpower;
- (c) whether the Government had decided to scale up these channels to 24 hours with mix of news and entertainment;
- (d) if so, the reasons for delay in implementation to the said decision; and
- (e) the corrective steps proposed to be taken by the Government in this regard?

Answer

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

(a) Prasar Bharati has informed that all the four Doordarshan Channels in Bihar, Madhya Pradesh, Uttar Pradesh and Rajasthan are 24 hours Broadcast channels, as on date. Manpower strength in respect of these Doordarshan Kendras is as under:-

Name of Kendra Manpower strength

DDK, Lucknow Permanent: 355.
 Casual (Contract basis): 30.

DDK, Patna Permanent: 187.
 Casual (Contract basis): 86.

DDK, Jaipur Permanent: 236.
 Casual (Contract basis): 17.

DDK, Bhopal Permanent: 230.
 Casual (Contract basis): 18.
 Casual (Daily): 4.

(b) & (c) Considering the total manpower strength of these four Kendras, Prasar Bharati/ Doordarshan scaled up the broadcasting hours from 4 to 24 hours.. Besides providing them on satellite, these channels were upgraded from 4 hours terrestrial broadcast channel to 24 hours satellite channels in a phased manner between 25th May to 16th August,2013.

(d) Does not arise.

(e) The Prasar Bharati Board would be requested to periodically review the efficacy of the upgrade undertaken by the Public Broadcaster. This would help in determining the qualitative and quantitative impact vis-à-vis the objectives set forth by the Public

Broadcaster before embarking upon this exercise.