

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

UNSTARRED QUESTION NO:3055

ANSWERED ON:08.12.2009

QUALITY OF DD PROGRAMMES

Hazari Shri Maheshwar ;Mahajan Smt. Sumitra;Rajaram Shri Wakchaure Bhausahab;Swamygowda Shri N Cheluvarya Swamy

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

- (a) whether the Prasar Bharati (PB)/Doordarshan (DD) has made any efforts to improve the quality of programmes being telecasted on DD channels and increase its viewership;
- (b) if so, the details thereof;
- (c) whether PB/DD is making efforts for promoting programmes depicting healthy entertainment;
- (d) if so, the details thereof; and
- (e) the details of the targets set in terms of increase in Television Rating Points and advertisement revenues, from Doordarshan programmes?

**Answer**

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

(a) & (b) : Yes, Sir. Prasar Bharati has informed that steps have been taken by them to improve the quality of programmes with digitalization of the studio equipment and transmission. Doordarshan has also made efforts to acquire quality software from various professionals, software houses/producers through Self Financed Commissioning (SFC) Scheme. In addition they have outsourced good feature films for telecast on DD-1 on various themes and better talents to improve overall quality of the in-house programmes.

(c) & (d) : Yes, Sir. Prasar Bharati has informed that Doordarshan is following Programme and Commercial Codes to telecast healthy entertainment programmes.

(e) Prasar Bharati has informed that the Television Rating Points (TRPs) and viewership of DD Channels have substantially increased along with revenue for Doordarshan after introducing various innovative schemes like SFC Scheme and by enhancing quality and content of programmes on DD. As per the Television Audience Measurement (TAM) and Television Rating Points (TRPs), the viewership of DD National Channels has been enhanced. The Saturday and Sunday slots which were not popular earlier have started attracting viewership now. The TAM and TRP Rating of DD Channels in comparison with other private channels for the period 22.11.2009 to 28.11.2009 is given at Annexure 'A'. The details of top 20 DD and private channels programmes and top 10 DD programmes are given at Annexure 'B' and 'C'.

Doordarshan has set a target of Rs. 947 crores as gross revenue for the financial year 2009-10.