

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

UNSTARRED QUESTION NO:4344
ANSWERED ON:20.02.2014
PROMOTION OF DD URDU CHANNEL
Bhagora Shri Tarachand

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

- (a) whether the Government has taken adequate measures to promote DD Urdu Channel in its true perspective;
- (b) if so, the details thereof and if not, the steps being taken by the Government for the promotion of Urdu Channel;
- (c) whether a large number of serials are pending for telecast on DD Urdu;
- (d) if so, the names of such serials with the names of their producers/directors; and
- (e) the steps being taken by the Government to telecast more serials on DD Urdu Channel in future?

Answer

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

- (a) & (b): Yes, Sir. Prasar Bharati has informed that DD Urdu Channel has Commissioned Serials and is also producing "In-House Programmes" including coverage of outdoor events.
- (c): No, Sir.
- (d): Does not arise.
- (e): Prasar Bharati has informed that fresh Commissioned Serials have already been scheduled for telecast from 15.01.2014 onwards. The steps have been taken by Doordarshan keeping in mind the future requirements of DD Urdu Channel by Commissioning the serials and introducing more "In-House Programmes" for telecast on DD Urdu Channel.