

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

UNSTARRED QUESTION NO:708
ANSWERED ON:27.02.2015
NEW YEAR PROGRAMMES OF DOORDARSHAN
Muddahanumegowda Shri S.P.

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

- (a) whether the recent new year programme of various Doordarshan proved to be a flop show with negligible TRP as the Doordarshans in the country had not worked properly while producing it;
- (b) if so, whether Government initiate any action against the erring officials and if so, the details thereof;
- (c) the amount spent by these Doordarshan centres on new year programme; and
- (d) the steps taken/proposed to be taken by the Government to improve content and quality of the special programme broadcast by Doordarshan?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING
(COL RAJYAVARDHAN RATHORE (Retd.)

(a) Prasar Bharati has informed that various Doordarshan Kendras and channels had produced New Year programmes keeping in view the viewers covered by them respectively. All these programmes were In-House productions, expenditure on which was borne as per the approved rate card of Doordarshan. The programmes were of high entertainment value with variety programmes including dance, music and skits performed by popular artists. These programmes maintained commendable quality of production, good TRP and generated considerable revenue.

(b): Does not arise in view of (a) above.

(c):The information, as furnished by Prasar Bharati about amount spent by various Doordarshan Kendras, is as under:

Sl.No	DDK	Amount spent (inRs.)
1	DD, Sahayadri, DDK, Mumbai	8,83,462
2	Thiruvananthapuram	13,45,156
3	Hyderabad	2,49,000
4	Agartala	1,17,950
5	Jalandar	9,21,126
6	National	39,64,166
7	Allahabad	3,500
8	Ahmedabad	73,000
9	Srinagar	42,500
10	Guwahati	3,85,032
11	Bangalore	2,18,990
12	Shillong	87,550
13	Port Blair	15,000
14	Chandigarh	3,41,000
15	Chennai	65,000
16	Bhopal	1,06,350
17	PPC Guwahati	7,64,201
18	DDK Kolkata	2,59,400
19	DDK, Aizwal	6,000
20	DDK. Patna	75,15,546
21.	DDK Bhubaneswar	3,02,370
22.	DDK. Jaipur	5,54,903
23.	DDK Ranchi	3,20,130

(d): Improvement of the content and quality of programmes is a continuous process. As informed by Prasar Bharati, Doordarshan has made all efforts to improve the overall quality of the in-house programmes by outsourcing better talent adding with innovative and fresh formats and contents.