

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

STARRED QUESTION NO:86
ANSWERED ON:29.04.2016
Modernisation/Upgradation of DD/AIR
Rao Shri Rayapati Sambasiva

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

- (a) whether the All India Radio (AIR) and Doordarshan (DD) stations are being modernised/upgraded so as to keep pace with the growing needs of digitization;
- (b) if so, the details thereof;
- (c) the funds allocated and utilized for the purpose during the last three years; and
- (d) the other steps taken/being taken by the Government to improve the functional quality of programmes being aired by AIR/DD?

Answer

THE MINISTER OF FINANCE; MINISTER OF CORPORATE AFFAIRS; AND MINISTER OF INFORMATION AND BROADCASTING
(SHRI ARUN JAITLEY)

(a) to (d): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (d) OF LOK SABHA STARRED QUESTION NO. *86 FOR ANSWER ON 29.04.2016.

Yes, Madam. Modernization/ Upgradation of AIR and Doordarshan is a continuous process and schemes in this regard have been formulated and implemented from time to time. Modernization/ Upgradation plan covers a broad spectrum, which, inter alia, includes digitalization; adoption of new technologies at par with International standards; replacement of old ageing equipment and upgradation etc.

As regards AIR, station-wise details of modernization / upgradation works taken up / being undertaken during the last three years are given in Annexure-I.

As far as Doordarshan is concerned, the following 12th Plan schemes of Modernization/ Upgradation of Studios, Transmitters & Satellite Broadcast equipment are at various stages of implementation:

- a. Digitalization of Transmitters and Studios in Doordarshan Network, including adoption of Digital Video Broadcasting (DVB)-T2 technology.
- b. High Definition Television (HDTV).
- c. Modernization, Augmentation and Replacement of Transmitter & Studio Equipment.
- d. Modernization, Augmentation and Replacement of Satellite Broadcast Equipment.

Details of major projects taken up for Modernization/ Upgradation of Doordarshan as part of 12th Plan Schemes are given at the Annexure-II.

The details of the funds allocated and utilized for the purpose during the last three years are given at the Annexure-III

The other steps taken/ being taken to improve the functional quality of programmes are as under:

AIR:

- i. 23 channels of All India Radio have already been provided on Doordarshan's DTH platform (DD Free Dish).
- ii. 13 popular channels of All India Radio have already been provided on internet platform and can be received by browsing AIR's website <allindiaradio.gov.in> and by downloading suitable apps on iOS/Android/ Windows based mobile phones.
- iii. More AIR Channels are also being provided on Doordarshan's DTH and internet platform (DD Free Dish).
- iv. FM Broadcast of Vividh Bharati Service at 4 Metro cities has been started.
- v. 35 valve based MW transmitters have been replaced by digital transmitters (DRM).
- vi. Setting up of new FM transmitters at new locations and replacement/ upgradation of 77 old FM transmitters by new FM transmitters are under implementation in the country as per the schemes approved under 12th plan.
- vii. Digitisation of studios at various places.
- viii. Digital archival facilities at 4 Metros & Hyderabad is completed and at Guwahati is under implementation.

ix. Broadcast hours of most of the FM transmitters have been optimized and increased to about 18 hours.

x. 127 nos. of Digital (Stereo) Microwave Links are also being provided in AIR network for better Studio Transmitter connectivity.

Doordarshan

It is a constant endeavor of Doordarshan to improve upon its programmes by reviewing the content and quality from time to time with the view to sustain the interest of the viewers. Doordarshan has been procuring content through various notified schemes such as Self Finance Commissioning (SFC), Revenue Sharing Mode (RSM) for producers/simulcast, Advertisement Funded Programme (AFP) and Acquisition Category. The Revenue Sharing Scheme (Producers/Simulcast) also allows Doordarshan to collaborate with private channels for sourcing high quality software in the simulcast mode, on favorable terms.

Presently Doordarshan is re-prioritising its current approach with a new policy on slot sales. The Prasar Bharati Board has decided to invite good programmes from production houses to be telecast initially on its National Channel, under this Policy.
