

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

STARRED QUESTION NO:409
ANSWERED ON:06.08.2014
PROGRAMMES ON DD AIR
Mohammed Shri Faizal P.P.

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

- (a) whether Prasar Bharati reviews/ evaluates the quality and contents of the programmes being broadcast by the Doordarshan (DD) and the All India Radio (AIR) and if so, the details thereof;
- (b) whether certain services/programmes including Yuva Vani being broadcast by the DD and AIR have been discontinued in the recent past;
- (c) if so, the details thereof and the reasons therefor;
- (d) whether the Government has received representations for the restoration of these services/programmes and if so, the follow-up action taken by the Government thereon; and
- (e) the steps taken/being taken by the Government/Prasar Bharati for improving the contents and quality of DD and AIR programmes?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION AND BROADCASTING;
ENVIRONMENT, FOREST AND CLIMATE CHANGE AND MINISTER OF STATE FOR THE MINISTRY OF PARLIAMENTARY
AFFAIRS (SHRI PRAKASH JAVADEKAR)

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

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 409 FOR ANSWER
ON 06.08.2014

(a) to (e): Yes, Sir. Prasar Bharati has informed that the content and quality of programmes broadcast by AIR and Doordarshan are being continuously reviewed and evaluated. The quality review of DD programmes is being done by Doordarshan Kendras through weekly feedback and studies conducted by "TAM Media". To improve the contents and quality of programmes, efforts are made to acquire the quality software from various software houses/producers and by outsourcing good feature films for telecast on DD National on different themes. Overall quality of the in-house programmes is being improved by outsourcing better talent. The fixed point chart of major Kendras has been revised and changes brought in the content by replacing the less popular programmes with innovative and fresh formats and contents.

As regards All India Radio, a wide network of Audience Research Units across the country regularly provides feedback on the programmes broadcast by various AIR stations on different channels to the programme producers to plan, design and modify the programmes according to the evolving needs, tastes and aspirations of the target audience. The members of the Joint Programme Advisory Committees and Programme Advisory Committees constituted at various AIR and Doordarshan Stations/Kendras give their suggestions for improvement in the quality of programmes.

Besides this, All India Radio and Doordarshan have also been using social media for networking with listeners and viewers and for their active involvement with both media.

In view of the changing contemporary media scenario, it was decided to dispense with the present Medium Wave set-up of Yuva Vani available at some stations of AIR. The emergence of FM Technology and its overriding popularity due to convenient accessibility on almost 900 million mobile phones in the country, has paved the way to reach out to the youth of the country through popular programming on FM channels. All India Radio is taking steps for increasing FM-isation of its network.

However, representation received in the matter from time to time are dealt with as per extant policy guidelines.