

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

UNSTARRED QUESTION NO:470  
ANSWERED ON:26.11.2014  
DD KASHIR CHANNEL  
Owaisi Shri Asaduddin

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

- (a) whether DD Kashir Channel was pitched as an exclusive platform for catering to the Urdu speaking population to bridge gap between J&K people and rest of the country;
- (b) if so, whether this channel has come up to the expectation of the people;
- (c) whether there have been alleged irregularities in the production of programmes and outsourcing them;
- (d) if so, whether his Ministry has conducted any probe in this regard; and
- (e) whether such complaints have also been received about DD Urdu programmes and if so, the steps taken or being taken by his Ministry to address the issue?

**Answer**

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

(a) & (b): Prasar Bharati has informed that DD Kashmir (Kashir) Channel was pitched as an exclusive platform catering to the population of Jammu & Kashmir to bridge the gap between the J&K and the rest of the country. Besides programmes in Urdu language, programmes in other regional languages like Pahari, Gojri, Balti, Hindi, Punjabi and Pushto are also being produced and telecast on Kashir Channel. Prasar Bharati has also informed that viewership percentage of Kashir Channel has increased.

(c) & (d): Prasar Bharati has informed that there have been some allegations of irregularities in the production of programmes and outsourcing them, mainly regarding the in-house productions done at DDK, Srinagar, for telecast on the DD Kashir Channel which need further examination.

(e): Prasar Bharati has informed that some complaints have also been received about DD Urdu programmes. A standard operating procedure has been put into place to strengthen the commissioning procedure so that the gaps are filled and whole process becomes more transparent.