

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

UNSTARRED QUESTION NO:4497
ANSWERED ON:19.12.2014
DOORDARSHAN COVERAGE IN BORDER AREAS
Chauhan Shri Devusinh Jesingbhai;Chavda Shri Vinod

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

- (a) whether the Government has noticed the coverage of Doordarshan is not much effective in the border areas of the country;
- (b) if so, the details thereof and reaction of the Government thereto; and
- (c) the corrective measures taken by the Government for the effective coverage of Doordarshan in the said areas?

Answer

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

(a) & (b) Prasar Bharati has informed that Doordarshan has a substantial presence and coverage along various borders to carry area specific programming to the target areas. Doordarshan has a network of transmitters in border areas. In addition, multichannel TV programmes are available in border areas along with the rest of the country through Doordarshan Free to Air DTH service.

(c) Prasar Bharati has informed that Doordarshan has been assigning priority to provision of TV coverage to border areas of the country in the various expansion Plans formulated from time to time. Various measures are undertaken like collecting regular inputs on content and on appropriate languages & dialects for programming, making local talent available to Doordarshan production teams and providing regular feedback on the viewing of Doordarshan programmes and impact assessment to ensure effective coverage of DD in the said areas.