

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

UNSTARRED QUESTION NO:4551

ANSWERED ON:19.12.2014

DOORDARSHAN S INTERNATIONAL CHANNEL

Gavit Dr. Heena Vijaykumar; Satav Shri Rajeev Shankarrao

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

- (a) whether any international channel had been launched by the Government for international viewers to update on the Indian social, cultural, political and economic scene ;
- (b) if so, the details thereof;
- (c) whether the said channel did not worked as planned;
- (d) if so, the corrective measures taken by the Government in this regard; and
- (e) other steps taken by the Government to make the programme a success?

Answer

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

(a) to (d) Prasar Bharati has informed that a channel called DD World (since renamed as DD India) was launched in March, 1995 to make Doordarshan programmes available to viewers in various parts of the world. Prasar Bharati and Deutsche Welle (DW), Germany's Public Service Broadcaster signed an Agreement for distribution of DD's Overseas India Channel on Hotbird 13B Satellite which will ensure distribution of the Channel in countries of Europe, Central Asia and Middle East.

(e) The Prasar Bharati Board has approved revamping of DD India channel with new programmes suitable for international audience.