

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

UNSTARRED QUESTION NO:4594
ANSWERED ON:19.12.2014
BROADCASTING OF PROGRAMMES IN HINDI
P. Shri Nagarajan

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

- (a) whether the Vividh Bharati has recently decided that all its programmes are broadcasted in Hindi from 11.00 am to 5.00 pm across all the radio stations in the country;
- (b) if so, the reaction of the Government thereto along with the reasons therefor;
- (c) whether any protest has been received from some States in this regard; and
- (d) if so, the reaction and response of the Government in this regard?

Answer

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

(a) & (b): Prasar Bharati has informed that as 86 Local Radio Stations of All India Radio were not operating on optimal basis, and were shutting down services for the better part of the day, they were told to optimize their broadcast by relaying the most popular services, in order to put to optimal use the infrastructure set up. All India Radio has, therefore, instructed these Stations to relay the programme from 10.00 A.M. to 5.00 P.M. to fill the gap.

Local Radio Stations in the non-Hindi regions were advised to relay the local content where available from Centres in the respective States, through DTH depending on the technical feasibility.

This decision was taken to optimize the underutilized facilities in the existing transmission infrastructure and also to augment revenue generation in All India Radio.

(c) & (d): Prasar Bharati has informed that a matter has been brought before them expressing anguish at what has been termed as imposing Hindi through Vividh Bharati using Local Radio Stations (LRSs) in Tamil Nadu.

However, Prasar Bharati has informed that a programme promotional capsule aired by AIR, Chennai sometime back had been misunderstood. The relay of Vividh Bharati Service on the Local Radio Stations (LRSs) of All India Radio from 10.00 A.M to 5.00 P.M did not include the States where speakers of Hindi are not in majority. For the State of Tamil Nadu, the instruction is that duration of transmission on three LRSs be filled by Tamil programmes originating from Chennai. The LRSs have been advised to use DTH to receive the signal and transmit it.