

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 2272
(TO BE ANSWERED ON 8.3.2018)**

EXPANSION OF DD'S NEWS BROADCAST

**2272. SHRI A. ANWHAR RAAJHAA:
SHRI GAJANAN KIRTIKAR:
SHRI ANIL SHIROLE:
SHRI GEORGE BAKER:
KUNWAR HARIBANSH SINGH:
PROF. RICHARD HAY:
SHRI SUDHEER GUPTA:
SHRI PARBHUBHAI NAGARBHAI VASAVA:
SHRI T. RADHAKRISHNAN:
SHRI NARANBHAI KACHHADIYA:
SHRI BIDYUT BARAN MAHATO:
DR. KIRIT SOMAIYA:
SHRI S.R. VIJAYAKUMAR:
SHRI R. GOPALAKRISHNAN:
SHRI ASHOK SHANKARRAO CHAVAN:**

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) the names of the countries to which the programmes of Doordarshan India/Doordarshan news are being broadcast presently;
- (b) whether the Government has decided to expand Doordarshan's roundthe-clock news broadcast to around 100 countries and if so, the details and objective thereof along with the names of the countries where Doordarshan expansion will take place;
- (c) the total financial implication likely to be involved in this regard and the time by which the said expansion is likely to be started and completed;
- (d) the manner in which the country is likely to be benefited by this move;
- (e) whether the Government has signed Memorandum of Understanding with some countries recently in this regard and if so, the details thereof; and
- (f) the steps taken/being taken by the Government to popularize the Doordarshan in the country and compete with private channels?

Contd.....2/-

ANSWER

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

- (a) Doordarshan India / Doordarshan News are available in countries as mentioned in Annexure due to satellite footprint / natural spill-over.
- (b) At present there is no such proposal under consideration.
- (c) to (e): Does not arise in view of (b) above.
- (f) As the Public Service Broadcaster, Doordarshan's programming is focused on issues of public interest viz. health, education, empowerment, social justice etc. Thus Doordarshan's programmes cannot be compared with private channels as both are totally different in their objectives and programming formats. However, Doordarshan is striving to provide impactful and compelling programmes to become the preferred channel of people.

It is the constant endeavour of Doordarshan to modernize its infrastructure and improve the quality of programmes. Reviewing and enhancing the content quality is a continuous process. Doordarshan has taken several measures to improve the quality of content including providing training to its Technical and Programming staff, capacity building of Content Producers, improving the quality of presentation, enhanced visibility on Social Media etc.

ANNEXURE

ANNEXURE REFERRED IN REPLY TO PART (a) OF LOK SABHA UNSTARRED QUESTION NO.2272 FOR ANSWER ON 8.3.2018

COUNTRIES COVERED THROUGH INSAT GSAT-17 AND INSAT -4B (C-BAND)

ASIA

Afghanistan, Bangladesh, Bhutan, Brunei Darussalam, China (partly), Cambodia, Hong Kong, Israel, Malaysia (Partly), Myanmar, Laos, Nepal, Pakistan, Singapore, Sri Lanka, Thailand, Vietnam, India

CIS

Armenia, Azerbaijan, Georgia (Partly), Kyrgyzstan, Tajikistan, Turkmenistan (Partly), Ukraine, Uzbekistan (Partly).

Middle East

Bahrain, Iran, Iraq, Kuwait, Oman (Partly), Qatar, Saudi Arabia, Syria, Turkey (Partly), United Arab Emirates, Yemen (Partly).
