

GOVERNMENT OF INDIA

MINISTRY OF INFORMATION AND BROADCASTING

LOK SABHA

UNSTARRED QUESTION NO.4457

(TO BE ANSWERED ON 19.07.2019)

LOCAL CONTENT BY PRASAR BHARATI

4457. SHRI DAYANIDHI MARAN:

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) the steps taken by Prasar Bharati to offer localized/regional content;**
- (b) the reasons that the short wave services are being considered to be taken off air despite their strategic use as a soft-diplomacy tool;**
- (c) whether the Ministry has taken any steps to increase the popularity of short wave, if so, the details thereof; and**
- (d) whether the Ministry is planning to strengthening broadcast infrastructure and network development and if so, the details thereof?**

ANSWER

**THE MINISTER OF ENVIRONMENT, FOREST AND CLIMATE
CHANGE; AND MINISTER OF INFORMATION AND
BROADCASTING (SHRI PRAKASH JAVADEKAR)**

(a) Prasar Bharati is offering localized/regional content through its 17 Doordarshan Regional Language Satellite Channels (RLSS) and through the 90 local radio stations of All India Radio network which broadcasts in all languages in the Eighth Schedule of the Indian Constitution, and in over 178 major dialects.

All the regional content is accessible through the Prasar Bharati Global Digital Platform NewsOnAir, on more than 70 YouTube channels and the websites of DD, AIR, AIR News and DD News.

(b) & (c) Prasar Bharati Board has decided to close down obsolete Shortwave transmitters in Phased manner, which have outlived their useful life. However, in view of strategic significance of Shortwave, Prasar Bharati Board has decided to continue 3 Digital Radio (DRM) capable Shortwave Transmitters which are based on modern technology.

(d) The Central Government has approved an amount of Rs. 1054.52 crore under the Scheme of Prasar Bharati “Broadcasting Infrastructure and Network Development” for 3 years (2017-20) for strengthening infrastructure of Doordarshan and All India Radio.
