

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

**LOK SABHA  
UNSTARRED QUESTION NO.13  
(TO BE ANSWERED ON 21.06.2019)**

**FEEDBACK FROM RADIO LISTENERS AND DOORDARSHAN VIEWERS**

**13. SHRIMATI RAMYA HARIDAS:**

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

- (a) whether his Ministry has any established mechanism of seeking and analysing feedback from radio listeners and Doordarshan viewers, as well as other stakeholders, if so, the details thereof;
- (b) whether his Ministry has made any special efforts to improve upon the quality of service through enhancing the level of work culture in All India Radio and Doordarshan during the last three years, if so, the details thereof; and
- (c) whether there has been any impact assessment of such efforts and if so, the findings/conclusions of the same?

**ANSWER**

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

(a) Prasar Bharati has informed that Doordarshan has a feedback mechanism, received through letters, e-mails and social media platforms, which is validated with viewership data available through Broadcast Audience Research Council (BARC).

All India Radio has a network of 46 Audience Research Units which regularly provides feedback to producers to plan, design and modify programmes according to the needs, tastes and aspiration of the target audience.

(b) & (c): Prasar Bharati takes continuous efforts towards improving the overall efficiency of employees through various institutional mechanisms including a) providing of training at National Academy of Broadcasting and Multimedia (NABM), Delhi and its 8 regional centres b) training at Films and Television Institute of India (FTII) c) inculcating e- system of work through Public Finance Management System (PFMS), Government e- Marketplace (GEM), Legal Information Management And Briefing System (LIMBS) etc. and (d) undertaking promotion of officers and staff as per laid down procedures

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