

GOVERNMENT OF INDIA

MINISTRY OF INFORMATION & BROADCASTING

LOK SABHA

UNSTARRED QUESTION No. 1893

(TO BE ANSWERED ON 29.11.2019)

DIGITAL TRANSMITTERS

1893. SHRI VELUSAMY P.:

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

- (a) whether there is any proposal to strengthen digital transmitters for broadcast in border areas;**
- (b) if so, the details thereof;**
- (c) whether any action is proposed for cracking down on broadcast of unauthorised channels especially in border areas; and**
- (d) the steps taken by the Government to further enrich the content of AIR broadcasts and make them useful to listeners?**

ANSWER

**THE MINISTER OF ENVIRONMENT, FOREST AND CLIMATE
CHANGE; MINISTER OF INFORMATION AND BROADCASTING;
AND MINISTER OF HEAVY INDUSTRIES AND PUBLIC
ENTERPRISES**

(SHRI PRAKASH JAVADEKAR)

**(a) & (b): Prasar Bharati has informed that they have replaced
outlived 19 AIR MW transmitters by Digital MW transmitters,
which also provide coverage to border areas. In addition,
Government has approved for replacement of 50 kW outlived SW
transmitter by 50 kW Digital SW Transmitter at AIR, Kurseong.
Further, a large number of AIR channels are available on DD Free
Dish which also cover border areas of the country. In addition, AIR
channels are also available on internet and through “NewsonAir”
app on android and iOS platform.**

(c): Cable Television Networks Rules, 1994 specify that no cable operator shall carry or include in his cable service any television broadcast or channel, which has not been registered by the Central Government for being viewed within the territory of India. Ministry issues advisory to Multi System Operators (MSOs)/Local Cable Operators (LCOs) asking them not to transmit signals of un-authorized satellite TV channel on their cable network. Violation of guidelines invites action under provisions of the Cable Act/Rules. Also, all the District Magistrates/Collectors across the country, being Authorized Officers, are requested to follow time to time to ensure that no un-authorized TV Channels, are transmitted in their respective Districts by any cable operator in violation of Programme Code and provisions of Cable TV Act/Rules.

(d): The content on AIR is designed with a view to make radio a means of interactive communication among the various agencies forming a composite society. The longish formats have been replaced by utility messaging system, dissemination of themes through jingle, short duration musical items, live phone-in-programmes, radio bridges, chat shows etc at proper punctuation

points of Fixed Point Chart (FPC) to make the service rendered by AIR largely participatory. The content related with socio-economic realities of the service area are made into Outside Broadcasting (OB) based capsules for dissemination through terrestrial, satellite and internet modes. Content of AIR has been tailored in a manner that makes it a useful especially for the tribals, the rural population, the students and the tech-savvy etc.
