

places/train/airport etc. in media, especially the electronic media, which many-a-time leads to unnecessary sensationalisation and fear in people's mind and disruption of public utilities; and

(b) if so, the details thereof and whether the Ministry, in consultation with the Ministry of Home Affairs, would take some concrete steps for the benefit of public at large and dissuade such hoax callers?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN RATHORE): (a) and (b) The matter is under examination.

**Amount spent by department of official
language on advertisements**

†2073. DR. SATYANARAYAN JATIYA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the percentage of amount spent on advertisements by the Department of Official Language in issuing directions for A, B and C regions respectively, out of the total number of advertisements issued by Government through various means of media, language-wise along with genuine tariff (amount of advertisement); and

(b) whether it is being complied by every Department/Ministry?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) and (b) Advertisements issued whether in Print, Electronic or Digital Media are released by Directorate of Advertising and Visual Publicity (DAVP) strictly in accordance with the specific requirement of the client Ministry/Department. It will be appreciated that these requirements vary from Ministry to Ministry and from Department to Department depending largely on the target audience and the message which is proposed to be conveyed. However, DAVP has been directed to get the details very precisely collated as required in the question raised by Hon'ble Member.

TV station at Jashpur Nagar in Chhattisgarh

2074. SHRI RANVIJAY SINGH JUDEV: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there was a Doordarshan TV station at Jashpur Nagar in Chhattisgarh, which is out of order; and

† Original notice of the question was received in Hindi.

(b) by when will it be made functional as Jashpur and nearby districts are backward?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) Prasar Bharati has informed that there is no Doordarshan Kendra (Studio Centre) at Jashpur Nagar. However, there is a Very Low Power TV Transmitter (VLPT) at Jashpur Nagar in Chhattisgarh which is functioning satisfactorily.

(b) Does not arise in view of reply at (a) above.

Quality of serials telecast on Doordarshan

2075. SHRI DILIP KUMAR TIRKEY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that in recent years the quality of daily serials telecast on Doordarshan has rapidly gone down; and

(b) whether it is also a fact that most of these serials lack any social, scientific or historical value and if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) and (b) No, Sir. Prasar Bharati has informed that continuous efforts have been made for improvement of content and quality of the programmes for sustaining viewership. In this pursuit, Doordarshan has introduced several new programmes in the mid prime time and prime time band of DD National which are based on scientific temper, social and historical values: viz. “Manthan” and “Vigyan Prasar” that are science series and “Rannbheri” based on historical event. DD has stepped up efforts for cross channel promotions and publicity, including the use of social media which has significantly enhanced the viewer’s profile of DD National.

The serials being telecast during prime time and mid prime time carry a wide range of subjects including the selfless and dedicated services of the armed forces, against dowry and other social evils and catering to the needs and aspirations of the young generation alongwith inculcating patriotic fervour among them.

To maintain high quality of its transmission, Doordarshan has been modernizing its network from time to time. Steps have been undertaken to improve the quality and content of the programmes through close monitoring and interaction with the software producers including in-house production and live telecast of important events.