

Promos have been improved creatively to give distinct look and feel to DD. Infusion of fresh talent, new genres is a constant endeavour of DD. Many qualitative changes in the News Programmes have recently, taken place including more live coverages, more extensive coverage of events of National importance additional new bulletins, speed news, finance news, swachta samachar, etc.

Viewership of DD channels

95. DR. K. V. P. RAMACHANDRA RAO: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the viewership of National and regional channels of Doordarshan has come down drastically;

(b) if so, the details thereof; and

(c) whether Government has any plans to improve the viewership of these channels and if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) and (b) Prasar Bharati has informed that viewership of DD National and DD Regional channels depicts a fluctuating trend as per Broadcast Audience Research Council (BARC) viewership data. The details are given in the Statement (*See* below).

(c) Doordarshan is continuously making effort to improve the viewership of channels. As a Public Service Broadcaster, DD broadcasts programmes on various aspects of social development. All 23 Satellite channels of DD (which operate 24X7) continue to provide information and entertainment.

DD has introduced a new Content Acquisition Scheme to bring fresh content in Prime time. Packaging of Shows and Promos have been improved creatively to give distinct look and feel to DD. Infusion of fresh talent, new genres is a constant endeavour of DD.

Many qualitative changes in the News Programmes have recently, taken place including more live coverages, more extensive coverage of events of National importance additional new bulletins, speed news, finance news, Swachhta Samachar, etc.

Statement

Details of viewership of DD Channels, as per Broadcast Audience Research Council (BARC) ratings

{All India, New Consumer Classification System (NCCS) 4}

Average yearly Impressions in 000s (by weeks)

Sl. No.	Channel	Year 2015 (Weeks 21- Weeks 52)	Year 2016	Year 2017 (till Weeks 03)
1	2	3	4	5
1.	DD National	124996	171460	197530
2.	DD News	9979	15041	16403
3.	DD Sports	3584	7415	4124
4.	DD Urdu	1287	2142	1373
5.	DD Bharati	1607	2927	2149
6.	DD Kisan	3957	7138	7337
7.	DD Madhya Pradesh	1757	3523	2233
8.	DD Uttar Pradesh	4178	5416	4759
9.	DD Punjabi	31532	40049	47124
10.	DD Kashmir	483	904	676
11.	DD Rajasthan	1598	2484	3121
12.	DD Bihar	2961	2530	2357
13.	DD Bangla	5174	6706	5389
14.	DD Oriya	1902	3245	4023
15.	DD North East	613	1378	1034
16.	DD Girmar	2862	3525	3870
17.	DD Sahyadri	8688	14149	14995
18.	DD Chandana	5133	7659	9012
19.	DD Malayalam	5322	5069	4167

1	2	3	4	5
20.	DD Podhigai	8378	12168	12532
21.	DD Yadagiri	3851	3429	3334

Address to the Nation by Prime Minister

96. SHRI NEERAJ SHEKHAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether 'Address to the Nation' by the Prime Minister has any legal or conventional sanctity;

(b) if so, the details thereof;

(c) the details of addresses to the nation made by the Prime Minister during the last one year, date-wise; and

(d) the details of instances of betrayal by Government from words delivered during those addresses during the last six months?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) to (c) As per convention, Hon'ble Prime Minister addresses the nation on Independence Day from the ramparts of the Red Fort. In the last one year, Hon'ble PM addressed the nation on following days over Doordarshan and AIR:—

Date	Occasion
15.08.2016	Independence Day
08.11.2016	Special broadcast on demonetisation
31.12.2016	Special broadcast on demonetisation

In addition to above, the Prime Minister through the programme "Mann Ki Baat" broadcast over All India Radio once a month, shares his concerns on issues affecting citizens viz. cleanliness, saving the girl child, welfare of Divyangs, uprooting the menace of drugs and road rage etc.

(d) No such cases have been received in the Ministry of Information and Broadcasting.