

statutory function of certifying films for public exhibition under the provisions of the Cinematograph Act, 1952. CBFC examined the film and issued certificate to the film “Padmaavat” on 5.1.2018. Exhibition of films is a State subject. State Governments have separate laws for licensing and exhibition of films in theatres.

Hon’ble Supreme Court of India *vide* order dated 18.01.2018 in Writ Petition (Civil) No. 36/2018 directed to stay the operation of the notifications issued by the Governments of Gujarat and Rajasthan and also restrained other States to issue notifications/orders in any manner prohibiting the exhibition of the film.

The movie Padmavaat has been released on 25.1.2018 and is being screened all across the country. In the days leading to the film’s release there were protests in some States. Stray incidents of violence were also reported. All these incidents have been reported before the release of the movie. The Government is committed to uphold rule of law and ensure maintenance of law and order. The Government has been able to effectively control all acts of violence which occurred before the release of the movie.

Viewership of Doordarshan

1828. SHRIMATI SASIKALA PUSHPA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether it is a fact that viewership for Doordarshan has reduced drastically, due to introduction of many private TV channels;
- (b) if so, the details thereof;
- (c) whether Government has formulated any plan to arrest this trend and make Doordarshan a popular channel among the public;
- (d) if so, the details thereof; and
- (e) if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) to (e) Prasara Bharati has informed that Broadcast Audience Research Council (BARC) is an industry body which generates data on viewership of TV Channels. As per BARC data, viewership of Doordarshan National and Regional channels depicts a divergent trend. Gross viewership of Doordarshan and Private Channels are not really comparable as respective mandates are entirely different, the latter being commercial entities whereas Doordarshan is a Public Service Broadcaster.

Doordarshan programming is focused on issues of public interest viz. health, education, empowerment, social justice etc. This programming cannot be compared with that of private channels as both are totally different in their objectives and programming formats.

Doordarshan constantly strives to provide impactful and compelling programmes, latest and balanced News, Information on policies and schemes of the Government for amelioration of the deprived and the marginalised and programmes on a gamut of developmental themes and subjects, meaningful and relevant to its target audience in an effort to become the preferred channel of choice of people.

It is the constant endeavour of Doordarshan to modernize its infrastructure and improve the quality of programmes. Review and enhancement of the content quality is a continuous process. Several measures to improve the quality of content have been taken including training for Technical and Programming staff, capacity building of Content Producers, improving the quality of presentation, enhanced visibility on Social Media etc. As indicated by Prasar Bharati, many Doordarshan channels have seen an increase in viewership due to above mentioned initiatives taken by Doordarshan as detailed in the table below:—

*Doordarshan Regional Channels All India 2+, NCCS All, Average Impressions
(in lakhs) source Broadcast Audience Research Council (BARC)*

Channel	Year 2016	Year 2017	% Gain
DD Sahyadri	119	242	103%
DD Podhigai	102	123	20%
DD Chandana	64	110	72%
DD Bangla	56	78	39%
DD Girnar	30	56	87%
DD Oriya	27	49	81%
DD Yadagiri	29	44	52%
DD Bihar	21	33	57%
DD Madhya Pradesh	29	32	10%
DD Rajasthan	21	30	43%
DD North East	12	17	42%

Packaging of the shows and promos has been improved to give a distinct look and feel to DD Channels. Wide publicity of programmes is being given through various channels of Doordarshan and social media.