

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

**RAJYA SABHA
UNSTARRED QUESTION NO.1500
(TO BE ANSWERED ON 02.08.2021)**

PROMOTION OF INDIAN CULTURE THROUGH DD/TV CHANNELS

1500. SHRI SAMBHAJI CHHATRAPATI:

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

- (a) whether Government has taken any concrete steps in recent years to promote rich Indian culture and traditions through Doordarshan, other channels and Indian cinema to ensure that youth and children of the country continue to remain connected with their own culture and traditions and are not swayed away due to the influence of foreign cultures;
- (b) if so, the details thereof;
- (c) whether Government has issued any guidelines to the television serial and film producers to promote serials and cinemas keeping the rich culture and traditions of India; and
- (d) if so, the details thereof?

ANSWER

THE MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS & SPORTS (SHRI ANURAG SINGH THAKUR)

(a) to (d): Prasar Bharati is mandated to promote Indian culture and heritage through its network of 36 Doordarshan channels and 499 AIR Broadcasting centres. The regional TV channels and Radio stations broadcast local culture, music and dance and promote talent in the country. The 24x7 TV channel DD Bharati and a 24x7 Radio Service Raagam is specifically dedicated to Indian

culture and Indian classical music traditions respectively. The programmes broadcast on DD Bharati and AIR Raagam are also available for on-demand viewing/listening through digital platforms such as YouTube, the Prasar Bharati App – NewsOnAir available on Android and iOS and on NewsOnAir.com. The rich archives of Prasar Bharati regarding the Indian cultural content are available on Digital Platforms such as YouTube. Some of the archival content that has been digitized and made public includes rare original recordings of iconic musicians, artists, writers, etc. Recordings of Akashvani Sangeet Sammelan over the decades have also been made public digitally. More than a thousand iconic Radio Dramas based on celebrated works of literature in several Indian languages have also been digitised and made public. Prasar Bharati is also visually adapting iconic cultural Radio Programs such as Ramcharit Manas for digital and television platforms to further create a wider audience for the vast repository of cultural content from its Radio Archives.

As regards private satellite TV channels, the Cable Television Networks (Regulation) Act, 1995 and the Cable Television Networks Rules, 1994 mandate that all programmes and advertisements telecast on private satellite TV channels should be in conformity with the prescribed Programme and Advertising Codes, which contain a whole range of parameters to regulate programmes and advertisements including adherence to good taste and decency, and respect for all communities.

As regards Indian Cinema, production of good quality and socially relevant films and documentaries in various Indian languages, including films for children is encouraged through National Film Development Corporation, Films Division and Children's Film Society of India. Films/Documentaries on Indian arts and culture are promoted and screened through Doordarshan, online platforms and domestic and international film festivals.

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