GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

RAJYA SABHA
UNSTARRED QUESTION NO.2142
(TO BE ANSWERED ON 04.08.2022)

CONTENT QUALITY OF PROGRAMMES ON DD AND AIR

2142. SHRI SANJAY RAUT:

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

(a) whether the programmes telecast by the Doordarshan (DD) Channels and All India Radio (AIR) are less popular in comparison to the programmes of private channels and if so, the details thereof, along with the reasons therefor;

(b) whether Government has reviewed the contents and telecasting/broadcasting quality of various programmes of DD Channels and AIR; and

(c) if so, the details thereof and the shortcomings found in this regard and the improvements made in the programmes, DD Channel/AIR-wise?

ANSWER

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

(a) Prasar Bharati has informed that overall DD Channels have retained almost similar positions in their genres vis-a-vis private channels in the last few consecutive years as per Broadcast Audience Research Council (BARC) ratings, whereas All India Radio (AIR) FM Channels have higher listenership compared to many Private FM Channels.

(b) & (c): Doordarshan is committed to quality content and have accordingly taken several steps to produce and acquire high quality programmes for its network. DD has also launched Content Sourcing Portal for submission of suo-moto proposals under Direct Assignment Process (DAP) by production houses.

AIR constantly revisits its content keeping in view the geography, ethnicity, language, culture, traditions, local flavours and needs of listeners of coverage area. Content reforms are a continuous process at various levels.

Doordarshan Kendras and AIR Stations across the country are upgraded with the introduction of latest equipments for quality production. The quality of program production, post production and telecast/broadcast has improved with the modernization/upgradation of equipment.

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