

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO. 2791
(TO BE ANSWERED ON 17.12.2025)

**IMPROVEMENT IN FUNCTIONING OF AKASHVANI AND
DOORDARSHAN**

2791. SHRI PARSHOTTAMBHAI RUPALA:

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

(a) the details of action taken by the Government to improve the functioning and competitiveness of Akashvani and Doordarshan in view of the strong competition posed by private broadcasters;

(b) the details of measures implemented by the Government to enhance the popularity of Doordarshan's programmes, boost the Television Rating Points (TRP) ratings of its channels and increase advertising revenue;

(c) the steps taken by the Government to adopt and upgrade new technologies and equipment at Akashvani and Doordarshan stations across the country; and

(d) the total revenue generated by the Government by Akashvani and Doordarshan from the Private Advertisement segment during the last three years along with the details of initiatives undertaken to further increase income from such Advertisements?

ANSWER

**THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING
AND PARLIAMENTARY AFFAIRS**

(DR. L. MURUGAN)

(a) to (d): The Government of India is taking sustained measures to strengthen the functioning and audience reach of Doordarshan and Akashvani in an increasingly competitive broadcasting environment.

To improve content quality and variety, a simplified Content Sourcing Policy was introduced in 2024 to enable wider participation and faster acquisition of programmes.

New programmes are launched regularly and local artists are engaged by Regional and State Centres to produce content in regional languages. Artist and Casual Assignee rates have also been revised to attract better talent and ultimately support quality local content across 66 Programme Production Centres of Doordarshan.

Live coverage of major national events is regularly undertaken to ensure wide public outreach. Some of the examples include Mahakumbh 2025 (Prayagraj), WAVES 2025 (Mumbai) and ISRO satellite launches.

Technological upgradation includes telecast of several DD channels in High Definition (HD), and strengthening digital presence through the launch of the OTT platform "WAVES". DD and other channels are integrated on WAVES OTT, Online NewsONAIR Mobile app, etc.

Akashvani has also launched audio-visual podcast series, namely "The Akashvani Podcast" and "Akashvani Originals".

Structural reforms have been carried out at Akashvani, including defined roles for Cluster Heads/Heads of Offices, focus on revenue generation, content improvement and market outreach.

Alternative broadcasting modes such as apps, OTT and social media are being leveraged, supported by cross-channel publicity and coordinated marketing efforts.

Modernization and upgradation of Prasar Bharati are being undertaken under the Broadcasting Infrastructure and Network Development (BIND) Scheme (2021-26) with an outlay of ₹2,539.61 crore.

It focuses on digitalization, replacement of legacy systems, studio and transmitter upgradation, coverage expansion and adoption of new technologies.

Measures to further enhance revenue also include improved client engagement, revenue-oriented content planning, multi-platform promotion and integrated advertising strategies.

The total revenue generated by Akashvani and Doordarshan from the non-Government advertisement segment during 2022–25 stood at ₹587.78 crore.
