

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:3353
ANSWERED ON:15.12.2005
PRODUCTION OF TV SERIALS
Barad Shri Jashubhai Dhanabhai

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

- (a) whether there is any scheme of the Doordarshan for collaboration in the field of production of TV serials;
- (b) if so, the details thereof;
- (c) whether any norms have been formulated in this regard;
- (d) if so, the details thereof; and
- (e) the number of TV serials produced by DD in joint ventures during each of the last three years?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

- (a) & (b): Prasar Bharati has stated that there is no such scheme for collaboration in the field of production of TV serials. However, Doordarshan has entered into co-production arrangements with private producers in a few cases.
- (c) & (d): Prasar Bharati has stated that though there are no specific norms in this regard, however, a decision in such cases is taken based on criteria like capability of the production team, suitability of the programme for telecast, technical quality, market potential, cost of production, subject matter etc.
- (e): Prasar Bharati has stated that during the last three years one talent hunt show titled 'Kalakaarz' has been produced by Doordarshan in joint venture.