

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

UNSTARRED QUESTION NO:3412
ANSWERED ON:15.12.2005
AKASHWANI AND DD PROGRAMMES
Barad Shri Jashubhai Dhanabhai

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

- (a) whether the Government is aware that the quality of the programmes on Akashwani and Doordarshan has been deteriorating;
- (b) if so, the details thereof and the reasons therefor; and
- (c) the steps being taken to improve the quality of the programmes on Akashwani and Doordarshan?

Answer

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

(a) to (c): Prasar Bharati has informed that in order to fulfill its mandate as a Public Service Broadcaster to inform, educate, entertain the public, Prasar Bharati has been constantly aiming for excellence both in terms of content and quality. AIR and DD constantly review the quality of serials/programmes broadcast/telecast on their various channels and make efforts to further improve the content and technical quality/transmission.

AIR and DD have respectively, informed that there is no decline in quality and that the popularity of programmes has increased and that they constantly endeavour to offer programmes that retain viewer interest.