

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

STARRED QUESTION NO:165

ANSWERED ON:02.03.2006

IMPROVEMENT IN PROGRAMMES OF DOORDARSHAN .SHRI MAHENDRA PRASAD NISHAD

Joshi Shri Pralhad Venkatesh;Nishad Shri Mahendra Prasad

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

- (a) whether despite being popular in rural areas, channels of Doordarshan are unable to compete with private television channels;
- (b) if so, whether the Government is considering to invite participation from private sector in Doordarshan for bringing improvement in the quality of programmes being telecast by it; and
- (c) if so, the details thereof?

Answer

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

(a) to (c) : A statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (c) OF LOK SABHA STARRED QUESTION NO 165 FOR ANSWER ON 2.3.2006

(a): No Sir. Doordarshan is the public service broadcaster in India and it has social responsibility to meet the community needs of information, education and entertainment. Doordarshan cannot be compared with private channels, which run purely on commercial basis.

(b) & (c) : Prasar Bharati has informed that programmes in the sponsorship/commissioned category produced by outside (private) producers/companies are being telecast by Doordarshan since long. The details of such programmes are available on its website ddindia.gov.in. The feature films in Hindi and other regional languages telecast on different channels are also produced by outside producers.