

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

UNSTARRED QUESTION NO:2047

ANSWERED ON:09.03.2006

TELECASTING /BROADCASTING ON NON SPONSORSHIP PROGRAMMES

Joshi Shri Pralhad Venkatesh

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

(a) whether the Government is aware that the Doordarshan and AIR are not able to provide well projected programmes reflecting the Indian Classical Music Dance and other traditional art forms due to non-availability of sponsorship;

(b) if so, the details thereof;

(c) the reaction of the Government thereto;

(d) whether the Government proposes to provide some time slots for Doordarshan and Akashvani for non-sponsorship programmes so that such programmes are telecast and broadcast; and

(e) if so, the details thereof?

Answer

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

(a) to (e): Prasar Bharati is a public service broadcaster, as a part of its mandate, constantly endeavors to project and promote the cultural heritage of the country through various programmes of AIR & DD, which include programmes in Indian Classical and Folk Music.

Doordarshan continues to feature "Top" grade and "A" Grade Music and Dance artistes in its National Programme of Dance and Music on its National Network on Thursday (11.30 p.m.) and Saturday (8.30 p.m.). In addition, programmes featuring such artistes are also being telecast regularly by the different regional channels of Doordarshan. AIR has been regularly broadcasting suitable programmes at the Regional and National level reflecting Indian classical, light, folk music and also other traditional art forms. The National Programme of Music is broadcast on every Saturday and Akhil Bharatiya Ravivasariya Sangeet Sabha is scheduled on every Sunday. These programmes feature not only eminent and veterans but also upcoming artistes. Since 1954, AIR has been organizing Akashvani Sangeet Sammelan at various places of the country featuring artists of both Hindustani and Carnatic Music. In addition, AIR has recently introduced Akashvani Sangeet Sammelan of regional Folk and Light Music to project, promote, and propagate the rich folk cultural heritage of the country. AIR has informed that it does not seek sponsorship for its classical and traditional music programmes. DD has informed that marketing of these programmes has not been an issue as far as promotion of Indian Classical Music and Dance is concerned.

AIR also proposes to start two 24-hour classical music channels on Satellite Radio through Prasar Bharati's DD Direct Plus DTH Service.