

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

UNSTARRED QUESTION NO:4490
ANSWERED ON:22.05.2006
IMPACT OF DOORDARSHAN CHANNEL ABROAD
Aaron Rashid Shri J.M.;Bhadana Shri Avtar Singh

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

- (a) whether the Doordarshan has floated a tender to conduct a study on the impact and reach of DD-India Channel in USA, UK and the Middle East;
- (b) if so, whether Doordarshan has short listed companies for conducting study to promote India abroad for Middle East only;
- (c) if so, the reasons for not including USA and UK therein; and
- (d) the steps being taken to include USA and UK for conducting study on the impact and reach of Doordarshan of DD-India Channel in these countries?

Answer

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

(a) & (b): Yes, Sir.

(c) After examining the requirements of Doordarshan, it was decided to conduct a study in the Middle East only as no study for USA, UK is felt necessary at the present.

(d) Prasar Bharati has informed that there are no reasons to doubt our need to be present in USA & UK. Therefore, no study is required.