

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

UNSTARRED QUESTION NO:1254  
ANSWERED ON:21.08.2007  
DD INDIA CHANNEL IN USA AND UK  
Gadhavi Shri Pushpdan Shambhudan

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

- (a) whether 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, the details thereof;
- (c) whether the Doordarshan has short-listed companies for conducting study to promote India abroad for Middle East;
- (d) if so, the reasons therefor; and
- (e) the steps taken/proposed to be taken to include USA and UK in the offer letter for conducting study on the impact and reach of Doordarshan of DD-India channel in USA and UK as well?

**Answer**

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

- (a) to (d): Prasar Bharati have informed that Doordarshan floated tenders to conduct a study on the reach and impact of its DD-India channel in USA, UK and the Middle East. Considering the high cost involved, it was decided to initially limit the study to the Middle East countries only.
- (e) Prasar Bharati have informed that no decision has so far been taken to include USA and UK in the offer letter for conducting study on the impact and reach of Doordarshan (DD-India channel) in USA and UK.