

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

STARRED QUESTION NO:57  
ANSWERED ON:09.07.2014  
PUBLIC PRIVATE COLLABORATION IN BROADCASTING  
Mahadik Shri Dhananjay Bhimrao;Sule Smt. Supriya Sadanand

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

- (a) whether Doordarshan proposes to have collaboration with private television channels and if so, the details and objectives thereof;
- (b) whether the Government has initiated any dialogue with television producers in the matter and if so, the details thereof; and
- (c) the other steps contemplated by the Government to make Doordarshan and All India Radio, the preferred choice of the Indian audience?

**Answer**

MINISTER OF STATE ( INDEPENDENT CHARGE ) OF THE MINISTRY OF INFORMATION AND BROADCASTING; ENVIRONMENT, FOREST AND CLIMATE CHANGE AND MINISTER OF STATE FOR THE MINISTRY OF PARLIAMENTARY AFFAIRS (SHRI PRAKASH JAVADEKAR)

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

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (c) OF LOK SABHA STARRED QUESTION NO. 57 FOR ANSWER ON 09.07.2014

(a) & (b): Prasar Bharati has informed that:-

As a public broadcaster, Doordarshan sources and telecasts programme-software on subjects of priority, with its budget and costs and certain laid-down normative procedures and approvals. In addition, Doordarshan operates India's only free-to-air Direct-To-Home (DTH) services under the name 'Free Dish' and private channels are currently offered about half the existing slots. Doordarshan is also digitising its analogue terrestrial net-work. Consequently, the number of digitised channels would go up. DD will thereafter be in a position to invite private free to air TV channels for meaningful business plan in this regard.

(c): Prasar Bharati has informed that the other steps contemplated to make Doordarshan and All India Radio the preferred choice of the Indian audience, includes:-

# Diversifying the sourcing of attractive software, through innovative methods;

# Informing citizens about the reach of the relevant programmes of the public broadcaster, through out-reach programmes, both traditional and new media;

# Expanding Doordarshan and All India Radio's network to cover hilly and tribal areas as well as through State or Region specific broadcast.

# Reach out to the large rural community, especially agricultural population, through a specially focussed and dedicated Kissan channel.

# Conveying messages relevant for the overall well-being of the vast majority of Indians in rural areas, through programmes designed for increasing their consciousness.