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Title : Need to bring professional approach in the functioning of Doordarshan and All India Radio.

SHRI K. P. DHANAPALAN (CHALAKUDY): Doordarshan and All India Radio remains still the major source of news and entertainment for the majority of the population in this country even after the entry and flourishing of private players in the area of mass media. The liberal policies adopted by the Government over the years have encouraged the coming of more private players and resulted in increased competition amongst them. The increased number of visual and audio media does not substitute the need for effective and efficient Government owned institutions in the field of mass communications. In a democratic system the mass media has a vital role to play in protecting the social, secular and democratic values of a society.

The Government should address the various issues weakening the effective functioning of these institutions viz. lack of sufficient staff and non-redressal of the grievances of the employees. There is need to adopt professional approach in the functioning of these institutions. While addressing the various issues I would urge you to look into the issue of UPSC recruited programme officers at Doordarshan and AIR as they are left without a single promotion in their carrier which spans over a period of two decades.

While the mass communication field is growing in the country, the two major institutions of the Government in this area i.e. All India Radio and Doordarshan are weakening over the years. I would like to state that both these institutions need to be strengthened keeping in view the growing competition and professionalism in the field.