CHAPTER III

TELEVISION (DOORDARSHAN) SERVICE IN INDIA

AND ITS COMMERCIAL NATURE
1. ORIGIN OF DOORDARSHAN:

It was on 15th September, 1959, that an experimental television station under the overall charge of AIR was inaugurated in Delhi and with this Television came to India. The station catered to a population within the radius of 40 Km. around New Delhi. It was expected that television would soon be extended elsewhere in the country but this could not be done for the next 13 years. It was only in the year 1972 that another TV centre was set up at Bombay on 2nd October. This was followed closely by opening of another centre at Srinagar in Kashmir, on 26th January, 1973. In September 1973 a TV Centre was set up at Amritsar (later Jalandhar). The Government at times invited foreign experts to comment on the country's plans for expansion of television. For instance in the year 1969, a 15 member UNESCO team headed by John Willings toured the country and submitted detailed recommendations. Meanwhile satellite technology had developed and the Geo-stationary and Synchronous satellite came into being in 1963 when the USA commissioned the SYNCON series of Satellite. India cutered into an agreement with the NASA for the Satellite Instructional Television Experiment (SITE) programme.
The next step of growth of TV in India was taken in the year 1975. The Satellite Instructional Television Experiment was started on 1st August, 1975, with the facilities of "Application of Technology Satellite - 6" provided with one video and two audio systems. This programme was launched in 2400 villages in 6 'cluster' in Bihar, Rajasthan, Madhya Pradesh, Orissa, Andhra Pradesh and Karnataka.

**Doordarshan Kendras**

Three Base Production Centres were established in order to produce and record programmes for telecast to villages in each of the following states: Rajasthan, Bihar, Madhya Pradesh, Orissa, Karnataka and Andhra Pradesh. These TV Base Production Centres were set up in Delhi, Cuttuck and Hyderabad. Delhi Base Production Centres was planning and producing programmes in Hindi for telecast to 1200 villages in Rajasthan, Bihar and Madhya Pradesh while Cuttack Centre was producing programmes in Oriya for viewers in 400 villages in Orissa. The Hyderabad Base Production Centre worked on two audio and one video system producing the programmes in Telugu language for 400 villages in Andhra Pradesh and in Kannada language for another 400 villages in the State of Karnataka.

On the SITE All India Radio was responsible
for the software whereas the Indian Space Research Organisation was responsible for hardware including the development, installation and maintenance of the 2400 community sets and also for establishing two major earth stations - one at Ahmedabad and the other at Delhi. The SITE was in operation for a period of one year up to 31st July, 1976. NASA (National Aeronautics and Space Administration - USA) then removed the Satellite at the completion of the agreement. Since the experiment was successful to a great extent, plans were drawn for continuing the SITE telecasts. It was decided to install six terrestrial television transmitters at the following places to cater at least to the population in the SITE cluster areas:

1. Jaipur (Rajasthan)
2. Raipur (Madhya Pradesh)
3. Gulburga (Karnataka)
4. Sambalpur (Orissa)
5. Hyderabad (Andhra Pradesh)
6. Muzzaffarpur (Bihar)

In the year 1975, apart from the major project of SITE, three more full-fledged TV Centres were commissioned. The TV Centre at Calcutta was opened on 9th August, 1975, followed closely by establishment of a major TV Centre on 15 August, 1975 at Madras. Another TV Centre in Lucknow started func-
tioning from 27 November, 1975. Expansion of TV was also made by setting up relay centres linked to a few major stations. These centres were set up near Kanpur (to relay Lucknow TV Centre programmes), Pune (to carry the programmes of Bombay TV Centre). Later, TV Centre at Bangalore was also established for relaying Bombay and Madras TV programmes. Besides these establishments a small transmitter was also functioning at Pij near Ahmedabad right since 1975 with studio facilities at Space Application Centre at Ahmedabad. 3

Television was a part of AIR till 1976, However, in view of the spacial requirements of Television, Government decided to bifurcate the two Media. Accordingly, the Television became a separate entity from 1st April, 1976, with the new nomenclature "DOORDARSHAN". The Directorate of Doordarshan was set up at Mandi House, New Delhi, and it started coordinating and guiding activities of the different Centres which were renamed "Kendras". One of the crucial parameters in the choice of TV Technology is the capital cost of a TV Station. There was a scheme of microwave links with the help of Indian Posts and Telegraphs Department. India has also been developing its own Indian Satellite Systems which had its beginning in 1975 with the launching of Aryabhata and Indian Weather Satellite.
2. GROWTH AND DEVELOPMENT:

The major breakthrough in the history of Doordarshan came in the year 1981-82 with the establishment of microwave links between Madras, Bombay, Delhi, Jalaundhar and Bangalore. Five more TV Centres - Lucknow, Srinagar, Calcutta, Asansol and Panaji - were connected to Delhi by microwave in 1982-83. The most important landmark in the history of Indian Television, however, came with the launching of the multipurpose communication satellite INSAT-I in April, 1982, as sequel to which on 15 August, 1982, the Independence Day's speech of the then Prime Minister was directly transmitted through this satellite for 21 TV transmitters in the country. For the first time colour was added to the Television picture which became a permanent feature of Indian Television within the next 3 months. INSAT-I was operationalised for national network on 15th August, 1982. After its failure on 5th September, 1982, Doordarshan hired the services of INTELSAT and STATIONAR-6 Satellite to continue the national network programmes.

The next phase of major expansion of television network came in 1982-83 with the setting of 20 Low Power Transmitters of 100 watts at Kakinada, Patna, Simla, Jammu, Trivandrum, Guwahati, Bhopal, Indore, Deoria, Bhuvaneshwar, Malda, Aizawl, Itanagar
and Port Blair for telecast of Asian Games. Also one transmitter at Nagpur and one more relay transmitter at Panaji were set up for Bombay TV programmes. INSAT - IB which became fully operational from October, 1983 was the real landmark in 1983-84 and saw phenomenal progress of television in India. Beginning from July 1, 1984 for about 4 months one television relay transmitter was commissioned in the country almost every day and the number of transmitters by August, 1985, was raised to 170 covering about 70% of the population throughout the length and breadth of the country. The entire equipment required for expansion of the network for which Government approved a special plan have been relaying programmes from Doordarshan Kendra, Delhi via INSAT - IB.

One of the objectives of the INSAT system was to provide information through direct TV telecast to rural communities in the field of education, social awareness, health, family welfare, and rural development etc. The other objective was to use INSAT for relay of television programmes by large number of terrestrial transmitters which do not have any facilities for production of programmes. Besides 148 LPTs, 4 HPTs had been set up at Nagpur, Ranchi, Rajkot and Gorakhpur as a part of INSAT utilisation programme. 2000 direct reception community viewing
sets (DRs) capable of receiving programmes directly from INSAT were also deployed in the selected villages of the clusters in each of the 6 states. The year 1984 also marked the beginning of multi-channel Television services in the country. The second TV Channel for Doordarshan Kendras, Delhi was inaugurated on 17th September, 1984. This channel operating for 2 hours daily in the evening put out programmes of interests to the viewers of the capital. This was followed by the Second Channel TV Service at Bombay inaugurated on 1st May, 1985. Similar TV Second Channel services are coming up at Madras and Calcutta also.

Tract Equipment is basically an earth station for uplinking the Doordarshan programme to INSAT - IB linking. Earlier, this was available only at Delhi. This had been set up in Bombay and started functioning from 9.8.1986. Programmes telecast from Bombay were fed to the INSAT - IB from which they were fed back to various Low Power Transmitter centres in Maharashtra which we linked with Bombay for relaying latter's programmes through C Band Transponder of INSAT - IB. To cover areas in Andhra Pradesh, Hyderabad Kendras were likely to have similar linking programme.

Doordarshan started its commercial services
for the first time w.e.f. 1st January, 1976 by accepting advertisements over six major centres of Delhi, Bombay, Srinagar, Madras, Calcutta and Lucknow. In the domain of commercial programmes on television a new dimension in Doordarshan programme fare was introduced in the year 1983-84 by induction of sponsored programmes. The scheme of sponsored programmes had twin objective of widening the programme production base by tapping the talent and resources outside Doordarshan on the one hand and increasing commercial revenue of Doordarshan on the other.

Induction of programmes produced outside Doordarshan had also helped to promote healthy competition. The popularity of the commercial advertisements through Doordarshan has shown considerable growth since Indian TV took to commercials. From a moderate revenue of Rs. 77 lakhs in 1976-77, the earnings from commercials are 360.23 crores in 1992-93.

**LANDMARKS IN DOORDARSHAN**

1. 15 September, 1959: TV Experimental Service Inaugurated by the President of India.
2. 24th October, 1961: School Television Project launched.
3. 15th August, 1965: Daily One Hour General Service started.
4. 26 January, 1967: Krishi Darshan - the first rural programme started in Delhi.

5. 2nd October, 1972: The Second TV Station inaugurated at Bombay.


8. 1st April, 1976: TV separated from All India Radio.


10. 1st March, 1977: First Post - SITE Centre commissioned at Jaipur.

11. 10th April, 1982: Launching of INSAT - IA.

12. 15th August, 1982: Operationalisation of INSAT - IA and inauguration of NPCT.


14. 7th-12th March, 1983: Coverage of Non - Aligned Meet through TV Network.

15. 30th August, 1983: Launching of INSAT - IB.

16. 15th October, 1983: Operationalisation of INSAT - IB.

17. 22nd - 28th November, 1983: Coverage of CHOGM through TV Network.
18. 15th August, 1984 : Programme of Higher Education.
20. 17th September, 1984 : Inauguration of 2nd Channel in Delhi.
23. 9th August, 1986 : Terrestrial Transmitters in Maharashtra are linked with Bombay.
27. 1st January, 1993 : National Programme duration increased.
3. PRESENT STATE OF DOORDARSHAN IN INDIA:

India is a country with 844 million living in 25 States and 7 Union Territories and speaking 25 main languages and thousands of dialects. The Doordarshan programmes aim at integrating the various parts of the country in the national mainstream, at the same time ensuring the preservation and expression of diversity. As this cannot be achieved by only centralised programming, Doordarshan has developed a three-tier programme service - the National, the Regional and the Local.

National Programme:

Started on 15th August, 1982 the National Programme is available in all parts of the country - the programmes originating from Delhi are relayed through the microwave and satellite links. The National Programme apart from giving the News in Hindi and English acquaints the public with the best achievements of the country in the field of arts and also enlightens people of one area about the culture and life styles of people of other areas. The National Programme also discusses the major problems the country is facing and also tells about the methods through which the problems are being solved.

The National programme has a mix of infor-
mation, education and entertainment. The entertainment is provided mostly in Hindi and English in the form of serials, feature films, plays, music and dance shows.

Network Programmes:

The complementary service to National Programme include morning transmission and afternoon transmission. Sports, feature films and film songs are also brought through the network programmes to the entire country. (Table 3.1)

Table 3:1
NATIONAL/NETWORK PROGRAMMES

Some Important Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>25th January 1980</td>
<td>National Programme of Music and Dance from four metros</td>
</tr>
<tr>
<td>15th August, 1982</td>
<td>Daily National Programme 8.30 p.m. - 10.00 p.m.</td>
</tr>
<tr>
<td>15th August, 1984</td>
<td>Extension upto 11.15 p.m.</td>
</tr>
<tr>
<td>23rd February, 1987</td>
<td>Morning Transmission</td>
</tr>
<tr>
<td>7th April, 1987</td>
<td>Late night Feature Film</td>
</tr>
<tr>
<td>26th January, 1989</td>
<td>Afternoon Transmission</td>
</tr>
<tr>
<td>1st May, 1989</td>
<td>Extension of Morning Transmission</td>
</tr>
<tr>
<td>22nd October, 1990</td>
<td>News Bulletins in Afternoon Transmission</td>
</tr>
<tr>
<td>1st January, 1993</td>
<td>Rescheduling of News extension of Afternoon Transmission</td>
</tr>
</tbody>
</table>
It will not be sufficient to note certain important dates of N.N. Programmes but also a knowledge about duration of such programmes is also necessary. The following table will explicit the actual situation:

Table 3 : 2

DURATION OF PROGRAMMES

(Hours per week)

<table>
<thead>
<tr>
<th>Year</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>1-00</td>
</tr>
<tr>
<td>1982</td>
<td>10-30</td>
</tr>
<tr>
<td>1984</td>
<td>18-00</td>
</tr>
<tr>
<td>1987</td>
<td>27-00</td>
</tr>
<tr>
<td>1989</td>
<td>38-00</td>
</tr>
<tr>
<td>1991</td>
<td>50-00</td>
</tr>
<tr>
<td>1993</td>
<td>62-00</td>
</tr>
</tbody>
</table>

Morning Transmission:

Morning Transmission was introduced in 1989. Subsequently however, changes in its composition and complexion have taken place. The service is currently available for 110 minutes on all days of a week beginning at 6.55 a.m. It include news, short documentaries, interviews, music, skits and health programmes.

Parliament Proceedings:

Doordarshan added a new chapter in its
programming on 3rd December 1992, when it started on an experimental basis telecasting the recorded version of the Question Hour of the Lok Sabha and the Rajya Sabha. The feasibility of such coverage made Doordarshan telecast live, Budget speech and some other recordings in accordance with the instructions from the Speaker of Lok Sabha and the Chairman of Rajya Sabha.

Afternoon Transmission:

Afternoon transmission is now available on all days of a week and carries programmes specially designed and directed to women, children and elderly persons besides Samachar and The News. Initially the programme was for a little over one hour but from 1st January 1993 it is of two to three hours duration each day.

Regional Service:

In the evening there is a regional service from 5.00 p.m. to 8.30 p.m. It includes items on agriculture, animal husbandry, health, sanitation, small scale industries for the rural viewers besides other programmes for the specific audience like women, children, youth and tribals from some Kendras. The programmes are telecast largely in the respective regional languages. Rich and entertainment oriented programmes like plays, skits, music and folk arts
By this way the people is a particular linguistic region can get programmes in their languages. In Kerala and Punjab the regional service has, however, been partially started. There is proposal to further extend this service to other States and also to link up transmitters in other States.

Local Service:

For effective communication, particularly in the field of development the programmes have to be locate - specific. With this end in view, Doordarshan has established some Kendras which give purely local programmes. Rajkot, Ranchi, Nagpur and Gorakhpur telecast Area Specific programmes. Panaji, Pondicherry and Kendras coming up in North East also will be having local programmes. The second channel in the metro cities of Delhi, Bombay, Madras and Calcutta act as the local service for the cosmopolitan population of these cities.

Teletext Service:

Teletext service was started in Delhi on 14.11.8514 This service is available on Channel II from 3.00 a.m. to 1.00 p.m. and 2.00 p.m. to 11.30 p.m. In this service information is transmitted as data signal along with the video signal so that by means of a decoder, data signal can be retrieved and viewed on the screen.
having local relevance are also telecast in this chunk. The regional programmes to all the transmitters in Maharashtra, Andhra Pradesh, Tamil Nadu, Karnataka, Orissa, West Bengal, Gujrat and Assam have been linkups figure with the mother stations at the State capitals. (Table 3:3)

National Network Programme is also characterised by Certain linkups which is depicted in the following Table.

Table 3 : 3

**NET WORKS, LINK - UPS**

1. National.
   
   All transmitters in all States.

2. Regional.
   
   All the transmitters in the following states carry the same.
   
   1. Andhra Pradesh.
   2. Assam (For limited duration)
   3. Gujrat (and Daman)
   4. Karnataka
   5. Maharashtra.
   6. Orissa.
   7. Tamilnadu (and Pondicherry).
   8. West Bengal.

3. Link-Ups.
   
   1. Lucknow-Kanpur.
At present there are magazines of information are being transmitted in this service each magazine containing over 100 pages information. Magazine 10 (mag 10) covers the information regarding national news, international news, sports news, financial news, weather information, train arrival/departure timing, TV programme etc. Magazine 11 (mag. 11) contains the pages of information regarding the Railway reservation availability, current reservation position for all the classes in more than 128 trains. In Magazine 12 (mag. 12) information regarding the seat availability position for Indian Airlines and the arrival/departure timings of Indian airlines and Air India Flights are given.

Information from the Railways and Indian Airlines is obtained from the computers installed at both the ends and are connected with a personal computer in the Teletext room by means of data lines. The information is received continuously and updated automatically and transmitted as data signals along with the video signal.

For the viewers not having the decoder facility, selected pages of information from the three magazines are decoded and sent as picture mode transmission in specific timings. With the help of a decoder, all the pages of information can be retrieved.
and viewed from 3.00 a.m. to 1.00 p.m. and 2.00 p.m. to 11.30 p.m.

News and Current Affairs:

An important part of Doordarshan programming is the News and Current Affairs. The content, format, number of news bulletins and their duration have been changing to provide the latest, factual and authentic information to the viewers on international, national, regional and local events. Delhi Kendra is the nodal centre to produce and telecast news bulletins on the network. Besides daily bulletins, a weekly News Magazine for the hearing impaired goes on the air on Sunday afternoon on the network. During the days of Parliament session two more Parliament News (one in Hindi and another in English) are also telecast. Many of the Regional Kendras telecast news in their respective languages. Some of these Kendras also relay/originate news in Urdu.

Doordarshan receives international news daily from Visnews (London) and Asia Vision (Kuala Lumpur) through stellite.¹⁶ It also gets its coverage of news stories through its own correspondents and news reporters posted at various Kendras. To further supplement its efforts, the services of news agencies like PTI, UNI, Teletrust of India etc. and stringers are also made use of. Kendras are also using these
visual stories for their regional news bulletins.

Doordarshan telecasts regular Current Affairs Programme on the national network. Some of the Regional Kendras also have regular Current Affairs programmes in their regional languages.

Educational Programmes:

Doordarshan introduced its First School Television (ETV) in October, 1961.17 As news Kendras came up, the School Television was extended to these centres also. One of the S-Band transponders of INSAT-ID is used between 9.00 a.m. and 12.00 noon for telecast of syllabus based ETV programmes in the States of Bihar, Gujarat and Uttar Pradesh. Similarly one of the C-Band transponders of ARABSAT is also used for dissemination of ETV programmes in the States of Andhra Pradesh and Maharashtra in their respective languages on time sharing basis. The service in Hindi is also telecast in the states of Haryana, Himanchal Pradesh, Madhya Pradesh and Rajasthan. The transponder in S-Band (INSAT) is also being used for national network relay of UGC programmes from 1.00 p.m. to 2.00 p.m. which is repeated in the afternoon from 4.00 p.m. to 5.00 p.m. on certain days.

In March 197518 India's First Primary School Service was commissioned at Delhi for the institutions
run by the Delhi Municipal Corporation. These were enrichment type programmes aimed at providing some 'Fresh air' in the crowded class rooms. At present regular programmes are telecast from selected transmitters both for formal and informal education. The production of the software for this purpose is the responsibility of the Department of Education who have set up a Central Institute of Educational Technology (CIET) at the central level.

From 20th May, 1991 on an experimental basis, syllabus based programmes are being telecast to the students of Indira Gandhi National Open University (IGNOV) on three days a week. (Table 3.4)

Table 3:4

EDUCATIONAL SERVICE

<table>
<thead>
<tr>
<th>Institution</th>
<th>Time</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>IGNOU</td>
<td>6.25 - 6.55 a.m.</td>
<td>Mon., Wed., Fri.</td>
</tr>
<tr>
<td>UGC</td>
<td>1.00 - 2.00 p.m.</td>
<td>Mon. to Sat.</td>
</tr>
<tr>
<td></td>
<td>4.00 - 5.00 p.m.</td>
<td>Mon., Wed., Thurs., Fri.</td>
</tr>
<tr>
<td>CIET</td>
<td>45 Mins.</td>
<td></td>
</tr>
<tr>
<td>SIET</td>
<td>Six days a week</td>
<td></td>
</tr>
<tr>
<td>States covered</td>
<td>Bihar, Gujarat, Orissa, Uttar Pradesh, Maharashtra, Andhra Pradesh.</td>
<td></td>
</tr>
</tbody>
</table>
Commissioned Programmes

Doordarshan has been utilizing the services of eminent people from different walks of life for the production of programmes in various categories. Apart from feature films, tele-films, tele-plays, tele-serials, features and Current Affairs programmes are also commissioned. Programmes are also commissioned on topical subjects like communal harmony, national integration etc.

Films and Film based Programmes

India is one of the major film producing countries of the world and feature films are a perennial source of entertainment to the people. Doordarshan telecasts a number of films each week and has a number of other programmes based on film songs and excerpts from feature films.

Hindi films are telecast in the national network and also in the network covering all the Hindi speaking areas. Award winning regional feature films are telecast in the national network with English subtitles. In the late night, some old classics are shown. Films meant for the adults are also shown late in the night.

The Regional Kendras telecast films in their
own languages at prime time on Sundays. There are chunks for children's films also. Some popular and artistic foreign films are also shown on a regular basis. Doordarshan has sponsored the production of feature films, some of which have won awards at the national and international level.

Co-Production

To strengthen Programme Exchange and Cultural Agreements with foreign organisations and Governments, Doordarshan has undertaken ventures of co-production of films and programmes on mutually agreeable terms. The first such film 'A Bitter Autumn with a Scent of Mango' on Jawaharlal Nehru was co-produced in 1983 with Czechoslovakia and Switzerland. More such productions are in progress in cooperation with China, Hungary and UNESCO.

Also, Doordarshan along with other agencies is producing programmes on science and environment. A serial 'Turning Point' on science is now telecast at prime time.

Sports

Telecast of sports programmes has been an integral part of Doordarshan programming. Besides the
studio based programmes. Doordarshan has organised live telecast of many a significant events both in India and abroad pertaining to various sports like Cricket, Golf, Equestrian, Football, Volleyball, Badminton, Hockey, Billiards, Tennis, Wrestling, Kabbadi, Mountaineering, Car Rallies, Athletics and rural sports like Ditkkhel (Assam), Sangol Kangli (Manipur), Kalari Payathu (Kerala), Thoda (Himachal Pradesh), Silambam (Tamil Nadu) and Mizoluchari (Mizoram). Sports fitness programmes on Yoga, Jogging and other morning exercises for various age groups have also proved extremely popular with the viewers.

Community viewing

In order to encourage viewing in rural and remote areas, Government of India since the inception of television in the country provided community, television sets to the economically weaker sections of the society. During Satellite Instructional Television Experiments (SITE) in 1975-76 such sets were installed in 2400 villages in six different states. In the next phase in 1982, another 4000 VHF (Very High Frequency) and 2000 DR (Direct Reception) sets were installed in six states of Andhra Pradesh, Bihar, Orissa, Uttar Pradesh, Gujrat and Maharashtra covered
by INSAT. In view of the economic backwardness of the North Eastern Region, about 5000 sets were installed in different States in the region. In addition, 100 TV sets (VHF) have been installed in Jammu and Kashmir besides replacement of the existing 650 Black and White sets with colour sets. State Governments have also installed sets in the rural areas. It is estimated that there are 60,000 community sets in the country.

Programme Exchange and Sale

Doordarshan established an exclusive unit for programme exchange/sale and provided audio visual support to the external publicity efforts of the Ministry of External Affairs. From 1988 the Unit is also engaged in international marketing. Programmes have been sold so far to 25 countries and there is increasing demand for Doordarshan Programmes from ethnic networks.

Training

To reinforce their knowledge and develop appropriate skills Doordarshan has provided facilities for training and orientation of various categories of staff at the Film and Television Institute of India (FTII) Pune; Staff Training Institute (Programme) (STI(P)), New Delhi and Space Application Centre (SAC),
Ahmedabad. The service of other institutions like Institute of Secretarial Training and Management, (ISTM), New Delhi, Indian Institute of Mass Communication (IIMC), New Delhi and Indian Institute of Public Administration (IIPA), New Delhi have also been utilised. Foreign organisations co-operating in this field include AIBD (Kualalumpur) and BBC/Visnews (London). To meet the increasing needs of an expanding organisation, Doordarshan has plans to establish a Central Training Institute at Calcutta.

Lok Seva Sanchar Parishad

Lok Seva Sanchar Parishad, a non-profit body, set up in 1982 is serving as a catalyst to develop Public Service Communication in India through Television. It has representatives from the field of Advertising, Market Research, Communication and other related subjects. The Parishad has a very good track record in the field of social advertising and has provided a forum for creative people to produce short films/spots on the themes of national integration, communal harmony, consumer protection, environment, drug abuse etc. Many of the films and quickies produced have been highly appreciated and have won awards from professional bodies.
Audience Research

The first Audience Research Unit was established in Doordarshan in 1966 and now most of the Kendras have Audience Research Units manned by professional researchers. Studies on various aspects of television broadcasting are conducted by these units. Apart from getting feedback on programmes telecast through surveys, Audience Research is also involved in formative research involving preparation of audience profiles, pre-testing of programmes and making needs assessments. For getting feedbacks on a regular basis, panels are maintained in 15 cities and the diaries collected from the panel members serve as continuous feedback.

The Audience Research Units also analyse voluntary feedback in the form of viewers' letters and press comments. Some kendras receive upto 20,000 letters from viewers in a month. The Audience Research Units at the kendras and also at the Directorate maintain data banks.

Doordarshan in Uttar Pradesh

Television made a modest beginning in our country in 1959, but started growing very fast in 1982. From 10 programme Production Centres and 19 transmitters
in 1982. Today, Doordarshan is one of the largest broadcasting networks in the world with 540 transmitters reaching to over 82% of the population.28.

In Uttar Pradesh, inauguration of Doordarshan kendra took place at Lucknow on 27 November, 1975 followed by inauguration of another kendra at Gorakhpur on 13 August, 1984.29

At present there are High Power Transmitters at Lucknow, Mussoorie, Kanpur, Allahabad, Bareilly, Agra, Gorakhpur and Varanasi. There are low power transmitters at Deoria, Shahjahanpur, Aligarh, Moradabad, Sultanpur, Jhansi, Nainital, Farukhabad, Faizabad, Etawah, Rae Bareli, Moradabad, Pauri, Bahraich, Sambal, Pithorabhad, Ballia, Tanakpur, Banda, Lalitpur, Lakhimpur, Mainpuri, Hardoi, Amethi (Gauriganj), Orai, Puranpur, Sitapur Tirwa, Fathepur, Gonda, Kashipur, Obra, Mau, Jagdishpur, Mathura, Balrampur, Basti, Azamgarh, Lalganj, Akbarpur, Pilibhit, and Hardwar. There are very low power transmitters at Almora, Mankapur, Gopeshwar, Haldwani, Kausani, Uttar Kashi, Ranikhet, Bhatiari, Dharchula and Munsiari. Transposers are at Churk, New Tehri, Mussorie, and Srinagar.30

Urdu News was introduced in Lucknow
transmission on 1 May 1992. Lucknow kendra is also linked up with National Network Programmes for a limited duration from 8.28 PM onwards.

At present, Domestic Television sets (In thousands) in Uttar Pradesh as on 31.12.1992 was 4070.

4) DOORDARSHAN AND ITS COMMERCIAL NATURE

Commercials were introduced on Doordarshan on January 1, 1976 by accepting advertisements over six major centres of Delhi, Bombay, Srinagar, Madras, Calcutta and Lucknow. In the domain of commercial programmes on television, a new dimension in Doordarshan programme fare was introduced in the year 1983-84 by induction of sponsored programmes. The scheme of sponsored programmes has twin objectives:

1) Of widening the programme production base by tapping the talent and resources outside Doordarshan on one hand and

2) increasing commercial revenue of Doordarshan on the other.

Now, both the channels of Delhi, Bombay, Calcutta and Madras in addition to Hyderabad, Bangalore, Jalandhar, Lucknow, Srinagar, Thiruvanthapuram, Ahmedabad and Guwahati telecast commercial
advertisements. Doordarshan Commercial Service at Delhi accept bookings for national/network segments for all Kendras. Facilities have, however, been provided at the individual kendras to accept booking of spots and sponsorship along with the programmes of their own kendras. Bookings are normally accepted through accredited and registered advertising agencies. The accredited agencies also provided credit facilities. Central and State Governments, Public sector undertakings and Small Scale Industries however, got a discount for placing their bookings direct with Doordarshan. The advertising revenue has steadily been showing an upward trend from a meagre ₹0.77 crores in the first year 1976-77; it increased to ₹360.23 crores in 1992-93. The Budget Estimate for the year 1992-93 was ₹366.92 crores.

5) PRESENT RATE OF ADVERTISEMENT ON DOORDARSHAN

A) Advertisement rates for the programmes produced/made by Doordarshan

Doordarshan prescribes rate for advertisement on the basis of different categories viz. 'Supar 'A' special; Super 'A', Special 'A'; 'A', 'B' and Time check before News and at two levels:

1) National Network Programmes

2) Regional Programmes
1) Super 'A' Special

a) National Network

This category includes chitrahaar and Hindi Feature Film. The cost of advertisement before chitrahaar is ₹1,30,000 and ₹1,00,000 for Hindi feature films for last two spots.  

b) Regional

This includes Sunday feature film (Delhi and LPT)(lower Power Transmitters) at advertisement rate of ₹50,000 per 10 seconds, ₹24,000 per 10 secs (Bombay); ₹24,000 per 10 sec. (Madras); ₹16,000 per 10 secs. (Hyderabad); ₹15,000 per 10 secs. (Calcutta); ₹12,000 per 10 sec. (Bangalore); ₹10,000 per 10 sec. (Thiruvanthapuram); ₹9,000 per sec. (Ahmedabad); ₹6,000 per 10 sec. (Lucknow/Jalandhar).  

2) Super 'A'  

a) National Network

This category includes serials and cost/rate of advertisement is ₹90,000 per 10 sec.  

b) Regional

At the regional level the rate of advertisement before the serials are ₹22,500 per 10 sec. (Delhi); ₹18,000 per 10 sec. (Bombay); ₹14,000 per 10 secs. (Madras); ₹11,000 per 10 secs. (Hyderabad); ₹11,000 per 10 secs. (Calcutta); ₹11,000 per 10 secs. (Bangalore); ₹9,000 per 10 secs.
(Thiruvananthapuram); Rs.8,000 per 10 secs. (Ahmedabad); Rs.6,000 per 10 secs. (Lucknow/Jalandhar); Rs.1,500 per 10 secs. (Srinagar/Guwahati).

3) Special 'A'
   a) National Network
      These include programmes before 8.45 pm and the rate of advertisement is Rs.50,000 per ten seconds. It also includes serials at 9.15 pm.
   b) Regional
      These also includes programmes before 8.45 pm and the rate of advertisement is Rs.7,000 per 10 seconds (Hyderabad); Rs.6,000 per 10 seconds (Calcutta); and Rs.6,000 per 10 seconds (Thiruvananthapuram).

4) 'A'
   a) National Network
      These includes programmes after 9.45 pm and rate of advertisement is Rs.30,000 per 10 seconds and also depending upon programmes.
   b) Regional
      These also includes programmes after 9.45 pm and rate of advertisement is Rs.10,000 per 10 seconds (Delhi); Rs.7,000 per 10 seconds (Bombay); Rs.4,000 per 10 seconds (Madras); Rs.4,000 per 10 seconds (Hyderabad); Rs.4000 per ten seconds (Calcutta); Rs.4,000 per 10
seconds (Bangalore); Rs.3,500 per 10 seconds (Thiruvananthapuram); Rs.3,500 per 10 seconds (Ahmedabad); Rs.3,000 per 10 seconds (Lucknow and Jalandhar); Rs.1,000 per 10 seconds (Srinagar/Guwahati) and Rs.3,500 per 10 seconds (Channel II).

5) 'B'

a) National Network

These include programmes during morning and afternoon transmission, 'Rangoli'; the cost of advertisement being Rs.15,000 per 10 seconds. It also includes advertisements after 9.45 pm and before Late Night Feature Films, the cost of advertisement being Rs.30,000 per 10 seconds.

b) Regional

These include programmes during morning and afternoon transmission by the Regional Kendras and the rate of advertisements are Rs.2,000 per 10 seconds (Bombay); Rs.1,500 per 10 seconds (Madras); Rs.1,500 per ten seconds (Hyderabad) Rs.1,500 per 10 seconds (Calcutta); Rs.1,500 per 10 seconds (Bangalore); Rs.1,250 per 10 seconds (Thiruvananthapuram); Rs.1,250 per 10 seconds (Ahmedabad); Rs.1,000 per 10 seconds (Lucknow/Jalandhar); Rs.500 per 10 seconds (Srinagar/Guwahati) and Rs.1,500 per 10 seconds (Channel II).
6) Time check before News

a) National Network

These include advertisement before the news and the cost of advertisement is Rs. 25,000 per 10 seconds.46

b) Regional

These include advertisements before regional news. The cost of advertisement is Rs. 6,000 per 10 seconds (Delhi); Rs. 5,000 per 10 seconds (Bombay); Rs. 4,000 per 10 seconds (Madras); Rs. 4,000 per 10 seconds (Hyderabad); Rs. 4,000 per 10 seconds (Calcutta); Rs. 4,000 per 10 seconds (Bangalore); Rs. 3,000 per 10 seconds (Thiruvananthapuram); Rs. 2,500 per 10 seconds (Ahmedabad); Rs. 2,000 per 10 seconds (Lucknow/Jalandhar); Rs. 1,000 per 10 seconds (Srinagar/Gwahati) and Rs. 1,500 per 10 seconds (Channel II).47

B) Sponsorship of Doordarshan Programmes including Imported Programmes

The rates of advertisement for sponsoring a programme per 40 seconds are as follows:48
<table>
<thead>
<tr>
<th>S. No.</th>
<th>Programme</th>
<th>Category</th>
<th>Rate of advertisement per 40 seconds</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Hindi Feature Film</td>
<td>Super 'A' Special</td>
<td>₹6,00,000 per 40 seconds</td>
</tr>
<tr>
<td>2.</td>
<td>Chitrahaar (National Network)</td>
<td>Super 'A' Special</td>
<td>₹6,00,000 per 40 seconds</td>
</tr>
<tr>
<td></td>
<td>a) Delhi LPT's</td>
<td>Super A</td>
<td>₹1,85,000 per 40 seconds</td>
</tr>
<tr>
<td></td>
<td>b) Bombay LPT's</td>
<td>Super A</td>
<td>₹1,20,000 per 40 seconds</td>
</tr>
<tr>
<td></td>
<td>c) Calcutta (LPT's)</td>
<td>Super A</td>
<td>₹60,000 per 40 seconds</td>
</tr>
<tr>
<td></td>
<td>d) Madras (LPT's)</td>
<td>Super A</td>
<td>₹1,20,000 per 40 seconds</td>
</tr>
<tr>
<td>3)</td>
<td>Serial at 8.45 pm &amp; 9.15 pm</td>
<td>Super A</td>
<td>₹5,80,000 per 40 seconds</td>
</tr>
<tr>
<td>4.</td>
<td>Afternoon Transmission (N.N)</td>
<td>'B'</td>
<td>₹40,000 per 40 seconds</td>
</tr>
<tr>
<td>5.</td>
<td>Morning Transmission (N.V)</td>
<td>'B'</td>
<td>₹40,000 per 40 seconds</td>
</tr>
<tr>
<td>6.</td>
<td>Rangoli National Network (N.N)</td>
<td>'B'</td>
<td>₹50,000 per 40 seconds</td>
</tr>
<tr>
<td>7.</td>
<td>Late Night Feature Film (N.N)</td>
<td>'B'</td>
<td>₹40,000 per 40 seconds</td>
</tr>
<tr>
<td>8.</td>
<td>Feature Film (Delhi's LPT's Sundays)</td>
<td>Super 'A'</td>
<td>₹1,85,000 per 40 seconds</td>
</tr>
<tr>
<td>9.</td>
<td>II Channel Chitrageet</td>
<td>Super 'A'</td>
<td>₹25,000 per 10 seconds</td>
</tr>
</tbody>
</table>

LPT's = Low Power Transmitters
C) Sponsorship of Programmes produced by Outsiders/Producers

The rate of advertisements for the sponsorship of programmes by outsiders are as follows:

A) National

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Programmes</th>
<th>Category</th>
<th>Rate of Advertisement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Serials (National Network)</td>
<td>Super 'A'</td>
<td>₹2,60,000 with 60 sec FCT</td>
</tr>
<tr>
<td>2.</td>
<td>Serials at 9.15 pm (N.N)</td>
<td>Super 'A'</td>
<td>₹1,70,000 with 90 sec. FCT.</td>
</tr>
<tr>
<td>3.</td>
<td>Serials after 9.45 pm (N.N)</td>
<td>'A'</td>
<td>₹80,000 with 120 sec. FCT</td>
</tr>
<tr>
<td>4.</td>
<td>a) New Programmes (N.N)</td>
<td>'B'</td>
<td>₹25,000 with 150 sec.FCT with banking of 30 seconds</td>
</tr>
<tr>
<td></td>
<td>b) Repeat Programmes (N.N)</td>
<td>'B'</td>
<td>₹70,000 with 90 secs. FCT</td>
</tr>
<tr>
<td>5.</td>
<td>Tele-Film/Tele Play After 9.45 pm</td>
<td>'B'</td>
<td>₹50,000 for 90 minutes</td>
</tr>
</tbody>
</table>

B) Regional

The rates of advertisement for regional programmes are as follows:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Regional Kendra</th>
<th>Serials/Adv.Rates</th>
<th>Tele-Film/Tele play A/R</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Delhi &amp; LPTs</td>
<td>₹20000 with 90 sec.FCT</td>
<td>₹30,000 for 90 minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>₹20000 for 60 minutes</td>
</tr>
</tbody>
</table>

Table contd........
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>Bombay &amp; LPTs</td>
<td>Rs. 16000 with 110 sec FCT</td>
<td>Rs. 15000 for 90 minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Rs. 10000 for 60 minutes</td>
</tr>
<tr>
<td>3.</td>
<td>Madras</td>
<td>Rs. 12000 with 120 sec FCT</td>
<td>Rs. 10000 for 90 Minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Rs. 7000 for 60 minutes</td>
</tr>
<tr>
<td>4.</td>
<td>Bangalore/Hyderabad/Calcutta</td>
<td>Rs. 10000 with 120 sec FCT</td>
<td>Rs. 7000 for 90 minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Rs. 5000 for 60 minutes</td>
</tr>
<tr>
<td>5.</td>
<td>Thiruvananthapuram</td>
<td>Rs. 10000 with 150 sec FCT</td>
<td>Rs. 7000 for 90 minutes</td>
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<td></td>
<td></td>
<td></td>
<td>Rs. 5000 for 60 minutes</td>
</tr>
<tr>
<td>6.</td>
<td>Ahmedabad</td>
<td>Rs. 8000 with 160 sec FCT</td>
<td>Rs. 7000 for 90 minutes</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Rs. 5000 for 60 minutes</td>
</tr>
<tr>
<td>7.</td>
<td>Lucknow/Jalandhar</td>
<td>Rs. 7000 with 180 sec FCT</td>
<td>Rs. 5000 per 90 minutes</td>
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<td></td>
<td></td>
<td></td>
<td>Rs. 3000 per 60 minutes</td>
</tr>
<tr>
<td>8.</td>
<td>Srinagar/Guwahati</td>
<td>Rs. 5000 with 240 sec FCT</td>
<td>Rs. 3000 for 90 minutes</td>
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<td></td>
<td></td>
<td></td>
<td>Rs. 2000 for 60 minutes</td>
</tr>
<tr>
<td>9.</td>
<td>II Channel</td>
<td>1) Rs. 6000 with 210 sec FCT</td>
<td>Rs. 4000 for 90 minutes</td>
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<tr>
<td></td>
<td></td>
<td>wutg vabjubg if 90 sec.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2) Rs. 6000 with 90 sec FCT (for repeat serials)</td>
<td>Rs. 2500 for 60 minutes</td>
</tr>
</tbody>
</table>

FCT = Free Communication Time
NOTES AND REFERENCES


2. Ibid., p.2.

3. Ibid., p.3.

4. Ibid.,

5. Ibid., p.4.


10. Ibid.,

11. Ibid.,

12. Ibid.,

13. Ibid.,

15. Ibid.,
17. Ibid. p.9.
18. Ibid.,
19. Ibid.,
20. Ibid p.11.
21. Ibid., pp 11-12.
22. Ibid., p.12.
23. Ibid.,
24. Ibid.,
27. Ibid., 27.
29. Ibid.,
30. Ibid.,
31. Ibid.,
32. Ibid.,
34. Ibid, p 14, 44.
36. Ibid., p 35.
37. Ibid.,
38. Ibid.,
39. Ibid.,
40. Ibid.,
41. Ibid.,
42. Ibid.,
43. Ibid.,
44. Ibid.,
45. Ibid.,
46. Ibid.,
47. Ibid.,
48. Ibid., p. 36.
49. Ibid., p. 37.
50. Ibid.,