UNIT 3: PUBLIC AND PRIVATE BROADCASTING IN INDIA

UNIT STRUCTURE

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3.1 LEARNING OBJECTIVES

After going through this unit you will be able to:

- explain the role of public service broadcasting in India with reference to Doordarshan
- give an overview of the growth of private TV channels in India
- describe the growth of educational TV in India

3.2 INTRODUCTION

Television first came to India on Sept 15, 1959. The primary purpose of introducing television in India was development through education, and information. The objective was to improve the quality of life of the larger masses and to bring communities and societies, regions and states together as one nation. Today, Doordarshan (DD), the national television network of India, is one of the largest broadcasting organisations in the world.

Since 1991, with the coming of private satellite channels, television brought a revolutionary change in the way people receive information and understand the world. At present there are more than 50 foreign satellite channels

beaming programmes to India, the major players being STAR TV (Satellite Television Asia Network), CNN, Sony Television, ATN (Asia Television Network), BBC World, Discovery Channel, TNT, MTV, Cartoon Network and others.

In the last unit we have discussed the history of television. In this unit you will learn about the role played by Doordarshan which is India's public broadcaster and the growth of private television channels in our country.

3.3 DD WITH SPECIAL REFERENCE TO DDK GUWAHATI AND PPC-NE

Doordarshan (DD) which literally means 'Tele Vision' is the public television broadcaster of India under Prasar Bharati, an autonomous corporation, funded by Ministry of Information and Broadcasting, Govt. of India. It is one of the largest broadcasting organizations in the world in terms of the infrastructure of studios and transmitters.

Doordarshan had a modest beginning with a small transmitter and a makeshift studio in September in the year 1959 when it was started for an experimental telecast. The regular daily transmission of Doordarshan started in 1965 as a part of All India Radio. The television service was extended to Mumbai (then Bombay) and Amritsar in 1972. Till 1975, Doordarshan remained the only television channel in India providing television service to seven cities. Television services were separated from radio in 1976. The offices of All India Radio and Doordarshan were placed under the management of two separate Director Generals in New Delhi with Doordarshan finally emerging as a National Broadcaster.

The year 1982 was marked by two major events, the introduction of national programme and colour TV in the Indian market. Further, Indians also witnessed the live telecast of the Independence Day speech by then Prime Minister Indira Gandhi on 15 August 1982 which was followed by the coverage of the 1982 Asian Games in Delhi. 1980s was an era of soaps in Doordarshan. Soaps like *Hum Log* (1984) and *Buniyaad* (1986-87), comedy shows like *Yeh Jo Hai Zindagi* (1984) and mythological dramas like *Ramayan* (1987-88) and *Mahabharata* (1988-89) glued millions to

Doordarshan. Other popular programs included Hindi film songs based programs like *Chitrahaar* and *Rangoli* and crime thrillers like *Karamchand* (starring Pankaj Kapoor), *Byomkesh Bakshi* (starring Rajit kapur) and *Janki Jasoos*.

At present more than 90 percent of the Indian population can receive Doordarshan (DD National) programmes through a network of over 1400 terrestrial transmitters with about 66 Doordarshan studios producing TV programs everyday.

Doordarshan operates 19 channels among which two are All India channels, 11 Regional languages Satellite Channels (RLSC), four State Networks (SN), an International channel, a Sports Channel and two channels (DD-RS & DD-LS) for live broadcast of parliamentary proceedings.

On Doordarshan's National channel, Regional programmes and Local Programmes are carried on time-sharing basis. To meet the demand of a 24 hour news channel Doordarshan launched its DD-News channel on 3rd November 2003 replacing its DD-Metro Entertainment channel. The Regional Languages Satellite channels have two components – The Regional service for the particular state relayed by all terrestrial transmitters in the state and additional programmes in the Regional Language in prime time and non-prime time available only through cable operators. Sports Channel is exclusively devoted to the broadcasting of sporting events of national and international importance. Doordarshan's DD Sports is the only sports channel which telecasts rural sports like Kho-Kho, Kabbadi etc., something which private broadcasters avoid telecasting as it does not generate any revenue.

DD-India is being broadcast internationally through Satellite. It is available in 146 countries worldwide; however, the information on picking up this channel in other countries is not easily available. In the UK for instance, DD-India is available through the Eurobird Satellite on the Sky system on Channel 833. The timing and programming of DD-India international is different from that of India.

All the regional Doordarshan Kendras generate programmes in their respective regional languages to cater to its regional audience. Both the

Regional Language Satellite Services and the Regional State Networks broadcast a wide spectrum of programmes covering developmental news, serials, documentaries, news and current affairs programmes to communicate with the people in their own language. The respective states receive their own vernacular programmes in two ways. The programmes are telecast through terrestrial transmission during the regional window of DD National and round the clock on the Regional Language Satellite Channels across the country.

The development of TV services in the North East is being given priority by Doordarshan. The hilly terrain in this part of the country makes it necessary to have a very large number of transmitters. At present there are 12 programme production centres with 132 transmitters of Doordarshan in the North-East.

Doordarshan has taken adequate steps to focus on the accurate presentation of the diverse culture of North Eastern states. DD North East Channel is a composite satellite television service for the North Eastern states broadcasting programmes in Assamese, English and other languages and dialects of the North East. The programme mix includes entertainment-focused serials, informative programmes, social programmes, news and current affairs, art and culture.

Doordarshan has tried to set up television studios in the capital cities of all the North Eastern states. There are studios in the capital cities of all the eight states of Meghalaya, Manipur, Assam, Nagaland, Mizoram, Tripura Sikkim and Arunachal Pradesh. Additional TV centres are also set up to meet the need of coverage at Tura in the Garo Hills of Meghalaya and also at Dibrugarh and Silchar in Assam.

With the exception to DDK Guwahati, all these TV centres originate programmes in the various dialects for duration of 120 minutes on week days. In addition, all the transmitters in the North East relay a composite programme originating from Guwahati which includes a news bulletin in English and a composite programme of interest to the people of all the North Eastern states. Satellite up-linking facilities have also been provided in all the capital stations of the North East. These facilities help feeding of news and other topical programmes to Guwahati and Delhi.

List of DDKs in Northeast India

Kendra	Inauguration	Language	Duration of Telecast
Itanagar	5/2/1996	Hindi	6 pm – 8 pm
Guwahati	24/3/1985	Assamese	3 pm -8 pm
Dibrugarh	31/5/1993	Assamese	6 pm – 8 pm
Silchar	30/4/1993	Assamese and Bengali	6 pm – 8 pm
Imphal	30/4/1993	Manipur	6 pm - 8 pm
Shillong	30/41993	Khasi and Jantia	6 pm - 8 pm
Tura	31/5/1993	Garo	6 pm - 8 pm
Aizawl	12/6/1995	Mizo	6 pm - 8 pm
Kohima	30/3/1993	English	6 pm - 8 pm
Gangtok	1/11/2004		
Agartala	20/11/1992	Bengali and Kokbork	6 pm - 8 pm

Source: www.ddindia.gov.in

The government's monopoly over television over the years has resulted in Doordarshan being tightly controlled by successive governments. In principle, Doordarshan is answerable only to the Parliament. The Parliament lays down the guidelines that Doordarshan is expected to adhere to in its programming. Doordarshan's budget is debated and approved by Parliament. But the guidelines established by the Parliament to ensure Doordarshan's political neutrality are largely ignored. Doordarshan has been subjected more to the will of the government. Successive governments and ruling political parties have used Doordarshan to further their political agendas, weakening its credibility as a neutral participant in the socio-political process. There have been periodic attempts to reconstitute Doordarshan into a BBC-like public corporation, but governments have been reluctant to relinquish their hold on such a powerful medium.

The government drew its right to operate the country's broadcasting services as a monopoly from the Indian Telegraph Act of 1885 which empowers the government with the exclusive right to "establish, maintain and work" wireless services. In addition, the Constitution lists broadcasting as the sole domain of the Parliament, effectively shutting out the states from making any laws with regard to television. Within the ambit of these provisions, it was assumed that media autonomy or liberalization in any form was the

prerogative of the government to grant. But the government's monopoly was challenged in the Indian Supreme Court in 1995. The Court held that the government monopoly over broadcasting was unconstitutional and while the government has the right to regulate broadcasting in the public interest, the Constitution forbids monopoly control over any medium by either individuals or the government. The Court directed the government to establish an independent public authority for "controlling and regulating" the use of airwaves. The Court's decision holds out the promise of significant structural changes in Indian broadcasting and the possibility that terrestrial television may finally free itself from governmental control.

It is evident that over the time the State's control over television will continue to diminish. As its revenue structure begins to change and Doordarshan begins to respond to increasing commercial pressures, the character of its programming will begin to reflect increasingly the demands and pressures of the market forces. In the meantime, caught between the government and the market, Doordarshan continues to struggle to maintain its mandate of public service programming. But the Supreme Court's recent decision ordering the government to establish an independent broadcasting authority to regulate television in the public interest holds the promise of allowing Indian television to escape both the stifling political control of the state and the commercial pressures of the market. There are a number of other constituencies like state governments, educational institutions, non-governmental organizations and social service agencies who can participate in a liberalized broadcast system. The Supreme Court has provided an opportunity to develop a broad based television system. How the country responds to this opportunity in the next few years will determine the future of broadcasting in India in the next century.



CHECK YOUR PROGRESS

Q.1. What is the literal meaning of Doordarshan?

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Q.2. 1980s was remarked ad the era of ..... in Doordarshan.

Q.3. Which is the only sports channel to telecast rural sports like Kabaddi and Kho-Kho?

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Q.4. In the UK, DD-India is available through the ..... Satellite on the Sky system on Channel 833.

Q.5. Briefly describe the development of TV scenario in North East India.

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Q.6. When was television separated from radio?

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Q.7. When did India's first colour TV broadcast take place? Name the occasion when this took place.

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3.4 GROWTH OF PRIVATE TV CHANNELS IN INDIA WITH SPECIAL REFERENCE TO ASSAM

The Gulf war of 1991 was a major landmark influencing the television scene in the country. The American news channel CNN was the first to beam transnational signals on the war to India. These transmissions by CNN clearly opened up enormous possibilities. A large number of small enterprising youngsters saw the enormous potential of this as a viable business activity. They initiated the present mode of distributing satellite signals through a cable network to individual households for a small fee. Along with CNN many other foreign private satellite channels saw the huge



AsiaSat: Asia Satellite Telecommunications Co. Ltd. It is a commercial operator of communication spacecraft. AsiaSat is based in Hong Kong with two major shareholders, CITIC and General Electric.

market in India. Rupert Murdoch's Star TV was one of the first entrants. It started its operation in India in 1992 through the **Asiasat-1**. They offered a bouquet of free-to-air channels consisting of soap operas, movies, music, sports, news and so on. Initially all these were English language channels. For the first time this gave the Indian audiences - used to the monopoly of Doordarshan - a look at the variety that the television was capable of offering. But as things were to prove later, expansion through totally English language-based channels was not a feasible proposition to sustain in a country like India with its rich diversity, linguistically, socially and racially, and with a unique cultural ethos. Many enterprising Indians saw and seized this opportunity; the earliest being Zee TV network which started a Hindi language channel. It offered programmes produced in India for Indian audiences and transmitted through a foreign satellite. They soon expanded to a bouquet of channels. Indian made soap operas, music; feature film based channels became favourites amongst the large number of middle-class homes in the country. Today, out of 70 million TV households of the country, about 37 million receive satellite channels. The growth in the number of channels has been exponential especially in the Indian regional languages. Southern states of India took a major initiative in this regard. The major initiative came from Sun TV which started a Tamil language channel and soon the channels in other languages like Kannada, Malayalam and Telugu were initiated by many. By 2010 there are over 400 channels in India including English, Hindi and other regional languages.

Private satellite channels in Assam

The last few years have seen a remarkable growth of television in Assam. A large section of the people have gained better access to television with better penetration of cable television and the growing popularity of DTH (Direct To Home) services. In Assam and North East states, 38.5 per cent house holds have TV, as per the figure provided in Doordarshan's official website on July 2010 as compared to 89.2% in Delhi and 16.5% in Bihar. However, the number is growing. Number of TV household is growing. Number of TV channels is also growing. Almost every town of the state has a local cable channel catering to the needs of the local populace. But when it comes to satellite channels, the state still has a long way to go with only three private satellite channels operating from its soil- NETV, Newslive

and DY365, the last two being exclusive news channels. It will be pertinent to mention here that by end 2009, India has 407 satellite television channels.

Launched in 2004, NETV is the first private satellite channel of northeastern India which 'covers and connects' all the eight states of the region. NETV is also the first earth station and teleport of the northeast. Equipped with three state-of-the-art studios with uplink facility from Guwahati, North-East Television is basically a 24-hour news-based channel airing news bulletins and current affairs programmes in different languages of Assam and other north-eastern languages. NETV News has made a mark for delivering news in eight different languages, including English, Hindi, Bengali, Assamese, Nepali, Manipuri, Bodo and Nagamese and is quite popular for its extensive coverage. It also has a subsidiary channel NE Hi-Fi, which is an entertainment-based channel that tries to depict the rich cultural heritage of the eight states of the North East. The channel has a mix of entertainment, news and current affairs in good proportion. The channel's forte remains upscale and well-created entertainment shows like *Just Dial, Movie Magic Movie Masti, Jonaki Jonaki Geet,* quiz, comedy serials, game shows, family serials, popular astrology shows, etc.

NETV is carried on INSAT 2E satellite and it is a digital, free-to-air channel. Registered under Positive Television Pvt. Ltd, NETV was recently renamed NETV News.

News Live channel, owned by Pride East Entertainment Pvt. Ltd was launched in January 2008. It is a 24-hour bi-lingual news channel covering events from across the world, with emphasis on Assam and the NE.

News Live is the country's first automated satellite news channel with six online bureaus from across Assam and New Delhi. The channel positions itself as 'working towards giving a new dimension to broadcast journalism in the region- objectivity being their forte'.

The channel mainly airs news and current affairs-based programmes, though it also runs a number of other programmes on travel, cuisines, education, children, women, fashion, youth and entertainment.

The most recent addition to the list is the news channel DY 365. It stands to pose a strong competition to NETV and more so to Newslive which was till now the only exclusive news channel of the north east.



CHECK YOUR PROGRESS

Q.8. Which was the first foreign satellite channel to beam its signal into India?

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Q.9. Name the first Indian satellite channel.

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Q.10. Which is the first private satellite channel to be launched in the North East.

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3.5 HISTORY AND GROWTH OF EDUCATIONAL TV IN INDIA

In India, since the inception of TV network, television has been perceived as an efficient force of education and development. With its large audience it has attracted educators as being an efficient tool for imparting education to primary, secondary and university level students. Some of the major educational television projects undertaken so far are discussed hereunder:

Secondary School television project (1961)

This project was designed for the secondary school students of Delhi. With an aim to improve the standard of teaching in view of shortage of laboratories, space, equipment and dearth of qualified teachers in Delhi this project started on an experimental basis in October 1961 for teaching of Physics, Chemistry, English and Hindi for students of Class XI. The lectures were syllabus-based and were telecast during school hours as a part and parcel of school activities. According to some communication scholars, 'by and large, the television schools did somewhat better in the test than did the non-television schools'.

Delhi Agriculture Television (DATV) Project (Krishi Darshan) (1966)

Krishi Darshan was initiated on January 26, 1966 for communicating agricultural information to the farmers on experimental basis for the 80 selected villages of the Union Territory of Delhi through Community viewing of television and further discussions among themselves. The experiment was by and large successful. There was substantial gain in the information regarding agricultural practices among the target audience.

Satellite Instructional Television Experiment (SITE) (1975)

This project, one of the largest experiments in human communication, was commissioned for the villagers and their Primary School-going children of about 2400 villages in six states of India. It started on August 1, 1975 for a period of one year in six states, Rajasthan, Karnataka, Orissa, Bihar, Andhra Pradesh and Madhya Pradesh. The main objectives of this experiment were to study the process of existing rural communications, television as a new medium of education, and the process of change brought about by the community television following two types of telecast:

1. Developmental education programmes in the area of agriculture and allied subjects, health, family planning and social education, which were telecast in the evening for community viewing.

2. The school programmes of 22 ½ minutes duration each in Hindi, Kannada, Oriya and Telugu were telecast on each school day for rural primary school children of 5-12 years age group to make the children realize the importance of science in their day-to-day life.

   The SITE experiment showed that the new technology made it possible to reach out to people in the remotest areas of the country. The role of television as an educational tool was appreciated. Television was accepted in rural primary schools as a medium which can impart education.

Indian National Satellite project (INSAT) (1982)

The prime objective of the INSAT project was aimed at making the rural masses aware of the latest developments in the areas of agricultural productivity, health and hygiene. It was initially targeted at villagers and their

school-going children of selected villages in Orissa, Andhra Pradesh, Bihar, Gujarat, Maharashtra and Uttar Pradesh. As a part of INSAT of Education project, ETV broadcasts were inaugurated and continued through terrestrial transmission from 15 August 1982 in Orissa and Andhra Pradesh. Later, other states namely Bihar, Gujarat, Maharashtra and Uttar Pradesh were covered under INSAT service using INSAT-1B in June 1983. In each state, a cluster of 3-4 districts were selected on the basis of backwardness of the area, availability of suitable developmental infrastructure and utilization of existing production facilities.

Besides developmental programmes for community viewing, educational programmes (ETV) for two different age groups of school children (5-8 and 9-11 years) were telecast daily. A capsule of 45 minutes duration consisting of two separate programmes - one for the lower age group and the other for the upper age group - were telecast regularly. Each programme runs for a duration of 20 minutes with five minutes change over time from one age group to the other. As of today, these ETV programmes are offered in five languages- Oriya, Telugu, Marathi, Gujarati and Hindi- for a large population of primary school children. Programmes telecast in Hindi are being received in all Hindi-speaking states in the northern belt.

UGC-Higher Education Television Project (HETV) (1984)

University students were the beneficiaries of this project. The University Grants Commission in collaboration with INSAT started educational television project, popularly known as 'Country wide Classroom' on August 15, 1984 with the aim to update, upgrade and enrich the quality of education while extending their reach. Under this programme, a one-hour programme in English on a variety of subjects is presented with the objective of general enrichment for undergraduates, educated public and the teachers as well. An inter-university Consortium for Education Communication (CEC) along with a chain of about 20 audio-visual media Mass Communication Research Centres was set up by the UGC at different institutions in the country, to ascertain high quality of programming for this project. Besides producing programmes at these centers, some programmes are imported from other countries, and are edited to suit the requirements of the Indian students. This project is very popular among students, teachers and other learners.

IGNOU-Doordarshan Telecast (1991)

The IGNOU-Doordarshan telecast programmes, designed mainly for the Distance learners were started in May 1991. Initially they were telecast on Monday, Wednesday and Friday from 6.30 to 7.00 A.M through the national network of Doordarshan with an aim to provide tele-counselling to students of open universities in remote areas. Owing to the encouraging response from viewers, the frequency of this project was increased to five days a week. This programme is very popular.

Gyan-Darshan Educational Channel (2000)

The Ministriees of Human Resource Development and Information & Broadcasting, along with the Prasar Bharti and IGNOU jointly launched Gyan Darshan (GD) on 26th January 2000 as an exclusive Educational TV Channel of India. IGNOU was given the responsibility to be the nodal agency for uplinking/ transmission. It started out as a two-hour daily test transmission channel for students of open and conventional Universities. This duration was increased in February to nine hours a day. The time slot transmission was further increased due to good response upto 16-hours by 1st June and by 1st November it turned out to be 19-hours channel. Within one year of its launching on 26th January 2001, it became a non-stop daily 24 hours transmission channel for educational programmes. The programming constitutes 23 hours of indigenous programmes sourced from partner institutions and one hour of foreign programmes. Transmission of 12 hours each for curriculum-based and enrichment programmes is being made. The programmes of IGNOU CIET-NCERT are telecast for four hours each, IIT programmes for three hours, CEC-UGC programmes for two and a half hours and one hour each for Adult Education. The signal for Gyan Darshan transmission is uplinked from the Earth Station (augmented as one plus one system for redundancy) set up at IGNOU HQs New Delhi, and downlinked all over the country through INSAT 3C on C Band Transponder. Although Gyan Darshan has made its presence felt in all Open Universities and most of the prominent conventional Universities /schools, it still has the potential to reach to the doorsteps of learners through cable TV network. At present Gyan Darshan, through the cable transmission, covers about 90% in Kerala, most parts of Tamil Nadu, a few pockets in the North-East,

Nashik, Ahmedabad and Pune. Efforts are being made to make Gyan Darshan available through terrestrial transmission.

Television has been used extensively in conventional and distance education formats. The developed countries are taking full advantage of television in education. This has greater scope in developing countries also. The above discussed projects on the use of television in education underline its role and significance for achieving the goals set for education for all.



CHECK YOUR PROGESS

Q.11. Write short notes on :

a. SITE

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b. INSAT project

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c. HETV

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3.6 LET US SUM UP

- Television was introduced in India on an experimental basis on September 15, 1959 from a makeshift studio at Akashvani Bhavan in New Delhi as part of All India Radio.
- In 1975, the government carried out the first test of the possibilities of satellite based television through the SITE program. SITE (Satellite Instructional Television Experiment) was designed to test whether satellite based television services could play a role in socio-economic development.

- 1976 witnessed a significant event in the history of Indian television, the separation of Doordarshan from All India Radio
- 1976 also saw the advent of advertising on Doordarshan.
- Colour Television came to India in 1982
- The first indigenous soap opera *Hum Log* was shown on television in 1984.
- International satellite television was introduced in India by CNN through its coverage of the Gulf War in 1991.

3.7 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q No.1 : Doordarshan literally means Tele Vision.

Ans. to Q No.2 : Soaps

Ans. to Q No.3 : DD Sports

Ans. to Q No.4 : Eurobird

Ans. to Q No.5 : Doordarshan has given high priority for the development of TV services in the North East. The hilly terrain in this part of the country makes it necessary to have a very large number of transmitters. There are 132 transmitters in the North East. There are 12 programme production Centres of Doordarshan in the North-East.

DD North East Channel is a composite satellite television service for the North Eastern states broadcasting programmes in Assamese, English and other languages and dialects of the North East. The programme mix includes entertainment serials, informative programmes, social programmes, news and current affairs, art and culture.

Television studios have been established in the capital cities of all the seven states of Meghalaya, Manipur. Assam, Nagaland, Mizoram, Tripura Sikkim and Arunachal Pradesh. There are additional TV centres at Tura in the Garo Hills of Meghalaya and also at Dibrugarh & Silchar in Assam.

All these TV centres originate programmes for duration of 120 minutes on week days except DDK Guwahati. In addition, all the transmitters in the North East relay a composite programme originated from Guwahati which includes a news bulletin in English and a composite programme of interest to the people of all the North Eastern states. Satellite uplinking facilities have also been established in all the capital stations of the North East to facilitate feeding of news and other topical programmes to Guwahati and Delhi.

Ans. to Q No.6 : 1976

Ans. to Q No.7 : 1982

Ans. to Q No.8 : CNN

Ans. to Q No.9 : ZEE

Ans. to Q No.10 : NETV

Ans. to Q No.11 : a. Satellite Instructional Television Experiment (SITE) (1975)

This project, one of the largest experiments in human communication, was commissioned for the villagers and their Primary School-going children of about 2400 villages in six different states of India. It started on August 1, 1975 for a period of one year in six states Rajasthan, Karnataka, Orissa, Bihar, Andhra Pradesh and Madhya Pradesh. The main objectives of this experiment were to study the process of existing rural communications, the role of television as new medium of education, and the process of change brought about by the community television in the rural structure with following two type of telecast:

1. Developmental education programmes in the area of agriculture and allied subjects, health, family planning and social education, which were telecast in the evening for community viewing.

2. The school programmes of 22 ½ minutes duration each in Hindi, Kannada, Oriya and Telugu were telecast on each school day for rural primary school children of 5-12 years age group to make the children realize the importance of science in their day-to-day life.

The SITE experiment showed that the new technology made it possible to reach out to the number of people in the remotest areas of the country. The role of television was appreciated and it was accepted in rural primary schools as an educational force.

b. Indian National Satellite project (INSAT) (1982)

The prime objective of the INSAT project was aimed at making the rural masses aware of the latest developments in the areas of agricultural productivity, health and hygiene. It was initially targeted at villagers and their school-going children of selected villages in Orissa, Andhra Pradesh, Bihar, Gujarat, Maharashtra and Uttar Pradesh. As a part of INSAT of Education project, ETV broadcasts were inaugurated and continued through terrestrial transmission from 15 August 1982 in Orissa and Andhra Pradesh. Later, other states namely Bihar, Gujrat, Maharashtra and Uttar Pradesh were covered under INSAT service using INSAT-1B in June 1983. In each state, a cluster of 3-4 districts were selected on the basis of backwardness of the area, availability of suitable developmental infrastructure and utilization of existing production facilities.

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C. UGC-Higher Education Television Project (HETV) (1984)

University students were the beneficiaries of this project. The University Grants Commission in collaboration with INSAT started educational television project, popularly known as ‘Country wide

Classroom' on August 15, 1984 with the aim to update, upgrade and enrich the quality of education while extending their reach. Under this programme, a one-hour programme in English on a variety of subjects is presented with the objective of general enrichment for undergraduates, educated public and the teachers as well. An inter-university Consortium for Education Communication (CEC) along with a chain of about 20 audio-visual media Mass Communication Research Centres were set up by the UGC at different institutions in the country, to ascertain high quality of programming for this project. Besides producing programmes at these centers, some programmes are imported from other countries, and are edited to suit the requirements of the Indian students. This project is very popular among students, teachers and other learners.



3.8 FURTHER READING

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3.9 POSSIBLE QUESTIONS

Q.1. Discuss the growth of private satellite channels in India.

Q.2. What do you think has been the impact of private satellite channels on Doordarshan?

Q.3. What factors came together to promote the development of television in India?

Q.4. How has foreign satellite TV channels revolutionized the media scenario in India?