UNIT-6 PUBLIC SERVICE BROADCASTING IN INDIA

UNIT STRUCTURE

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6.3 Use of Digital Technology in Public Service Broadcasting
6.4 Beginning of Doordarshan
6.5 Organizational Structure of Doordarshan
6.6 Role of Doordarshan as a Public Service Broadcaster
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6.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- discuss about growth of public service broadcasting in India
- state the role of Doordarshan (DD) as a public service broadcaster
- explainthe use of digital technology in public service broadcasting

6.2 INTRODUCTION

In this unit, we are going to discuss about the beginning of Doordarshan, its organizational structure and the role it played as public service broadcaster. This unit also covers the use of digital technology in public service broadcasting and the problems public service broadcasting confronts in a country like India.

6.3 USE OF DIGITAL TECHNOLOGY IN PUBLIC SERVICE BROADCASTING

Digital compression technology is used in public service broadcasting for the usage of less bandwidth in digital mode as compared to the requirements of analog way. The convergence is helping in the technological advancement related to the production, carriage infrastructure as well as in output. The information and communication technologies have taken a significant move, and the distinction between broadcasting, telecommunications and multi-media services is disappearing soon. The digital technology is providing a significant leap to the services rendered by the public service broadcasting. Digital technology is spectrum efficient and that has been a factor to promote digital revolution.

Satellite transmission of most of the Doordarshan channels is in digital mode. Digitalization of satellite channels has resulted in considerable saving in space segment capacity. In case of analog transmission, only one channel can be transmitted through a transponder whereas, in case of digital transmission, five channels can be transmitted through a single transponder. Digital Television is the way of future, providing interference-free reception and remarkable picture & sound quality. Digital Terrestrial Television (DTT) offers numerous advantages over its analog counterpart viz. multi-channel operation; vastly superior and uniform reception quality; reception possible in moving vehicles; less power requirement. In addition, DTT is highly spectrum efficient.DTT has been launched in certain countries viz. USA; UK & certain other European countries; Australia; Japan; China. There are other countries from first and third world which are switching towards DTT platform. India on the other hand opted for DVB-T system for introduction of DTT in the country. To gain wider edge for introduction of DTT in the country, Doordarshan had commissioned four digital transmitters one each in Delhi, Mumbai, Kolkata and Chennai for an experimental service. Doordarshan (DD) also has free to air DTH service “DD Direct Plus”. DTH carries out its transmission throughdigital technology. In the 10th plan of Doordarshan (DD) major significance was laid down on the

production centers. As part of 10th Plan, 17 major Doordashan studio centres have been fully digitalized. In addition, 30 smaller studio centres have been partially digitalized.All the smaller studio are planned to be fully digitalized during 11th Plan period besides digitalization of OB, ENG and Post Production facilities, subject to availability of requisite resources.Advantages of digital technology are superior quality, transmission of multiple channels, spectrum efficient, power efficient, EPG for consumers, capacity to carry video, audio, multimedia and data.

Digital Terrestrial Television (DTT) is terrestrial mode of delivery of digitalized TV channels. Prasar Bharati has 630 DTT transmitters and it is going to replace 1415 analog transmitters. For laying out the DTT network Doordarshan adopted DVB-2/MPEG-4 standard. In its 12th plan Doordarshan has the proposal of installing more than 190 high power transmitters (HPT) to cover all mega and Tier II and Tier III cities and installation of 400 low power transmitters (LPT). In the digital transmission network Doordarshan comes up with latest standards such as MPEG-4/ H.264, DVB-T2 Standard, and DVB-S2 Standard. With the growth of digital transmission technology the new trends have been observed in the broadcast technology format such as transition to HDTV, IP content delivery, video on demand, interactivity, file-base workflows, tape-less systems and multi-platform delivery.

6.4 BEGINING OF DOORDARSHAN

On 15th September 1959, Doordarshan (DD) India's Public Service broadcaster was launched in New Delhi with a small makeshift studio and small transmitter.The regular daily transmission started in 1965 as a part of All India Radio. Doordarshan began a five-minute news bulletin in the same year in 1965. Pratima Puri was the first newsreader. Salma Sultan joined Doordarshan in 1967 and later became a news anchor. In year 1972 the television service was extended to Bombay and Amritsar. Till 1975, only few cities have the catchment of television service and DD remained the sole provider of television service in India. After a year Television services was separated from Radio. Both the services were kept under the offices

of two separate Director General. Finally in year 1982 DD as a National Broadcaster came into existence.

Krishi Darshan was the first program telecast on Doordarshan. It commenced on 26 January 1967 and is one of the longest running programs on Indian television.In 1977, terrestrial transmitters were put up at Jaipur, Hyderabad, Raipur, Gulbarga, Sambhalpur and Muzaffarpur, to extend coverage of television to a population of more than 100 million.

Some popular TV shows on Doordarshan were; *Hum Log, Yeh Jo Hai Zindagi, Buniyaad, Ramayana, Mahabharata, Shaktimaan, Bharat Ek Khoj, Chitrahaar, Karamchand, ByomkeshBakshi, Vikram aur Betaal, Malgudi Days, Oshin* (a Japanese TV series), *Jungle Book, The Peacock Calls and University Girls* (documentaries).

Color television broadcasting was introduced in the Indian market with the live telecast of the Independence Day speech by then Prime Minister Indira Gandhi on 15 August 1982, followed by the 1982 Asian Games which were held in Delhi. Now more than 90 percent of the Indian population can receive Doordarshan (DD National) programmes through a network of more than 1416 terrestrial transmitters.

DD operates 34 channels, out of which two are all India channels-DD National and DD News, 16 regional satellite channels, and sports channel, 11state networks, DD India an International Channels, DD Bharati, DD Urdu and DD Kisan.

The regional language satellite channels are divided into two parts; regional services for that particular state and regional language programs available through cable operators. DD Sports is the only channel which broadcasts national and international sporting events and is also the only sports channel which covers sports such as Kho-Kho and Kabaddi, which are popular in rural areas and are not covered by other private TV channels.

6.5 ORGANIZATIONAL STRUCTURE OF DOORDARSHAN

Doordarshan (DD) works under the umbrella of Prasar Bharati (Broadcasting Corporation of India); it is the public service broadcaster in the country with Akashvani and Doordarshan as its two constituents. The

Executive Member functions as the Chief Executive Officer (CEO) of the corporation. The Directors general heads the Directorate General of All India Radio and Directorate General of Doordarshan. The Directorate General, Doordarshan is overall responsible for the administration of 67 Doordarshan Kendras, maintenance centres, high and low Power Transmitters. Doordasrshan has four wings such as Programme, News, Engineering, Administration and Finance. Programme department deals with all the aspects related to programme conception, production and procurement at the national, regional and local level. News wing puts out news bulletins and other current affairs programme at national and regional level. Engineering wing deals with all the hardware requirements of the entire network, including the space segment and the studios. Administration and finance wing deals with the general administration and personal management, budget and plan coordination.

In DD, the Director General heads the Department of Programme and Administration. His main job is to supervise, guide, govern and control the entire functioning of the department. He is assisted by:

- Additional Director General and Deputy Director General (News and Current Affairs)
- Deputy Director General (News and Current Affairs)
- Deputy Director General (Communication and Film)
- Deputy Director General (Production and Transmission)
- Director (Finance and Personal Control)

The Additional Director General looks after News and Current Affairs, Programme Policy, Programme Coordination, Planning, Public Relations etc. The rank of ADG is equivalent to that of Joint Secretary, Government of India. He is assisted by Controller of Programme (Policy), Controller of Programme (Coordination), Controller of Programme (Development), Public Relations officer etc.

The Deputy Director General looks after the proper and sequence

wise development of the programme and is supported by Director, Audience Research, Controller of Programme (Development) and Deputy Controller of Programme. The Deputy Director General (Current Affairs) looks after the administrative part of newsgathering, news selection, news evaluation and news presentation. The Deputy Director General (Communication and Film) monitors the entire communication process of the organization. He is assisted by Controller of Programme (Communication) and Deputy Controller of Programme (films). The Deputy Director General (Production and Transmission) looks after the entire activities of production and transmission and is supported by Deputy Director Administration in the discharge of his vast duties. The Director (Finance and Personal Control) governs and controls the financial activities and personal works and in the discharge of his vast duties. Department of Engineering is headed by Engineer-in-Chief is responsible for the growth and maintenance of all the engineering and technical activities. He is assisted by Director Engineering (Maintenance and INSAT, Project and Budget, Study Design Coordination with ISRO, Teletext, Purchase, Progress and Budget, Estimates and NLF, Transmitter Design).

In addition to the above workforce, there are other employees who are associated with pre-production, production and post-production. These staff members are Programme Producer, Programme Executive, Video Engineer, Vision Control Operator, Lighting Engineer, Cameraperson, Vision Mixer, Makeup Supervisors, Programme Assistant, Audio Control Manager, Mic Boom operator, Script writer.

6.6 ROLE OF DOORDARSHAN AS A PUBLIC SERVICE BROADCASTER

The role of Doordarshan as a public service broadcaster is to make information available at the doorstep to everyone. It has the wide raging appeal, reliable, entertaining and informative to its public. It strives to engage all communities through thought provoking broadcast programmes and outreach projects. It channelizes information and ideas that improve communities socially, culturally and economically. Doordarshan with its

various programmes helps in meeting community needs which exist beyond traditional, geographic and institutional boundaries. In a country like India where illiteracy, public health, food security still the major issue. DD plays a significant role in building responsible citizenry and aiding more and more local public to engage with their community in a grass root manner. There are number of public service advertisements such as Polio Elevation Campaign, Consumer Rights awareness drive, Stoppage of Child Labor, Digital India and Cashless economy campaign, Swach Bharata Mission. In a country like India public service broadcasting helps to cater diverse audience, culture and language. It also act as an active social commentator and guide to millions of households in India. According to the Clause 12 of Prasar Bharati Act. 1990, the primary duty is to "Organize and conduct public service broadcasting services to inform, educate and entertain the public." Along with "safeguarding citizen's right to be informed freely, truthfully and objectively on all matters of public interest, Prasar Bharati would have special commitments as a public service broadcaster to render special attention to the services that commercial broadcaster ignore such as rural development, education, agricultural development, health and family planning. DD as a public service broadcaster plays a significant role in promoting social justice, erasing out the issue of Untouchability, consciousness on the status and problems and women. DD also plays a significant role in showcasing social reality show on various development models.

We can summarize that Doordrashan (DD) as a public service broadcaster, has the following objectives:

a. To uphold the national integration.
b. To work as a catalyst for social change.
c. To trigger scientific temper in the minds of the people.
d. To support and assist in providing information associated with environmental and ecological balances.
e. To raise the issues associated with women empowerment and social welfare measures.

f. To grow the interest in games and sports.

g. To raise the spirit of communal harmony and to help in maintaining the fabric of national integration.

6.7 PERFORMANCE APPRAISAL OF DOORDARSHAN

Most of the private broadcaster undertakes the performance evaluation on the basis of market forces and customer's choice. Under the protective umbrella of the central government, Doordarshan (DD) performance evaluations are constrained with various factors. These factors are:

a. Perspective through which evaluation needed to be carried out

b. Purposes of the evaluation

c. Time and space of the evaluation

d. Geographical dispersion of the evaluation.

Performance appraisal of Doordarshan is a difficult task because of the regional variations of the performance criteria. Doordarshan as a National Public Service broadcaster engages with people in different languagesand ethnic variance. Performance evaluation for All India Radio and Doordarshan are carried out separately due to the differences in the economic status of the end users. To carry out performance evaluation Doordarshan conducts opinion survey. Besides, it also ponders over minor research project carried out by independent research bodies.

In analyzing performance there are two major criteria taken into account:

a. Program evaluation of Doordarshan

b. Financial allocation and technological growth since the introduction of broadcast media.

6.8 PROBLEMS IN PUBLIC SERVICE BROADCASTING

There are some major issues associated with public broadcasting are:

a. Managing the costs of new technological advancement: With the technological advancement in the broadcasting arena many PSBs are unable to adapt themselves with required pace and clarity.For every broadcaster it is important to upgrade and modernize their technological infrastructure with changing time. However, for the modernization process it is important for the public service broadcaster like Prasar Bharati to receive enough funds from the government. The financial assistance towards the government agency creates dependency and it also puts constraints for its technological advancement. On the other hand due to the pay model broadcasting private broadcasters are in a better situation to generate their funds.

b. Problems in the execution of technology: For the advancement of broadcasting standards undoubtedly it's important that organization require cutting edge technology. But the concern is to execute the technological advancement in an optimum manner. Technologies should not be introduced just for the sake of its availability. The failure of DTT service in the four metros is a classic example. Due to the limitation in the number of channels in Digital Terrestrial Transmission service more and more people shifted to private distributors such as Tata Sky, Dish TV, Airtel TV etc. On the other hand the viewers need to pay additionally in a set top box to view the digital transmission.The technological advancement in the distribution platform is not the ultimate solution for the success of DTT platform. The public service broadcasters need to workin evolving new and innovative way of content.

c. Issue with the legacy purchase procedure of the government. Purchase procedure of the government creates problems with the procurement of state-of-art equipment. This has direct impact on the quality of production and delivery. On other hand private broadcasters have no similar constraints.

d. Other issues. Many permanent and senior employees of public

service broadcasters are hijacked by the competitors after offering more emoluments. This creates shortage of people with advance skills.

6.9 NEED TO EVOLVE A PROPER PUBLIC SERVICE POLICY

Public service is a service which is rendered by its government for its public living within the jurisdiction. These are the services which are available to all regardless of income, physical ability and mental sharpness. The term “public services” is associated with different sectors such as education, health care, transportation, broadcasting, social services and telecommunications.

In the realm of broadcasting there is a need to evolve vision associated with proper public service policy. Connecting with all the audiences is one of the frameworks under which a path for proper public service can be formulated. To connect with the audiences and to formulate effective public service policy important steps needed to be carried out. To accentuate effective public service policy it’s important to put the audience first. In a country like India the significance of public service broadcasting becomes more pertinent. Through the universal access towards free air waves more and more people can access vital information; that helps them to connect with developmental plans and support strategies undertaken by the government.Effective public service policy also helps in reflecting the diverse values of the people of India specifically cultural, including language, religion and regional needs across all age groups. In this age of 24x7 news cycles and hyper news the credibility of the information is most vital. As national public service broadcaster it’s important to operate in a fair and transparent manner.

While evolving a proper public service policy it should be seen within the context of developmental state that helps in endowing the notion of participatory democracy. More and more public service broadcasting should vigilant towards universal service, editorial and programming independence and public accountability. The public service broadcaster needed to develop

a policy that addresses the changing aspects of the society while restoring the traditional ethos and practices.

As a flag bearer the public service programming should set the standards and lead the way in broadcasting in terms of citizen oriented, compelling, creative and cutting-edge offerings.



CHECK YOUR PROGRESS

Q1. What are the major technological advancements carried out in Doordarshan?

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Q.2: Write a short note on the problems faced by Public Service Broadcasting in India.

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Q.3: What are the roles and responsibilities of Doordarshan as Public Service Broadcaster?

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Q.4: Provide a brief sketch of the organizational structure of DD.

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6.10 LET US SUM UP

Let us summarize some of the important points of this unit in the following way-

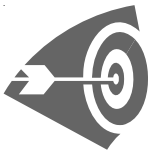
- Digital compression technology is used in public service broadcasting for the usage of less bandwidth in digital mode as compared to the requirements of analog way. The convergence is helping in the technological advancement related to the production, carriage infrastructure as well as in output.
- Krishi Darshan was the first program telecast on Doordarshan. It commenced on 26 January 1967 and is one of the longest running programs on Indian television. In 1977, terrestrial transmitters were put up at Jaipur, Hyderabad, Raipur, Gulbarga, Sambhalpur and Muzaffarpur, to extend coverage of television to a population of more than 100 million.
- DD operates 34 channels, out of which two are all India channels- DD National and DD News, 16 regional satellite channels, and sports channel, 11 state networks, DD India an International Channels, DD Bharati, DD Urdu and DD Kisan.
- Digital Terrestrial Television (DTT) offers numerous advantages over its analog counterpart viz. multi-channel operation; vastly superior and uniform reception quality; reception possible in moving vehicles; less power requirement. In addition, DTT is highly spectrum efficient.



6.11 FURTHER READING

- Singhal, A. and Rogers, E. (2000). *India's Communication Revolution: from Bullock Carts to Cyber Marts*, 1st. edition: Sage India
- Khandekar, Vanita (2017). *The India Media Business,* 4th edition: Sage India

- Kumar, Keval (1998). *Mass Communication in India*, 4th edition. Jiaco Publishing House
- Hasan, Seema (2013). *Mass Communication: Principles and Concepts*, 2nd edition. CBS Publishers
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6.12 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q. No 1: Doordarshan has witnessed a major leap in Digital convergence and it is helping in the technological advancement related to the production, carriage infrastructure as well as in output. In current scenario information and communication technologies have taken a significant move, and the distinction between broadcasting, telecommunications and multi-media services is disappearing soon.Digitalization of satellite channels has resulted in considerable saving in space segment capacity.

Ans to Q. No 2: The public service broadcasters often face problems in managing the costs of new technological advancement. Often public service broadcaster face problem in fund clearance from the government. However, on the other hand private organization initiates technological advancement in a more gradual manner.

In this age of 24x7 broadcasting cycle most of the broadcasters require cutting edge technology. But the concern is related to the execution of technological advancement in its optimum manner. Often the public service broadcaster's executions of technological advancement are not well grounded.

Ans to Q. No 3: As Public Service Broadcaster Doordarshan have the following roles and responsibilities.

a. To uphold the national integration.

b. To work as a catalyst for social change.

c. To trigger scientific temper in the minds of the people.

d. To support and assist in providing information associated with environmental and ecological balances.

e. To raise the issues associated with women empowerment and social welfare measures.

f. To grow the interest in games and sports.

g. To raise the spirit of communal harmony and to help in maintaining the fabric of national integration.

Ans to Q. No 4: Doordarshan works under the umbrella of Prasar Bharati (Broadcasting Corporation of India). The Directorate General, Doordarshan is overall responsible for the administration of 67 Doordarshan Kendras, maintenance centres, high and low Power Transmitters. DG is assisted by Additional Director General and Deputy Director General (News and Current Affairs), Deputy Director General (News and Current Affairs), Deputy Director General (Communication and Film), Deputy Director General (Production and Transmission) and Director (Finance and Personal Control).



6.13 MODEL QUESTIONS

A. Very short questions:

Q1. What is DTT technology?

Q2. What are the advantages of digital technology in broadcasting?

Q3. In which year television service was extended to the cities of Amritsar and Bombay?

Q4. Which Doordarshan channel broadcast national and international sporting events?

B. Short Questions (Answer each question in about 150 words)

Q.1. Explain the impact of Digital convergence in Doordarshan.

Q.2. What is the meaning of public service broadcasting?

Q.3. Explain the significance of public service advertisements.

C. Long Questions (Answer each question in about 300-500 words)

Q. 1. Write a detailed note on the growth of Doordasrshan as a public service broadcaster in India?

Q.2. Analyze the significance of technological advancementin the expansion of public service broadcasting in India.