

Expanding The Reach of  
Communication

## Doordarshan: Communication Reaching the Last Mile



**DD Kisan Channel**, launched on 26th May 2015, has so far provided **over 15,000 hours-fresh programmes on farming** telecast in 12 regional languages

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### Regional DD Channels

- All 21 Regional DD Channels to be made operating 24X7; 14 Regional Channels already operational
  - **DD Arun Prabha Channel**, an exclusive channel for Arunachal Pradesh, launched in Feb 2019
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**DD Free Dish**, India's largest Free-to-Air DTH platform **connecting 40 million Indian homes;** revenue grew by 24 % during 2020-21

- 51 educational channels; educational content of State Govts through DD Regional channels during the pandemic



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## Connecting the Unconnected, Reaching the Unreached



**99% population of India covered** by MW and FM services of All India Radio



**512 FM transmitters installed** for strengthening FM expansion; Installation of 96 FM transmitters under process



**NewsOnAir**, a comprehensive digital platform launched by AIR in 2018

- 225+ radio live streams; 2.2Mn downloads and 3.2 crore listeners in a year



**Connect with Local Population:** Bureau of Outreach and Communication has 23 Regional Outreach Bureaus (ROBs) & 148 Field Outreach Bureaus (FOBs) across the country





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## More Educational Opportunities in Media Sector



Opening of **new regional centres of Indian Institute of Mass Communication (IIMC)** at Aizawl, Kottayam, Jammu & Amravati

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**Fillip to Educational, Cultural and Social development of North East**

- Work on **permanent campus of Film and TV Institute** at Itanagar, Arunachal Pradesh is in full swing
  - **Short term courses are conducted** in the temporary campus since May 2017
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## Promoting Indian Culture Through Cinema



**National Museum of Indian Cinema**, Mumbai inaugurated by Hon'ble PM in Feb 2019 which **showcases the rich cinematic history of India**

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**Film Facilitation Office (FFO)** set up in Dec 2015 as an online single window clearance for Film shooting in India to **promote India as most preferred filming destination**

- 124 Indian Missions/Posts Nodal Officers has been appointed abroad
  - ₹396 crore: Economic Value added through International projects
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## Countering Misinformation Amidst the Pandemic



**Fact Check Unit (FCU)** established in PIB to counter misinformation

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**Takes cognizance of fake news** suo-moto or on complaint basis

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FCU verifies the facts & **posts correct information** on social media platforms

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**Dedicated COVID-19 Fact check unit**

from 31st March, 2020

- 10,628 COVID-19 related queries received;  
9,811 were replied (as on May 25, 2021)

