



# TELEVISION IN INDIA

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In India word of mouth has traditionally played a very effective role in the communication process. Introduction of radio, print and cinema however added to their significance in providing information, education and entertainment to the large part of the Indian population. Adoption of television by BBC in the year 1936 and by USA in 1953 were a landmark in communication through pictorial images. India at this stage made a small beginning by initiating an experimental project as an extension of the All India Radio to start its TV transmission. First such transmission in black and white went in the air on 15th September 1959 for an hour and was received by less than 100 community TV sets installed within the jurisdiction of Delhi city. The one hour transmission was thereafter made twice a week... People at the receiving end felt jubilant and excited to see pictorial images of people and places right in their front. With the passage of time and provision of additional production

facilities the transmission was made daily and on regular basis by the year 1965. In the same year TV transmitters at Bombay and Amritsar were commissioned to telecast daily programmes. In another 5-7 years TV transmission services were provided at Srinagar, Calcutta, Madras and Ahmedabad. Aiming at professional growth and expansion, TV India (popularly called DOORDARSHAN) embarked on experimentation of the Satellite Instructional TV programme by use of American Satellite ATS-6 during the period August 1975-July 1976 to broadcast educational programmes to villages in six states provided with free TV sets. For this type of specific audience, the programmes on agriculture, health and family planning and entertainment including dance, music and rural art forms were telecast for one hour duration each in the morning and evening.

TV programme planning and implementation at this stage in 1976 was detached from All India Radio and administratively

a separate department of Doordarshan was constituted. In the year 1997 PRASAR BHARTI a statutory autonomous body was established and Doordarshan along with AIR were converted to government corporations under Prasar Bharti. In 1982 Doordarshan took a major initiative in the 9th Asian Games for arranging a live telecast of the events at the national level and in colour transmission.

Economic policy of liberalisation and the SUPREME Court ruling in 1995 disallowing the monopoly of the government in controlling the air waves paved the way for the private sector to step in for introducing the private channels some paid and some unpaid. From a humble beginning in 1959 Doordarshan has grown as a major broadcaster with around 30 channels including regional language satellite channels, state networks, international channel and All India channel like DD India, DD National, DD News, DD Sports, DD Gyandarshan, DD Bharti, Loksabha channel and DD Urdu which are free and available round the clock. Today



90% of population can receive Doordarshan programmes. Since 1985 Doordarshan Programmes on International Channel on Satellite PAS-4 for 17 hours a day are fed to Europe, Asia and Africa and on sat. PAS-1 to North America.

India now has over 134 million households (out of 223 million)

with TV sets of which 103 million have access to cable TV or satellite TV. Presently 85% of all households have a TV and over 70% of all households have access to Satellite, cable or DTH services. India has currently over 515 channels (including all private channels) covering all the main languages spoken in India.

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