



Govt Strengthens Last-Mile Outreach for Disaster Alerts and Welfare Schemes Through Prasar Bharati

Disaster Alerts to Citizens Now Delivered in Regional Languages Using Multimedia Approach

WAVES OTT, DD FreeDish and Akashvani Expand Access to Welfare Schemes in Rural & Border Regions

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The Government recognises the importance of dissemination of welfare schemes, public advisories and disaster-related information, particularly in rural, remote and border regions.

Through its public broadcaster Prasar Bharati (Doordarshan and Akashvani), the Government ensures wide outreach using FM/MW/SW radio networks, terrestrial TV transmitters, DD FreeDish, digital platforms and mobile applications.

The National Disaster Management Authority (NDMA), under the Ministry of Home Affairs, has implemented the Common Alerting Protocol (CAP) based Integrated Alert System for geo-targeted dissemination of disaster alerts.

The alerts are issued in regional languages through SMS, mobile apps, the SACHET portal, GAGAN/NaVIC satellite terminals and RSS feeds.

Additionally, NDMA is strengthening community preparedness through extensive awareness initiatives using electronic and print media, regional-language content, outreach vans, and street plays.

To further strengthen last-mile delivery, the Government has taken the following measures:

- Expansion through DD FreeDish: Direct to Home (DTH) platform providing nationwide coverage, including rural and border areas. It carries all Doordarshan channels, 48 Akashvani channels, select private channels and 260+ educational channels.
- Focused public-information programming: Doordarshan and DD News broadcast dedicated programmes, documentaries and reports on Government schemes and disaster advisories through daily bulletins and shows such as *Charcha Mein*, *Aapda Ka Samna*, *Cabinet Ke Bade Faisle* and *Cyber Alert*.
- Strengthening digital access: Prasar Bharati uses its social media outreach to disseminate information. 260+ Akashvani stations are also available on the 'NewsOnAir' app on Android and iOS.
- WAVES OTT platform: Prasar Bharati has launched WAVES, which provides live streaming of Doordarshan and Akashvani channels, along with selected private news and entertainment channels,

further widening access for citizens

The following Five Akashvani FM stations are currently operational in Kosi and Purnia divisions:

Sl. No.	Locations of Station	District	Division
1	Bathnaha (10 kW)	Araria	Purnia
2	Katihar (100 W)	Katihar	Purnia
3	Kishanganj (100 W)	Kishanganj	Purnia
4	Purnia (10 kW)	Purnia	Purnia
5	Saharsa (100 W)	Saharsa	Kosi

Dr. L. Murugan, Minister of State for Information & Broadcasting and Parliamentary Affairs, shared this information in the Lok Sabha today in response to a question raised by Shri Rajesh Ranjan.

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