



Government Modernises Doordarshan and Akashvani with Rs. 2,539.61-Crore BIND Scheme, HD Channels, WAVES OTT and Content Reforms

From Mahakumbh 2025 to ISRO Launches: DD and Akashvani Strengthen Public Outreach Through Live Telecasts

Rs. 587.78 Crore Earned by Akashvani and Doordarshan from Non-Government Advertisements, Government Informs

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The Government of India is taking sustained measures to strengthen the functioning and audience reach of Doordarshan and Akashvani in an increasingly competitive broadcasting environment.

To improve content quality and variety, a simplified Content Sourcing Policy was introduced in 2024 to enable wider participation and faster acquisition of programmes.

New programmes are launched regularly and local artists are engaged by Regional and State Centres to produce content in regional languages. Artist and Casual Assignee rates have also been revised to attract better talent and ultimately support quality local content across 66 Programme Production Centres of Doordarshan.

Live coverage of major national events is regularly undertaken to ensure wide public outreach. Some of the examples include Mahakumbh 2025 (Prayagraj), WAVES 2025 (Mumbai) and ISRO satellite launches.

Technological upgradation includes telecast of several DD channels in High Definition (HD), and strengthening digital presence through the launch of the OTT platform “WAVES”. DD and other channels are integrated on WAVES OTT, Online NewsONAIR Mobile app, etc.

Akashvani has also launched audio-visual podcast series, namely “The Akashvani Podcast” and “Akashvani Originals”.

Structural reforms have been carried out at Akashvani, including defined roles for Cluster Heads/Heads of Offices, focus on revenue generation, content improvement and market outreach.

Alternative broadcasting modes such as apps, OTT and social media are being leveraged, supported by cross-channel publicity and coordinated marketing efforts.

Modernization and upgradation of Prasar Bharati are being undertaken under the Broadcasting Infrastructure and Network Development (BIND) Scheme (2021-26) with an outlay of ₹2,539.61 crore.

It focuses on digitalization, replacement of legacy systems, studio and transmitter upgradation, coverage expansion and adoption of new technologies.

Measures to further enhance revenue also include improved client engagement, revenue-oriented content planning, multi-platform promotion and integrated advertising strategies.

The total revenue generated by Akashvani and Doordarshan from the non-Government advertisement segment during 2022–25 stood at ₹587.78 crore.

The Minister of State for Information and Broadcasting and Parliamentary Affairs, Dr. L. Murugan, provided this information in the Lok Sabha on 17.12.25 in response to a question raised by Shri Parshottambhai Rupala.

Mahesh Kumar/ Vivek Vishwash

(रिलीज़ आईडी: 2205780) आगंतुक पटल : 612

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