

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA
UNSTARRED QUESTION NO. 482
(TO BE ANSWERED ON 22.07.2026)**

EXPANSION OF PUBLIC BROADCASTING IN PUNJAB

482. SHRI CHARANJIT SINGH CHANNI:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government proposes to expand public broadcasting, regional news outreach or community media services in Punjab;

(b) if so, the details thereof;

(c) whether any steps have been taken by the Government to improve Punjabi-language content and coverage of border, rural and cultural issue; and

(d) the details of funds allocated for such programmes during the current year?

**ANSWER
THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING
AND PARLIAMENTARY AFFAIRS
(DR. L. MURUGAN)**

(a) to (d): Prasar Bharati provides extensive public broadcasting services in Punjab through Doordarshan and Akashvani.

DD Punjabi, a 24x7 satellite channel beamed from Doordarshan Kendra (DDK), Jalandhar, broadcasts Punjabi-language programmes on the State's culture, heritage, news and current affairs. It is also available on Prasar Bharati's OTT platform WAVES and on YouTube.

Punjab has two Programme Production Centres, DDK Jalandhar and the Programme Generating Facility, Patiala. The Regional News Unit at DDK Jalandhar telecasts 6 daily Punjabi news bulletins of 15 minutes each and 3 weekly Punjabi current affairs programmes. These cover border areas, rural development, culture and other issues of public interest.

All Akashvani stations in Punjab broadcast Punjabi-language programmes on culture, agriculture, rural development, health and other public interest issues. Akashvani's Jalandhar Cluster Station broadcasts five daily news bulletins—three National and two Regional—in Punjab.

During the current financial year, a total of ₹9.48 crore has been allocated for such programmes of Akashvani and Doordarshan for Punjab.

Doordarshan's free-to-air DTH platform, DD Free Dish, is available across India, including Punjab (except the Andaman & Nicobar Islands). At present, it carries DD Punjabi along with four private Punjabi-language News & Current Affairs channels, promoting wider access to Punjabi-language content. Further, Prasar Bharati encourages regional language channels, including Punjabi channels, to join the DD Free Dish platform.
