

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA
UNSTARRED QUESTION NO. 2965
(TO BE ANSWERED ON 05.08.2026)**

STRENGTHENING OF MASS COMMUNICATION INFRASTRUCTURE

2965. MRS RUCHI VIRA:

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

- a) Whether an assessment has been made regarding the need to strengthen communication infrastructure and to increase the reach of Government information, public awareness campaigns and public broadcasting services in Moradabad district, Uttar Pradesh and if so, the details thereof;
- b) the initiatives taken by the Government to expand the reach of Doordarshan, All India Radio, community radio, digital media awareness and public information services in the said district;
- c) the financial assistance, awareness programs and capacity-building support provided by the Government to promote media literacy, curb misinformation and encourage responsible use of digital media in the said district;
- d) whether the Union Government has established coordination with the State Government of Uttar Pradesh and other concerned agencies for the effective dissemination of Government welfare schemes and public awareness programmes in the district; and
- e) the further measures proposed by the Union Government to strengthen public broadcasting, digital communication and media awareness in the said district?

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

(a) to (e): The Ministry of Information and Broadcasting, through its media units, undertakes public communication and awareness activities for dissemination of information on Government schemes, policies and programmes across the country, including Moradabad district of Uttar Pradesh. The Ministry leverages multiple communication platforms, including public broadcasting, print, digital and social media, to disseminate authentic information, enhance public awareness and promote citizen engagement on issues of public interest.

Doordarshan provides free-to-air Direct-to-Home (DTH) services through DD Free Dish, enabling access to Doordarshan channels, Akashvani radio channels, educational channels and other public service broadcasting content across the country, including Moradabad district, without any monthly subscription fee. In addition, all mandatory public broadcasting channels are carried by private DTH operators, Multi-System Operators (MSOs) and Local Cable Operators (LCOs) in accordance with the provisions of the Cable Television Networks (Regulation) Act, 1995. Doordarshan content is also available through its digital platforms, including the WAVES OTT platform. Public broadcasting services in Moradabad district are provided through Akashvani Rampur on Medium Wave.

Akashvani stations in Uttar Pradesh maintain regular coordination with the State Government and its agencies for dissemination of information relating to Government welfare schemes and public awareness programmes through talks, interviews, discussions, jingles, sponsored programmes, public service announcements and other programme formats. Public awareness messages relating to emergency situations and other matters of public importance are also broadcast through these channels.

Community Radio Stations are supported under the Central Sector Scheme "Supporting Community Radio Movement in India", which provides financial assistance for procurement and replacement of equipment, capacity building and training of community radio operators. The Ministry organises workshops, seminars and Regional/National Sammelans to promote knowledge sharing and strengthen the community radio ecosystem. So far, 40 Community Radio Stations in Uttar Pradesh have received financial assistance, including one Community Radio Station in Moradabad, which received financial assistance of ₹10 lakhs during the financial year 2023-24.

The Fact Check Unit of the Press Information Bureau counters misinformation relating to the Government of India, its Ministries, Departments, Public Sector Undertakings and other Central Government organisations by verifying claims relating to Government policies, schemes, regulations and announcements and disseminating verified information through its website, social media platforms, WhatsApp and other digital channels. The Unit also develops and disseminates promotional videos, infographics, static creatives and other digital content to promote media literacy, counter misinformation and encourage citizens to rely on authentic Government sources.
