

Doordarshan (Prasar Bharati) Signs MoU with ICCR to Expand Global Reach of Indian Cultural Content

Partnership to Enable Multi-Platform Dissemination of Cultural Content; Focus on Global Outreach and Digital Expansion

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In a significant step towards strengthening India's cultural diplomacy and global outreach, Doordarshan (Prasar Bharati) signed a Memorandum of Understanding (MoU) with the Indian Council for Cultural Relations (ICCR) on April 7, 2026, at Doordarshan Bhawan, New Delhi.

The MoU was signed by Director General, Doordarshan, Shri K. Satish Nambudiripad, and Director General, ICCR, Smt. K. Nandini Singla, in the presence of senior officials from both organisations, and was attended by officials from Doordarshan (Prasar Bharati) and ICCR.



The partnership seeks to leverage Doordarshan (Prasar Bharati)'s extensive television, radio, and digital ecosystem to amplify the reach of cultural content provided by ICCR. These include cultural events organised by Indian Missions abroad, such as Embassies, Consulates, and Indian Cultural Centres, as well as programmes conducted by ICCR Headquarters and its Zonal and Regional Offices across India.

Under the MoU, ICCR will provide cultural content and performances, while Doordarshan (Prasar Bharati) will undertake their coverage and dissemination across multiple platforms, including television channels, radio networks, OTT platforms, and social media. The arrangement also facilitates the broadcast of recorded cultural content received from Indian Missions overseas, thereby ensuring wider access to India's cultural expressions across geographies.

A key feature of the agreement is the provision for joint ownership of content rights in perpetuity, including digital rights, enabling both organisations to archive and disseminate content for long-term use. Doordarshan (Prasar Bharati) will also undertake pre-event publicity and cross-platform promotion, as feasible, to enhance audience engagement.



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The MoU further enables Doordarshan (Prasar Bharati) to explore monetisation opportunities arising from the content generated under this collaboration, contributing to the sustainability of cultural broadcasting initiatives.

The agreement will remain in force for a period of three years, with provisions for extension through mutual consent. This collaboration is expected to significantly enhance the visibility and accessibility of India's rich and diverse cultural heritage, while aligning cultural promotion efforts with contemporary media platforms and global audiences.

Mahesh Kumar/ Vivek Vishwash

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