Doordarshan Celebrates 60th Foundation Day:

News

Making on this occasion, Shri Javadekar highlighted the role played by Doordarshan in its journey of last sixty years. He reminisced about the programmes of Doordarshan while highlighting how it has continued to enthral audiences over the decades. He talked about the modern technological changes brought about by Doordarshan by adopting digital means and becoming available in the palm of each individual through its mobile app. He also talked about the immense growth of DD Free Dish and how every channel now aspires to be showcased on the platform.

Doordarshan:

• The experiment became a service in 1965, when Doordarshan began beaming signals to reach television sets in living rooms in and around the country’s capital, New Delhi. By 1972, services were extended to Mumbai and Amritsar and then on, to seven other cities by 1975. All this time, it was part of the national broadcaster, All India Radio. On April 1, 1976, it transited to become a separate Department in the Ministry of Information and Broadcasting, though still serviced by All India Radio, especially for its news.

• Since then, the organisation has grown to cover the length and breadth of the country, painstakingly caring for the interest of all linguistic, geographical and cultural groups and promoting social, cultural and educational development of the country though an array of transmitter networks equipped with studios and facilities to produce programmes even in regional languages.

• In doing so, the country’s prime television service provider has also become the engine for celebration of its diversity and the iteration of its unity. It has been able to do so because it has no single market to pamper – because it is the harbinger of news and information services to every geographical community, all occupational group and each assembly of interests.

• At Doordarshan, engineering blends with creativity to make it a role model as a matrix of genres evolve from a spread of centers, an array of transmissions and hundreds of studios. This fusion of modern digital engineering hardware and the software of a three tier programme service spreads nationally, regionally and even locally.