

DEVELOPMENT COMMUNICATION DIVISION (DCD)

A MODEL TO FUND PUBLIC SERVICE BROADCASTING

Doordarshan set up in 2001 a Development Communication Division (DCD) highlight development-oriented issues and to cater to the communication needs of government departments and public sector undertakings.

The concept was born out of the need for self reliance. The unique revenue generation scheme envisaged flow of earnings by selling airtime at competitive rates.

Development Communication Division provides a single window facility for marketing of Doordarshan airtime and production capability, consultancy and customized media planning, production of programmes in countrywide stations in regional languages, and feedback and research surveys to the clients.

DCD provides a window of opportunities to its clients.

- Direct dealing between the client and Doordarshan (DCD) doing away with the marketing agents
- A special rate card, reviewed and revised periodically
- High volumes of bonus airtime spread across different linguistic zones
- Transparent systems and rates
- Launching of campaigns at the shortest notice – in far flung areas
- Coverage of client's events across the country at the shortest notice, and
- Single window facility of a marketing outfit and creative production house

Doordarshan's strength of multi - lingual production capability provides a good marketing tool. DCD's new initiatives of research-based and impact-oriented programming with careful choice of interactive formats for simultaneous productions in local languages and dialects in country wide stations helped make a beginning. DCD effectively manage the challenge and production of software in the shortest possible time and as per the clients' needs is a new phenomenon for

Doordarshan. It has been tedious since the system required major shift in attitudes and practices in the organization.

Development Communication Division revived in-house production of all govt. campaigns using available manpower and resources.

All productions and primary telecasts are fully paid by the clients and Doordarshan, as a Public Service Broadcaster, contributes in terms of bonus airtime. Amount of bonus ranges from 60% to 250% depending on the amount of funds a department is spending on Doordarshan in one financial year. High volumes of bonus are spread in central and regional channels, rendering 'happening' look to the channels while the clients get much wider audience for their campaigns, critical for creating awareness on development issues.

Thus, Development Communication Division has succeeded in widening the client base who have reposed and retained confidence in Doordarshan capability. All projects are launched and completed in time with information and feedback to the clients, unlike in the past. While increasing quantity, DCD has also sustained quality of programming leading to unprecedented revenue growth from government clients contributing up to 24% of Doordarshan's total revenue. Development Communication Division has recorded 825% increase in revenue within five years of existence.

REVIVAL OF IN – HOUSE PRODUCTIONS

Execution of a project means identification of dedicated teams across the country. Selected teams are given orientation on government policies and programmes with policy makers, and technical know-how with subject specialists in national workshops where initiation into networking with service providers at national, state, district and village levels also takes place. Creative workshops then follow where publicity plan is also drawn. Regular quality audit, budgeting of the project and distribution of funds, impact evaluation studies and client servicing are the other jobs Development Communication Division handles. Upgradation of technical facilities through engineering wing in the

and in the field, streamlining of production procedures and upgradation of creative skills of producers remain add-on jobs. During the last five years, Development Communication Division has organized and conducted more than 50 orientation/ training workshops with policy makers, centre and state officials, in - house workshops for procedures and systems involving programme and engineering heads of stations and creative training programs for programme producers, and technical directors as well as researchers.

Challenges come up at each level at every step: in the area of collaboration with the client, networking, addressing credibility of media linked to service delivery - where gaps are identified during the campaign. Intra organizational issues like keeping the teams intact at stations in a transferable service, coordination among different disciplines, rigid practices and inadequate understanding of media operations by support services are faced continually.

While the content is developed keeping area specific needs in mind, maintaining synergy and authenticity in such area specific productions, produced locally in far flung areas is yet another challenge.

The results, have been rewarding not only for the number of projects undertaken and completed or for sustaining the quantity along with the quality of productions but for having been able to achieve the higher goal of social communication for creating impact among the target audiences.

RURAL DEVELOPMENT CAMPAIGN

The Development Communication Division made a promising start with a bi - media, radio and television campaign for the Ministry of Rural Development (MoRD). The rural development campaign was on a large scale. It was conceptualized with the objective of optimum utilization of resources in Prasar Bharati (programme, engineering and research) while building on the strengths of the network in terms of reach and access to rural audiences. The Division took on this huge challenge to rediscover the role of the Public Service Broadcaster and tap creative in - house potential.

Capacity building workshops were organized at the national, regional and State level. Nearly 2500 persons were oriented and trained to use electronic media along with the officers of MoRD and concerned State governments. Following these workshops, weekly coordination meetings of Directors of AIR and DD were organized to share experiences and benefit from each others strengths. Success stories worth recording, weekly pre testing schedule, bi media publicity plans were some of the major issues discussed during these meetings.

The prime objective of the rural development campaign was to create awareness among the target audience. It focused on creating awareness about various schemes of the ministry in areas as housing, roads, drinking water and sanitation. As many as **150 stations of All India Radio** and **32 Kendra's of Doordarshan** were involved in producing and broadcasting content to create awareness about a dozen schemes of the ministry that targeted **6,00,000 villages** through programmes in **29 languages and dialects**.

The effort resulted in production of **1008 programmes**. Doordarshan also experimented with the production of public service advertisements. Exchange of success stories across various linguistic regions and cultural zones contributed to the success of this campaign. It also encouraged viewers to follow practices for preserving natural resources.

The Audience Research survey indicated awareness generation among 69.4% of the target audience on the rural development schemes of the ministry following the campaign.

Among many formats used, a tele drama on rural development by the Jaipur Doordarshan Kendra fetched Doordarshan the Annual Award for the best serial in 2002.

A 15 minute programme on rural development has been on air since then from 22 stations of Doordarshan.

DCD in 2013-14 - A Fresh LOOK-N-FEEL

DCD produced programmes on various subjects' viz. health, investor's protection, tribal affairs, Adult Education, Rural Development, Petroleum Conservation, Consumer Affairs, Environment & Forests etc. and some more in the collaborative venture on HIV/AIDS with NACO and BBC World Service Trust.

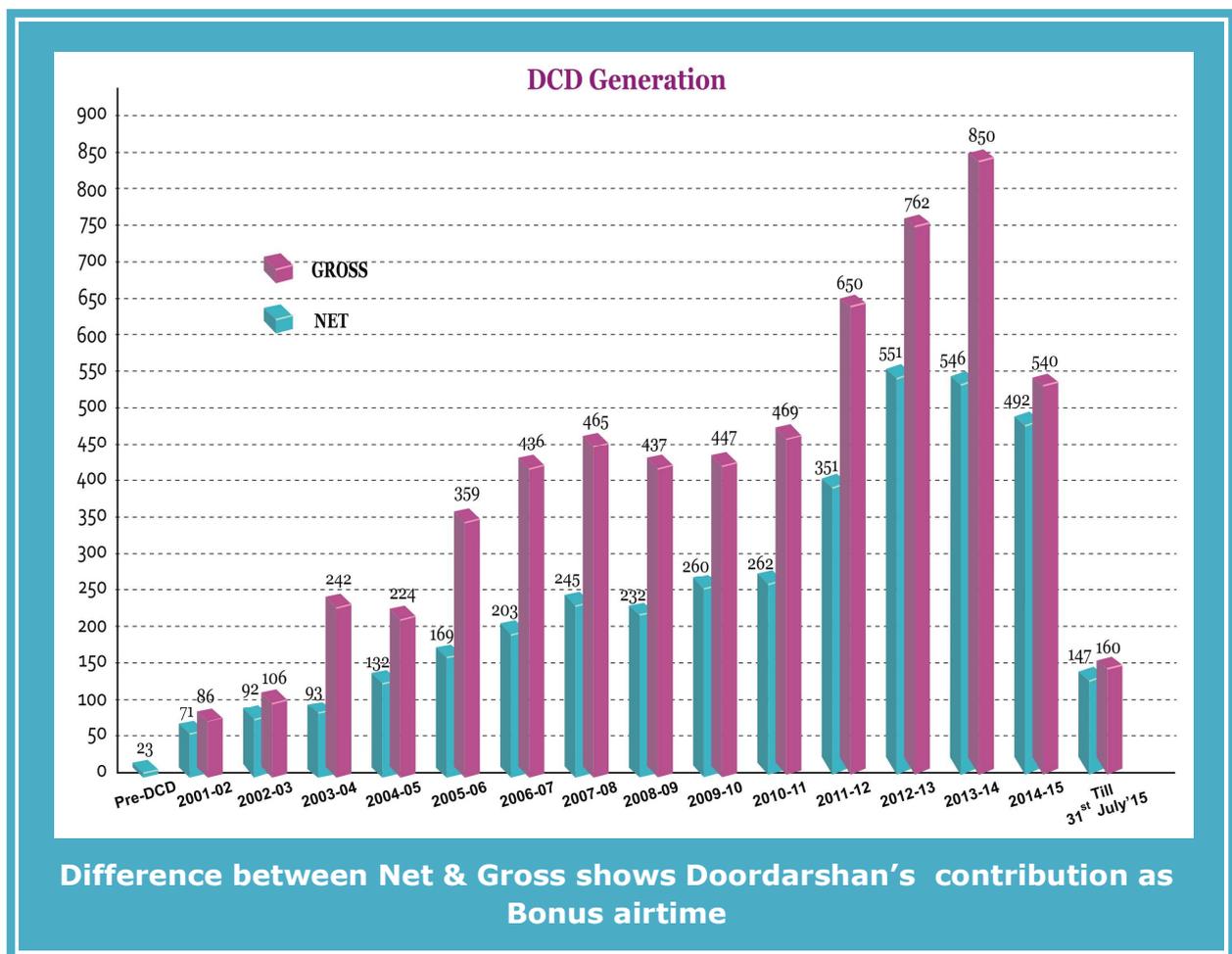
World's biggest health communication campaign launched on Doordarshan – India's Public Service Broadcaster Doordarshan, television network of Prasar Bharati, India's Public Service Broadcaster, has launched World's biggest health campaign 'Swasth Bharat'(Healthy India) supported by the Union Government. Shri Ghulam Nabi Azad, Hon'ble Union Minister for Health & Family Welfare launched the campaign from Delhi studios of Doordarshan where he had live interaction with audiences in Doordarshan studios of capital cities of six states of India and his ministry is the biggest client of DCD with a huge investment of Rs. 190 crores and also other campaigns like NRHM, IDD, Blindness Control, Prevention of Deafness, AYUSH, NACO gives us Rs. 60 crores more, thus making it Rs. 310 crores a year.

Series Swasth Bharat draws strength from the Public Broadcasters' experience of widely acclaimed and many times awarded health series Kalyani. With many firsts on Indian television, Kalyani was selected by WHO as '*One of 15 Top Global Innovations*' for the unique initiative of community mobilization through Kalyani Health Clubs. Viewer Groups '*Kalyani Health clubs*' are at the heart of show's popularity and impact.

Prior to the launching of Swasth Bharat, the Union Ministry organized a special workshop for the Directors and producers of all 30 stations of Doordarshan for detailed interaction with the policy makers in the Government.

Doordarshan, the public television of India is guided by a mandate to provide public service through broadcasting to the citizens of India. On the other hand, the broadcaster is advised to earn for its expenditure and strive self-sufficiency.

The two goals are perceived to run parallel as the world's Public Broadcasters continuously debate funding options. As one of the solutions are, Doordarshan, set up in Development Communication Division in March, 2001 (initially named Govt. Business Cell) to enhance revenue from Govt. agencies. Direct marketing, eliminating middle-men (read private agencies), pro-active approach, dynamic marketing tools & strategies, and on-time launch & completion has paid rich dividends with continuous growth in revenue. In the year 2013-2014 *division recorded over 1450% increase in revenue since inception, i.e. 850 crores against 760 crores.*



Several Make-Overs Significant Being Revival Of In-House Productions

For the first time Doordarshan was commissioned by Government agencies to produce country-wide programmes. This, in the background of serious concerns about in house production quality expressed by Parliamentary Standing Committee and National Review Committees is a significant accomplishment.

Further the activity since sustained has impacted our work over culture and promoted creativity and innovation.

Facilitated by the systems set up by Development Communication Division, Kendra's in the field have created partnerships with State Governments for in house productions. The model has been replicated in setting up of Agricultural & Narrowcasting Cell with more and more govt. and non-govt. agencies seeking partnerships with Doordarshan for production & telecast of socially relevant programming. This year our partnership with UNICEF for the popular serial "Kyoki Jeena Isi Ka Naam Hai" continued further.

SWASTH BHARAT

This publicity campaign of Ministry of Health & Family Welfare continues to be on the top of the chart with an investment of Rs. 190 crores and is telecast from 30 Kendras in 20 languages and 3 dialects. It is telecast with the title "Swasth Bharat/Healthy India/Arogya Bharatam".

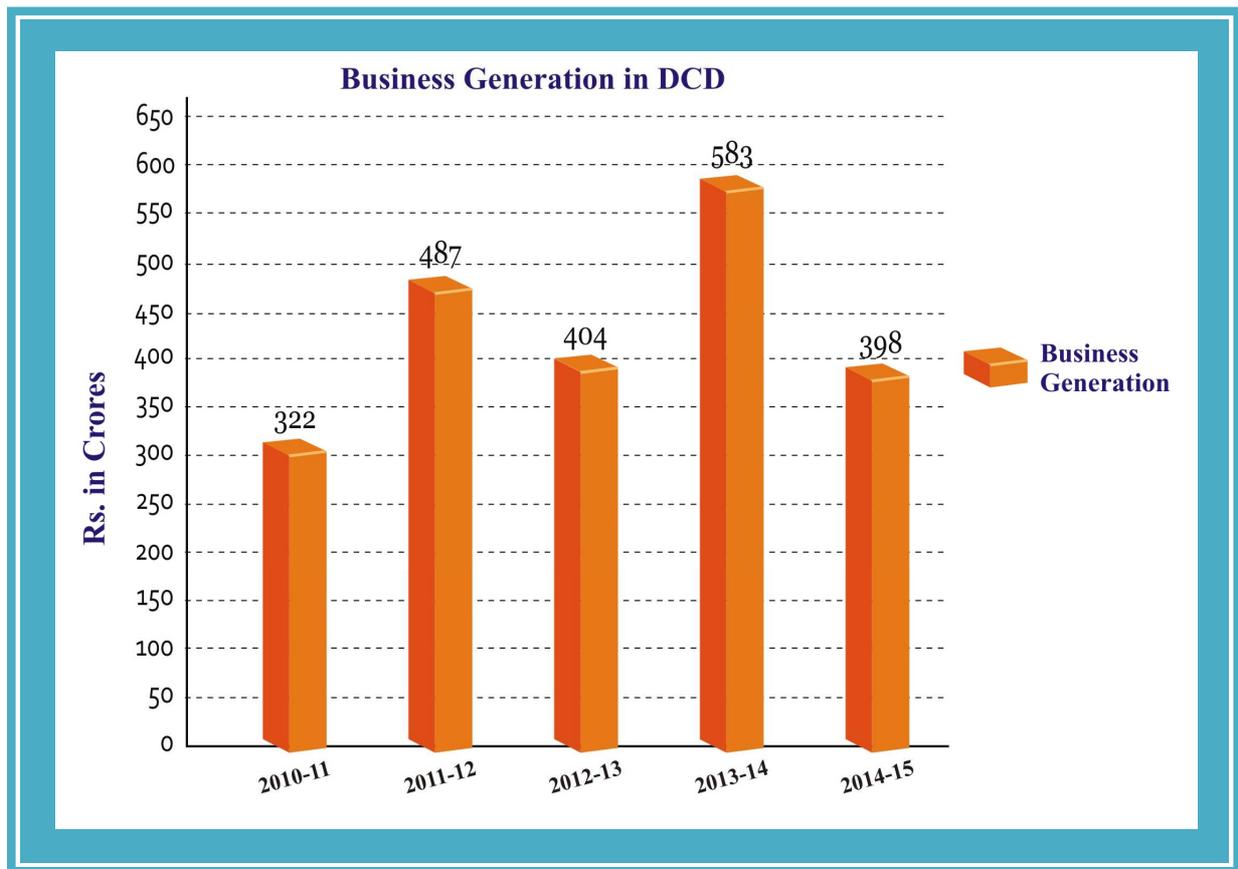
BHARAT NIRMAN

Doordarshan has credible campaign of Bharat Nirman Phase-I and Phase-II from the Ministry of Information & Broadcasting which was telecast on DD National, DD News and other 28 Kendras of Doordarshan giving us formidable revenue of Rs. 12 crores.

NIRMAL BHARAT

The campaign is the initiative of Ministry of Drinking Water and Sanitation, Govt. of India which is telecast on DD National with an investment of Rs. 45 crores this year. The programme is likely to be carried forward on regional network in the near future which is likely to earn us around Rs. 15 crores more thus making it Rs. 59 crores.

DCD has launched 158 campaigns in Financial Year 2011-12 and 153 in Financial Year 2012-13. **In 2013-14, DCD has launched 170 campaigns.**



The leadership in our division as well as the young team is together on the path of record-breaking business and aim to achieve even greater goals in the coming Financial Years.