

A Tool of Nation Building

- Since its inception on 15th September 1959, Doordarshan, the sole public service television broadcaster has served the mandate of public service by imparting public interest information.
- Doordarshan, today, is one of the largest broadcasters in India with the widest audience reach through its satellite and terrestrial networks.
- With the mandate of safeguarding citizens' rights to be informed on all matters of public interest while paying special attention to the fields of education, literacy, agriculture, women, children, rural development, environment, health & family welfare and science & technology, adult education, youth, civic sense and public awareness, science & technology, natural calamities and epidemics, Doordarshan strives to create a holistic environment for messages and government schemes to be popularised through this medium.

Emergence of Development Communication Division: Prime Focus: Socio-Economic Development

- From the very beginning Doordarshan has earmarked a sizable chunk of its time for telecasting various programmes to provide media support to socio-economic development activities of the country.
- Keeping in view the communication needs of the government departments and ministries in a developing country, Doordarshan started the Development Communication Division of Doordarshan in 2001.
- The concept was born out of a need to offer government partners including ministries, departments and public sector undertakings, turnkey solutions to their information dissemination needs, while covering all aspects of media planning, software production, scheduling and impact evaluation.

- **Development Communication Division provides a single window facility for marketing of airtime and production capability, consultancy and customized media planning, production of programmes in countrywide kendras in regional languages, feedback and research surveys to the clients.**
- With a near 100% audience reach in the country, Doordarshan is in a unique position to provide multilingual production from 64 production centers in 20 Languages and 3 Dialects.
- DCD offers its clients campaigns that specialize in understanding ground level realities of audiences and strive to inculcate the same in our programming.
- Doordarshan offers the exclusive option of creating a wide range of programmes from both the Fiction and Non-fiction category, customised as per the requirements of the Ministry with Outdoor shoots and exclusive Publicity Plans.
- DCD offers collaborative opportunities to the government departments/ ministries/ PSUs to disseminate information through Public Service Advertisements (PSAs) comprising high volumes of bonus airtime spread across different linguistic zones, transparent systems and rates, launching of campaigns at the shortest notice.
- Till date DCD has worked with the Government to produce programmes on a wide range of subjects, including our flagship programmes under the banner of Health & Family Welfare, Drinking Water and Sanitation, HRD, Rural Development, HUPA, Power etc.
- Some of prominent projects of DCD highlight investor's protection, tribal affairs, adult education, rural development, petroleum conservation, consumer affairs, corporate affairs, postal life insurance, environment and forest etc.
- Also, it has seen brilliant collaborative ventures such as the HIV/AIDS campaign with NACO, campaigns with UNICEF and BBC World Trust Service.

Apart from customized programme campaigns, Doordarshan being a public service broadcaster becomes the obvious choice of various ministries to disseminate information on a wide array of public interest issues and matters:

- Health campaigns pertaining to health issues like cardio vascular diseases, RCH, Blindness, Deafness, HIV/AIDS, H1N1, Avian Flu and other seasonal fevers and epidemics are run through DCD.
- One of our very successful campaigns titled, 'Do Boond Zindagi Ki' is the very popular polio campaign led by Shri. Amitabh Bachchan as the brand ambassador.
- Other social awareness campaigns like Swachh Bharat Campaign (cleanliness), Jago Grahak Jago (consumer awareness), Beti Bachao – Beti Padhao (save girl child & promoting education for girl child), Bell Bajao (against domestic violence) and so forth have been telecast through the DD Network.
- Not only this, rural development campaigns on MNREGA, prominent rural Welfare schemes, Pradhan Mantri Gram Sadak Yojana and Indira Awas Yojana have also been promoted on DD platform.
- The finance ministry campaigns on Income Tax, Advance Tax, Customs Tax and many more have been given a platform on DD Network.
- The Ministry of Women and Child Development's campaign on nutrition and Road safety campaigns have also been promoted through the DD platform.
- Being the favored channel in rural areas, the agriculture campaigns like Kisan Call Centre, Kisan Vikas Patra, Usage of fertilizers, Usage of Pesticides and Kisan Credit Card, have formed a part of our campaigns.
- Minority Welfare Campaigns like Pre and Post Matric Scholarship, Sabka Sath- Sabka Vikas and Disabled Welfare campaigns fall under DCD campaigns.

Major DCD's in-house Public Service Campaigns:

Rural Development Campaign *on behalf of Ministry of Rural Development:*

Development Communication Division made a promising start with the Rural Development Campaign in 2002. It aimed at creating awareness about various developmental schemes 32 Kendras of Doordarshan in various languages and dialects.

Kalyani *on behalf of Ministry of Health and Family Welfare:*

In the field of health and Family welfare, DCD has contributed largely through the Kalyani initiative was launched in 2002. Kalyani, the Health and Family welfare campaign of Doordarshan was telecast in 21 Doordarshan Kendras till 2010 (8 years) in over 9009 episodes. Kalyani Clubs were the foot soldiers for mobilizing the communities to make a difference on the ground. 3262 clubs were set up taking the membership of Kalyani Health Clubs to 82250 (as on 31st October, 2011). Plenty of projects like Health Melas, Awareness Camps and Workshops were undertaken to promote health awareness.

Swasth Bharat Campaign *on behalf of Ministry of Health and Family Welfare:*

DCD has run the world's biggest health communication campaign, which was launched on Doordarshan Network to reach its target audience in all the corners of the country. Due to the campaign's welcomed acceptance, the Ministry has entrusted Doordarshan as its major media partner to reach out to its target audience. The campaign was telecast with the title "Swasth Bharat/Healthy India/Arogya Bharatam". The campaign was telecast from 30 Kendras in 20 languages and 3 dialects. Also, Development Communication Division takes pride in completing more than 13,000 episodes of Swasth Bharat and thus making it the World's biggest health communication campaign ever run by any broadcaster. This ground-breaking campaign has generated approximately 436 crores of revenue since its first telecast.

Nirmal Bharat Campaign on behalf of Ministry of Drinking Water and Sanitation:

The Nirmal Bharat campaign, launched on 20th September, 2013 targeted to educate and inform citizens on the necessity of hygienic sanitation with a special focus on proper waste management, significance of hand wash and alleviating the unhealthy practice of open defecation. Produced and telecast in 12 Kendras including national network, this campaign successfully completed 80 episodes on the National Network and 77 Episodes on Doordarshan's Regional Network in various languages and dialects.

Swachh Bharat Abhiyan on behalf of Ministry of Drinking Water and Sanitation:

Doordarshan was again entrusted to contribute in recreating Mahatma Gandhi's vision of Clean India through the biweekly half-an-hour programme, which was launched on 20th August, 2014. This campaign was renamed as the 'Swachh Bharat' campaign on 2nd October, 2014. The Ministry of Drinking Water and Sanitation earmarked 160 episodes on Doordarshan's National Network. This programme incorporates success stories from all Doordarshan Kendras pan India. The programme is telecast on the national network on a biweekly basis; on Mondays at 11.00 am and on Fridays at 08.30 am.

Akshay Urja on behalf of Ministry of New and Renewable Energy:

Doordarshan realised the significance of Hon'ble Prime Minister's vision of 'Saffron Revolution' and envisaged an Energy Campaign in collaboration with Ministry of New and Renewable Energy for spreading across the awareness on new and renewable sources of energy. This campaign titled 'AkshayUrja' was launched on 21st February, 2015 and airs on a weekly basis on Saturdays from 08.30 am to 09.00 am. The year-long campaign runs as a half-an-hour programme being telecast by Doordarshan's National Network. The programme is a platform for innovative and progressive discussion on how new and renewable energy sought to be promoted. The programme comprises inputs and success stories from all Doordarshan kendras spread across the country.

Ayushman Bharat *on behalf of Ministry of AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy):*

Doordarshan has collaborated with the Ministry of AYUSH in achieving their goal of educating and creating a Healthy India through revival of traditional systems of medicine. For creating an environment of health consciousness all through the nation, Doordarshan is producing a half-an-hour programme from 9 different kendras with telecast of the various language versions on 27 Doordarshan regional channels. The repeat telecast of the Hindi language version on the National Network is scheduled at 09:30 a.m. every Monday. From panel discussions on prevention of diseases to promotion of healthy habits to yoga to healthy diet practices, this holistic programme covers it all.