

PRASAR BHARATI

BROADCASTING CORPORATION OF INDIA

DOORDARSHAN KENDRA BHOPAL

MANUAL

RIGHT TO INFORMATION ACT - 2005

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INTRODUCTORY:

Doordarshan Kendra, Bhopal was inaugurated on 20th October 1992 by then President of India Hon'ble late Shri Shankar Dayal Sharma since then Doordarshan Kendra, Bhopal is serving to the people of Madhya Pradesh. It has two studios where inhouse programmes produces and it covers 76.4% of land area of the State and 77.1% of population watches the programmes. The total coverage area is about 70 Kms. radius and approximate viewership is 61.76 lakhs. The telecast timings generally are 4.00 PM to 8.00 PM on Monday to Saturday and 6.30 PM to 8.00 PM on Sunday at an average. The total programme telecast duration in a week is 26.5 hours, which includes sponsored programmes.

FACTS AT A GLANCE

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| DD-I HPT K.W. commissioned | 24th October 1984 |
| Bhopal Studio commissioned | 20th October 1992 |
| Daily News Bulletin telecast | 20th October 1992 |
| DD-II (News) H.P. 10 K.W. dedicated | 12th May 2001 |

PARTICULARS OF ITS ORGANIZATION, FUNCTIONS AND DUTIES

Doordarshan Kendra consists of distinct units, which can be described as follows:

- 1) Programme wing
- 2) Engineering wing
- 3) Administrative & Finance wing
- 4) News wing
- 5) Audience Research unit
- 6) Rajbhasha (Hindi) Unit

The Director is the head of the Kendra.

Being a major Doordarshan Kendra one chief Producer, two Deputy Director of programme, one Executive Producer and four Assistant Station Director who look after various aspects of programme work. Similarly, there are Sr. Administrative officer and Administrative officer to look after Administration and Accounts work.

The Assistant Station Directors are assisted by Programme Executive, Transmission Executive and other programme staff, and some clerical staff. The Administrative officer/Senior Administrative officers are assisted by Accountant/Assistant, UDC, LDC & Telephone Attendants.

There are News Editors and Correspondents who are drawn from Central Information Service, assisted by Reference officer and Librarians. In order to elicit viewers reaction to programme and for making a systematic study of viewing habits, some Audience Research Officers are also posted at Doordarshan Kendra Bhopal. They are assisted by Tabulator clerk etc.

In the Engineering wing at Doordarshan Kendra Bhopal there is a Superintending Engineer who is head of the Engineering wing. He is assisted by Station Engineers & Assistant Station Engineers, Assistant Engineers, Senior Engineering Assistant, Engineering Assistants, Technicians, Store Keepers, etc.

Besides these at a Doordarshan Kendra there are Car Drivers, Studio Attendants, Daftary, Gestetner Operator other group D and watch and ward staff.

The main function of Doordarshan Kendra Bhopal is to plan and telecast programmes to viewers all over the Madhya Pradesh State.

The programmes include a good deal of entertainment and appropriate amount of information and education besides news and discussion on topical and important matter in suitable measures. The programme pattern of Doordarshan combines the following three elements: -

- (I) A National network providing programmes of countrywide interest and significance.
- (II) The alternatives services on 2nd channel from each of the four metropolitan cities (Delhi, Bombay, Calcutta and Madras).
- (III) Regional service from individual Doordarshan Centres (Kendra's) each catering to the needs and interest of their respective areas.

The principal ingredients of Doordarshan programme output are News and Current Affairs, Commercial Programmes, Science programmes, INSAT programmes, School and University Programmes, National Programme (music and dance), Sponsored programmes, Sports Programmes and Feature Films, besides specific audience programme for rural viewers and industries workers.

NEWS AND CURRENT AFFAIRS

News and Current Affairs programmes are being telecast over Doordarshan Kendra Bhopal to create among the viewers better understandings of major events and development in the State and Country. The duration of the two Regional News Bulletin in Hindi at 5:00 PM and 7:00 PM are 10 & 15 Minutes respectively. Efforts

are constantly made to enrich the visual content in both the bulletins. A weekly News Magazine "Samachar Darpan" also telecast on every Saturday at 5:10 PM. A programme based on current events "Ghatna Chakra" also telecast on every Tuesday.

COMMERCIAL SERVICES

Doordarshan Kendra Bhopal have started commercial service since October 1992. The spots are booked with regional news as well as other programmes and the revenue from commercials continues to increase over the years. The total income from commercials during the year 2004-05 was Rs. 41829500/- which is likely to be increased during next few years.

SPORTS PROGRAMME

Coverage of sports programmes is an important aspect Doordarshan Kendra Bhopal's programme composition. Doordarshan Kendra arranges live telecast of important matches of world competition whether played in Madhya Pradesh States. A weekly programme on sports also being telecast at 4:35 PM on every Saturday.

SCIENCE PROGRAMME

Science programme "Vigyan Jagat" being telecast every Thursday at 5:10 PM on weekly basis in which scientific topics are discuss with the experts of the field.

MUSIC AND DANCE

A significant part of the Doordarshan transmission is devoted to music and dance programme with a view to reflect our cultural heritage and also to entertain the viewers. The programme include light and classical vocal and instrumental music, folk music and

Folk and classical Indian dances. For music programmes the Kendra identify talents in all over Madhya Pradesh who are graded at least 'B-high' by the Music Audition Board or the Central Music unit of Doordarshan/All India Radio and provide them opportunities to give performance. National Programme of music also telecast and reputed artists in different fields of both Hindustani and Karnataka music are invited to create genuine appreciation among the viewers. Recording of these reputed artists are preserved for their archival value. For Dance programmes Doordarshan itself auditions and grades the artists. Doordarshan also offers booking to young and upcoming artists at its discretion. **Some of the popular programme telecast over DDK Bhopal are Sugar Sanger, classical music/Dance, Look Sanger, Haiti Sanger, Acadians Sanger, Look Raman and Kale Jag at.**

DRAMA

Doordarshan Kendra Bhopal regularly produces and telecast Dramas on various themes. Besides considering unsolicited scripts well-established playwrights are

approached to write plays for Doordarshan. Novels, stories and plays of famous authors are also suitably adapted for the television format. These plays are produced by involving dramatic talent of the area. Reputed dramatic groups are also invited to presents plays on Doordarshan.

WOMEN, YOUTH AND CHILDREN

Doordarshan Kendra Bhopal produce and telecast special programmes for Women, Youth and Children which are very popular among the viewers of Madhya Pradesh. Some of the weekly popular programmes are Ghar Baar, Yuva Samay and Baal Jag at. Which are telecast on every Friday, Thursday and Wednesday respectively at 4:35 PM onwards.

EDUCATIONAL PROGRAMME

Doordarshan Kendra Bhopal also telecast educational programme from time to time in collaboration with the National network.

AGRICULTURAL & RURAL PROGRAMME

Rural and Agricultural telecasts are now put out from Doordarshan Kendra Bhopal and its Low Power Transmitters. The aim of such programmes is to familiarise rural viewers with the latest technical and scientific Know-how about farming, fertilizers, weather conditions etc. and to acquaint the rural audiences with the importance of education, personal hygiene, health and family welfare and also to provide healthy entertainment. To achieve this target **Doordarshan Kendra Bhopal regularly produce and telecast the half an hour programme namely "Krashi Darshan" from Monday to Friday at 6:00 PM onwards.**

Doordarshan Bhopal has also separate protocols for exchange of programmes with various TV organizations. To meet this demand a programme Exchange and Internal Relation Pool has been set up by Doordarshan. **There are two programme of half an hour each duration from Doordarshan Kendra Indore and Gwalior namely Malvanchal and Indradhanush also being telecast on Wednesday & Thursday respectively.**