**E-CONTENT**

**MJMC,  SEM-IV, PAPER-XIII (CC- 401)**

**Topic : GOVERNMENT MEDIA ORGANISATIONS** ***(DOORDARSHAN)***

**Date : 9-02-2020, TIME : 1.00 P.M.-2.00 P.M.**

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**DOORDARSHAN**

Doordarshan started as a center in Delhi, as another part of aakashvani on 15 September 1959. By the year 1975, seven centers were started in Delhi, Bombay, and madras, Kolkata, Srinagar, Amritsar and Lucknow respectively. Apart from these centers there were two relay centers in Mussoorie and Pune which used to relay programs of Delhi and Bombay. Since 15 Aug, 1982 doordarshan started to present national programs along with colored programs. These programs are created at different centers of doordarshan, they are mainly based on national unity, communal harmony, family welfare, art and dance with cultural heritage, world literature and the Indian contribution, Indian freedom struggle, science and news and topical context. Regular telecast of national and international news and topical contexts takes place. English and Hindi bulletins of 20 minutes each are telecasted. Apart from directorate of Doordarshan there is a satellite directorate of doordarshan, under which seven different centers of Jaipur, Raipur, Gulmarg, Sambalpur, Hyderabad and Muzaffarpur are working. In the decade of 1981- 1999 the number of transmitters rose from 19 to 519. DD-National: One of the largest terrestrial networks in the world. It covers more than 92% of the population and 82% of the land area of the country. DD News: DD news is the only bilingual news channel in the country. The channel was launched on November 3, 2003. DD sports: The channel was launched on 18th march 1999. DD Bharati: It was launched on 26th January 2002. The channel has been telecasting programmes on art, literature and culture. An eight hours loop has been introduced which is being telecast thrice a day.

DD Urdu: It is the state owned television channel broadcasted from Doordarshan in Delhi. The channel was launched in 2006. The channel is available in India and in parts of Asia and the Gulf countries. It was established on 15 August 2006 following a governmental commitment in the Parliament made in response to the unstarred question no. 2026 regarding launch of Urdu Channel. DD India: The channel was launched on 14th march, 1995. It was earlier called as DD World but was renamed as DD India in 2002.