Chapter 2

DD News and Satellite News:
Functioning and changes
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2.1 Scenario of World Television

Before going in to the details of the progression in Indian television and major mile stones in it, the researcher wish to review the world television in short.

In 1923 John Logie Baird, a British Electronic Engineer made it possible to send the images, on the electronic devise, from one place to another. Until 1929, he was experimenting on transmitting the pictures across the Atlantic Ocean. The picture was not so good and clear, but that was the beginning of the new era. In the same Year, a Russian Scientist Vladimir Zworykin was successful in USA, in transmitting an image like a still photograph, from one place to the other. He used tube camera for this purpose, which was later developed as a pick up unit for receiving the images. In 1929, one more attempt was also made by the Americans in New York, by starting an electronic training centre for the purpose of training their engineers and technicians.

The British Broadcasting Corporation was the pioneering company to start first television service for the people at large, in 1936, and almost at the same time the German engineers also made some experiments in transmitting the images. Surprisingly the Germans were succeeded in setting up the television service before BBC, in 1932. But the usage was mainly done for the public places and telecasts were not allowed at private places. BBC used the Outside Broadcast (OB) cameras for the first time in 1938, when the light entertainment programs were started on BBC. In 1935 to 1938, lots of efforts were taken by the French Scientists, to develop the idea of transmitting the images. In
America, the (NBC) National Broadcasting Company came with some pictures and began television, with some average quality pictures. From 1939 to 1946, both the BBC and American NBC were off the air because of the Second World War, and resumed their telecast in June 1946.

The recording technology was improved with a great speed after 1940, and it became difficult to know about the live and recorded pictures. That was the time when recorded sound and picture could give a feel of live. But the real impact of live was bigger than any thing else. Television became matured from grainy kinescope recording to a flawless picture.

### 2.1.1 Milestones in Television Development

In hardly seventy years, television had developed with a tremendous speed. It had lot of changes in its operations, technological advanced equipment and infrastructure also. The innovations were with the changing times and the need of consumers as well as the broadcasting community. The technological developments have converted the Television into the most powerful electronic medium and cultural force itself. Now the digital technology is on the verge to change the total perspective of Television. It would be multi purpose and interactive medium, helping the digital convergence for the purposes of education, entertainment and information, and sometimes combination of all the three.

The following are some of the milestones in the development of Television in the earlier phases, which shows the technological changes in the growth of the medium.

**1936:** BBC Started world’s first Public Broadcasting Service in London. The Technology of this Service was developed by Inventor of television, John Logie Baird.
1950: World’s first Cable Service started in America. In Europe, the common standard of 625 lines resolution was used by the British Broadcasting Services.

1953: Television broadcasting was started in Japan. At the same time Color Broadcasting was started in an American Thriller teleplay “Dragnet”.

1956: The first Video tape recorder “Ampex-VRX-1000” was brought in to market.

1960: SONY Company developed First ‘all transistor Portable Television’

1962: United States of America launched the first Television Satellite in the world, “Telstar”, which was utilized exclusively for Television development and spreading the foot print of the American Telecast all over the world.

1965: Sony Company brought home video System “Portapak” in the market. This introduced the idea to record the domestic visuals on camera, and play it again as and when required. Sony used to charge $ 3000 for this.

1973: American foot print of the Telecast expands to 96 countries in the world. The decision about the programs and telecast charts were decided by the American producers. The American Television companies earned more than $ 280 million by selling the television programs to other countries.

1976: Sony brought Beta Max, the home Video Tape Recorder in to the market, which had much better quality than the VHS system. In the same year, the Japanese company Matsushita introduced the first Pocket Television with a flat screen. The world over market for this went up to 300 million TV sets in a short time.
1981: NHK Company in Japan brought First High Definition Television (HDTV). It had the resolution of 1125 lines instead of earlier 625 lines. This offered a very sharp beautiful picture quality to the viewers.

1989: Media Tycoon Rupert Murdoch started the first DBS satellite Service of the world, “Sky Television”. Sister Channel of Sky, got more than 300 million Viewers in Asia in next two Years.

2000: The first DVD (Digital Video Disk) was introduced which replaced the VHS format.

2001: For the first time the CBS Television recorded and broadcasted the Television Opera in HDTV Format, which was appreciated by millions of viewers.

2004: Beginning of the convergence of electronic media. The first “Mobisode” service was announced by Vodafone I collaboration wit the Twentieth Century Fox. The mobile phone customers were going to be provided with the one minute video clips of popular TV programs, on their mobiles.

2005: Motorola and Comcast introduced the small digital set top box. India Launched its First satellite EDUSAT dedicated for education. It became the fifth country to launch it. 24 hour VYASA channel for higher education was launched by CEC – UGC same year.

2.1.2 Arrival of Doordarshan and the beginning of DD News

The researcher has taken the review of the major milestones in the history of world television and even in the Indian television history. It is very important to note that after the gulf war in 1991, Indian television had gradually started to become technology driven in a true sense, because of the tough
competition from the satellite channels. But before that, from 1972 to 1991, there was a clear monopoly of DD over the years, as there was no other option to the viewers than to have All India Radio, again an audio medium. Television was very fascinating, attractive and at the same time it was very difficult to produce programs and news for DD. The reason was that the staff deputed for DD was initially from All India Radio, and the language, technology and the expression, was new to them. The learning process was on, while producing the programs directly.

Considering the news production and presentation, the fascinating thing was, instead of words on radio and photographs on the pages of news paper, the viewers could see and hear the news reader. But it was not an easy task for the producer, cameraman and news reader to perform in this new situation.

The first telecast on Doordarshan was originated from a makeshift studio at Akashwani Bhavan in New Delhi on Sept 15; 1959. A Transmitter of 500 w powers carried the signals to areas within in a radius of 25 Km from Delhi, and only 70 TV sets were made available in different parts of Delhi for its reviewing. A regular service with a daily News bulletin was started in 1965. Television went to a second city Mumbai on October 2, 1972. The first Marathi announcer on DD Mumbai was Jyotsna Kirpekar and the First Marathi News Reader was Vishwas Mehendale. By 1975 DD came to Calcutta, Chennai, Srinagar, Amritsar and Lukhnow.

Here the researcher found the basic aim of the public broadcaster of India, Doordarshan, with the content of the Social Responsibility Theory. According to this theory, media has certain obligations and responsibilities towards the society in terms of the accuracy, balance in reporting or even objectivity, impartiality, and maintaining high professional standards on moral grounds. Here the public interest and protecting...
maximum importance than unregulated freedom of expression. In India, the prime objective of the public broadcaster Doordarshan was to inform, educate and then entertain. In the initial stages, the maximum thrust was given to the education and agriculture sector, through this new electronic medium.

The first experiment with satellite technology in India, known as the Satellite Instructional television Experiment (SITE), was conducted in 1975-76. This was the first attempt in the world of using the sophisticated technology of satellite broadcasting for social Education. At the same time, All India radio and Indian Television was separated in 1976, and TV was officially renames as DOORDARSHAN. Before this, the official All India radio code (Mostly known as 1964 Broadcast code) was followed by Akashwani and the Television also. In this Code, one can observe the elements of the Authoritarian Theory. The reason is, being a public broadcaster, Akashwani and DD could not criticize any move or decision of the Government and at the same time the prime objective was to balance the reporting and presentation on the basis of objectivity. But after DD got a separate identity, a special code of conduct was made for DD.

According to this new Code of conduct for DD, It was not permitted to

- Criticize our friendly countries
- Telecast any obscene or defamatory and contempt of Court
- Attack on religion and community
- To telecast anything provoking the violence or affecting law and order
- To telecast anything challenging the integrity of the President, Governors and the Judiciary of India.
- Attack on any Political Party
• Anything showing disrespect to the constitution, or advocating Change in constitution by violence.

With this model Code of Conduct, there were some objectives fixed before DD such as,
• To promote National Integration
• To act as catalyst for the social change
• To stimulate scientific temper among the People
• To spread the massage of family planning, as means of Population Control and family welfare
• To stimulate greater agricultural Production by providing essential Knowledge and information to the farmers
• To work for the preservation of environment and ecological Balance.
• To highlight the need for women, children, less privileged people and the social welfare.

(Source: Style Book, Akashwani: Editor: Bimla Bhalla, DG, News.)

The overall approach of the government towards DD was as a public broadcaster. Unfortunately there was not the slightest effort, to visualize the possible threat from the private or satellite players in near the future. The Ministry of Information and Broadcasting, under which the AIR and DD were working, was totally unaware of the future, and took their monopoly for a ride. This affected the planning of the technological advancement and attempts to improve them in comparison with the other professional Broadcast services in the world.

The year 1982 witnessed the introduction of a regular satellite link between Delhi and other transmitters, the starting of the national program and also heralded the era of color television in the country. The Asian Games held in Delhi, that year, acted as
the major impetus for bringing out these changes. After 1982, television facilities have been rapidly expanding and during certain periods the country got an additional transmitter every day. In the decade 1981-90, the number of transmitters increased from 19 to 519.

2.1.3 Three Tier Program Service

DD established a three tier primary program service-National, regional and local. In the National Programs, the focus was on events and issues of interest of the whole nation. The regional programs originating from the state capitals and relayed by all the transmitters in the respective states, had interest of the state level. They carried the language and idiom, its ethos and culture of the particular state. The local programs were area specific, and covered local issues, people, and problems. At each tier, there was a mix of information, education and entertainment programs as the basic objectives of DD.

Information programs

On the National Network programs in Hindi and English were allotted for one hour. All major TV station telecast news bulletins in the evening in their respective languages where regional events were covered in greater detail. Some stations telecast Urdu News bulletins also.

DD had a number of programs on current affairs, where topical issues were discussed in depth, bringing out various view points. Information programs also included telecast on Agriculture, Rural development, health, family welfare, consumer's right, environment etc. There were also programs specially targeted to women, children and youth.

DD brought to its viewers all the major national and international sports and games through live telecasts. There were
other programs on sports, including interviews with eminent sports persons, sport education etc.

**Metro channel**

In 1984, second channel was added in Delhi to provide alternative viewing to the heterogeneous metropolitan population. Later similar facility was extended to viewers in Mumbai, Calcutta and Chennai. In 1993, these four terrestrial transmitters were linked through satellite to provide an exclusive entertainment channel for the urban viewers. This service was known as DD –2, which was available in 56 cities. This channel was targeted to the youth in the urban area of the country.

**2.1.4 Land Marks of Indian television**

15 Sept 1959  Experimental TV Station and Transmission started in New Delhi

24 Oct 1961  Educational TV programs for School Teachers were started

15 Aug 1965  Regular service with a daily News bulletin in Hindi and Entertainment Programs were introduced under the pressure of the manufacturers of the TV sets.

26 Jan 1967  Krishi Darshan- Exclusive Programs for farmers started

2 Oct 1972  DD Mumbai Centre was started.

26 Jan 1973  DD Srinagar and Amritsar started Producing Programs

1 Aug 1975  Satellite instructional TV Experiment launched in various villages of six States. DD Calcutta, Madras and Lucknow were started
1 Jan 1976  First Commercials and Advertisements were broadcast
1 Apr 1976  TV separated from AIR and became DOORDARSHAN
15 Aug 1982 National Programs, Color Transmission, and networking through satellite were inaugurated. INSAT 1A, India’ s first domestic Communication Satellite was placed in geostationary orbit, but failed. Color Television was introduced. National Network was established with the help of the micro wave links. DD made live coverage of the ASIAD GAMES DD covered Non Aligned Ministers
19 Nov 1982 Expansion through LPTs launched.
1 Aug 1983 INSAT1 B Placed in orbit by American Shuttle Challenger
5 July 1984 First Sponsored Serial “Hun Log” went on air
15 Aug 1984 Country wide class Room of UGC launched
10 Aug 1984 Second Channel was started at Delhi
1 May 1985 Cable TV launched in Mumbai
9 Aug 1986 First Regional Satellite network was started in Maharashtra
23 Feb 1987 Morning transmission started
8 July 1988 Central Production center (CPC) was started in Asiad Village New Delhi
27 July 1988 INSAT 1 C was launched
26 Jan 1989 Afternoon Transmission was started
1 May 1991 Star TV started its beaming of programs in 38 countries
15 Aug 1992 ATN Hindi service was initiated
2 Oct 1992  Hindi Service of Zee TV was started
1 April 1993  Metro Channel with Satellite networking was started
15 Aug 1993  DD introduced five Satellite Channels
15 Aug 1993  Exclusive Satellite Channels were started
1 Oct 1993  DD started Regional Language Satellite Channels
15 Aug 1994  Satellite Channels-DD 1 to DD 13 were restructured
14 Mar 1995  DD India –International Channel was introduced
23 Nov 1997  Prasar Bharati-the autonomous Broadcasting Corporation of India came into existence
Jan 1998  DD Mumbai News changed its set and Look
June 1998  Different software used to change look in CPC New Delhi production centre
18 Mar 1999  DD sports Channel was inaugurated
10 Jul 1999  News on the Hour was introduced
15 Aug 1999  DD News and Current Affair Channel was started
January 2003  Digital transmitters were launched by DD, at Mumbai, Delhi, Calcutta and Chennai
Dec 2004  DD launched free to air DTH service “DD Direct Plus”

2.2 DD Personnel

The manpower of DD has been always a matter of debate over the years. The reason is, the personnel utilized by the private satellite channels is not even one tenth of the staff of DD, and still better coverage and treatment and presentation is given by them to the news production. DD has maximum number of staff working with them, most of them have been trained in the top schools of the country as well as abroad, and still the performance cannot be compared with the satellite channels.
Table: 2.1 Organizational Strength of DD

<table>
<thead>
<tr>
<th>Year</th>
<th>Program</th>
<th>Engineering</th>
<th>Admin</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td>4901</td>
<td>9762</td>
<td>5412</td>
<td>19975</td>
</tr>
<tr>
<td>1993</td>
<td>4773</td>
<td>9968</td>
<td>5460</td>
<td>20201</td>
</tr>
<tr>
<td>1994</td>
<td>4773</td>
<td>10510</td>
<td>5590</td>
<td>20873</td>
</tr>
<tr>
<td>1995</td>
<td>4014</td>
<td>10064</td>
<td>5384</td>
<td>19452</td>
</tr>
<tr>
<td>1997</td>
<td>3904</td>
<td>1024</td>
<td>5426</td>
<td>19576</td>
</tr>
<tr>
<td>1998</td>
<td>3921</td>
<td>10985</td>
<td>5535</td>
<td>20441</td>
</tr>
<tr>
<td>1999</td>
<td>3932</td>
<td>10984</td>
<td>5568</td>
<td>20475</td>
</tr>
<tr>
<td>2000</td>
<td>3937</td>
<td>12228</td>
<td>5682</td>
<td>21847</td>
</tr>
<tr>
<td>2001</td>
<td>3937</td>
<td>12228</td>
<td>5582</td>
<td>21747</td>
</tr>
<tr>
<td>2002</td>
<td>3937</td>
<td>12162</td>
<td>5684</td>
<td>21783</td>
</tr>
<tr>
<td>2006</td>
<td>3595</td>
<td>9688</td>
<td>6894</td>
<td>20157</td>
</tr>
</tbody>
</table>

Table: 2.2 Group wise position

<table>
<thead>
<tr>
<th>Group</th>
<th>Program</th>
<th>Engineering</th>
<th>Admin</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group A</td>
<td>406</td>
<td>417</td>
<td>7</td>
<td>830</td>
</tr>
<tr>
<td>Group B</td>
<td>1,061</td>
<td>2,724</td>
<td>75</td>
<td>3,860</td>
</tr>
<tr>
<td>Group C</td>
<td>2,014</td>
<td>6,527</td>
<td>2,825</td>
<td>11,366</td>
</tr>
<tr>
<td>Group D</td>
<td>114</td>
<td>0</td>
<td>3,987</td>
<td>4,101</td>
</tr>
<tr>
<td>Total</td>
<td>3,595</td>
<td>6,894</td>
<td></td>
<td>20,157</td>
</tr>
</tbody>
</table>

*Includes News Staff: 130

The above table indicates the status of growth of DD Personnel since 1992. The total No of personnel up to 2002 is 21783. The Groups have been made up on the basis of seniority as well as salary grade and scales of the employees in Programming, Engineering, Administrative and News staff. The researcher wanted to explore whether this manpower is really required for DD setup. It however indicates that serious thought has not been given to effective manpower planning and their maximum utilization. DD has excellent infrastructure, tremendous reach, and huge number of trained manpower. The question remains, that why is it lacking behind in comparison with the
satellite channels in terms of quality visuals, pre and post production, and presentation as well?

**Table 2.3 DOORDARSHAN Scenario 2006**

<table>
<thead>
<tr>
<th>Channels (Incl. 8 state networks)</th>
<th>24</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program production centers</td>
<td>64</td>
</tr>
<tr>
<td>Transmitters</td>
<td>1400</td>
</tr>
<tr>
<td>Program output (Hours per week)</td>
<td>1700</td>
</tr>
</tbody>
</table>

The above table explains that 1700 hrs per week have been utilized for program production through 25 channels. This indicates that on average 58 hours of programs per channel. However this comparison may not be realistic because some of the production centers might be producing more or less than this. It is also interesting to look at a number of production centers i.e. 59, gives output of 1700 programs that means approx. 30 hrs per week.

This means, further 2.7 hrs per day. If a production center is giving less than three hours of production, the researcher feels that it is underutilization.

**Table 2.4 DD Transmitters in 2006**

<table>
<thead>
<tr>
<th></th>
<th>HPT</th>
<th>LPT</th>
<th>VLPT</th>
<th>Transponders</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>DD-1</td>
<td>118</td>
<td>743</td>
<td>255</td>
<td>18</td>
<td>1,134</td>
</tr>
<tr>
<td>DD News</td>
<td>69</td>
<td>79</td>
<td>5</td>
<td>0</td>
<td>153</td>
</tr>
</tbody>
</table>

Looking at the above figures, the huge number of transmitters catering to the country is unmatched. The growth is definitely exponential. Considering the latest technological developments which are appearing on the scene, whether this large number of transponders and transmitters will be used to its fullest extent or not, is a question for which DD is finding an answer. In the age of Conditional Access System (CAS) and
Digital television, how these transmitters will be used? The researcher is not aware of any conversion plan in this regard till date.

2.2.1 Technical Reach of DD

According to the official report, All India Radio has maximum reach of 98.5% in the country in 2005. This clearly means that still AIR is the official Public broadcaster, having the privilege to reach the grass roots of the country. While considering the reach of DD, still it has covered only 92 percent of the population and 78.2 percent area, as far as the main channel is concerned. The reason for having this huge reach is obviously the network of the transmitters as explained in the chart given above. The terrestrial network of DD and AIR have got the tremendous capacity to reach the most common viewer, without any cable or satellite, just with the use of simple antenna, in case of DD network is concerned. This is the power of the public Broadcasting System in India.

The following charts are self explanatory in showing the division of the viewers from rural as well as urban areas.

Table: 2.5 Division of TV Viewers: 2005

<table>
<thead>
<tr>
<th></th>
<th>Population</th>
<th>AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>DD-1</td>
<td>90.1 %</td>
<td>78.2 %</td>
</tr>
<tr>
<td>DD-2</td>
<td>43.2 %</td>
<td>20.1 %</td>
</tr>
</tbody>
</table>

The above chart shows that though there is a common level of percentage of the users of terrestrial and cable networks, the urban users have both the cable and terrestrial networks at their disposal. But the viewers from rural part are still dependent on the terrestrial network of DD, which costs less and affordable for them.

Over the years, the viewer ship Of DD was increased phenomenally and has estimated 69 million homes, having
television sets which mean that 362 million people watch television programs. The total number of the viewers who watch DD at least once a week is 500 million. DD still retains the highest share of the viewer ship both in urban and rural areas.

Table 2.6 TV SCENARIO IN INDIA: 1991-2001

<table>
<thead>
<tr>
<th>Base : Estimated Householders (in lakhs)</th>
<th>Urban</th>
<th>Rural</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>All India</td>
<td>545</td>
<td>1332</td>
<td>1877</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Urban (29 %)</th>
<th>Rural (71 %)</th>
<th>Total (100 %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Households</td>
<td>415 (76.1)</td>
<td>379 (28.5)</td>
<td>794 (42.3)</td>
</tr>
<tr>
<td>Non-TV Households</td>
<td>130 (23.9)</td>
<td>953 (71.5)</td>
<td>1083 (57.7)</td>
</tr>
<tr>
<td>Cable &amp; Satellite hrs.</td>
<td>166 (39.9)</td>
<td>249 (65.7)</td>
<td>415 (52.2)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Jan-June 2000</th>
<th>Jan – June 2001</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viewers (million)</td>
<td>97</td>
<td>102</td>
<td>+5%</td>
</tr>
<tr>
<td>Average minutes spent (minutes)</td>
<td>124</td>
<td>133</td>
<td>+7.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PPC's</td>
<td>10</td>
<td>17</td>
<td>20</td>
<td>41</td>
<td>56</td>
<td>59</td>
<td>64</td>
</tr>
<tr>
<td>Transmitters</td>
<td>19</td>
<td>199</td>
<td>535</td>
<td>921</td>
<td>1244</td>
<td>1388</td>
<td>1400</td>
</tr>
<tr>
<td>Area Covered (%)</td>
<td>14</td>
<td>47</td>
<td>61</td>
<td>69</td>
<td>78</td>
<td>78.2</td>
<td>80.5</td>
</tr>
<tr>
<td>Population Covered (%)</td>
<td>26</td>
<td>70</td>
<td>81</td>
<td>87</td>
<td>89.6</td>
<td>90.1</td>
<td>92.6</td>
</tr>
</tbody>
</table>

Table 2.7 Expansion of DD over the Years

Here the researcher wishes to connect the technical expansion of DD, with the Technological Determination Theory which explains that when a new system of technology are
developed; the culture or society is immediately changed to reflect the senses needed to use the new technology. It predicts that with every new system of media technology, society will change and adapt to that technology. During the last 20 years, DD has indicated a tremendous expansion. When the medium itself becomes a massage, as Macluhan says, people change their thinking, acting, and start believing the massage given by the media. Same thing happens in the case of Indian television viewers over the years. Even DD had to change to serve the expectations of their viewers and bring Technological changes. The figure in and above table speak for themselves. Starting from 10 PPcs we have reached 59 PPcs. In the number of transmitters, a tremendous expansion from 19 to 1388 has been indicated that DD has covered 78 percent of area and 90 percent of the population. In real sense, DD continues its focus to reach every nook and corner of the country, preferably through terrestrial transmission failing which at least by satellite mode. In all television homes of the country, the top ten programs with the highest ratings belongs to DD inspire of fears and growing competition scenario.

2.2.2 Beginning of an Era of Satellite television

Until 1992, Akashwani and Doordarshan practically enjoyed the monopoly of the medium, and people in India also enjoyed the entry of the electronic media. Since the sources of the entertainment and information were limited, people had no choice than to rely on these two Govt. electronic mediums. But after the entry of DD, the picture started changing drastically. The whole scenario started changing and people got the alternate medium, which was powerful enough to satisfy their need to know and to get some reasonable entertainment as well as authentic information.
DD Sahyadri

All Doordarshan Kendras generate programmers in their respective regional languages. The Regional Language Satellite Services and Regional State Networks broadcast a wide spectrum of programs covering developmental news, serials, documentaries, news and current affairs programs to communicate with the people in their own language. Programs in regional languages are available in the respective states, terrestrially during the regional window of DD National and round the clock on the Regional Language Satellite Channels across the country.

DD Sahyadri is the Marathi language channel, launched in 1994. Supported by DD studios in Mumbai, Pune and Nagpur, DD Sahyadri is a household name in Maharashtra, largely because of its programs with high production values. Despite of stiff competition from private satellite channels, DD Sahyadri holds its own viewer with acclaimed serials, informative programs, public debates and film based programs.

2.3 Hurdles in earlier News reporting on DD

DD Mumbai Kendra was started on 2nd October 1972. One could not find any satisfactory answer to the question that even if the television was started on experimental basis in 1959, in our country, why did it take almost 13 years?

The technological changes could be one reason, but another might be the conflicts and lapses on Govt. as well as on the planning level. The initial stage of the telecast of the DD Mumbai was on experimental basis from the following point of views. For the sake of the convenience, here in this thesis, only the news production has been considered and not the program production.
The basic functioning of the news reporting for television was in a very different shape on DD Mumbai for various reasons. In the earlier stage, the Marathi news cast was patched to the national telecast live at 7 pm from Mumbai. News casts in Hindi and English were given from Delhi at 8 and at 9 pm.

2.3.1 Problems due to Film Format

Because of the film format, some serious problems took place, and the then TV journalists, in the trial and error way, had to overcome them.

The problems were as following:

1. The deadline was the basic issue for TV journalists working for these news bulletins.
2. The format was celluloid film to collect and edit the visuals.
3. Because of the format, it was impossible to get the last moment visuals for the inclusion in the bulletin.
4. It needed several hours to process the film and then only it could be included in the news cast. By that time, the bulletin was over.
5. In the traditional news reporting style, the most of the importance was given to cover functions of Government and ministers alone.
6. The investigative journalism was not allowed, being a government controlled medium. Hence Doordarshan was working as a Govt. owned and managed public broadcaster. The basics of the print medium or print Journalism were applied to the newly arrived television news.

In the earlier stage, the visuals were not given much importance, but were used just to support the content of the news. In TV news of modern times, the visuals are always treated as most important and the words were supporting it. It is said
that, where the visuals fail, words should come to help. But in the earlier stage of DD, particularly on the centers like Mumbai, the content was presented just like the newspaper, but read by the news reader, and the supporting visual was played without any synchronizing with words. Even in many cases of the news casts in 2006, there is no synchronizing in content and visuals shown on DD Mumbai.

One could just compare the Indian Television in early stage, with the post world war British Television. BBC Radio used to produce a 10 minute bulletin and it was read by an out of vision news reader. The news reels produced in those days on the celluloid were considered as a secondary one.

**Time consuming Process**

"Using film to produce news cast was treated like a subordinate the primary functions of News to the needs of the visual presentation."  

*Goldie, producer, News, CNN*

In India, there was no option for the early TV producers than to shoot on a film even for the news purpose, as the same medium was utilized for any program of education, agriculture and even entertainment. It too was time consuming to process the film, and in fact not suitable for the basic purpose and speed of the news presentation at all.

"News reels were hardly high quality journalism, in fact something less than Journalism."

*Winston, 1993*

The news reels in earlier stage were silent. The sound tracks used to be added later. The recording was done on 35 mm film British Television. But in Indian circumstances, the filming was on 16 mm film.
In the traditional news gathering for DD, there were no official reporters. The news editors were doing all the jobs of gathering and editing of the newscasts. Still there was a need for the more professional approach. The ruling Govt. was expecting their image building to be safe guarded. In the earlier stage, there were no separate departments for news and Programs. News was treated as one of the programs but eventually the directorate of News was formed in early seventies and Director General was appointed for handling the news of DD and Akashwani. All the regional news centers in different states started working under the GNR (General News Room) in Delhi.

The relationship in between the RNU (Regional News Units) and GNR (General News Room Delhi) was always a matter of dispute. The reasons were priorities and preferences of the news, treatment, and even the interpretations. In a way, the GNR wanted total command over all the RNU Units. From the professional point of view, this was neither logical nor practical. This affected badly many times on the output of the Regional news sections. The main importance was given to the coverage of the VIPs and the central ministers. The news point was not considered as important as the coverage of the VIPs. In DD Mumbai, the important coverage were even used in Hindi as well as in English news casts, since all the three languages bulletins were telecast from Mumbai till 1982. After this, the National network included the Hindi and English news casts from New Delhi. The regional language news was given to the regional DD centers alone. This clearly bifurcated the news casts in regions and nationally.

It would be no exaggeration to say that the reporting for DD, in the earlier stage can only be compared with the reporting for the news papers. The visuals were mostly utilized like
photographs, and the news point was completely missing. In the era of black and white until the ASIAD games in 1984, the visual variety had a very little scope. The editing process was very difficult in negatives and positives, which used to take much more time. After the ENG (Electronic News Gathering) Units on the tapes, were introduced, it was easier to cover the news events and even to make the post production on the coverage. These units were simple, lighter, easy to handle, carry and operate. This made a positive impact on the quality of the coverage. In most of the countries, the ENG units were already introduced, particularly in Europe and American states.

2.3.2 Problem of Long Distance

Another major hurdle was about the long distances in the state of Maharashtra. The following are some details of the state of Maharashtra, in 2001.

- Total area of the state: 3 lack 8000 square kilometers.
- Marathi speaking Population: 6 cr. 24 lack 81 thousand.
- Urban Population: 42.4%
- Literate Population: 77.27%
- Districts: 35 districts,
- Divisions: Aurangabad, Amarawati, Pune Konkan, Nagpur, Nashik.

(Source: 2001 census)

Except Pune, there was no other feeding centre for DD. Feeding was possible in Pune because of the department of Telecommunication offered the microwave facility to the Information and broadcasting ministry which was stopped after 2001. Nagpur is the only TV centre which has the feeding as well as connecting facility. Bringing the news coverage from different parts of the state is still a big headache for DD, because of lack of the feeding facility. The researcher has worked extensively on
various stations of Doordarshan like Mumbai, Pune and even on direct live telecasts with the Nagpur Centre. In 2006, in a big state like Maharashtra, has got Unlinking facility, and even Pune does not have this facility. The recordings done in Pune centre are still send to Mumbai (160 Kms away by road from Pune) by hand delivery or by road transport. If we look at the Private satellite channels, ETV Marathi (head quarters and earth station in Hyderabad, Andhra Pradesh) have got 2 MB lines from 8 major cities in the states. Zee Marathi had 3 places connected by the 2 MB lines and 6 places connected by the private net work of the Reliance group. These ground realities are self explanatory to show lack of professional attitude.

2.3.3 Sources of the News

The news items were picked up mostly from the news agencies like PTI, UNI and Hindustan Samachar. The sources for the news cast were the government agencies like State government publicity departments or the Press Information bureau of government of India. This affected in the variety and versatility of the news bulletin. Mostly the news cast used to be consisted of the government news, and the medium became the mouthpiece of the government itself.

The news scripts of the all India Radio were passed on to the General News Room of The DD, and from there it used to be conveyed to the regional state news rooms of the respective units. The all India radio staff was instructed in the initial stage to produce, edit and even present the regional news on DD. Very few officers were trained in television Production and journalism. In 1976, for the first time, Doordarshan News got a separate Director General.
2.4 Changes in news reporting on DD Mumbai

As far as the technique was concerned, the DD Mumbai was most advanced center. Especially when the ENG units were introduced, the news gathering process and the post production were easy for the TV News men. Broadly speaking, the following are the segments, in which reporting of DD Mumbai News Section can be studied.

2.4.1 News Reporting in 1972 to 1984

TV News coverage was done on film and in the format of news reel. Technologically this was most crucial phase. The reporters cum editors were running on every possible event to shoot it on the film, and most of them were programs and functions of the politicians. The news value was less and the fascination about the medium was more. Though on the journalistic norms it was unprofessional, but since the public broadcasting was completely new, and in the hands of the ruling party, there were no options than to follow the orders by the politicians. In a way, producing news was like producing the programs based on the latest happenings. Mostly the occasions were ribbon cutting or the rallies by the leaders. The exceptions were some accidents or the natural calamities, and public functions. There were no stories exposing any unusual moments or criticism of any government machinery. Doing any investigative story was a crime in those days. The socio and cultural programs, literary and dramatic or poetic meets were given priorities.

In a way, this was a learning phase for every one working in the regional news room. The experience of working in the news room was thrilling for the simple reason that it was a visual medium. Mainly the news reporting and editing style was still based on the radio working pattern. Only the difference was the pictures shot were edited and pasted on the sound track. Most of
the times, it was neither matched, nor synchronized. Still viewers were fascinated due to the audio visual experience. The staff of All India radio was transferred, and without proper training, they had started working on this new technique. Most of them learnt while working on DD itself. Instead of listening to the news cast on All India Radio, people started viewing news reader, in front of the camera, which was something new to them. Supporting still photos and some visuals were enough for them, as they had not seen world television by that time.

In the same period, DD decided to send some of the veteran producers of All India Radio to BBC and train them in professional manner. After training, they started implementing the production techniques and training to fellow colleagues in DD. Delhi DD had a big impact of the British television, on its production. But surprisingly, the technique of pre and post production of news gathering and processing of BBC was not followed by our producers in practical sense. The British news post production always believed on editing the pictures first, in the news post production. In Indian television news making, till this date, this process is not followed, and sound is edited first and then pictures are edited on that sound. This never gives the breathing space to the images or pictures.

2.4.2 Introduction of ENG units: 1984-1990

ENG is Electronic News Gathering. It means a reporter taking a single camcorder out to get a story to an entire television crew. A satellite truck is taken to the location for a live report in a newscast. The new ENG crews were collecting TV news with new electronic analogue tape formats like low band U-matic. Earlier, the film needed to be processed before editing, but the tape could be edited fairly quickly, dramatically reducing the turn-around time for a story. This almost saved more than half of the
time in just post production alone. During the production or recording on the spot location also, it saved more than one third time. The use of film in newsgathering virtually disappeared by the early 1980s. This had made a radical change in the methods of the reporting for Indian television DD.

ENG originally referred to the use of point-to-point terrestrial microwave signals to backhaul the remote signal to the studio. In modern news operations, however, it also includes SNG (Satellite News Gathering) and DSNG (Digital Satellite News Gathering). ENG is almost always done using a specially modified truck or van. After 2001, almost all the satellite channels started using the OB vans for all the ENG purpose, may be live or record the events for the news. Terrestrial microwave vehicles can usually be identified by their masts which can be extended up to 50 feet (15 m) in the air (to allow line-of-sight with the station’s receiver antennas), while satellite trucks always use a larger dish that unfolds and points skywards towards one of the geostationary communications satellites operated by companies such as INSAT 1 B or D.

2.5 News related Programs on DD (1992-1995)

The researcher believes that the roots of the private telecast were laid down by the private programs shown on the video cassettes long back in 1980. Those who visited the foreign country, have seen the miracle of the movies and films and the pornographic programs on these video cassettes. Some of them brought it in India, and started showing them on personal level. After knowing its commercial utility and earning capacity, the recorders were given on hire, to the interested viewers. The domestic viewing was converted in to the commercial one, and then in to the cable operating business. The huge areas of the metro cities were converted and distributed in to the beats, not to
be over crossed or tress passed with each other’s territory. The cable operators soon started ruling the business, which went on creating the monopolies on the specific areas of the cities and even the villages. This was the beginning of not only the cable business but also the satellite television network distribution market.

Bombay was the first metro city to start such a private and then public viewing of any cassettes on the VCRs, which got spread in other cities of the country. Unfortunately, Doordarshan realized at this point of time in 1980, that a big viewer ship as well as business and revenue can be attracted through these film based on programs with inclusion of the film stars.

It is very interesting to note that the cable operators took the advantage of the popularity of the films, and the film stars and the DD took the advantage of both the cable and films, to popularize the channels in the near future after making the film based programs like Chayageet, Chitrahaar, Phool Khile hai Gulshan Gulshan, etc.

The cable operating business was started for the first time in Mumbai, in 1984, and then was spread in Delhi, Gujarat, Karnataka, and so on. Out of 18 lakh 51 thousand in total household viewers of television in Mumbai itself, nearly 4 lack 72 thousand TV houses were connected to the cable TV, which comes to 24.1 percent.

We can just have a look on this percentage of some states, to understand the increasing attraction or addiction for the cable network, in the minds of the people.
Table: 2.8 Cable Viewers

<table>
<thead>
<tr>
<th>State</th>
<th>Cable Viewers (1991)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maharashtra</td>
<td>15.9%</td>
</tr>
<tr>
<td>Mumbai</td>
<td>24%</td>
</tr>
<tr>
<td>Gujarat</td>
<td>29%</td>
</tr>
</tbody>
</table>

(Source: Doordarshan audience research survey, 1991)

In fact it is a very strange that the VCR business was flourished due to the cassette presentation, and was based on the film business, but the cable business in the later stage, was again flourished with the entry of the satellite channels in India. The reason is that the satellite channel which has to depend on the cable operators for the distribution part of their channels to reach to the viewers at the grass roots people, and even to the big city viewers. This was a deal in between the cable operators and the satellite channels to benefit the both and still enjoy the dependence on each other.

The business of the cable operators expanded within no time and even the operators from the other states and places came to Mumbai to learn this and implement in their cities. The initial investment in the earlier period was around 6 to 8 lacks, which came down gradually up to 2 lacks. The business also got the political support eventually, considering the huge importance of this medium to reach to the people. The unions of the operators were formed, the areas were fixed and the film industry was even badly affected because of this business. They realized that the along with the other rights, the cable rights were also sold at the time of the on table distribution of any commercial film.

2.5.1 Conflicts in cable Business (1990-1995)

Though the cable industry provided jobs to many uneducated or less educated youths, it also changed the perspective of whole satellite television scenario. The tendency to
make the maximum profit, affected badly on the quality of the cable business, created some antisocial elements doing corrupt malpractices and blackmailing the satellite channels, as the total control of the distribution network was in the hands of the operators and their associations. The Govt. of India had to take a very serious note of this. It was unanimously felt and even a lot of pressure was put on the Govt. to take some serious step to control these cable operators and regularize them and their activities. The ministry of I and B of Govt. of India introduced the cable Television network regulation bill 1993, in Rajya Sabha on Oct 3, 1993, and after a long discussion, the bill was referred to the standing committee of communication, in the parliament. Unfortunately, the bill could not be introduced in the next two sessions of the parliament in December 1993 and even in the budget session in 1994. By that time some Pvt. Producers had already started to produce the programs based on the news and current happenings, and the selling of these video cassettes also got tremendous response.

2.5.2 Election Analysis on Indian television

Way back in 1984, Ashok Lahiri of ITV was invited to produce the programs on the Loksabha Elections analysis for DD National channel. Lahiri invited Dr Prannoy Roy, and Vinod Dua well known in the political field for their expert writings and analyses, to anchor this program. This was the first sign of liberty given to any private company to evaluate the performances of the political parties, and in a way it reminded the Libertarian theory, which believes the Right to express, and treats the individuals as supreme. The experienced journalists’ duo started new trends in the electronic Journalism and became popular for their brilliant performances and crisp analysis. Programs based on the central election of the nation, got maximum popularity, and people were
amazed to see the results with the expert comments and the discussions at the same time when the results were announced. This was for the first time in India when some straight analysis and interpretation was presented on the public broadcaster channel. In 1989, when Prannoy Roy was invited again for the same job, he realized the potential of this medium and his own capabilities with high professionalism. He formed his own production house, NDTV. The current affairs program “World this week” was had the highest viewer ship in those years. But this had not affected the political leaders in removing him from the small screen. Prannoy had already tied up a deal with Star News, with the current affairs program first, and then the whole contract of producing 24 hour news channel. He had all the assurance about the non interference policy and huge benefits with the copy right of the software which helped him when he started his own channel in 2002, when the contract with star was over. Gradually he started English (NDTV 24X 7), Hindi (NDTV India), and Business channel (Profit). In 2006, he is planning to start a new entertainment channel and some regional channels as well as the CITY channels like NDTV Mumbai Delhi, Chennai and Calcutta.

2.5.3 Reasons for the popularity of the News based Program

Programs like news Track, world this week were popular for the following reasons:
1. The latest updated information was made available in these programs.
2. The production Quality was good in comparison with the usually made DD Programs.
3. Even the programs were made on Pvt. basis, the telecast was made on DD, which gave them wider coverage, and reached to the wider viewers.
2.1 John Logie Baird, Inventor of TV, with his TV tube

2.2 John Logie Baird watching first program sent via Telstar

2.3 First portable TV by Sony Corporation

2.4 News casters in early years
2.5 TV tower on the day of Launch, DD, Mumbai

2.6 2nd October 1972, launching of Doordarshan, Mumbai

2.7 Regional News unit, Doordarshan, Mumbai

2.8 Newsroom of NDTV, New Delhi
4. The people had the feeling that they are getting free information, without any interference and with maximum accuracy.

5. The media on the larger scale of the world map was used in making of this program, which gave altogether different perspective and enriched the Indian viewer, by giving him information and news, while entertaining him with some of the amazing visual experience.

2.5.4 Beginning of Infotainment

In the world of Electronic Information gathering in India, this was supposed to be the beginning of infotainment in India. This was practical experience of Functional Approach Theory of Mass Communication.

As Herald Laswell had said, ‘Entertainment and Information are important Functions of Mass communication.’ But the satellite channels believed that a good combination of all these five functions, like Information, Entertainment, Surveillance, Correlation and Mobilization could be made in the different designs. 1990-91 could be called a year of revolution for the Indian media as well as entertainment and the television Industry as a whole. In some parts of the country, the satellite signals were received by the private cable operators. In Mumbai the first satellite signal was clearly visible in April 1990. The TV serials of star network reached very few people, who got the privilege of having proper cable service and that too, having decoders of the BBC network. This was no doubt a huge change in the TV industry of the country, which raised a lot of questions in near future. Because of this new Pvt. Cable transmission with the help of the satellite practically created the history and began a new chapter in the telecast.
2.6 Arrival of First Pvt. Satellite News Channel

The Invasion through satellite began in February 1991, in Gulf War, by the American TV company, CNN. The live coverage was shown through satellite, on CNN, was observed in some major cities like Delhi, Mumbai, Madras and Calcutta through the close circuit TV Sets.

In May 1991, the Indian viewers got the first program of BBC on their cable network, followed by the programs of the star network, which were shown in India, from September 1991. BBC had deputed correspondents in India even in the pre independence period, and also had the equipment to send the audio signals to their Radio station in London. Star Plus and Star Sports were the first of their network, appeared in the Indian homes and then gradually other channels from this group were launched in India through cable net work. This Hong Cong based TV Company had a tie up with the Zee Television, for the Hindi set up in India, and very soon, I October 1992, The Zee became operational in Hindi telecast. For this purpose, Zee used a leased transponder of Star's Asia sat satellite.

Eventually even the Star started its office in New Delhi in the same month. In a way Zee became the first Hindi and Indian Channel to appear on the cable satellite network, even though it was not uplinked from the Indian soil, but from Hong Cong.

Star was earlier owned by the Hong Cong based Hutch vision Wohampoa multinational group, a Chinese and British corporation, earning at least 1.5 billion American dollars profit, in 1990. Star was controlled by Hutch vision and the companies of Li Ka Shing and family. Li was chairman of British financial Institute and Hong Cong and Shanghai Banking Corporation. In those days, star was delivering their programs through satellite to 38 countries.
2.6.1 Murdoch Took Over Star

Media tycoon Rupert Murdoch took over the control of Star, in July 1993 who not only changed the staff in but also changed the business strategy drastically, and expanded its empire, on a very large scale. He replaced CEO Jim Griffith by Gary Davey, and planned a long term strategy for the expansion. The entry of Star Network in India gave tremendous boost to the Indian media, and created serious threats to the Indian culture, and to the Indian media tycoons. It created the competition to Indian media, and also created the danger by investing and pouring a huge amount of money in the business.

Murdoch owned many Television stations and news papers like THE TIMES in London and tabloids SUN and STAR, and he had the vision of next century. He knew its business potential and margin of profit in this huge investment. He wanted to control command and then acquire the 49.9 percent share of Zee, which was given the transponder of Asia sat, on sub-lease basis from Hutch vision.

2.6.2 Entertainment Serials on ZEE

Murdoch decided to use this opportunity and DD 1-national channel was the only competition in the area of the entertainment, to the zee, in those days. For the most common layman viewer, the BBC was quite a high dose. In comparison, Zee offered entertaining serials and started to telecast 12 Hrs, and on Sundays, 18 Hrs programmers a day, which generated a huge response in terms of investments, and even attracted the political circles as well. In its very first year, Zee earned a huge profit of 24 crore Rupees in India.

DD responded to this satellite TV invasion by launching an entertainment and commercially driven channel and introduced entertainment programming on its terrestrial network.
In April 1993, DD Metro channel was started and created a serious competition to the Zee. But Zee went on with its own novelty, more freedom, as there was no Indian control over the telecast made from the foreign land and not from the Indian soil.

One can have an indirect feel of experiencing the Cultural Imperialism Theory of mass communication. Herb Schiller had said that “Third World countries are watching media filled with the Western world's way of living, believing, and thinking. The third world cultures then wanted to do the same things in their countries. We can see a direct linear path from sender to receiver through the media channels and then watch the effects.” The arrival of Satellite channels in India had the impact on the western world to Indian television, through the subjects, treatment and production of their programs.

On October 8, 1993, under the new control on the satellite antenna in China, the beaming and telecast of all foreign channels including Star was blocked and banned, except the foreigners, hotels and the residences. Even the countries like Malaysia, and Singapore banned the satellite foreign channels and kept them out of the reach of their viewers in comparison with India; The Chinese were more interested in making some deal with the Australian broadcasting Commission, ABC Television. In some countries, the pay channel system started in the same period; this was an indication that even the developing and underdeveloped countries felt that the threat from the satellite channels. Some of them took the steps against these channels by making amendments in their constitution. In a way, India was a soft target, but hot potential market with a possibility of a huge profit margin, for these satellite channels.
2.7 Battle for Autonomy

The Indian scenario in the same period was different. There was a big demand of autonomy to the DD and Akashwani (AIR), and even in the regime of the Janata Dal Govt. Lot of efforts were made in this regard. After a long battle, the BCI (Broadcasting Corporation of India) was formed, but could not perform freely in a true sense because of the political pressures.

“My ideal is, some day Akashwani -- then Doordarshan would not exist -- should become as autonomous as BBC.”

Pandit Jawaharlal Nehru, Prime Minister of India

Autonomy was a concept to which free India has been committed right from the beginning. There was a big battle of autonomy to the public Broadcasting of India. In Libertarian or Free Press Theory, the free expression is honored and through that alone, the freedom can be maintained. A free press, media and people to react on any happenings can be taken as the healthy sign of the society or the atmosphere. In India, the freedom of the press was restricted to the print medium, except in the emergency period. The autonomy issue was raised in the post 1990 period, by the then Government again. Many groups and committees were formed for studying the issues. But it took Five decades to bring this in to reality. The reason was no ruling party was interested in losing control over Akashwani and Doordarshan, as they knew the importance of the powerful weapon. It was possible only in the situation, where single party could not form the Government, and many of the parties had to come together.

2.7.1 Rahimatuallah Chinoy committee

The Indian National Congress in 1938 set up the communication subcommittee chaired by Sir Rahimatuallah
Chinoy. In this period, Subhash Chandra Bose was the president of congress. The Chinoy Committee gave the following recommendations:

- Broadcasting entities in India “should be public monopolies and should be run on commercial lines and developed intensively,
- They are social services and as such agents in the task of national development”.
- A statutory corporation for radio broadcasting should be set up with an advisory council consisting of the public and experts attached to it.

2.7.2 Ashok K. Chanda Committee

The focus on post-Independence broadcast policy had to wait for Indira Gandhi, who after her father’s death became the Information and Broadcasting Minister, appointed A.K. Chanda Committee. The committee recommended the creation of a separate public corporation for Akashwani (Radio) and Doordarshan (TV). This was not created in future.

"Examine and evaluate the operations, policies, programs and production of the various media units of the ministry. It is not possible in the Indian context for a creative medium like broadcasting to flourish under a regiment (sic) of departmental rules and regulations. It is only by an institutional change that AIR can be liberated from the present rigid financial and administrative procedures of Government”.

A. K. Chanda Committee Report-1966

At the time when the Chanda Committee submitted its report on Radio and Television (April 18, 1966), All India Radio (AIR) had acquired a fairly extensive set-up with the MIB embarking on a two-phase plan for expansion of broadcasting service. The Chanda Committee expressed its disappointment on
the development of mass communication in India. It felt that the media had not been adequately harnessed for informing, educating and enthusing people to participate actively in the social and economic development programs. The report emphasized that for qualitative improvement of coverage; at least two-channel transmission must be provided in all regions and low-power transmitters be installed in each compact agricultural area. The committee recommended the setting up of two separate autonomous public corporations for radio and television. The attempt was to reconcile autonomy with control by endowing AIR (and Doordarshan) with sufficient liberty in financial and managerial matters, while retaining clearly defined areas of regulations by the state. The committee was averse to AIR being employed as an instrument of the government and also to it being entrusted with the private hands. It is notable that the committee was in favor of allowing universities, municipal corporations, and state governments to install transmitters.

Prime Minister Indira Gandhi took the Chanda Committee report up in the Cabinet in 1969, and decided that it was not right time for giving autonomy to these two entities. But TV was separated from AIR under the name, “Doordarshan” on April 1, 1976.

“All anybody in government service is bound to obey the orders of the government. If they feel that the government policy is not right, they are unable to obey, they have some other views which they want to express, no-one is stopping them from resigning and joining any organization where they will have that freedom.”

Prime Minister Indira Gandhi
AIR was blatantly misused as ‘a government mouth piece’ during the national emergency in 1975. Several constraints were imposed on radio and television, the ‘AIR broadcasting code’ was imposed and there was a ban on oppositional views.

2.7.3 B. G. Verghese Committee

“An autonomous National Broadcasting Trust, named ‘Akash Bharati’, may be formed as non-profit making body, an essential public service licensed to operate under parliamentary charter and accountable to the parliament”

B. G. Verghese

After the termination of emergency, the country’s first non-Congress (Janata Dal) government pledged “genuine autonomy” to the electronic media. The White Paper on the Misuse of the Mass Media was prepared. An eleven member Committee headed by former newspaper editor, B G Verghese, was appointed in August 1977 to look into autonomy for the electronic media.

The group was expected to examine the functional, financial and legal aspects of the proposal to give full autonomy to Akashwani and Doordarshan, consistent with accountability to parliament, keeping in mind the different forms of autonomous organizations existing in other democratic countries in the matters of broadcasting.

This was the time when the first sincere efforts to relax the hold of the ministry on radio and television were started. The working group was not in favor of two separate trusts for radio and TV though it urged for a distinctive identity for the two mass media under an integrated charter of Akash Bharati. It emphasized that ‘mass’ does not necessarily imply a ‘monolithic or homogeneous’ national audience and that the trend in the world was towards catering to area and culture specific minority
audiences. The committee identified that the trust should be authorized to grant licenses to franchise stations through a board for education and extension broadcasts. These educational stations would not broadcast news bulletins of their own and not take up any commercial broad-casting.

The new government introduced party election broadcasts in May 1977 15 years after the Election Commission had recommended their transmission. A watered-down Akash Bharati Bill was introduced in parliament, but it lapsed after the dissolution of the Lok Sabha in 1979 when the government was toppled. After returning to power in 1980 the Congress government, decided to hold this effort of freeing the media from government control, and the status quo was maintained.

2.7.4 G Parthasarathi committee

In 1980, an advisory committee headed by G Parthasarathi was created for restructuring media organization to facilitate a more professional outlook. News Policy for Broadcast Media released in May 1982 was one of the products of this committee and the guidelines therein are followed to this day. These cover wide-ranging topics related to news coverage particularly those considered crucial for national development, national integration and maintenance of communal peace. The document outlines some of the themes that require special coverage, one of them being the achievements and problems of development and lays emphasis on the use of AIR and Doordarshan news-gathering apparatus “to make a deliberate effort to explore new areas of development and nation building news. People’s participation in such activities should be duly highlighted as also the significant work being done by voluntary agencies”
2.7.5 P. C. Joshi Committee

"...In an unequal society people live differently, think differently and feel differently. The process of communication or software production left to the free play of market forces does not act as a countervailing mechanism against the natural working of an unequal society. It reinforces the unequal society rather than correcting it. The freedom of the communicator to produce must be harmonized with the right of the weaker sections constituting the vast majority in a developing country to be truly represented in software. The over-representation of the elite and the negligible representation or false representation of the weak in software is an issue which is as serious and fundamental as the issue of creative freedom."

P.C. Joshi

In December 1982, a working group on software for Doordarshan headed by P C Joshi was appointed to “prepare a software plan for Doordarshan, taking into consideration the main objectives of television in assisting in the process of social and economic development of the country and to act as an effective medium for providing information, education and entertainment” The group suggested several steps for restoring the development function of television and even objected to the frequent use of national communication frame-work to present ‘a Delhi-centric view of India’. This committee report mentioned dangers of the technology-led communication revolution and emphasized the need to evolve “our own version of communication revolution.” The committee referred to the German Playwright Bretch’s statement about radio being equally relevant for television and urges for changing television to ‘receive as well to transmit’,
and “to let the listener speak as well as to hear” with a view to “turning the audience not only into pupils but into teachers”.

Quoting McLuhan, the report said, “any software which does not evolve out of some form of public participation is weak in authenticity and appeal”, and hence the need for incorporating “an intimate, participatory down-upwards orientation” in television and for encouraging “people to be participants in the process of generating software.”

2.7.6 Nitish Sengupta Committee

“We recommend the setting up of an independent Radio and Television Authority of India, as strongly enjoined by the Supreme Court, to license private channels, domestic and foreign, to impose appropriate terms and conditions on these licenses in accordance with the Broadcasting and Advertising Codes, to serve as the regulatory mechanism for private radio and television stations/channels. Local terrestrial TV and Radio stations should be permitted. And the Indian Telegraph Act, 1885 could be suitably amended.”

Dr Nitish Sengupta

A high Power Committee of Dr Nitish Sengupta was appointed in 1995 for the Implementation of the Prasar Bharati Act to remodel the role, organizational structure, and functions of Prasar Bharati in the context of the influx of foreign satellite channels in the 1990s furnished its report. This committee put forward a provision, to be included in the Prasar Bharati Act, for an independent Radio and Television Authority of India to grant licenses to domestic or foreign satellite channels and permit them to uplink from Indian soil. The committee’s recommendations with respect to Prasar Bharati sought to dispense with the changes introduced in the 1989 draft before the Bill was finalized in 1990.
2.7.7 Siddhartha Sen Committee

In order to cope with unprecedented reduction in budgetary support from the government, the MIB decided to refurbish the system for marketing commercial time on Doordarshan and All India Radio. A committee headed by Siddhartha Sen set up to examine the needs of both advertisers and viewers and the adaptations that were warranted to make the prevailing system in Doordarshan and AIR commercially effectual. In July 1997, the United Front government decided to notify Prasar Bharati, which had been languishing since August 1990. The Sengupta Committee recommendations were overlooked and what came about was diluted autonomy. The act was brought into force on September 15, 1997 and Prasar Bharati (Broadcasting Corporation of India) was established on November 23, 1997.

2.8 Private sector competition and autonomy

Broadcasting dialogue assumed an altogether new dimension with the advent of cable operators and the beaming of satellite channels by Hong Kong-based STAR TV into India in the year 1991. Conditions for broadcasting changed radically. Faced with the eventuality of private sector competition, autonomy, genuine or otherwise, for state-owned media seemed inevitable. At the same time, the government was worried about the structure of regulatory system to take account of the invasion via satellites, and about the new media technologies. There was no way to control the private satellite channels under the present laws. Another issue that worried the government was of Competition in programming and advertising.

2.8.1 Landmark Verdict of the Supreme Court

In February 1995, the Supreme Court delivered a historic judgment in the case of Ministry of Information and Broadcasting vs. Cricket Association of Bengal. The verdict mentioned that:
“Airwaves constitute public property and must be utilized for advancing public good. The spirit of the judgment was to spell the end of the government monopoly of broadcasting. But it was not in favor of deregulation of airwaves for use by the private business firms. It stated that, “no individual had a right to utilize them (airwaves) at his choice and pleasure and for purposes of his choice including profit”.

There was a very confusing state in the Doordarshan family, while facing this challenge of the Private Cable network. Zee was the only channel, which knew this situation and made the fullest use of this. Zee not only satisfied the need of the viewers to get the good TV serials, programs but added the lime light and glamour to it also. Of course the entertainment industry as well as the Industrial sector also used this platform of Zee to advertise their products in a very innovative way. Zee got a fabulous sum in the form of the commercial advertisements, which brought their break even point much closer than expected.

**Table: 2.9 DD viewer in India 1993**

<table>
<thead>
<tr>
<th>Total No. of TV sets in India</th>
<th>4 Cr.3 lack</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV sets in Rural India</td>
<td>1 Cr. 20 lack</td>
</tr>
</tbody>
</table>

**Table: 2.10 TERRESTRIAL COVERAGE (2005)**

<table>
<thead>
<tr>
<th>DD-1</th>
<th>Population Covered 91.2%</th>
</tr>
</thead>
<tbody>
<tr>
<td>DD News</td>
<td>Population Covered 46.4%</td>
</tr>
</tbody>
</table>

(Source: DD Audience Research)

Even before the total restructuring of the news casts of DD on February 1, 1994, the rating for two main news bulletins on DD was very high. In those days, the Hindi news cast used to be aired at 9 PM and English News at 10 PM. The Hindi News Bulletin had as much as 45 percent and English News had 20 percent viewing. The main reason for the less viewership was the
lack of different time codes in the country. In the north east region states like Arunachal, Assam, Tripura, and Naga Land, the sunset is very early at around 4.30 to 5 pm. To watch the news at 10 pm was like a midnight time for the viewers there.

It would be interesting to know that the state wise TV house holds in the country shows that the urban viewer ship is bigger than the rural, and at the same time it also indicates that the rural viewer ship is increasing at a very fast speed. People are eager to know what is happening around them and they are also interested in having entertainment to their doorsteps.

Table : 2.11 State wise TV households in the Country 2001

<table>
<thead>
<tr>
<th>State</th>
<th>Urban</th>
<th>%</th>
<th>Rural</th>
<th>%</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delhi</td>
<td>2270</td>
<td>89.3</td>
<td>303</td>
<td>88.3</td>
<td>2573</td>
<td>89.2</td>
</tr>
<tr>
<td>Pun/Harya/Chan/HP</td>
<td>2444</td>
<td>88.6</td>
<td>4023</td>
<td>63.6</td>
<td>6467</td>
<td>71.2</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>1718</td>
<td>76.7</td>
<td>1765</td>
<td>25.7</td>
<td>3483</td>
<td>38.2</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>3703</td>
<td>68.4</td>
<td>4572</td>
<td>22.2</td>
<td>8275</td>
<td>31.8</td>
</tr>
<tr>
<td>Bihar</td>
<td>1305</td>
<td>58.8</td>
<td>1481</td>
<td>10.1</td>
<td>2786</td>
<td>16.5</td>
</tr>
<tr>
<td>N.E. &amp; Assam</td>
<td>1042</td>
<td>80.0</td>
<td>1028</td>
<td>25.3</td>
<td>2070</td>
<td>38.5</td>
</tr>
<tr>
<td>West Bengal</td>
<td>3173</td>
<td>69.5</td>
<td>2552</td>
<td>22.3</td>
<td>5725</td>
<td>35.7</td>
</tr>
<tr>
<td>Orissa</td>
<td>734</td>
<td>69.1</td>
<td>1016</td>
<td>16.6</td>
<td>1750</td>
<td>24.4</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>2850</td>
<td>78.3</td>
<td>2775</td>
<td>25.1</td>
<td>5625</td>
<td>38.3</td>
</tr>
<tr>
<td>Gujarat</td>
<td>2841</td>
<td>74.6</td>
<td>1450</td>
<td>25.5</td>
<td>4291</td>
<td>45.2</td>
</tr>
<tr>
<td>Maharashtra &amp; Goa</td>
<td>7460</td>
<td>82.3</td>
<td>4183</td>
<td>37.0</td>
<td>11643</td>
<td>57.2</td>
</tr>
<tr>
<td>Karnataka</td>
<td>2757</td>
<td>78.8</td>
<td>2243</td>
<td>32.8</td>
<td>5000</td>
<td>48.4</td>
</tr>
<tr>
<td>Kerala</td>
<td>1219</td>
<td>67.5</td>
<td>2062</td>
<td>41.0</td>
<td>3281</td>
<td>48.0</td>
</tr>
<tr>
<td>Andhra Pradesh</td>
<td>3894</td>
<td>74.1</td>
<td>4451</td>
<td>35.5</td>
<td>8345</td>
<td>46.9</td>
</tr>
<tr>
<td>T.N. &amp; Pondicherry</td>
<td>4050</td>
<td>76.4</td>
<td>4008</td>
<td>39.3</td>
<td>8058</td>
<td>51.9</td>
</tr>
</tbody>
</table>

**Total** 41462 76.1 37912 28.3 79374 42.3

(Source: Doordarshan audience research cell survey, in 2001)
### 2.12 State wise C & S Homes in the Country

<table>
<thead>
<tr>
<th>State</th>
<th>Urban</th>
<th>Rural</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delhi</td>
<td>1357</td>
<td>57</td>
<td>1414</td>
</tr>
<tr>
<td>Pun./Haryana./Ch/Hp</td>
<td>1587</td>
<td>493</td>
<td>2080</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>779</td>
<td>481</td>
<td>1260</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>1301</td>
<td>176</td>
<td>1477</td>
</tr>
<tr>
<td>Bihar</td>
<td>575</td>
<td>81</td>
<td>656</td>
</tr>
<tr>
<td>N.E. &amp; Assam</td>
<td>470</td>
<td>12</td>
<td>482</td>
</tr>
<tr>
<td>West Bengal</td>
<td>1612</td>
<td>316</td>
<td>1928</td>
</tr>
<tr>
<td>Orissa</td>
<td>335</td>
<td>161</td>
<td>496</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>1634</td>
<td>833</td>
<td>2467</td>
</tr>
<tr>
<td>Gujarat</td>
<td>1794</td>
<td>576</td>
<td>2370</td>
</tr>
<tr>
<td>Maharashtra &amp; Goa</td>
<td>4564</td>
<td>781</td>
<td>5345</td>
</tr>
<tr>
<td>Karnataka</td>
<td>2088</td>
<td>1544</td>
<td>3632</td>
</tr>
<tr>
<td>Kerala</td>
<td>575</td>
<td>831</td>
<td>1406</td>
</tr>
<tr>
<td>Andhra Pradesh</td>
<td>3089</td>
<td>3890</td>
<td>6979</td>
</tr>
<tr>
<td>T.N &amp; Pondicherry</td>
<td>3150</td>
<td>2780</td>
<td>5930</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>24910</td>
<td>13011</td>
<td>37921</td>
</tr>
</tbody>
</table>

### 2.13 Media penetration in India

<table>
<thead>
<tr>
<th>Year</th>
<th>Television sets</th>
<th>1998</th>
<th>2004</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Cable connections</td>
<td>25 million</td>
<td>52 million</td>
<td>62 million</td>
</tr>
</tbody>
</table>

The total television viewer ship of 415 million is amongst the highest in the world.

Television ownership is growing fast here, and it has plenty more room to expand. There are roughly 119 million homes with televisions in India by 2004-end, making it the third largest television market in the world after the United States and China, up from 88 million in 2000. About 55 percent of these depend on neighborhood cable. The current number of television households is about the same as in the United States (100 million), though for India that amounts to only about half of the country's households, compared with 98 percent in the United States.
“An estimated nine million television sets were sold in India in 2004. The percentage of households with televisions was approximately 66% in fiscal 2005.”


The major strides were made in electronic media sector during the year 1999. An important milestone was to open the FM radio broadcasting to 100 per cent Indian owned private companies in 40 centers. The process of granting licenses to selected parties has been started by inviting bids through advertisement in October, 1999. Prasar Bharati started a number of channels during the year. Sports Channel of Doordarshan was inaugurated by the Prime Minister in March, 1999, and in August 1999 the Prasar Bharati introduced a new 24 hour News and Current Affairs Channel and before that, Doordarshan and it also introduced hourly news bulletin services with effect from July 15, 1999. The Government also proposes to start an Educational Channel on DD. The Channel will cater for students at all levels and their endeavor is to operational the channel as early as possible. Some of the priority areas of the Government for electronic media sector are expansion and strengthening of external services of All India Radio; up grading of transmitter setups for All India Radio and Doordarshan; Modernization of technologies in the network and up grading of program production facilities.

Second Phase of Up linking

During the year 1999 Indian Government decided to expand the scope of up linking facility. Up linking facility was allowed from Indian soil to all Indian broadcasting companies with 80 per cent Indian share holding and Indian management. In the second phase it was decided to permit the facility from India to any one of
the above, only in C Band without making it mandatory for them to go through VSNL. The Satellite channels were required to abide by the program and advertising codes as applicable to Doordarshan.

2.8.2 Comparison in reporters: DD and Satellite channels

The news dept of DD Mumbai was neglected from the point of view organizational view and this affected badly the working of the reporters. The reasons were not technical but practical and organizational language and the understanding of the area of the centre is the essential factor for any Journalist. The Researcher had a shocking experience, to edit the news Bulletin in Urdu, without knowing the language itself, in DD national news room in Delhi. Even after making the protest, he was compelled to edit the news cast with the Urdu knowing translator. In such a situation, the bulletin and the medium suffer badly.

Basic reasons for failure

1. The officer Heading DD News in Mumbai was most of the times unaware of the regional language ethos. Some News directors exceptionally learnt Marathi language within a year of joining. Earlier the reporters were given a very little liberty to share the ideas of the coverage. In Private channels the freedom was given to the reporters. The work culture was different than in the DD.

2. The practice to hire the stringers was continued for the last 20 years, which affected badly on the working of the news room, as the proper permanent staff could not be appointed, most of these stringers were completely unprofessional, and were not given any training. Also in the private channels, so many stringers were hired for the day to day coverage, but they were trained extensively as per the style of the channel and were answerable to day to day performance.
3. The technology was changed, but the changes could not be implemented on the grass root regional news rooms up to the technicians, because the shortage of the technically trend staff. This affected the packaging and the final shape given to the news story.

4. The organizational structure of DD News Room was not professionally designed. The private channels created and maintained it, which streamlined the work.

5. The reporting team was not trained in the new techniques of the coverage, up-linking, recording, and even editing the news capsules.

6. It took at least 25 years, to go on to the different work culture, new sets, new cameras and news non liner editing. Mumbai Doordarshan regional news room was changed when new building took place in 1998. The background set was changed in 1998. The other news channels from the private companies like Star and NDTV paid maximum attention to their look, production and presentation up to the minute detail. They reached up to the virtual reality in a short span of 7 years. They also groomed their faces of anchored in their telecasts by maintaining the style books.

7. The booking of the separate ENG units for the news coverage was a big headache for the reporters and the news editors, in the early years of DD. The reason was the common staff of the programs and news sections. In Private channels, at any given moment, the spare units were reserved for any unforeseen happenings.

8. The program section never understood the importance and urgency of news which created the confrontations. Separate cameramen and producers were reserved for the news,
2.8.3 Professional Approach of Satellite Channels

The private news channels always gave the top priority to the news and its value than any other thing. Any expenditure was made to save the time and give maximum quality. The approach to smell, handle and treat the news is completely professional. No compromise is made in any case, while dealing with any news, and no bureaucratic set up affects badly or kills time without a cause. Making of any delay is treated as a crime in any satellite channel.

A. No. of Reporters

In DD the No. of reporters is less in comparison with the Pvt. Channels. On the contrary, the reporters are doing the job of the assistants. News Editors vice versa.
1. Since 1972, DD Mumbai had filled up only 5 posts of the reporters, and all these reporters resigned before their tenure was over. And they joined the private News channels like Zee, Star and others.
2. The appointed reporters were called the roving correspondents. The fact remains, unanswered, and why should DD could not hold the good professional talents like some of these roving correspondents? Those that left the DD got full freedom to work, process their work, better working conditions and the atmosphere.

Table 2.14 Reporters (Old and New) 2005

<table>
<thead>
<tr>
<th>Channel</th>
<th>Reporters</th>
<th>Stringers</th>
</tr>
</thead>
<tbody>
<tr>
<td>DD Marathi</td>
<td>0</td>
<td>10/12</td>
</tr>
<tr>
<td>ETV</td>
<td>8/10</td>
<td>12/30</td>
</tr>
<tr>
<td>Star Maza</td>
<td>12</td>
<td>28</td>
</tr>
<tr>
<td>Zee 24 Taas</td>
<td>6/10</td>
<td>20</td>
</tr>
</tbody>
</table>
Table 2.15 Comparison of the reporters (Old and new) 2005

<table>
<thead>
<tr>
<th>Channel</th>
<th>Reporters</th>
<th>Stringers</th>
</tr>
</thead>
<tbody>
<tr>
<td>DD Marathi</td>
<td>0/3</td>
<td>10/20</td>
</tr>
<tr>
<td>Zee 24 Taas</td>
<td>6/8</td>
<td>20/22</td>
</tr>
<tr>
<td>ETV</td>
<td>8/10</td>
<td>12/26</td>
</tr>
</tbody>
</table>

All the above figures are self explanatory for the reasons saying as to why the coverage made by the ETV Marathi were and still better than any other Marathi news.

Until 1999, there was not a single reporter appointed in the main news centre of DD Mumbai. The assistant news editors used to run for the coverage as and when required, and they themselves used to cover, edit, and sometimes anchor the news bulletins. This was the way of coverage, editing of content and visual, anchoring and production of regional news. In fact after the batch of 1990, the appointment and selection procedure in the Indian Information Service was completely stopped. This affected severely on the working of the various regional news rooms in the country. Then the Joint directors were authorized to hire the casual staff on the contract basis, which was not trained and habitual to the specific broadcast code of the public broadcasting system.

After a serious thought was given by the British trainer Mr. Arnold Miler to the DD authorities in 1999, some posts were sanctioned by the ministry to the BCI, and some reporters were recruited on purely casual contract basis. Again a very serious problem came about their professional experience, ability, experience and capacity. In fact, DD Mumbai was always dependent on the stringers even for the coverage on local level. It is a proven fact that some of the major coverage was not done by the staff of the DD, but by the stringers on casual basis, just for
the reason of non filling of the vacant posts. This affected the quality of the news bulletins badly.

**Professional qualification or Seniority**

Another aspect was the people working as a news editor. Sometimes the staff was deputed on seniority basis and not on the languages basis. News editors on deputation could not realize and understand the local ethos on cultural, socio-political and linguistic level. They were not able to read, write and talk Marathi. Same thing prevailed in the national news room of the capital New Delhi. Many news officers were editing the Urdu news service bulletins, even though they were not aware of the single letter of the same language.

**Accountability and Responsibility**

The basic difference in between the Govt. reporters and the Pvt. Channel reporters was their accountability. In the Govt. set up, missing of any news or important happenings would not make any difference. Practically, as said in the **Social Responsibility Theory**, media has certain obligations and responsibilities towards the society. These obligations of the accuracy, balance in reporting or even objectivity, were followed by DD News from the beginning, but impartiality and maintaining high professional standards on moral grounds were never thought of the system or mechanism of DD News. On the contrary, in private satellite Channel, every reporter was answerable for missing any or every news, the very next moment. The competition was getting tough day by day. If one channel missed any happenings, the monopoly was of DD, but after 1992, when Zee came as a first Pvt. Player in news making, the responsibility of the govt. channel increased as a public broadcaster.
For Pvt. Channel, there was no restriction of the time constraints, but in Govt. set up, nobody bothered to work after the office hours, which affected badly and their efficiency of the DD News. News could not be treated like program making, but the staff of DD was not ready to differentiate between the two. They adopted their same traditional mental set up and even the mind set and they lacked behind.

The basic problem was, in govt. set up, the reporters used to start reacting, when already the happenings took place and every thing was over. But the Pvt. Channels used to anticipate the things earlier, and used to prepare in advance. Just like a professional international test fielder starts walking in the right direction, before the bowler takes his run ways charged.

**Restrictions**

Many times, the govt. media had too many restrictions such as the hierarchies and protocols. In the given iron set ups, the news reporters were not allowed to react or cover some top dignitaries or VIP’s without permission. This created the major hurdles and set backs for the official Govt. media. Even today, any DD producer can not contact directly to the CM or any cabinet minister for the news based current affairs program, without the permission of the station Director or the News Director. These strange attitudes of the typical government bureaucratic protocols have made big losses of the public broadcasting TV medium as a whole.

The post production hurdles of the news coverage on DD were even worst in the case of the emergency. There were no separate editing tables available till 1998. No separate news production staff was reserved for news. In Pvt. News channels, every thing was thought and designed on highly professional basis, and after considering the basic needs of any newsman.
Nonlinear editing was only used for entertainment programs, but in Pvt. Channels, they shifted to the non-linear setups as early as 1999. In the case of the DD, the latest technology came first rather than any other channel, but never shown the results, as it was not used in a practical sense of the utility point of view.

**Appointments on casual contract**

Particularly, in DD Mumbai, the casual appointments are being made in the recent past. It is observed that after 1999, the head of RNU had to face the grave problems due to the extended number of the news bulletins.

The following reasons are found:

1. Earlier, the news bulletin of 7 pm was started initially. Then two more bulletins from Mumbai in Marathi were started at 7 am and 2.30 pm. The existing staff to edit the bulletins properly writes, read and anchor as well as produce them due to the lack of the staff.

2. The production departments had to hire the technicians from outside, as they required trained staff, and it was not available, because UPSC had not sanctioned the required number.

3. The Editorial staff was supposed to be trend Journalists having sense and education, but unfortunately, the manpower recruited had no practical experience and was inducted just like on the basis of the internship basis.

Because of the above reasons, the News heads had to go for random selection on the casual contract basis.

This affected badly on the following factors.

1. The content selected by the total new comer to the field, was not up to the mark and was not having the news worthy content.
2. The translators were suddenly converted into the main reporters, or content editors. Some of them were compelled to work as the editors of the news bulletins also.

3. The sudden changes created a lot of confusion, and the trial and error method was started. This affected the quality and it was a terrible loss of the news room as well as the credibility as a public broadcasters.

4. All the casual journalists and Technicians appointed on the casual contract basis were not trained and were not aware of the broadcasting norms and were did not have the technical expertise that was required while working in the most powerful medium like DOORDARSHAN.

Some times the News bulletins were made by untrained staff that was not aware of the content and technique. This was an unprofessional way of operating the TV news and News making.

Even, in 2006, in the news room of DD Mumbai there was not a single reporter appointed on permanent basis. All the four news editors are doing all the jobs of reporting, editing, and six reporters are appointed on casual contracts, 8 stringers are appointed for Mumbai itself, and 12 stringers for the 33 districts of the state, which much less than the requirement.

2.9 Situation in other Private channels

Private Satellite News channels have taken a very firm view about the manpower recruitment on following points:

1. In any case, the capacity or credibility of any news man or women is confirmed before his/her recruitment.

2. The basic professional qualities are to be proved and checked thoroughly.

3. The practical experience and journalistic knowledge as well as sense is required and confirmed.
4. The aspirant candidate has to face the tough test in writing and in depth interview. Even a practical assignment is given to the candidate such as coverage of some news item like an accident, criminal shoot out or encounter, some political event. Their performance is judged by the professionals on a tough scales and eligibility standards.

5. The technicians are judged on international standards, and it is seen that the concerned candidate is well aware of the, modern technologies as well as the packages available in the market. He or she is also supposed to be aware of the current changes in the effects in the editing of the visuals, graphics and animation.

6. There is no short cut to the selection procedure or no partial treatment given to the candidate. The candidate has to prove his mettle or the doors are open for him to exit.

7. The time factor is also checked in this selection process. Even if the candidate is professionally good, if he is failed to deliver on time, there is no use of his selection.

All the above points are observed and followed in the selection procedure, and the thrust is given to the practical sense and experience along with the educational qualifications.

2.9.1 Time Limit for duty hours

The duty hours for TV News have been a matter of discussion. Unfortunately, still in the Government operated public broadcasting system like Doordarshan, the working hours are adjusted on duty shift basis, which is not a professional way of allotting the duties. Any important coverage is affected because of the typical lazy attitudes by the employees. The reason is that, most of them are given by these employees and had a low grade of salary in the government set ups in comparison with a private satellite channels.
In fact the facilities available to any government employee are any time better than any private sector employee. For any employee working in any satellite channel, time can not be a constraint. The services are as per the requirement of the channel, and news coverage, the location can be any where on the map of the world, and the subject has no limitation, as any new event can happen any where and in any area any time. The employee has to perform, deliver and achieve the target in given time and also has to submit the package before the dead line is over.

Duty hours had no limitation in private news channel. Some times the reporters have been working for consistently 50 hours in the situations of flood, tsunami, or in the communal riots, but they work passionately and at the end of the day or night, they deliver their best in any case, with fullest of their professional ability. Of course they are paid handsome amount of salary in return. In the government set up, the salaries are poor, and no overtime or any incentives are given except compensatory off.

The reasons for the failures in meeting the target and high professional values, in case of the government media are as following:

a. Lack of professional ability
b. No will power and motivation
c. Less understanding between the seniors and the juniors
d. The poor treatment by the government to the employees
e. Lack of professional culture and cultivating the commercial values within the employees

2.9.2 Problems of the reporters: DD and Satellite channels

The Indian information service officers are deputed in the ten wings of the ministry Of Information and Broadcasting, like DD, AIR, Field Publicity, DAVP, Defense, Films division etc. The
posting is done in the DD News, and the training is given in the Indian Institute of Mass communication, New Delhi but the newcomers are totally unaware of the electronic Media.

**Old fashioned schools**

The main problem before the staff of the DD was that they were trained in the old fashioned schools in seventies and there was a very little effort to take them forward by offering them the training in the changed world. The staff was also reluctant to learn the new things and perspectives in the changed scenario, and this happened because the leadership in the public broadcasting has been deputed not from the professional field, but from the government information service alone. They had never faced the real competition in the past, when they really enjoyed the monopoly. The training pattern that was not only old fashioned but also promoting monochrome TV overages with respect to News

**No training and upgrading the skills**

The technical transformation took place in the television industry. Production technique was improved like anything and without learning and observing; hardly any TV journalist or technician would have survived. Instead of enhancing the skills of the staff, the government pulled on the situation with the same manpower and the same out dated techniques, which reflected on the poor performance of the public broadcasting of the country. Other satellite channels were using the modern state of art technologies but DD was still stuck to its own traditional way of news production.

The simple example was about the back ground of the news anchor. Most of the times, from 1972 up to 1998, the back ground of DD Mumbai Marathi news cast was like a window in the right upper corner of the frame from the viewer side. When
the researcher concerned pointed out this to the then joint Director of news, and the director of the DD Mumbai centre, a separate budget was sanctioned to make a new backdrop with a polyurethane film material, and the visuals of the marine drive, gate way of India, Vidhan Bhavan and some land marks of Maharashtra and particularly Mumbai. Until then, nobody felt it necessary to change the backdrop of the news cast at all.

**No effort to improve the Editing skills**

In the news production, it was felt and observe that other satellite channels were doing a fantastic package for the viewers, and used to attract them by their beautiful look and gloss. But from the DD side no such effort was made either in recording or in Post production of the news at least. On the contrary, the program making was improved beyond the imagination. Despite of the fact that the same producers were producing the DD news, still the production of the news was treated like a step child in the whole process.

The main problem before the DD Production staff was despite of having all the technological support and ability and infrastructure with state of art technology, they were lacking the motivation, proper training and the will to work and strong leadership.

**2.9.3 Lack of Infrastructure in the Satellite channels**

In Private channels it was exactly the opposite that is in the DD. The satellite channels were in short of the infrastructural support in those days, but were having full zest and zeal, with enthusiasm and interest, they were totally involved, dedicated and devoted to their work, and their companies were alert to get the maximum work from them. They knew the true meaning of accountability, answerability and responsibility. Of course the pay salaries were so high that they could not be even compared with the staff of the DD news. For the simple feeding of any visual for
the news bulletin, the private satellite channels correspondent had to depend on the DD set up in every centre in main metro city. The infrastructure was offered to them on commercial basis. Some times this used to create too many hurdles of Traffic, or transition for the Private reporters. In stead of the reporting, half of their attention used to be on the feeding time schedules adjusted with the DD staff.

Again the staff of the private news channels used to collect the feed of the visual sent by their own correspondent via the DD centre from other place. The feed was collected physically from DD studio in Delhi, and was taken to their own private channels studio and then editing was done with proper post production including making a voice over package etc. and then it used to go on air. This was too time consuming, exhaustive and some times very expensive also.

For example, Aaj Tak program was made in 1995-96 by using the DD infrastructure and feeding facility. Even the Programs of Nalini Singh, Vinod Dua, and many others were produced on the same way. After the daily recording of various events and coverage, the team of these Private Satellite channels used to return to the DD Centre in Mumbai, and feed the visuals daily, for their news based program named Aaj Tak.

2.9.4 Up linking allowed

The NDA government passed a resolution of allowing the up linking to the private TV companies from the Indian soil in 1997. Earlier no satellite or Private satellite television company was allowed to uplink the visual from our country to another country, except the DD set up. This was changes because of the verdict given by Justice P B Savant, saying that, “the Air frequencies are not anybody’s or governments private property, but it should be made for the utility of the public. This opened the
gates of the Public transmission and helped the private channels to uplink their visuals to their control rooms in Mumbai and Delhi from any part of the country through satellite.

“Because of the hurdles in sending signals to the other country, there were losses on many levels. In our democratic set up, the judiciary found it extremely unfair to deny the right to uplink any audio or visual signals from the soil of our country. There was no reason, why the government should retain the right to itself. This was depriving the Indian citizen to utilize the air, which is a natural gift to the mankind. The only reason is to stop this security threats to the sovereignty or security of India. Once the up linking was approved by the judiciary, then it was utilized by the private channels more effectively than the Government set up.” 13

The up linking provided many dimensions to the Indian broadcasting scenario. It not only saved the time but increased the quality of the coverage and the TV Journalism was flourished after this period.

2.9.5 Regional Channels: “Sleeping Giants”

In short, the regional set up of the DD had undergone a lot of ups and downs. Despite of the latest state of art technical infrastructure available, it was not used on time due to the set work culture of the employees and unprofessional leadership. Even in 2006, DD had maximum number of cameras, transmitters and maximum reach, but the production of the DD News in Marathi was highly unprofessional. Equipment for the online scroll of the graphics and animation has been provided to the DD Mumbai, in September 2005, but it has not been utilized until August 2007, because of lack of training to the graphic artists. DD could not maintain its style, change its traditional work culture, and adopt the news work culture of the new Satellite channels.
Even in the report submitted by a British trainer to the Broadcasting Corporation of India, he has mentioned his remark as following.

"The modern technique was not enough, but the approach was needed to be changed. Accountability, answerability, and maximum professional decisions were needed, instead of the pressures from the politicians and the bureaucracy. The quality was affected due to the lack of the freedom to the News Staff and proper training. All this has made the regional news structure as the Sleeping Giant." 14

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