

DEVELOPMENT COMMUNICATION DIVISION (DCD)

DOORDARSHAN

A Tool of Nation Building

Background:

- From the very beginning Doordarshan has earmarked a sizable chunk of its time for telecasting various programmes to provide media support to socio-economic development activities of the country.
- Keeping in view the communication needs of the government departments and ministries in a developing country, Doordarshan started the Development Communication Division in 2001.
- The concept was born out of a need to offer government partners like GoI ministries, departments and public sector undertakings, turnkey solutions to their information dissemination needs, while covering all aspects of media planning, software production, scheduling and impact evaluation.
- Development Communication Division provides a single window facility for marketing of airtime and production capability, consultancy and customized media planning, production of programmes in countrywide kendras in regional languages and feedback to the clients.

DCD- The Optimal Choice

- With about 100% audience reach in the country, DCD, Doordarshan is in a unique position to provide multilingual production from more than 30 production centers in 20 Languages and 3 Dialects.
- DCD offers its clients campaigns that specialize in understanding ground level realities of audiences and strive to inculcate the same in the programming and media planning.
- Doordarshan offers a 360 degree communication approach for its clients with the aim to capture the interest of all kinds of audience. It offers to disseminate information through:
 - a) Airing of Public Service Advertisements (PSAs)/TVCs/Spots
 - b) Production & Telecast of Programmes with content customized according to the communication needs of the client ministries.

a) **Airing of Public Service Advertisements (PSAs)/TVCs/Spots:**

In terms of Media buying and media planning, DCD offers collaborative opportunities to the clients comprising high volumes of bonus airtime spread across different linguistic zones, transparent systems and rates, launching of campaigns at the shortest notice.

Customized media planning is done as per the needs and budgetary requirements of our clients by optimally utilising the air time under the umbrella of Doordarshan network pan India. The media-planning is furnished keeping in mind the target/niche audience of various DCD campaigns driven by wide-arrayed public service objectives. It involves telecast cost with time bands along with cost of production in case of programme production. The media plan is designed to book spots/programmes in less congested time bands in coordination with kendras.

Some of the prominent public interest ad campaigns include health awareness, cleanliness and sanitation awareness, rural development, adult education, investor's protection, tribal affairs, petroleum conservation, consumer affairs, corporate affairs, postal life insurance, environment conservation, HIV/AIDS campaign, girl child education, domestic violence prohibition, tax awareness campaigns, farmer interest, minority welfare campaigns, Ganga rejuvenation, etc.

b) **Production & Telecast of customized programmes:**

Doordarshan offers the exclusive option of creating a wide range of programmes in innovative formats. From spots to full-fledged shows, from fiction to Non-fiction, from magazine to travelogue and from micro-series to live talkathons, DCD offers it all.

A Glance at DCD's Collaborative Programme Projects:

• **Recent Programme Projects include:**

1. **Rag Rag Mein Ganga:** Produced for NMCG (National Mission for Clean Ganga), this is a 21 episode travelogue series that was designed to create awareness amongst people on abatement of pollution in the Mighty Ganges. The series featured celebrity anchor Rajeev Khandelwal travelling from Gangotri to Gangasagar, exploring and inspiring people to understand their imperative role in the Namami Gange campaign.

2. **Meri Ganga Quiz:** Doordarshan also produced Meri Ganga Quiz for NMCG to promote Ganga as a Heritage River amongst the children population of India.
3. **Chalo Saaf Karein:** Produced for MDWS (Ministry of Drinking Water and Sanitation), Chalo Saaf Karein is a 26 episode situational comedy series to propagate the concept of swachhta at the grass roots. Featuring TV star Rashmi Desai as the female protagonist, the fictional series featured Bollywood veterans like Aruna Irani, Anita Raj, Raghubir Yadav, Rakesh Bedi and many others.
4. **Safar Manzilon Ka:** Doordarshan also produced 'Safar Manzilo Ka' show for MDWS to bring to the fore the journey of unsung heroes of the Swachh Bharat Mission. The show was anchored by the popular actor Manoj Bajpai.
5. **Do You Know:** Produced for Ministry of Tourism, Do you Now series is a micro-series where 3 minute short-films were aired around Paryatan Parv extensively to celebrate this tourism festival. With brilliant graphics and spectacular visuals, the series featured interesting facts & facets about the amazing monuments that India is home to.
6. **PCRA Skasham Quiz:** Doordarshan has been producing PCRA (Petroleum Conservation Research Association) presents Saksham Quiz from the past few years. Targeting to sensitize the school going children population of India, the quiz show promoted conservation and efficient use of petroleum products.

- **Previous Programme Projects include:**

Till date DCD has worked with the Government to produce programmes on a wide range of subjects like Health & Family Welfare, Drinking Water and Sanitation, Rural Development, New and Renewable Energy, North Eastern states promotion, and many more. These programme campaigns include DCD's first programme campaign Rural Development Campaign for Ministry of Rural Development, Kalyani and Swasth Bharat Campaign for Ministry of Health and Family Welfare, Nirmal Bharat and Swachh Bharat for Ministry of Drinking Water and Sanitation, Akshay Urja for Ministry of New and Renewable Energy, Ayushman Bharat for Ministry of AYUSH and many more.
