DD National About DD

On 15 September 1959, at the studio of All India Radio, Delhi, the very first TV channel in India started an experimental telecast with a small transmitter and a makeshift studio. Until 1965, all the regular daily transmissions were operated by the All India Radio. Krishi Darshan, Chaupaal, Samachar, and Kalyani were the first programs on the channel.

On 15 August 1982, Doordarshan introduced a national telecast service from its own TV studio in Mandi House, New Delhi. This telecaster was named 'DD1'. Colour television began in India with the live telecast of the Independence Day speech by prime Minister Indira Gandhi on 15 August of that year, followed by the colour telecast of the 1982 Asian Games in Delhi. During this time, there was only one national channel, the government-owned Doordarshan.

In 1984, DD1 started telecast of sponsored TV serials, which were produced by veteran filmmakers. Hum Log was the first sponsored TV serial of Indian television and started airing on 7 July 1984. After the success of Hum Log, many other TV producers and filmmakers created many popular shows. Some of them are mentioned below:
The Sword of Tipu Sultan, Mirza Ghalib, Akbar Birbal, Bahadur Shah Zafar, Bharat Ek Khoj, Mahabharat, Ramayan, Vishwamitra, Luv Kush Uttar Ramayan, Buddha, Malgudi Days, Surabhi, Hum Paanch, Tiltliyan, Taaraa, Yeh Jo Hai Jindagi, Star Trek, Khaandaan, 13 Panne, Air Hostess, Waah Janaab, Tamas, Vikram Aur Betal, Tenali Rama, Kirdaar, Singhhasan Battisi, Guldasta, Mrignayani, Shrikant, Sadgati, Nukkad, Yeh Jo Hai Zindagi, Lot Pot, Mungerilal Ke Haseen Sapne, Bhim Bhawani, Kakkaji Kahin, Paying Guest, Ados Pados, Upannyas, Fauji, Karamchand, Vymkesh Bakshi, Samandar, Param Veer Chakra, Wagle Ki Duniya, Buniyad, Hum Log, Kachchi Dhoop, Chunauti, Mahanagar, Talash, Umeed, Subah, Mr. Yogi, Circus, Ek Bhool, Chote Babu, Yugantar, Kehkashan, Yatra, Rajni, Street Hawk, Udaan, Gaata Jaaye Banjara, Phool Khile Hain Gulsan Gulsan, Pingu, Circus, Taaj Mahel, Khubsuraat, and Dada-Dadi Ki Kahaniya were the most popular serials of those days.

In the late 1997, DD National started airing Mukesh Khanna's Shaktimaan, which was the blockbuster TV serial in Indian history. In 2000, after tasting success with India's Most Wanted, Jasoos Vijay and Suraag in prime time.

In 2002, DD offered its time slots to popular filmmakers and got some popular shows of the time. Ramanand Sagar's Aankhen, BR Chopra's Aap Beeti, Adhikaari Brothers CID officer, Kiran Bedi's Galti Kiski, and Time's Dishayen were telecast on the channels and prized by viewers. In 2003, DD Metro Channel was converted into DD News, Prasar Bharati focused on its DD national channels, and shows like Meher, Miss India, Kayamat, Kaanch, and Phir Bhi Dil Hai Hindustani were introduced. Phir Bhi Dil Hai Hindustani achieved unprecedented ratings and became DD National's biggest blockbuster during this period. In 2005, Hawayein starring Ravi Kishan and Malini Kapoor became one of the most popular shows and also won a title of Best TV Serial of the Year at the ITA Awards.

In this period, DD introduced many popular serials like Air Hostess, Wo Huye Na Hamare, Kyunki Jeena Isi Ka Naam Hai, Tum Dena Sath Mera, Hari Mirchi Lal Mirchi, Soni Mahiwaal, Wheel Smart Shrimati, Krazzy Kiya Re, Chandramukhi, Jo Kahunga Sach Kahunga, Tahreer Munshi Premchand-Ki, and Kashmirkash Zindagi Ki.

In November 2014, Prasar Bharati relaunched DD National as 'Desh Ka Apna Channel!' with a new theme and serials like Happy Homes, Khwabon Ke Darmiyaan, Khamoshi Sa Afsana, Dard Ka Rishta, Paltan, Stree Shakti, Zindagi Ek Bhanwar, and Janmon Ka Bandhan.
Main Kuch Bhi Kar Sakti Hoon (Session-1 & 2), Aadha Full-Session-1, New Sankalp India, Waah Kya Taste Hain Session-1, Rock The Night Session-1, Rag Rag Main Ganga, Meri Ganga Quiz, Chalo Saaf Karein are among the popular programmes in recent period.

Among sponsored category ongoing programmes like Future India Hunnarbaaz, Success Speaks, Aap Ki Baat, Dulha Banunga Shadi Karunga are the most popular one.

Other than the above, currently ongoing popular programmes on DD-National are :-

- Yogabhyas
- Yoga with Ira Trivedi
- National programme of Music/Dance
- Chulbuli Filmein Chatpati Gupshup
- Manthan
- Meet the Star-Interview based programme from DD Archives
- Rangoli, Chitrahaar, Baatein Filmon Ki, Cine Sangeet,-Film based programme
- Success Speaks
- Salaam India
- Main Kuch Bhi Kar Sakti Hoon(session-3)
- Kashmakash Zindagi Ki
- Nargis
- Khwabon Ke Darmiyan
- Zindagi Ek Bhanwar
- Mera Dil Deewana
- Shama
- Good Evening India-Live from DDK Delhi
- DD-Science
- Koshish Se Kamyabi Tak
- Gali Gali Sim Sim
- Forty Plus
- Kabhi Saas Kabhi Bahn
- Nonsense Unlimited
- Kabhi Saas Kabhi Bahu
- Byomkesh Bakshi
- Yahan Ke Hum Sikander
- Naa Hausla Harenge Hum

Hindi Feature Films are also being t/c on DD-National every day.

DD National channel is the largest terrestrial network in the world covering about 92% population and 81%land area of the country. Being a Public Service Broadcaster the channel continues to make significant contribution to accelerate socio-economic changes, promote national integration, inculcate a sense of unity and fraternity and stimulate scientific temperament among the people . It contributes to disseminate knowledge/education and information for public awareness about means of population control, family welfare, preservation of environment, ecological balance and measures for women and children welfare. It telecast programmes for children, physically handicapped and underprivileged and helps preservation of artistic and cultural heritage of the country and promotes sports. DD National blends a healthy mix of entertainment, information and education. The service is available in terrestrial mode from 5.30 am till midnight. In the satellite mode, DD National is available round the clock. The telecast time of this
composite public service channel is so devised that it caters to the needs of different viewers at different timings. All major National events like Republic Day Parade, Independence Day Celebrations, National Award Presentation ceremonies, President and Prime Minister's addresses to the Nation, President's address to the joint session of Parliament, important Parliamentary debates, Railway and General Budget presentations, Question Hour in Lok Sabha and Rajya Sabha, Election results and analysis, swearing-in ceremonies, President and Prime Minister's visits abroad and visits of important foreign dignitaries to India are covered live on DD National. Important sports events like Olympics, Asian Games, Cricket ODI Internationals involving India and other important sporting event also telecast live. The education components have contributions from varied sources such as Indira Gandhi National Open University (IGNOU), University Grants Commission (UGC), Central Institute of Educational Technology (CIET) and State Institutes of Education Technology (SIET). In addition, there are sponsored programmes like programmes on issues related to women, tribal affairs and other public service programmes which are broadcast on regular basis. The information component on DD National consists of news and current affairs programmes largely produced in-house. The Question Hour in Parliament is telecast live on the DD National and DD News Channel.

A specific window is earmarked for programmes in regional languages between 6.00 a.m. to 9.00 a.m. & 3.00 p.m. and 8.00 p.m. on all days for public utility and entertainment programmes in the regional languages and dialects. The entertainment programmes mainly consist of mid-day daily soaps telecast between 12 noon and 3.00 p.m. and serial. Programmes from 7.00 p.m. to midnight. This includes telecast of feature films on Friday, Saturday and Sunday Best of Indian Cinema including Award winning regional films on Sunday & Monday.

A new format film slot-'Bioscope' was introduced on DD National during 2004. In this slot a Hindi feature film is telecast in serialised form on Tuesday and Wednesday at 11 pm. Many classics of yesteryears have been shown on Bioscope till now.

The telecast rights of the films are acquired on payment of royalty to the rights-holder on the basis of a rate structure linked to the vintage value of the film. The films are selected on the basis of their box office performance, marketability and appeal to the viewers of Doordarshan. The films are being marketed in-house, This system has proved beneficial to Doordarshan.

Prasar Bharati has entered into a partnership with the Public Service Broadcasting Trust (PSBT) to source quality documentaries on various issues of concern to the public. These documentaries, produced by eminent as well as budding film makers are telecast on DD National, The agreement with PSBT has been renewed. Prasar Bharati also participates actively in the annual documentary film festival-Open Frame.

**The weekly duration of the programmes telecast on the National Channel as on date given below:**

<table>
<thead>
<tr>
<th>DD1 - TRANSMISSION PATTERN</th>
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<tbody>
<tr>
<td>Total Weekly Duration</td>
<td>Hrs. 168</td>
</tr>
<tr>
<td>Window for Regional Programming</td>
<td>49</td>
</tr>
<tr>
<td>National</td>
<td>80.3</td>
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<tr>
<td>Post Midnight</td>
<td>38.3</td>
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Source of Programmes on DD National Hours per Week as given below:-

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<tbody>
<tr>
<td>SFC</td>
<td>24 Hrs.</td>
</tr>
<tr>
<td>Sponsored</td>
<td>04 Hrs.</td>
</tr>
<tr>
<td>Commissioned</td>
<td>08 Hrs.</td>
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<tr>
<td>ACQ</td>
<td>01 Hrs.</td>
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<tr>
<td>RSM</td>
<td>05 Hrs.</td>
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<tr>
<td>Simulcast</td>
<td>03 Hrs.</td>
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<tr>
<td>Gratis</td>
<td>04 Hrs.</td>
</tr>
<tr>
<td>In-House</td>
<td>10 Hrs.</td>
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</tbody>
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Doordarshan has a three-tier programme service-National, Regional and Local. The emphasis in the National programmes is on events and issues of interest to the entire nation. These programmes include news and current affairs, magazine programmes and documentaries on science, art and culture, environment, social issues, serials, music, dance, drama and feature films. The regional programmes are beamed on DD National at specific times and also on the Regional Language Satellite Channels, catering to the interests of a particular state, in the language and idiom of that region. The local programmes are area specific and cover local issues featuring local people.