

No. EDN-HE (21) F (11) 07/2024-Misc
Directorate of Higher Education,
Himachal Pradesh, Shimla-1
Telephone No. 0177-2653575, Extn. 234, Fax: 2812882
E-mail: dhe-sml-hp@gov.in, genbr@rediffmail.com.

Dated: Shimla-171001, the _____ August, 2024

To

All the Deputy Directors of Higher Education,
Himachal Pradesh

24 AUG 2024

Subject: - Regarding DD Free Dish.

Please find enclosed herewith a copy of letter No.IPR-F007/14/2024-TECHNICAL-I&PR DEPARTMENT-2338-44, dated:21/08/2024 received from the Information & Public Relations, Himachal Pradesh, Shimla-2 on the subject cited above.

In this connection, you are hereby directed to go through the contents given in the letter and circulate the same to all the institution under your control for information to all the stakeholders please.



(Dr.Amarjeet K.Sharma)
Director of Higher Education,
Himachal Pradesh.

Endorsement No. Even, Dated: Shimla-171001, the _____ August, 2024

Copy for information to:-

1. The Director, Information and Public Relations Himachal Pradesh, Shimla-2 1 w.r.t. letter under reference for information please.
- ✓ 2. The Technical Officer (Computer/IT Cell), Directorate of Higher Education to upload on Departmental website.
3. Guard file.



Director of Higher Education,
Himachal Pradesh.

Len
22/8/24

24132158
22/8/24

No. IPR--F007/14/2024-TECHNICAL-I&PR DEPARTMENT
Directorate of Information and Public Relations,
Himachal Pradesh, Shimla-2

2338-49

From

The Director,
Information and Public Relations,
Himachal Pradesh.

Cell	
DME...	
21 AUG 2024	
Branch	General

To

1. All the Chairmen of Municipal Corporations/Councils/Nagar Panchyats in Himachal Pradesh.
2. The Vice Chancellors of All the Universities in Himachal Pradesh.
3. The Director, Department of Panchayati Raj, Himachal Pradesh.
4. The Director, Department of Higher Education, Himachal Pradesh.
5. The Director, Department of Elementary Education, Himachal Pradesh.
6. The Director, Department of Technical Education, Vocational & Industrial Training, Sundernagar, Himachal Pradesh.
7. All the Block Development Officers in Himachal Pradesh.

Dated: Shimla-2, the 20 August, 2024

Subject: Regarding DD Free Dish.

Sir,

Please find enclosed herewith a DO Letter forwarded by office of the Secretary (I&PR) to the Government of Himachal Pradesh, which it has received from Sh. Navneet Kumar Sehgal, IAS (Retd.), Chairman, Prasar Bharati Broadcasting Corporation of India, New Delhi. The DO letter highlights the importance of promoting DD Free Dish, a Direct-to-Home (DTH) service provided by Prasar Bharati as a key tool for spreading information, education and entertainment across the country including remote areas.

DD Free Dish is India's largest and free Direct-to-Home service, which provides 381 TV Channels and 48 Radio Channels without any subscription fee. It is estimated that about 5 crore households across the country view channels through DD Free Dish. The DD Free Dish presently consists of Doordarshan Channels including educational channels and popular private TV Channels of General Entertainment, News, Devotional, Movies, Sports, etc. This service is particularly beneficial for marginalized and weaker sections of society, offering educational content from prominent institutions such as NCERT, CIET, IITs and UGC through Channels like 'DD Swayam Prabha', 'DD PM eVidya' and 'DD DigiShala'. These Channels provide educational curriculum based course contents covering diverse disciplines such as arts, science, commerce, performing arts, social sciences and humanities subjects, engineering technology, law, medicine, agriculture, etc. empowering teachers, students and general public with quality education available at zero cost and at even remotest of villages.

Unlike private DTH platforms, DD Free Dish Channels are not encrypted and Doordarshan does not charge any subscription fee for complete bouquet of the DD Free Dish

Channels as it is a free-life time service. Only a small, one time charge not more than Rs. 1,500/- is to be paid for the DD Free Dish Set-top-box and a small sized dish antenna which is readily available at remotest of villages.

Keeping in view the above, you are requested to please spread word/information about the DD Free Dish for getting information in respect of various Government schemes and educational content, thereby empowering general public, students & teachers even the remotest villages.

Signed by

Rajiv Kumar

Date: 16-08-2024 17:03:45

Information & Public Relations,
Himachal Pradesh, Shimla-2.

Endst. No. and Date: As above

Copy forwarded to:

1. The Secretary (I&PR) to the Government of Himachal Pradesh for kind information please.

Director,
Information & Public Relations,
Himachal Pradesh, Shimla-2.

No. Pub-F(10)-14/2018
Government of Himachal Pradesh
Information & Public Relations Department

From

The Secretary (I&PR) to the
Government of Himachal Pradesh.

To

The Director,
Information and Public Relations
Himachal Pradesh, Shimla-02

Dated: Shimla-171002

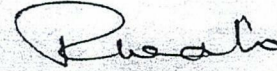
01-08-2024

Subject:- Regarding DD Free Dish Channels.

Sir,

I am directed to enclose a copy of letter no. DDFD/9(2)/2024/Platform/258 dated 19-07-2024 received from Sh. Navneet Kumar Sehgal, IAS (Retd) Chairman, Prasar Bharati, New Delhi on the subject cited above and to request you to take appropriate action in the matter.

Yours faithfully,



(Rita Walia)

Under Secretary (I&PR) to the
Government of Himachal Pradesh.

आजादी का
अमृत महोत्सव



प्रसार भारती PRASAR BHARATI

50113060
30-07-24

5413060
27/7/24

D.O No. DDFD/9(2)/2024/Platform 1238

Dated: July 19, 2024

26/7/24 Dear Prasad ji,

Sony (IPR)

27/7/24

US (IPR)

29/7/24

9.01 (IPR)

9.11
29-7-24

mt Pradika

As you may be aware Prasar Bharati is running India's largest and only Free Direct-To-Home (DTH) platform in the name of DD Free Dish. Presently DD Free Dish provides 381 TV channels & 48 radio free of cost and is estimated to be viewed in approximately more than 5 Crore households across the country.

2. Unlike private DTH platforms, DD Free Dish channels are not encrypted and Doordarshan does not charge any monthly subscription fee from its viewers for complete bouquet of the DD Free Dish channels as its service is life time free. To receive DD Free Dish channels, only a small one time investment, not more than Rs 1500 is needed in purchasing of DD Free Dish Set-Top-Box and small sized Dish Antenna, which is readily available in even remote villages.

3. This unique free to air model of DD Free Dish has made it the largest DTH platform and is accessible even in remote, rural, inaccessible and border areas. Through DD Free Dish, Prasar Bharati is fulfilling its primary objective of Public Service broadcasting by providing information education and entertainment to the remotest corner of the country benefitting the marginalised and weaker sections of the society who were otherwise not catered to by the expensive and restrictive media platforms like private DTH & cable connections and OTT. These households have now access to the same quality of content that was once supposed to be the privilege of only the urban and rich. DD Free Dish has become a tool for empowerment of the masses as a cost effective medium for dissemination of quality information.



भारत के लोक सेवा प्रसारक | India's Public Service Broadcaster

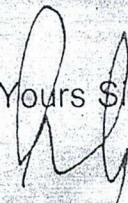
Prasar Bharati House
Copernicus Marg, New Delhi - 110001
Tel : 011-23118801/011-23118802

4. The channel bouquet of DD Free Dish is varied and rich, having most of the genres represented in it. Presently DD Free Dish consists of Doordarshan channels including educational channels and popular private TV channels of General Entertainment, News, Devotional, Movies, Sports etc. Educational channels viz. 'DD Swyam Prabha', 'DD PM eVidya' & 'DD DigiShala' channels provide educational curriculum based course contents covering diverse disciplines such as arts, science, commerce, performing arts, social sciences and humanities subjects, engineering, technology, law, medicine, agriculture etc to all teachers, students and citizens across the country. The contents on these are provided by NCERT, CIET, IITs & UGC etc. A copy of channels available on DD Free Dish platform is enclosed herewith for your information.

5. I would request you to inform various Government Departments, Schools/Colleges/institutions/Universities, Municipalities, Gram Panchayats & 'Aanganwadis', Block Development Officer and Tehsil officers etc. in your state to spread word / information about DD Free Dish for getting information in respect of various Government schemes and educational content, thereby empowering general public, students & teachers even in the remotest villages.

With regards,

Yours Sincerely,



(Navneet Kumar Sehgal)

Shri Prabodh Saxena
Chief Secretary
Government of Himachal Pradesh
H.P. Secretariat, Shimla-171002
Email : cs-hp@nic.in