



Report on Evolution of Doordarshan by Chandra Dudhrejiya (BMC sem 1 and MMC sem 3)

Date: 4/08/2025

Time: 12:30 to 14:00

Venue: Audio visual studio, LJIMC

Resource Person: Chandra Dudhrejiya

Participants: BMC sem 1 and MMC sem 3

Introduction

The session was organized by Dr. Divya Soni, Director of LJ Institute of Media & Communications (LJIMC). Mr. Chandra Dudhrejiya, Retired Senior Production Manager at Doordarshan, was the guest speaker. He delivered an engaging talk on the evolution of Doordarshan, highlighting its journey from a modest national broadcaster to a significant force in Indian media. Drawing from his vast experience, Mr. Dudhrejiya shared insights into the channel's growth, technological progress, and its role in shaping public communication in India.

Objectives

- To understand the historical development of Doordarshan and its significance in the growth of Indian broadcast media.
- To explore the technological advancements and programming shifts that have shaped Doordarshan over the years.
- To learn from the practical experiences and insights of a seasoned media professional who has worked within the organization.
- To encourage media students to critically analyze the role of public service broadcasting in shaping societal narratives and communication.

Process

The session, aimed at providing media students with a historical perspective on Indian television broadcasting, was hosted by Devya Vaidya, a Semester 1, Batch 4 student of LJ Institute of Media & Communications (LJIMC).

1. Welcome and Introduction

The event began with a brief introduction to LJIMC, outlining the institute's mission and commitment to media education. This was followed by a short profile of the guest speaker, Mr. Chandra Dudhrejiya, Retired Senior Production Manager at Doordarshan.

2. Guest Felicitation

Dr. Divya Soni, Director of LJIMC, formally welcomed and felicitated Mr. Dudhrejiya with a Tulsi plant, symbolizing respect, sustainability, and cultural heritage.

3. Guest Lecture: Evolution of Doordarshan

Mr. Dudhrejiya delivered an engaging and informative session on the evolution of Doordarshan and television in India. Key points from his talk included:

- **Personal Journey with Television**

He shared his first encounter with television at the age of 13, watching an India vs. Pakistan World Cup match on DRS. His regular viewing began during his college days via antenna TV.

- **Origin of Television**

Television was first invented in 1926 by John Logie Baird, with early visuals being unclear silhouettes. In 1929, Philo Farnsworth developed the modern electronic television system.

- **Arrival of Television in India**

Television arrived in India in 1959, much later than in Western countries, mainly due to limited financial resources. Its introduction was influenced by a trade fair in Delhi, where a Philips radio transmitter and camera, originally meant for display, were donated to the Indian government. With additional support from UNESCO—including television sets and funding of USD 20,000—television broadcasting began in India.

- **Early Content and Educational Purpose**

Initially known as "Television India," broadcasts focused on educational content related to health and agriculture, similar to radio programming.

- **Formation and Growth of Doordarshan**

In 1969, the service was renamed Doordarshan. Its iconic logo was designed by NID Ahmedabad, and its signature tune was composed by Pandit Ravi Shankar.

- 1972: Doordarshan expanded to Mumbai.
- SITE (Satellite Instructional Television Experiment), launched in Ahmedabad, was supported by NASA and marked a milestone in educational TV broadcasting.
- 1982: Introduction of colour television in India.
- 1984: First Indian TV serial *Hum Tum* aired.
- Doordarshan became a cultural bridge, bringing shows like *Ramayan* and *Mahabharat* to homes across India, often watched collectively in villages and neighbourhoods.

- **Privatization and Industry Shift**

After 1992, private channels gained momentum due to better management and flexibility.

- Channels like Star and Zee shared transponders; Star, an Australian company, led early private broadcasting efforts.
- *Aaj Tak*, which began as a programme on Doordarshan, later became India's first private news channel.
- As private channels gained popularity, DD's decline began—mainly due to its inability to modernize and retain talent.

- **Legacy and Continuing Impact**

Despite the rise of private media, Doordarshan retains its legacy. *Krishi Darshan*, one of its oldest programmes, continues to air on DD National, reflecting its commitment to rural and agricultural audiences.

4. Interactive Session

The lecture concluded with an interactive Q&A round, where students engaged with Mr. Dudhrejiya on the evolution and future of public broadcasting in India.

5. Vote of Thanks

Dr. Divya Soni concluded the session by expressing gratitude to Mr. Dudhrejiya for sharing his valuable insights, and to the students and faculty for their participation and enthusiasm.

Outcomes

- Learned about the history and role of Doordarshan
- How Television came to India.
- People's attachment to Doordarshan .
- Doordarshan as a means of information for health and agriculture.

Conclusion

The session was highly insightful and purposeful, enriching students' understanding of the evolution of Indian television, particularly through the lens of Doordarshan's journey. It offered a comprehensive overview of how television developed in India—technologically, culturally, and socially—while also highlighting its lasting impact on mass communication and public service broadcasting.

