



### **DEPARTMENT OF ECE**

#### **Report on Industrial Visit to DOORDARSHAN KENDRA**

Department of ECE organized an “Industrial Visit to Doordarshan Kendra, Tirupati” on 02-07-2022 for II ECE - A students. Total of 51 students along with 2 staffs attended the visit. We started at 06:00 A.M. from the college and reached Doordarshan Kendra premises at 10:000 A.M. C. Padmaja, AE, Drawing & Disbursing Officer welcomed us at the venue.

Doordarshan Director in Tirupati Ho, Tirupati is known to satisfactorily cater to the demands of its customer base. The business came into existence in 2008 and has, since then, been a known name in its field. It stands located at Tirupati HO-517501. The business strives to make for a positive experience through its offerings.

Customer centricity is at the core of Doordarshan Director in Tirupati Ho, Tirupati and it is this belief that has led the business to build long-term relationships. Ensuring a positive customer experience, making available goods and/or services that are of top-notch quality is given prime importance.

India’s leading B2B market place, Jd Mart ensures engaging in business activities is a seamless process for small and medium enterprises as well as large businesses. In a wake to enable these businesses to reach their audience, this portal lets them showcase their offerings in terms of the products and/or services through a digital catalogue. This business has a wide range of product offerings and the product/catalogue list includes Local Channels, Satellite TV Channels, Television Broadcasting, TV Channel, TV Net Broadcast Software etc. It is located at AIR Bypass Road, AIR Staff quarters, New Balaji Colony, Tirupati, Andhra Pradesh – 517501

Doordarshan (abbreviated as DD; Hindi: Dūrdarśan, lit. 'distant vision, television') is an Indian public service broadcaster founded by the Government of India, owned by the Ministry of Information and Broadcasting and one of Prasar Bharati's two divisions. One of India's largest broadcasting organisations in studio and transmitter infrastructure, it was established on 15 September 1959. Doordarshan, which also broadcasts on digital terrestrial transmitters, provides television, radio, online and mobile service throughout metropolitan and regional India and overseas.

The channel began modestly as an experimental broadcaster in Delhi on 15 September 1959, with a small transmitter and a makeshift studio. Regular daily transmission started in 1965 as part of All India Radio, with a five-minute news bulletin read by Pratima Puri. Salma Sultan joined Doordarshan in 1967, and became a news anchor. Krishi Darshan debuted on Doordarshan on 26 January 1967, and is Indian television's longest running program.

Television service was extended to Bombay (now Mumbai) and Amritsar in 1972. Until 1975 only seven Indian cities had television service, and Doordarshan was the country's sole television provider. Television service was separated from radio on 1 April 1976.[4] The All India Radio and Doordarshan were placed under the management of separate directors-general in New Delhi. In 1982, Doordarshan became a national broadcaster.

Doordarshan operates 46 studios and 21 television channels: two all-India channels (DD National and DD News), 17 regional satellite channels, 11 state networks, an international channel (DD India), a sports channel (DD Sports), DD Bharati, DD Retro, DD Urdu and an

agricultural channel, DD Kisan. DD National (formerly DD-1), regional and local programs are carried on a time-sharing basis for terrestrial broadcasting only. DD News, launched on 3 November 2003 replacing DD Metro (formerly known as the DD-2 entertainment channel), provides 24-hour news. These channels are relayed by all terrestrial transmitters in India. The regional-language satellite channels have two components: a regional service for a particular state (relayed by all terrestrial transmitters in the state), and additional programs in the regional language available through cable operators and DTH operators. DD Sports broadcasts sporting events of national and international importance. It is the only sports channel which telecasts rural sports such as kho-kho and kabbadi.

A new regional channel, DD Arunprabha (a 24/7 satellite television channel focusing on the North Eastern region) was scheduled to begin on 15 February 2018; however, its launch was



*Explaining about Video Mixing*

placed on hold. DD Arunprabha was launched on 9 February 2019.



### *Explaining about Audio Mixing*

On 9 March 2019, Prasar Bharati brought 11 more State DD Channels on the Satellite footprint of India through DD Free Dish. This includes five channels for Northeastern states. This will go a long way in strengthening regional cultures and fulfilling people's aspirations. These are – DD Bangla, DD Chhattisgarh, DD Goa, DD Haryana, DD Himachal Pradesh, DD Jharkhand, DD Manipur, DD Meghalaya, DD Mizoram, DD Nagaland, DD Tripura and DD Uttarakhand DD Bangla launched on 9 August 1975, the network's programming consists of soap operas, infotainment series, news and current affairs, social programs and films in Bengali language.



*Group Photo with Doordarshan Staff*