Abstract
Today new television channels are being launched and already there are lot of channels. Every channel wants to be more popular and wants high viewership. Now, there is a great competition on television. In this competitive world every television channel are presenting new programmes with new formats. But the question arise television is called mirror of society and in its programmes is society reflects or not. In this study I attempt to find out the different types of programme formats of Doordarshan Hissar, and nature and objectives of these programme in sport of cultural developments, Doordarshan Hissar (Haryana) is regional channel of most recognized and oldest Indian public broadcasting organization Doordarshan.

1. Introduction
Television plays an important part in the life of people. This medium has stimulated the appetite for television and provides audience more accessible, relevant content as and when they demand it. Today new channels are being launched and already there are lot of channels. Every channel wants to be more popular and wants high viewership. Now there is great competition on television. In this competitive world every television channel being presenting new programmes with new formats.

Present study is an attempt to find out the different types of programme formats of Doordarshan Hissar, nature and objectives of this programme in sport of cultural development. Doordarshan Hissar is regional channel of most established and oldest Indian public broadcasting
organization Doordarshan. Doordarshan Hisar Kendra is the only programme production Centre in Haryana providing different types of programmes to fulfil the needs of Haryana region.

2. Methodology And Data Collection:
As the nature of this study is descriptive, the tools used in this study to collect data are the ones most supportive to descriptive research. Following sources and tools to collect the necessary information are chosen:

- Personal interview
- Observation
- Information from Doordarshan Hissar Kendra
- Information from internet, blogs, Magazines, Journals & books

3. Findings
The Basic aim of Doordarshan Hissar is to promote Haryanvi culture and enhance the development process in agro land. Doordarshan Hissar produce and transmit programmes relating development activities in all facets including extension work in agriculture, education, health and family welfare and science and technology. It promotes the interests & concerns ensuring that the programmes reflect the varied elements which make up the composite cultural of Haryana.

4. Programme formats of DD Hissar

- **Geet Sangeet:**
  This programme has focused on folk forms of Haryanvi culture. Doordarshan Hisar invites Haryanvi artists and young Talented Individuals and groups to perform in its studio i.e. instrument player, vocal, dance, ragini and saang. Every genre of sangeet and drama is promoted by the Kendra. Programmes telecast five days in a week from Monday to Friday 5 PM to 5:30 PM the basic objectives of this programme are to provide healthy entertainment

- **Kissan**
  When the reach of television was limited, Doordarshan had made special effort to reach the rural audience. The programme Kissan is one of the most popular programme which target to promote and provide the knowledge of agriculture, animal husbandry, social forestry and rural development based on the field activities for the benefit of the rural viewers.

- **Agriculture news bulletin**
  With a view day to day information about the developments in agricultural and allied sectors this 5 minutes bulletin telecast on Monday and Thursday

- **Mandi bhavan bulletin**
  Market price of agriculture, commodities in different Mandis is provided for farmers in this bulletin from Monday to Friday for 3minutes

- **ChitarMala**
  It is based on Hindi films songs and caters to the needs of both young and aged as it also contains old songs along with the new releases the songs are beautifully knit together by impeccable anchoring. It is very popular programmes of dd hisar

- **Aas Paas**
Programme telecast on every first and third Monday from 7:15 PM to 7:30 PM, it covers all the major cultural and social events in and around the city.

- **Sahitay Charcha**
  It is a literary programme which is aimed at exploring the richness of Hindi literature by discussion between eminent personalities from Hindi literature and avid readers. Distinguish poets in the respective literary discipline are invited to present their literary work. It is a popular programme and caters to the demands of lovers of Hindi literature in and around Haryana.

- **Apka Swasthay**
  Programme is on health for healthy living. This programme provides wide-ranging information on health awareness. Interview recorded with different specialist doctors are telecast.

- **VivIdh Rang**
  This programme is based on Haryanvi, Punjabi, Rajasthan, and Hindi songs contributed from various Kendras.

- **Vrit chitra**
  This is a documentary-based programme. Many documentaries have been produced by DD Hisar. On different topics sometimes DD Hisar broadcast documentaries from other Kendras. So that people of Haryana can also get information about other places except Haryana.

- **Bharat Nirman**
  The purpose of this programme is to inform about government policies to viewers. So that more and more people can know and avail the benefits of government policies & plans.

- **Ghar Aangan**
  This programme is related to housewife telecast on every Monday. This is a talk show programme and topic is always related to women.

- **Khel Khiladi**
  It is a sports-based programme. DD Hisar brings its viewers major sporting events and other programmes on sports of Haryana including recordings of events and interviews with eminent sports persons.

- **Nanhi Duniya**
  This programme is telecast for children in the age group of 8 years to 15 years.

- **Pradeshik Smarchar and Samyaki**
  Pradeshik Smarchar is a news-based programme on DD Hisar. And DD Hisar produces programmes on various contemporary issues as and when required in Samyaki programme.

- **Navtarang**
  Navtarang is a programme on career counselling for youth. It gives latest information regarding education and employment.

- **Upbhokta Manch**
  Upbhokta Manch is a programme based on Consumer Rights Acts telecast on every Thursday. Motive of programme is to inform viewers about Consumer Rights and motivated them to use their rights.

5. **Suggestion**
- Independent agencies interested in DD Hisar programme production should be encouraged.
To overcome language barriers, an infrastructure can be set up to transcribe DD programmes in the variety of cultural context existing in the region

Experts should be engaged by Kendra to process and analyze

6. Conclusion

The motive of Doordarshan is to educate, inform and entertain the people. To achieve this motive, Doordarshan Hissar has everything in its repertory to convey the message of harmony and bind people in one colour. It has all sorts of programmes which we can relish with our family members. Its programmes give us practical advice and inspiration on food, fashion, body, garden, agricultural, house and children all of which are surfaces through which we express and develop our identities. DD Hissar no doubt is spreading education and awareness in the different parts of Haryana (especially the rural areas) through its programmes.

7. References

[4] Interview with Ashok Raina ,D.P.Singh ,Tara Singh At dordarshan Kendra Hisar