

DD News under Opposition fire over new saffron logo

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TWO DAYS after DD News, the flagship channel of state-run Doordarshan, unveiled its new official logo — changing its colour from ruby red to saffron — the national broadcaster has come under fire from Opposition parties for alleged “saffronisation”.

While the broadcaster played down the issue as a mere change of visual aesthetic, leaders of Opposition parties questioned the need for effecting the change right ahead of the Lok Sabha polls.

On Tuesday evening, DD News posted on its official X handle a video of its new logo along with a message: “While our values remain the same, we are now available in a new avatar. Get ready for a news journey like never before. Experience the all-new DD News!”

“We have the courage to put: Accuracy over speed, Facts over claims, Truth over sensationalism...Because if it is on DD News, it is the truth! DD News – Bharosa Sach Ka,” it added.

Soon after, TMC [Rajya Sabha](#) MP Jawhar Sircar, who was the CEO of Prasar Bharati between 2012 and 2014, said, “National broadcaster Doordarshan colours its historic flagship logo in saffron! As its ex-CEO, I have been watching its saffronisation with alarm and feel — it’s not Prasar Bharati any more, it’s Prachar (publicity) Bharati!”



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Talking to [The Indian Express](#), Sircar said, “It’s not just the logo, everything about the public broadcaster is saffron now. While the programmes and events of the ruling party get maximum airtime, Opposition parties hardly get any space now.”

Sircar called it “visual entrapment” being affected by the regime. He also gave the example of the Rajya Sabha hall in the new Parliament going saffron, from maroon in the old building.

Responding to the criticism, Prasar Bharati CEO Gaurav Dwivedi told [The Indian Express](#) that the new logo has “a catchy orange colour”.

“A few months ago, ahead of G20 (summit), we had carried out a revamp of DD India and settled upon a set of graphics as visual language for that channel,” he said, adding that it was around that time that they started working on the revamp of DD News as well — visually and technically.

DD National’s current logo is blue and saffron.

“Using a bright, appealing colour is purely about the channel’s branding and visual aesthetic and it is unfortunate for anyone to be reading anything else into that,” he said. “It’s not only a new logo, the entire look and feel has been upgraded — we have a new set, new lighting, seating arrangement and equipment.”

In fact, officials said that when Doordarshan was launched in 1959, it had a saffron logo. Subsequently, other colours such as blue, yellow and red were brought in for the logo, even as its design — two petals with a globe in the centre — has remained the same.

For several years, it also included the words ‘Satyam Shivam Sundaram’ but that was done away with in due course.

In March, just months after the inauguration of the Ram Temple in Ayodhya, Doordarshan had announced that it would live telecast morning prayers offered to the Ram Lalla idol everyday.