

Spot the shade

Doordarshan, the autonomous, national public service broadcaster, has drawn flak from the former Prasar Bharati CEO and Trinamool Congress member of Parliament, Jawhar Sircar, for changing the colour of its iconic logo from red to saffron amidst the ongoing general elections. Defending its move, DD pointed out that its initial logo, which was launched in 1959, was also of saffron shade. But Sircar iterated that the saffron colour of the logo is representative of the change in the channel's character — from a noise-free, crisp news broadcaster to a loud propaganda machine of the Bharatiya Janata Party. Perhaps DD is merely emulating today's netas who change their political stripes at the drop of a hat.
