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Vedanta Enters Every Household: Doordarshan Brings Acharya Prashant

To The Nation

Doordarshan's DD National has begun airing Swadharm, a weekend series of Acharya Prashant's Vedanta discourses, bringing his widely followed spiritual teachings into millions of Indian homes and continuing the channel's legacy as a national cultural classroom.

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The timeless wisdom of Vedanta has now entered millions of Indian homes as Doordarshan begins broadcasting Acharya Prashant's discourses on its flagship channel, DD National. Titled *Swadharm*, the series, now in its third week, airs every Saturday and Sunday at 6:30 am.

More than just a broadcast, the *Swadharm* series on DD National carries a symbolism beyond numbers. For decades, Doordarshan has been the nation's storyteller and classroom. It carried the Ramayana into households, introduced India to *Malgudi Days* and *Bharat Ek Khoj*, and united the country on every Republic Day and Independence Day. With *Swadharm*, it becomes the nation's spiritual classroom. As *Malgudi Days* reflected Indian life, *Swadharm* reflects the Indian self, turning mornings into a collective space of reflection and clarity.

DD has been the cultural stage of legends from all fields: from Bhimsen Joshi's morning ragas to Lata Mangeshkar's evergreen songs and Dr. S. Radhakrishnan's Teachers' Day speeches.

Swadharm continues that tradition, giving the rightful place to Acharya Prashant's voice in the same lineage of national icons.

Just as the radio once carried Gandhi's voice to villages, Doordarshan now carries Acharya Prashant's call for truth and inner enquiry to every corner of the nation. As Bismillah Khan's shehnai once heralded dawn on DD, today Acharya Prashant's words mark mornings with Vedantic wisdom.

By partnering with DD National, India's most trusted broadcaster reaching over 90% of the population, the *Swadharm* series ensures last-mile reach: free-to-air on DD Free Dish, available in over 49 million homes, and accessible through the DD app. From metropolitan cities to remote villages, viewers across all sections of society can now begin their weekends with self-knowledge, fearless inquiry, and conscious living.

For Acharya Prashant, philosopher, author, and founder of the PrashantAdvait Foundation, this marks another milestone in a journey that has marked his phenomenal rise: from bookshelves and auditoriums to digital platforms and now to the country's largest public broadcaster. Known for his clear and uncompromising voice, he has authored over 160 books, including more than 20 national bestsellers on themes such as youth awakening, women's empowerment, relationships, and climate change. With more than 90 million online followers, he is the world's most-followed spiritual teacher. His sessions on the Bhagavad Gita and other scriptures have drawn over 1.3 lakh participants, while his mass events, such as the 17-hour Janmashtami

discourse streamed nationwide in PVR-INOX theatres, have redefined how contemporary audiences engage with ancient wisdom.

With nationwide carriage now in place through DD National and DD Free Dish, weekends open with Vedantic clarity. Viewers can tune in every Saturday and Sunday at 6:30 am on DD National to hear Acharya Prashant's discourses: placing *Swadharma* in the same tradition as the historic programs that shaped generations.

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Shriyansh Garg is a Journalist with over three years of experience in the Media Industry. Over the years, he has...

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