

UNIT

3

HISTORY OF RADIO BROADCASTING IN INDIA

STRUCTURE

- Origin and development of radio in India—from Indian Broadcasting Company to All India Radio—Growth and development of AIR
- All India Radio—Organizational structure, functions of different divisions and Departments/units; News Service Division of AIR.
- Commercial Broadcasting Service, External Service Broadcast, National Service, Vividh Bharati and FM service of AIR; three tiers of Radio Broadcast—Local, Regional and National & Public Service Broadcast.
- Autonomy of All India Radio---Chanda Committee to Verghese Group---- Prasar Bharati Act 1997—Formation of Prasar Bharati —Composition and Functions of Prasar Bharati.

• LEARNING OBJECTIVES

After going through this unit you will be able to learn about:

- Origin and development of radio in India and growth and development of AIR
- Organizational structure, functions of different divisions and Departments/units of All India Radio
- Commercial Broadcasting Service, External Service Broadcast, National Service, Vividh Bharati and FM service of AIR; three tiers of Radio Broadcast—Local, Regional and National & Public Service Broadcast.
- Autonomy of All India Radio, formation of Prasar Bharati and composition and functions of Prasar Bharati.

• ORIGIN AND DEVELOPMENT OF RADIO IN INDIA—FROM INDIAN BROADCASTING COMPANY TO ALL INDIA RADIO—GROWTH AND DEVELOPMENT OF AIR

Broadcasting began in June 1923 during the British Raj with programs by the Bombay Presidency Radio Club and other radio clubs. According to an agreement on 23 July 1927, the private Indian Broadcasting Company Ltd (IBC) was

authorized to operate two radio stations: the Bombay station which began on 23 July 1927, and the Calcutta station which followed on 26 August 1927. The company went into liquidation on 1 March 1930. The government took over the broadcasting facilities and began the Indian State Broadcasting Service (ISBS) on 1 April 1930 on an experimental basis for two years, and permanently in May 1932 it then went on to become All India Radio on 8 June 1936.

Deccan Radio (Nizam Radio 1932), the first radio station in Hyderabad State (now Hyderabad, India), went live on air on 3 February 1935. It was launched by Mir Osman Ali Khan the 7th Nizam of Hyderabad with a transmitting power of 200 Watts. On 1 April 1950, Deccan Radio was taken over by the Indian Government, and in 1956 it was merged with All India Radio (AIR). Since then, it has been known as AIR-Hyderabad (100 kW).

Industries started operating this as the Indian State Broadcasting Corporation. The Corporation came to be called the All India Radio in 1936, and it was controlled by the Department of Communications. When India became independent in 1947, All India Radio (AIR) was made a separate department under the Ministry of Information and Broadcasting.

All India Radio (AIR), officially known since 1957 as Akashvani ("Voice from the Sky"), is the national public radio broadcaster of India and is a division of Prasar Bharati. It was established in 1936. It is the sister service of Prasar Bharati's Doordarshan, an Indian television broadcaster. Headquartered in the Akashvani Bhavan building in New Delhi, it houses the Drama Section, the FM Section, the National Service, and is also home to the Indian television station Doordarshan Kendra, (Delhi).

All India Radio is the largest radio network in the world, and one of the largest broadcasting organisations in the world in terms of the number of languages broadcast and the spectrum of socio-economic and cultural diversity it serves. AIR's home service comprises 420 stations located across the country, reaching nearly 92% of the country's area and 99.19% of the total population. AIR originates programming in 23 languages and 179 dialects

AIR, renamed as Akashvani, is a government-owned, semi-commercial operation of the Ministry of Information and Broadcasting. The AIR network had expanded by the mid- 1990s to around 146 AM stations along with a National Channel, the Integrated North-East Service that aimed at reaching out to the tribal groups in northeast India and the External Services.

There are five regional headquarters for the All India Radio. The government-owned network of Indian radio provides both national and local programmes in Hindi, English, and the regional languages.

There are special broadcasts for special audiences, such as farmers needing agro-climatic, plant protection, and other agriculture-related information. News, features, and entertainment programmes are mainly broadcast, and the target audiences include the listeners in neighboring countries and the large overseas Indian community.

The FM broadcasting in India began in 1977 in Madras (now, Chennai). Till the 1990s, the All India Radio was all that the Indian audiences had. But private broadcasters emerged, especially in Delhi, Mumbai, Kolkata, Goa and Chennai, and this resulted in the emergence of private FM slots.

These were soon followed by stations in Hyderabad, Jaipur and Lucknow. Over time, the number of private players dwindled and Radio City, Radio Mirchi and Red FM were among the few that managed to sustain themselves. These channels are almost exclusively devoted to pop and film music.

Radio (World)

- 1909- radio broadcasting began in US (San Jose in California)
- 1920- regular broadcasting began in US
- Development for the growth of radio at the time of 1ST world war.
- Initially radio had been used by sailors.
- 1916-1st radio bulletin broadcasted.
- 1919-USA-a corporation had been established.
- 21Dec.1922-1st radio centre (radio broadcasting station) started at East Pittsburgh (US).
- 1922- Broadcasting company (British Broadcasting Company) started in Britain.
- Later on named British Broadcasting Corporation (BBC).

AIR has many services in a number of languages, each serving different regions across India.

Radio (India)

- Amateurs were the 1st to start broadcasting.
- July 1927- Bombay Radio station of Indian Broadcasting Company started
- Actually radio entered in India very earlier in July 1924.
- A program broadcasted from Madras Presidency Radio Club.

- People were taking interest in broadcasting (Broadcasting Company Limited).
- Nov.1923-.....Bombay radio station
- 1924-Chennai (1930-But closed down due to some financial problems).
- 1927-Organised broadcasting started by Indian Broadcasting Company (IBC) in Calcutta and Bombay.
- 15th July 1927-1st radio programme journal was started named "Radio Times".
- 9 Oct 1931-announced to close down to Indian station broadcasting service.
- But under the pressure from radio dealer the Govt. took over Bombay and Calcutta station in 1930.
- So the Govt. decided keep it continues till 5 may 1932 under to the Govt.
- 1936- Indian station broadcasting service named AIR.
- 1957- AIR named Akashwani.
- 1st Jan.1936- broadcasting service started from Delhi centre.
- 1935- Akashwani started in Mysore.
- 1938-Madras radio station started.
- 18 Jan 1939-rely service started.
- 24 Oct.1941-Information & Broadcast Department established.
- Till the time there were 14 radio stations.
- Opened AIR +headquarters.
- 9 were under the AIR and others were controlled by Indian Govt.
- 1930- Indian Broadcasting Service formed (IBS).
- 10 Oct.1931-IBS closed due to1929 depression.
- 1932-BBC started an empire service.
- 1935-BBC waned the service of an eminent broadcasting administrator
- Lionel Fielden who became controller of broadcasting (BC) in India.

- The 1st Indian Director General of BC was A.S. Bokhari. He took over from Fielden in 1939.
- 18 Jan 1939-rly service started and news bulletin was started in Hindi, Bangla, Gujrati,
- Tamil, Telgu, Marathi and Pashto.
- After partition 6 radio stations came to share of India, that is, Bombay, Calcutta, Delhi, Madras, Lucknow, Trichi. Then the princely states became part of India and 5 more stations were added, they were Hyderabad, Aurangabad, Baroda, Trivandrum, Mysore
- to make radio more interesting & entertaining some characters introduced in differentdifferent programs like Loha Singh of Patana, master ji and Rounakai ram of Jalandhar,
- Alla Rakha and Nikky of Srinagar, Bahre Baba, Ramesh kaka are known to be household names and enjoy respectable status in every family.
- Radio broadcasting over the years has expanded not only in terms of number of radio stations and transmitters which has made the reach easier, but also in terms of introduction of programes to suit the changing socio-economic requirements of developing nation.
- The birth of local radio stations was a new phenomenon. These stations were meant to meet the specific requirements of a defined small zone without much of the formal atmosphere of a normal broadcasting station. The broadcasting in India has become a three-tier system (national, regional, local).
- 24 oct.1941-information & broadcast department.
- Nov. 1947-21 radio station and its reach were around to 21 percent population.
- At this time 5,46,319 radio set were under license.

Development of AIR since 1950

Radio In First Five Year Plan (1951-56)

During the plan there was tremendous development.

- 1952- 1st national orchestra was set up with pt. Ravi Shankar as the conductor.
- Sardar V.B. Patel became the 1st information and broadcast minister.

- 1953- Regional news bulletin was started from Lucknow and Nagpur in Hindi and Marathi.
- In the same year 1st national programme of talks was started.
- 1955-1st national radio sangeet sammelan was aired.
- 1956-the 1st national symposium of poets was broadcasted and also national programme of plays and feature were introduced.
- In the same year the numbers of radio stations increased to 26.
- 1951-55-medium wave transmitter.
- By this time radio covered 46 percent of the population.
- 9 dec.1945-samachar darshan started.
- Radio syllon (based on filmy song) started

Radio In Second Five Year Plan (1951-56)

- 31 oct.1956- Bhopal radio station started.
- 1957- vividh bharti was introduced.
- 1956-61-funds for bc were increased 4 times.
- By 1961 radio covered 55 percent of population.
- 1957-air named akashwani.
- Rural forum started.
- 15 sept.1959-president Dr. Rajendra Prasad inaugurated television (testing).
- 1959-radio Gramir Manch was started.

Radio In 3RD Five Year Plan (1961-66)

- There were 54 stations and 77 percent of the population was covered.
- By the end of this plan there were 34 complete centre, 17 secondary centres, 26_vividh bharti.
- 4 radio centre, 49 receiving centre, 110 transmitters.
- 20 oct.1962- china attack
- 4 Jan 1963- radio station started in kohima.
- 1st Jun 1963-radio station started in Port Blair.

- 1965-1, 81, 657 hours regional broadcast and 54,483 hours of vividh bharti on the name of “swadesh seva”.
- 23 Nov. 1966-akashwani centre in Mathura.

Radio In 4th Five Year Plan (1967-71)

- By 1969 there were 127 transmitters and the number of akashwani centre increased to 66.
- During this plan a separate channel (Yuva-vani) launched for youths on 21 July 1969.

Radio In 5th Five Year Plan (1972-76)

- 15 Jan 1972- radio station started in Silchar.
- 1974- Tawang akashwani started.
- 2 Feb. 1976- radio station started in Darbhanga.
- 1976-doordarshan and akashwani were separated.
- 1977- Janta govt. appointed a 12 member working group headed by B.G. Verghese, former editor of Hindustan times.
- 1978-it submitted its report in 1978 and recommended a single autonomous body called national broadcasting trust, to be known as Akash bharti.
- Since Morarji Desai govt. resigned and Indira Gandhi came to power and did not pursue the bill to the parliament.
- 1980- Indira Gandhi worked out for akashwani and doordarshan.
- 1980- Radio set (licensed) increased.
- 30 Dec.1989- the bill was moved to the loksabha by national front govt. led by V. P. Singh.
- 30 Aug. 1990 the bill was passed and became an act in September 1990 this is known as Prasar Bharti act 1990.
- 1996- Sengupta committee was appointed to review the working of Prasar Bharti and then submitted its report.
- 1997-again the amendments were made in Prasar Bharti and the Prasar Bharti act 1997 was passed.

Central Sales Unit

Central Sales Unit (CSU) is single window services of All India Radio for commercial purposes. Its name roughly translates as "Centralised Sales Unit". It is situated in Mumbai.

Other services

- Primary Channel
- National Channel

Regional services

The headquarters of the Regional Deputy Directors General are located in Delhi and Chandigarh (NR), Lucknow and Bhopal (CR), Guwahati (NER), Kolkata (ER), Mumbai and Ahmedabad (WR), Chennai and Bangalore (SR). All frequencies are in kHz, unless otherwise noted. Most of the channels are also available online.

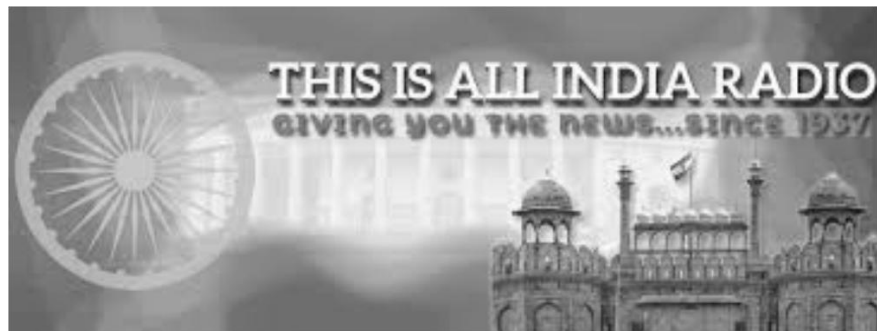
The external services of All India Radio are broadcast in 27 languages to countries outside India via high-power shortwave band broadcasts. Medium wave is also used to reach neighbouring countries. In addition to broadcasts targeted at specific countries by language, there is a General Overseas Service broadcasting in English with 8¼ hours of programming each day aimed at a general international audience. The external broadcasts were begun on 1 October 1939 by the British government to counter the propaganda of the Nazis directed at the Afghan people. The first broadcasts were in Pushto, beamed to Afghanistan and the North-West Frontier Province. Broadcasts soon began in other languages including: Dari, Persian, Arabic, English, Burmese, Japanese, Chinese, Malay and French. The external services broadcast in 16 foreign and 11 Indian languages, with a total program output of 70¼ hours per day on medium and shortwave frequencies.

On 1 October 1939, the External Service began with a broadcast in Pushtu. It was intended to counter radio propaganda from Germany directed at Afghanistan, Persia and Arab nations. 1939 also saw the opening of the Dhaka station of Eastern India, in what is now Bangladesh. This station catered and nurtured the pioneers of Bengali intellectuals. The foremost among them, Natyaguru Nurul Momen, became the trail-blazer of the talk-show in 1939. He wrote and directed the first modern radio-play for this station in 1942. When India became independent in 1947, the AIR network had only six stations (Delhi, Mumbai, Calcutta, Chennai, Lucknow, and Tiruchirappalli). The three radio stations at Lahore, Peshawar and Dhaka remained in what became Pakistan after the division. The total number of radio sets in India at that time was about 275,000. On 3 October 1957, the Vividh Bharati Service was launched, to compete with Radio Ceylon. Television broadcasting began in Delhi in 1959 as part of AIR, but was split off from the radio network as

Doordarshan on 1 April 1976. FM broadcasting began on 23 July 1977 in Chennai, and expanded during the 1990s.

- **ALL INDIA RADIO—ORGANIZATIONAL STRUCTURE, FUNCTIONS OF DIFFERENT DIVISIONS AND DEPARTMENTS/UNITS; NEWS SERVICE DIVISION OF AIR**

All India Radio



Radio is a powerful mass medium used in education for disseminating information, imparting instruction and giving entertainment. It serves with equal ease in both developed and developing countries. It spreads information to a greater group of population thereby saving time, energy, money and man-power in an effective way. Radio is a simple and cheap medium readily available as a small toy. Now small and handy transistors are available with even poorest of people. A small transistor can carry the message to any place on - the earth. It needs very little for maintenance and cheaper production can be taken up with more and more resources. Radio speaks to an individual so also to millions at a time. Hence, any listener can think the broadcast is meant for him whereas when listened in group all think the message directed towards them.

Each student takes the broadcast as very intimate to him. Due to its portability and easy accessibility radio could found its place everywhere whether it was a field, a school, a kitchen or a study room. Radio is a blind man's medium and is meant for ears only. It plays with sound and silence where the sound can be anything like voice or word, music and effect. When one hears radio, simultaneously one can imagine happenings in his/her mind. So it is called as theatre of blind or a stage for the mind. Radio can be listened to simultaneously along with another work like reading also.

Radio can be used as an effective and interesting tool in education both for formal and non-formal education. Where conditions have permitted, it has become well established and wide spread; yet, it seems to us that insufficient educational use is made of this virtually universal method of distribution. People often seem to

have been deterred by the repeatedly greater efficiency of other media which, however, have the major defect, compared with radio of being unable to cope for such widespread distributions - or anything like it for a long time to come.

The very low cost and adequate reliability in all climates of miniature transistor radios mean that radio broadcasting should more and more be recognized as a particularly suitable medium for educational purpose. Radio, in reality, has been used extensively as an educational medium both in developed and developing countries since beginning. Its educational programmes supported in a wide range of subject areas in different countries. Educational radio has also been employed within a wide variety of instructional design contexts. In some cases it is supported by the use of printed material, by local discussion group, and by regional study centers. It is sometimes so designed to permit and encourage listeners' reaction and comments. Evaluations are also carried out with the feedbacks received.

Programming and Organisational Structure

The Directorate General, All India Radio functions under Prasar Bharati. Director General is the Head of the Department and is responsible for the overall administration and supervision of the entire AIR network. In performance of his duties and functions, the Director General, AIR is assisted by officers of the following wings.

Programme Wing

Additional Director Generals (ADGs) at the Headquarters and in the Regions assist the Director General in proper supervision of the stations. The Headquarters of the Regional ADGs are situated at Kolkata (Eastern Region), Mumbai (Western Region-I), Lucknow (Central Region-I), Bhopal (Central Region-II) and Guwahati (North Eastern Region), Chennai (South Region-I), Bangalore (South Region-II), Delhi (North Region-I) and Chandigarh (North Region-II). Another office of ADG is to be set-up at Ahmedabad (Western Region-II).

Engineering Wing

In respect of the technical matters, Director General is assisted by an Engineer-in-Chief and ADG (Engineering) at the Headquarters and by the Zonal Chief Engineers in zones. In addition, there is a Planning and Development Unit at the Headquarters in respect of the Development Plan Schemes of All India Radio. For the civil construction activities, the Director General is assisted by the Civil Construction Wing (CCW) of AIR, which is headed by a Chief Engineer. The CCW caters to the needs of Doordarshan also.

Administrative Wing

Additional Director General (Administration) and Additional Director General (Finance) assist the Director General on all matters of the administration and

finance One Director each looks after the Engineering Administration, Programme Administration and financial matters.

Security Wing

The Director General is assisted by a Deputy Director General (Security), an Assistant Director General (Security) / Deputy Director (Security) on the matters relating to the security and safety of AIR installations viz., transmitters, studios, offices, etc. The Security requirements of Doordarshan are also looked after by these officers.

Audience Research Wing

There is a Director (Audience Research) to assist the Director General in carrying out feedback studies on the programmes broadcast by the stations of All India Radio. Director (Audience Research) is assisted by a Joint Director (Audience Research).

Activities Of Subordinate Offices Of Air In Brief

There are a number of subordinate offices of All India Radio performing the distinct functions. The broad activities of these offices / divisions are summarised as under:

- **News Services Division**

The News Services Division works round-the-clock and it broadcasts over 607 news bulletins both for Home and External Services. The bulletins are in Indian languages and various foreign languages. The Division is headed by the Director General (News). There are 46 Regional News Units in AIR. The bulletins vary from region to region according to the news worthiness of national, regional and local affairs.

- **External Services Division**

The External Services Division of All India Radio broadcasts in 27 languages i.e., 15 foreign and 12 Indian languages. These services are radiated for an aggregate duration of 72 hours daily and are projected to over 100 countries.

- **Transcription & Programme Exchange Service**

This service looks after the exchange of programmes among the stations, building up and maintenance of sound archives and also the commercial release of prestigious recordings of music maestros.

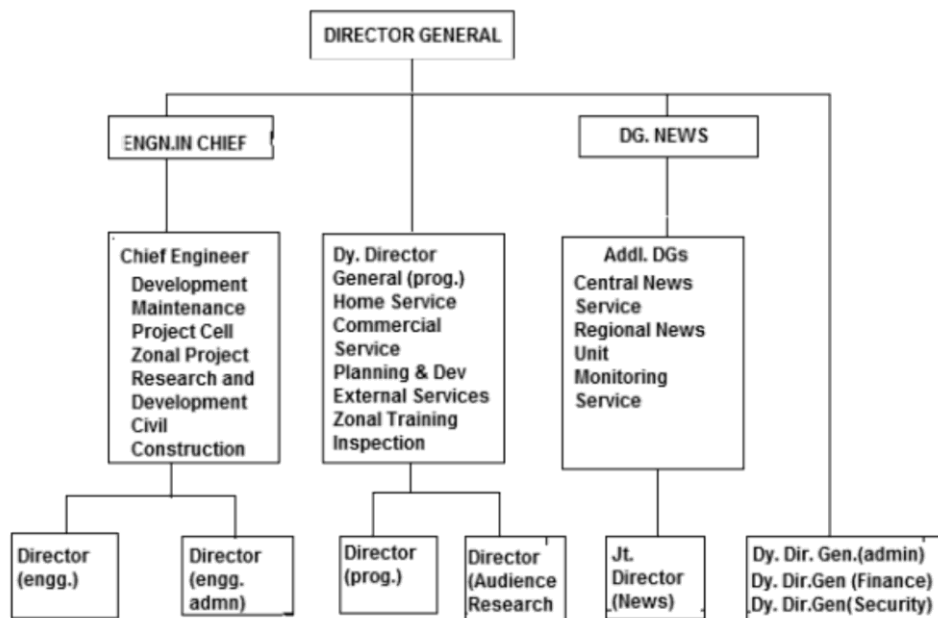
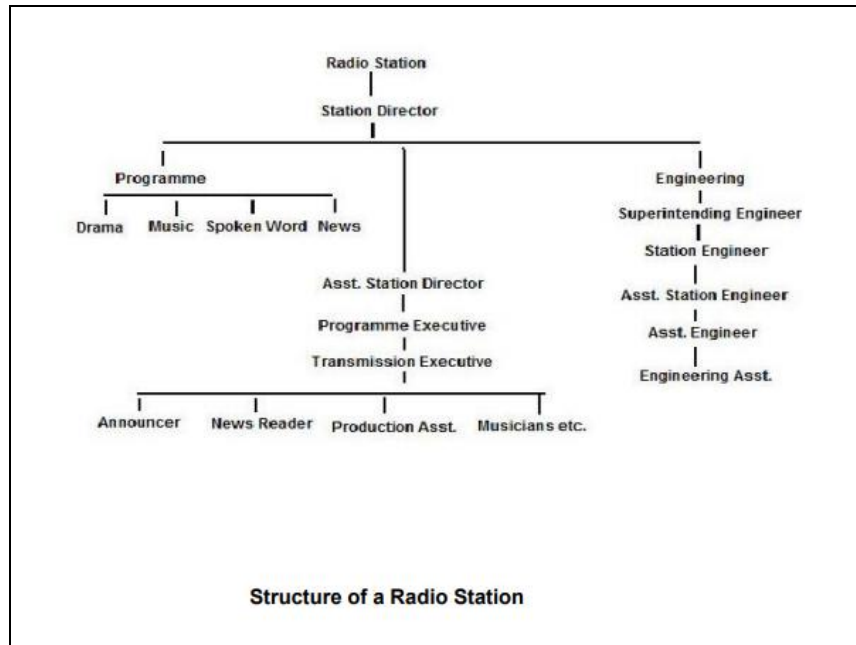
- **Research Department**

The functions of the Research Department include Research and Development of equipment required by AIR and Doordarshan, investigation and studies relating

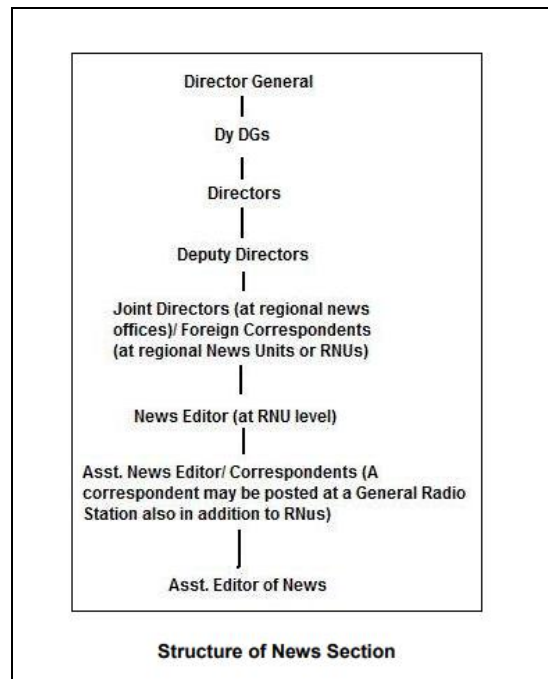
to AIR and Doordarshan, development of prototype models of R&D equipment for limited use field trials in AIR and Doordarshan network.

- **Central Store Office**

AIR's Central Store Office, located at New Delhi, performs the functions relating to procurement, stocking and distribution of the engineering stores required for the maintenance of technical equipment at All India Radio Stations.



ORGANISATIONAL STRUCTURE OF ALL INDIA RADIO



- **COMMERCIAL BROADCASTING SERVICE, EXTERNAL SERVICE BROADCAST, NATIONAL SERVICE, VIVIDH BHARATI AND FM SERVICE OF AIR; THREE TIERS OF RADIO BROADCAST—LOCAL, REGIONAL AND NATIONAL & PUBLIC SERVICE BROADCAST**

Commercial radio services in India started in 1967 with the Vividh Bharati service which has its headquarters at Mumbai. Vividh Bharati is one of the best-known services of All India Radio. Its name roughly translates as "Diverse Indian". It is also known as the Commercial Broadcasting Service or CBS. Commercially, it is the most accessible AIR network and is popular in Mumbai and other large cities. Vividh Bharati offers a wide range of programs including news, film music, short plays, music and comedy. It operates on different medium wave-band as well as FM frequencies in each city.

Some programs broadcast on Vividh Bharati are:

- Hawa-mahal: Radio plays based on novels and plays
- Santogen ki mehfil: Comedy
- Aaj ke fankar: description of life and works of a film artist
- Chhayageet: songs of announcer's choice with impeccable scripting

There are 41 Vividh Bharati-cum-Commercial Broadcasting Service (CBS) Centres including the exclusive VB Centres. The work relating to CBS is performed by two Wings i.e. Sales Wing and Production Wing. An independent Central Sales Unit along with 15 main Commercial Broadcasting Service Centres looks after the marketing of broadcast time in AIR.

Commercial Radio Broadcasting in India

A committee of Broadcasting and Information Media was setup in 1964 under the chairmanship of A.K. Chanda, well known as 'Chanda Committee'. It gave its report in 1966. On the basis of its recommendation television was delinked from radio and the TV set up was called Doordarshan in 1976. Another important recommendation was for the starting of a commercial service on radio. It was started from Vividh Bharti in 1967. In 1969, a new channel "Yuva vani" was started in Delhi. The sponsored programs on the commercial service were introduced in 1970.

FM broadcast was introduced in Madras in 1977 and later in Jalandhar in 1992. FM broadcast ensures reception free from atmospheric noise and electric interference. The AIR stations of Delhi, Bombay, Panaji, Bangalore, Madras and Calcutta started in selling their FM slots to private producers such as Times FM, Radio Midday, and Radio Star.

On 15 August 1993, FM was launched in Bombay, with nine hours of radio time leased to private producer.

AIR charges a fee of Rs. 3000 per hour, but the private companies advertisers charges Rs. 250-300 for a 10 second commercial.

The broadcast in most of the cities are oriented to urban youth population with western music, sponsored hits parades and countdown, chat shows, contests, quizzes and plays.

FM technology facilitates localism of broadcasting and the operations of a large no. of stations. Presently New Delhi has 5 FM channels which are: AIR FM, FM Rainbow, Radio City (91FM), Red FM (93.5), Radio-Mirchi (98.3). However on the world level for instance, New York has as many as 82 stations, London has 42, Manila has 35 and 29 for Jakarta.

Transmission bands for FM radio ranges between 80 and 108 MHz, though the Indian government has kept 80-108 MHz for its own services, still 13 frequencies are available for a whole lot of station in different language in multi-linguistic cities. AIR plans to extend FM broadcasting to many more cities.

Commercial Radio is a radio station that generates revenue through advertising, also called radio commercials, radio spots or advertising jingles. The advertisements are released by companies which find the commercial radio to be a

good medium to take their message to their customers. Several companies also sponsor popular programmes to reach out to their audience. However, the commercial radio should have a large listener base to attract the advertisers. This, in turn, depends on the kinds of programmes the radio station broadcasts.

Generally, commercial radio stations broadcast popular music to build their listener base. They also provide useful information like local traffic alerts, sports news etc to keep the listener interested. To ensure that the listeners do not switch channels, commercial radio stations employ radio jockeys who keep the listeners entertained with their smart presentation and glib talk.

KDKA in Pittsburgh, which is owned by Westinghouse, is considered to be the first licensed commercial radio station in the United States. It started daily broadcasts in November 1920. The first paid commercial in radio history was broadcast in 1922. It was released by AT&T on a New York radio station called WEAf.

Since then, commercial radio has come a long way. It literally dominates airwaves in the US and Latin America. Commercial Radio is also popular in Europe and Asia though non-commercial radio or public broadcasting co-exists with it in several European and Asian countries. The key difference between commercial and non-commercial radio is funding. Unlike commercial radio which depends upon advertising as its key source of funding, non-commercial radio companies, which are called national broadcasters or public broadcasters, are either subsidized or funded by governments or get their income from broadcast receiver license fee.

One of the pioneering commercial radio stations in Asia was Radio Ceylon. Its Hindi service that broadcast Hindi film songs was immensely popular across the Indian sub-continent in the 1950s and 1960s. Listeners across India tuned in every week to Binaca Geetmala, a weekly top ten playlist that was anchored by Ameen Sayani. The station interspersed its programmes with radio spots that included jingles from such famous brands as Lux and Coca Cola.



Vividh Bharati

India got its first commercial radio in 1967 when Vividh Bharati started airing commercials. This followed the recommendations of the Committee on Broadcasting and Information Media, which is better known as Chanda Committee.

The Committee in its report submitted in 1966 recommended that “for additional resources for expanding the network and improving the programmes, advertising would be the most fruitful source of revenue” for All India Radio.

The recommendation was accepted by the government and on November 1, 1967 All India Radio launched the Commercial Broadcasting Service. The service that was chosen for this purpose was Vividh Bharati, which was essentially a programme of film music that had become greatly popular across the country ever since its launch in 1957.

The first commercials were beamed from the Mumbai-Pune-Nagpur beam of Vividh Bharati. Today, Vividh Bharati runs commercials from several broadcast stations across India. It also has an all-night service to entertain listeners. Some of the popular programmes broadcast on Vividh Bharati are Jaimala, Special Jaimala, Hawa Mahal, Inse Miliye, Sangeet Sarita, Bhoole Bisre Geet, Chitralok, Sargam Ke Sitare, Ujale Unki Yadon Ke, and Chhayageet. These programmes have entertained generations of radio listeners in India.

The advertising for Vividh Bharati is accepted at all its Commercial Broadcasting Service Centers, which are located in important Indian cities. Besides this, the Central Sales Unit of All India Radio, which is located in Mumbai, offers single window booking facility under which advertisers can choose airtime and the radio stations where their ads can be broadcast under a single contract.

The Vividh Bharati Service (VBS) of All India Radio was conceptualized to combat Radio Ceylon in 1957. Vividh Bharati radio channel was launched on 3 October 1957.

All these programmes are produced centrally at Vividh Bharati Service, Borivali, Mumbai and up-linked to the satellite. 40 Vividh Bharati stations across the country down-link these programmes through captive earth stations provided at each of these AIR stations. Some local programme windows are also provided at these stations to give regional flavour to the listeners. These 40 Vividh Bharati stations are known as Commercial Broadcasting Service Stations and are located at major cities covering 97% of the Indian population.

Over the years a number prominent people from Hindi cinema have lent their voice to the channel, including, Lata Mangeshkar and actors Raaj Kumar and Amitabh Bachchan, who worked as a radio broadcaster in his early career, many celebrities take part in the popular show Vishesh Jaimala to encourage Indian Army and BSF soldiers. Today its archives which started the record of film, Yehudi Ki Beti in 1933, has 22,000 ghazals, geets and Hindi film songs. The station celebrated its golden anniversary on 2 October 2007.

Commercials were introduced initially in the Vividh Bharati Service in 1967 on an experimental basis. Realising the role of advertising in accelerating the social

and material progress of the country, commercials were extended to primary channels including FM and local radio stations MW 1 KW in a phased manner. Advertising on radio is not only cost effective to the advertisers but also has the potential to reach rural areas where no other mass media has succeeded in making any tangible dent.

The service provides entertainment for nearly 15 to 17 hours a day. It presents a mix of film music, skits, short plays and interactive programmes. Some of the old popular programmes of Vividh Bharati are 'Sangeet Sarita', 'Bhule Bisre Geet', 'Hawa Mahal', 'Jaimala', 'Inse Miliye', 'Chhaya Geet' etc., are still distinctly recognized by the listeners. From time to time new programmes were introduced like 'Bioscope Ke Batein', 'Sargam Ke Sitare', 'Celluloid Ke Sitare', 'Sehatnama', 'Hello Farmaish', 'Sakhi Saheli' and 'Aaj Ke Phankaar'.

The FM Radio revolution

Commercial radio got a big boost in India following the introduction of FM radio. The goal of the government in popularizing FM radio, which is the short form of Frequency Modulated radio, was to improve programme content, and give listeners a wider choice of programmes by allowing private players to set up radio channels. There have been two major initiatives in the introduction of FM Radio. In Phase I that was introduced in 1999, 21 channels were set up in 12 cities. In Phase II that was initiated in 2005, the FM radio market literally exploded in India. The number of FM channels grew to 242, and their footprint spread across 85 cities. Phase III aims to take FM radio to towns with one lakh population. Once this is formally launched, the FM radio will be available in 294 cities and the number of FM channels will jump to 839.



The main source of income of FM radio is advertising. However, it is not as lucrative as TV or print advertising, and most FM radio channels are struggling to break even. Together, FM radio manages about four per cent of national ad revenues. However, most of this is shared by the top five FM radio channels. The key reason for this is the popularity of radio. According to Indian Readership Survey data for the second quarter of 2012, the estimated audience of radio in India

is 158 million. Of this, 106 million are FM radio listeners. The TV channels, on the other hand, have a viewership base of 563 million while the print media reaches 352 million.

It is interesting to note here that India is not the only country where commercial radio has failed to attract advertisers. The average share of radio in global advertising ranges from 5 to 10 per cent across the world. This compares poorly with ad revenues that are garnered by the print and television industry.

Doordarshan

Doordarshan (abbreviated as DD; Hindi: Dūrdarśan, lit. 'distant vision, television') is an autonomous 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 through the Indian Network and Radio India.



Doordarshan operates 46 Studios, it operates 21 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 Urdu and DD Kisan. On DD National (DD-1), regional and local

programs are carried on a time-sharing basis for terrestrial broadcasting only. DD News, launched on 3 November 2003 and 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 placed on hold. DD Arunprabha was launched on 9 February 2019.

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.

On 13 April 2020, DD Retro was launched by Prasar Bharati which will show old classic Hindi serials of Doordarshan.

Three-tier Radio Broadcasting System

AIR has a three-tier system of broadcasting. These three levels of programmes are the

- National,
- Regional and
- Local each having distinct audiences.

National programmes are broadcast from Delhi for relay by the Capital, Regional and Local Radio Stations. Some of these are the National Programme of Talks and Features in Hindi and English, the National Programmes of Drama and Music.

The National Channel of All India Radio located in Delhi broadcasted programmes which were heard on Medium Wave and also on Short Wave. Started on 18th May 1988, this channel worked as a night service from 6.50 PM to 6.10

AM the next morning. Broadcasting in Hindi, Urdu and English, the programme composition of the channel had been designed to make it representative of the cultural mosaic and ethos of the country. It has been closed on January, 2019

The Regional Stations in different States form the middle tier of broadcasting. They originate programmes in the regional languages and dialects. Regional Channels are located in the major linguistic-cultural region of every state. 116 Regional Channels are spread over 29 states & 6 Union Territories including the North-Eastern Service at Shillong that projects the vibrant cultural heritage of the North-Eastern region of this country. The Regional Channels, broadcast largely on the Medium Wave frequency, follow a composite programme pattern comprising of music - classical, light, folk and film, News and Current Affairs, Radio plays, features, Farm and Home programmes, programmes on Health & Family Welfare and programmes for Woman, Children etc.

Local Radio is relatively a newer concept of broadcasting in India. Local radio stations serve small communities, showcase local culture and broadcast area specific programmes for the benefit of the community. The transmission is in the FM mode. The programming is flexible and spontaneous and the stations function as the mouth piece of the local community. At present there are 86 Local Stations spread across the country.

Expansion of FM Radio channels

The first FM broadcasting in India was in the 1977 at Madras. In the mid-nineties, when India first experimented with private FM broadcasts, the small tourist destination of Goa was the fifth place in this country of one billion where private players got FM slots. The other four centers were the big metro cities: Delhi, Mumbai, Kolkata and Chennai. These were followed by stations in Bangalore, Hyderabad, Jaipur and Lucknow.

Indian policy currently states that these broadcasters are assessed a One-Time Entry Fee (OTEF), for the entire license period of 10 years. Under the Indian accounting system, this amount is amortized over the 10 year period at 10% per annum. Annual license fee for private players is either 4% of revenue share or 10% of Reserve Price, whichever is higher.

Earlier, India's attempts to privatize its FM channels ran into rough weather when private players bid heavily and most could not meet their commitments to pay the government the amounts they owed. Content News is not permitted on private FM, although the Federal Minister for Information Broadcasting (I. and B. Ministry, Govt. of India) says this may be reconsidered in two to three years. Nationally, many of the current FM players, including the Times of India, Hindustan Times, Mid-Day, and BBC are essentially newspaper chains or media, and they are already making a strong pitch for news on FM.

Development of Educational & Community Radio

Broadcasting in India is speedily shifting its profile. Indian radio is currently changing from being a government monopoly to highly commercialized broadcasting. But this media needs to be democratized too. Privatization and total deregulation will not mean much to the average citizen if radio fails to get a chance to play a vital role in their lives. India has so far clearly given step-motherly treatment to public service, community, educational and development broadcast networks.

Community radio in India

In the developing countries, as a Rockefeller Foundation report, making Waves:

Stories of Participatory Communication for Social Change affirms, community radio is “one of the best ways to reach excluded or marginalized communities in targeted, useful ways.”¹⁷ India being a developing country is in dire need of community radios which actually come across as a very appropriate medium for responding effectively to the development issues at stake. Community radio constitutes India’s rich oral story-telling tradition. It also constitutes empowered communities, enhanced citizenship and democratic involvement which are essential for a country like India.

In India, for over ten years, non-profit development organizations and media activist groups have been campaigning for the right to set up low-cost local radio broadcasting facilities, in order to support their developmental works. Finally on 16th November 2006, the Union Cabinet cleared the community radio policy after much delay, but presenting a well deserved victory to the communities and civil society groups, who have been waiting for their right to broadcast¹⁸. In India, where roughly 70% of the national population are primarily rural inhabitants; community radio is the most viable alternative for targeting the rural communities. In this country, for a long time there was a cry to set up community radio transmitting stations by Non-Government Organizations and Universities. Now that in December 2002, the Government announced a policy for the Grant of Community Radio Licenses to educational sectors, institutions and organizations; it can be used for education and socioeconomic revolution at the grass- roots. The educational institutions and organizations are to be selected according to the prescribed eligibility terms and conditions given in the Guidelines for the grant of licenses for community radio stations. No license fee is being charged as the community radio broadcasting operates on non-commercial basis. License will be issued in the shared frequency band from 87.5 to 100 MHz¹⁹. There is no license fee for community radio in India, but the WPC (Wireless Planning and Co-ordination Wing) of the Ministry of IT and Communication levies a Spectrum Usage Fee.

Ministry of Information and Broadcasting proposes to organize a workshop on community radio in collaboration with UNDP and UNESCO. At present with the help of grants from the Union Government, State Governments purchase, install and maintain community receivers. Local communities also pay a part of the cost. There are about 70,000 community receiving sets in all. In most villages, electricity has not reached yet, and so battery operated sets are need to be installed there.

India's first campus community radio station became operational since 1st February 2004 at Anna University, Chennai after receiving grant of license by the Ministry of Information and Broadcasting²². A good example of community radio-like radio station utilized for educational purposes is that, Indira Gandhi National Open University (IGNOU) has launched a small but able FM radio station's network all over the country. It has set up 40 such stations named Gyan Vani till now, with a target of 100²³. A voluntary social action group VOICES – a unit of Madhyam Communications of Bangalore, has launched India's first Community Radio in Chitradurga²⁴. Madhyam has taken up community broadcasting experiments in Kolar district. Grameen Niyojan Kendra in Maharajganj, Uttar Pradesh, on the border of Nepal, routinely produces programs on malaria and Japanese encephalitis.

Community radio is truly the third wave of communication in India, print being the first and television the second. The programmes broadcasted through community radio deal with local issues like health, education, environment, agriculture, culture, women, children, child rearing, sports, fishery, human rights, elections, social welfare, HIV/AIDS, etc. Programmes promoting family, improving sanitation and hygiene, increasing agricultural productivity, education for adults, encouraging traditional and new crafts, discouraging superstitions, are also broadcasted through community radios.

In India community radio looks forward to the upliftment of the communities and society at large. Some technical issues like spectrum management, proper bandwidth usage and receiver technologies hold the key to the growth of community radio in India.

Holding the hands of community radio, with its limited reach but invaluable potentiality, Indian people should enjoy radio as a medium having truly democratic nature.

Educational radio in India

The Radio Club of Bombay broadcast the first radio programme in India in June 1923. Afterwards a Broadcasting Service was set up (that began broadcasting in India in July 1927) on an experimental basis at Bombay and Calcutta simultaneously. This was done under an agreement between Government of India and a private company called the Indian Broadcasting Company Ltd. In the year

1947 (when India became independent), the AIR network had only six Stations located at Delhi, Bombay, Calcutta, Madras, Lucknow and Tiruchirapalli with a total complement of 18 transmitters - six on the medium wave and the remaining on short wave.

Radio listening on medium wave was confined to urban limits of these cities. As against a mere 2,75,000 receiving sets at the time of Independence, now there are about 111 million estimated radio sets in about 105 million household in the country. Presently the broadcast scenario has drastically changed with 198 broadcasting centers, including 74 local Radio Stations, covering nearly cent-per-cent country's population (<http://www.air.org.in>). As of today AIR network broadcasts nearly 2000 programme hours every day in 24 languages and 146 dialects. It reaches 97.1 per cent of the population, which includes substantial population in rural area, and covers 89.7 percent of the geographical area of the country. The AIR is expected to cover an estimated 97.7 percent of population in the country on completion of various ongoing projects under the 8th Five-Year Plan (IGNOU, 2000).

Major Educational Radio Projects in India the main projects that describe the growth of educational radio are:

1. School Broadcast Project

This project was commissioned in 1937 and the target group was School students. This programme started from Delhi, Calcutta, Madras and Bombay. In the beginning the school programme were not strictly governed by the curriculum. With the passages of time and acquisitions of more experience, the AIR tried to make its radio broadcasts more curriculum oriented, but in absence of common syllabi and time tables in schools, even within the same state, it could not succeed in its aim.

2. Adult education and community development project (Radio Forum)

Commenced in 1956, the Villagers of 144 villages in the vicinity of Poona (in Maharastra state), were the main beneficiaries of this project. This was agriculture-based project, which was originally designed and tried out in Canada. With the help of UNESCO, it was tried in 144 villages of Poona and was named as 'Radio forums Project' (defined as a listening cum-discussion-cum-action group). The members of the forum could listen thirty-minute radio programme on some agricultural or community - development programme, then discuss and decide regarding its adoption in their own village. This project was a great success. Many action programmes were planned and put into practice.

3. Farm and Home Broadcast Project

This project was commenced in 1966 and again targeted at Farmers and villagers. These broadcasts were designed to provide information and advice on

agricultural and allied topics. The aim was to educate the farmers and provide them assistance in adopting innovative practices in their fields as per the local relevance. The experts also conducted occasional farm radio schools, which proved to be very effective.

4. University broadcast projects

This project for University students was initiated in 1965, with an aim to expand higher education as widely as possible among the different strata of society. The Programme consisted of two types- 'General' & 'enrichment'. The general programmes included topics of public interest and enrichment programmes supported correspondence education offered by universities in their respective jurisdictions. School of Correspondence studies, University of Delhi and the Central Institute of English and Foreign Languages, Hyderabad is well known for preparation and broadcast of their programmes through AIR.

5. Language Learning Programme

The project, popularly known as 'Radio Pilot project' was started in 1979-80 jointly by AIR and Department of Education Government of Rajasthan, with an aim to teach Hindi to School going children as first language in 500 primary schools of Jaipur & Ajmer districts on experimental basis. The project was found useful in improving the vocabulary of children. With its success, similar project was repeated in Hoshangabad district of Madhya Pradesh with some modifications but had limited success.

6. IGNOU-AIR Broadcast

In collaboration with IGNOU, AIR stations of Mumbai, Hyderabad and Shillong started radio broadcasts of IGNOU Programmes from January 1992. Main target group of this project were students of Open / Conventional Universities. Although Shillong started this but discontinued later on. Therefore presently it is being broadcast from AIR Mumbai (Every Thursday and Saturday from 7:15AM-7:45AM) and AIR Hyderabad (Every Tuesday, Thursday & Saturday from 6:00 AM - 6:30 AM) only. This programme is still popular in the respective region.

7. IGNOU-AIR Interactive Radio Counselling (IRC)

Started in 1998 for students of Open / Conventional Universities, this project is also very successful. In order to bridge the gap between Institutions and learners by instantly responding to their queries and also to provide Academic Counselling in subject area, IGNOU in collaboration with AIR Bhopal started this project in May 1998 as an experimental programme for one year (Sharma, 2002a). With the success of the experiment, it was extended to 8 other AIR stations (Lucknow, Patna, Jaipur, Shimla, Rohtak, Jalandhra, Delhi and Jammu). Presently Interactive Radio counseling is being provided on every Sunday for one hour (4:00 PM - 5:00

PM) from 186 radio stations of All India Radio. This includes two Sundays on the National hook-up. Toll-free telephone facility is available from 80 cities (effective from February 2001) enabling the learners to interact with experts and seek clarification, without paying for their telephone calls. The first and third Sundays of the month, AIR stations of Delhi (Hindi) and Kolkata (in English) broadcast from national hook-up, which 186 radio stations relay either of them. The 2nd and 4th Sunday are slotted for programmes of various regional centers of IGNOU and State Open universities respectively. The slot of 5th Sunday (if any) has also been given to region-based programmes of IGNOU. This programme is gaining popularity day by day.

8. Gyan-Vani (Educational FM Radio Channel of India)

This project is recently launched (in year 2001) and again the target group is students of Open / Conventional Universities. Gyan Vani (Gyan = Knowledge, Vani = aerial broadcasting) is Educational FM Radio Channel of India, a unique decentralised concept of extending mass media for education and empowerment, suited to the educational needs of the local community (Sharma, 2002b). It is operating presently through Allahabad, Bangalore and, Coimbatore FM stations of India on test transmission mode. The network is slotted to expand to a total of 40 stations by June-2002. Gyan Vani stations will operate as media cooperatives, with day-to-day programmes contributed by different Educational Institutions, NGO's and national level institutions like IGNOU, NCERT, UGC, IIT, DEC etc. Each stations will have range of about 60-KM radius, covering the entire city /town plus the surrounding environs with extensive access. It serves as ideal medium addressing the local educational developmental and socio cultural needs (IGNOU, 2001).

Gyan Vani is not only for the conventional educational system but also a main tool in making available the dream of education for all come true. Gyan Vani's main intention is to take education to the doorsteps of the people. Gyan Vani, in addition to giving the hardcore education will also deal with awareness programmes including the ones for Panchayati Raj Functionaries, Women Empowerment, Consumer Rights, Human Rights, the Rights of the Child, Health Education, Science Education, Continuing Education, Extension Education, Vocational Education, Teacher Education, Non-formal Education, Adult Education, Education for the handicapped, Education for the down trodden, education for the tribals and so on. Gyan Vani is available through commercial FM radio set.

9. Radio-Vision (Multimedia through Digital Radio)

Pioneered by the BBC, the technique of radio-vision allows the subject matter to be presented through two channels, the audio and the visual. The visuals are presented in the form of still filmstrips, charts, slides, models, etc, while the

explanation is given through recorded narration. Educational institutions use this as a substitute for educational television. Radio-vision has its own advantages:

- It is economical
- It can cater to different categories of learners
- It is easy to produce such programmes at the institutional level or at the learning centers
- It provides visual support to the concept that is taught.

A small experiment in the use of radio-vision technique was carried out by The National Council of Education Training and Research, India in 1975-76 using it as one of the components of the multi-media package for in service teacher training designed and operated during SITE. A series of charts and picture cards were presented to about 24,000 participating teachers 2400 centers along with verbal explanation provided through specially prepared radio broadcasts. The results were found to be encouraging.

Commercial Broadcast Code of AIR & Doordarshan

Advertising is an important and legitimate means for the seller to awaken interest in his goods and services. The success of advertising depends on public confidence; hence no practice should be permitted which tends to impair this confidence. The standards laid down here should be taken as minimum standards of acceptability which would be liable to be reviewed from time to time in relation to the prevailing norm of listener's susceptibilities.

The Prasar Bharati Corporation consists of two wings namely All India Radio and Doordarshan. Commercials were introduced on AIR on 1st November, 1967 and on Doordarshan on 1st January, 1976.

Both AIR and Doordarshan have served as an effective instrument for advertisers to publicise their goods and services. As a public service broadcasting organisation, AIR and Doordarshan has responsibility to ensure that the advertisements either in terms of contents, tone or treatment, do not mislead the listeners and viewers as well as the consumers or are not repugnant to good taste.

The code for advertisements to be aired on DD and AIR was made by Ministry of I&B. These are as follows:

1. Advertising shall be designed as to conform to the laws of the country and should not offend against morality, decency and religious susceptibilities of the people.
2. No advertisement shall be permitted which:-

- i. derides any race, caste, color, creed and nationality;
- ii. is against any of the directive principles, or any other provision of the Constitution of India;
- iii. tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any way;
- iv. presents criminality as desirable;
- v. adversely affects friendly relations with foreign States;
- vi. exploits the national emblem, or any part of the constitution or the person or personality of a national leader or State Dignitary;
- vii. relates to or promotes cigarettes and tobacco products, liquor, wines and other intoxicants;

3. No advertisements message shall in any way be presented as News.

4. No advertisements shall be permitted the objects whereof are wholly or mainly of a religious or political natures; advertisement must not be directed towards any religious or political end or have relation to any industrial dispute.

Provision

But advertisements in the form of spots and jingles on payment of prescribed fees, from Political parties / Candidates / any other person shall be accepted only in respect of General Elections to Lok Sabha / General Elections to the State Assemblies / General Elections to Local bodies during the period when the model Code of Conduct is in force. Such advertisements shall be subject to pre-broadcast scrutiny by the Election Commission of India / authorities under the Election Commission of India in respect of elections to Lok Sabha and the State Assemblies and State Election Commissions in the case of Local bodies.

5. Advertisements for services concerned with the following shall not be accepted:-

- i. Money lenders;
- ii. Chit funds;
- iii. Saving schemes and lotteries other than those conducted by Central and State Government organizations, nationalized or recognized banks and public sector undertakings;
- iv. Matrimonial agencies;
- v. Unlicensed employment services;

vi. Fortune tellers or sooth-Sayers etc. and those with claims of hypnotism;

vii. Foreign goods and foreign banks.

viii. Betting tips and guide books etc. relating to horse-racing or the other games of chance.

6. The items advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act 1986.

7. No advertisement shall contain reference which is likely to lead the public to infer that the product advertised or any advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved, e.g. cure for baldness, skin whitener, etc.

8. No advertisement shall contain the words 'Guarantee' or 'Guaranteed' etc., unless the full terms of the guarantee are available for inspection by the Directorate General, All India Radio, are clearly set out in the advertisement and are made available to the purchaser in the writing at the point of sale or with the goods; in all cases, terms must include details of the remedial action available to the purchaser. No advertisement shall contain a direct or implied reference to any guarantee which purports to take away or diminish the legal rights of the purchaser.

9. Advertisers or the agents must be prepared to produce evidence to substantiate any claims or illustrations. The Director General reserves the right to ask for such proofs and get them examined to his full satisfaction. In case of goods covered by mandatory quality control orders, the advertiser shall produce quality certificate from the institutions recognized by the Government for this purpose.

10. Advertisements shall not contain disparaging or derogatory references to another product or service.

11. Testimonials must be genuine and used in a manner not to mislead the listeners. Advertisers or Advertising Agencies must be prepared to produce evidence in support of their claims.

12. No advertisement of any kind of jewelry (except artificial jewelry) or precious stones shall be accepted.

13. Information to consumers on matters of weight, quality or prices of products were given shall be accurate.

14. Advertisements indicating price comparisons or reductions must comply with relevant laws.

15. No advertisement shall be accepted which violates AIR Broadcast Code which is reproduced below:-

GENERAL AIR CODE

- a. Criticism of friendly countries.
- b. Attack of religious or communities.
- c. Anything obscene or defamatory;
- d. Incitement to violence or anything against maintenance of law and order;
- e. Anything amounting to contempt of court;
- f. Aspersions against the integrity of the President and Judiciary

Guidelines of Election Broadcast

The EC of India drawn a model code of conduct is established for electronic media both to ensure that it is not misused as well as to ensure that it be used in the best interest of democracy and the voter.

Don'ts of AIR during elections

1. There should be no coverage of any election speeches or other material that incites violence, against one religion, against one language, against one group etc.

2. In any constituency, only one candidate should not be projected. While it is not necessary to cover every single candidate (as some constituencies may have several candidates), at least the more important candidates should be covered in any reports from a constituency.

The following could be covered in a balanced and fair manner:- Campaigning and excerpts from campaign speeches. Symbols, banners, flags and other campaign materials of parties. Results of opinion polls by non-political, professional organizations with a proven track record. Party manifestoes (critical analysis of which is also perfectly legitimate.) Candidates and their views in different constituencies across the country.

3. By balanced and fair it is meant that among the major political parties:- No political parties should be given substantially more coverage than others. The balanced need not be achieved in any single day or in a single story, but over a reasonable period of time, say one week. Balance does not mean each party must get exactly the same air time to the last second, but parties should be given broadly the same amount of time.

4. Procedures: All producers must record a copy of their program off air for use as reference in case of any disputes. The EC shall be the final arbiter in any dispute.

5. The final interpretation of any disputed passage or story should be with.

**• AUTONOMY OF ALL INDIA RADIO---
CHANDA COMMITTEE TO VERGHESE
GROUP---- PRASAR BHARATI ACT
1997—FORMATION OF PRASAR
BHARATI —COMPOSITION AND
FUNCTIONS OF PRASAR BHARATI**

Autonomy of All India Radio

In India the autonomy started with the Chanda Committee (1966) followed by the Verghese Committee (1978), the Joshi Committee (1985), the Sen Gupta Committee (1990) and, finally, the Prasar Bharati Act (1990) which was enforced through an ordinance nearly a decade after it was enacted.

Chanda Committee to Verghese Group

A.K. Chanda Committee was formed under the Broadcasting & Information media to evaluate work of different media under the Ministry of Information and Broadcasting. It also examined the role of media and their policies as well.

i. 1964 ASHOK CHANDA COMMITTEE

ii. 1966 REPORT

iii. 1970 REPORT ON PARLIAMENT

Recommendations

1. Look into the Working of Various media units in the information and broadcasting ministry.

2. Indian context is not possible for a creative medium like broadcasting to flourish under a regime of departmental rules and regulations.

3. An institutional change is needed to liberate the present rigid financial administrative procedures of the govt.

4. For efficiency and economy the committee stressed the need for decentralization.

5. The committee recommended a corporate financial accounting system for AIR its recruitment and financial activity.

6. The corporation must be set up only by an act of parliament.

7. Recommended the separation of television from radio and requested the formation of an independent television corporation.



CHANDA
COMMITTEE

- Ashok Chanda Committee (1966) recommended for an institutional change to liberate the rigid financial and administrative procedures of the government
- According to them **it is not possible for a creative medium like broadcasting to flourish under a regime of departmental rules and regulations.**
- It urged for a **corporation set up** by an Act of Parliament.



B.G VARGHESE
COMMITTEE

- B.G Varghese Committee(1977) recommended **an autonomous Trust called Akash Bharati** which should be independent, **impartial and autonomous**, also under an Act of Parliament.

Vergheze Group

The Janta Government had appointed a Working Group on the autonomy of the Akashwani and Doordarshan in August 1977. The chairman of this committee was B.G. Varghese. The committee submitted its report on February 24, 1978. This committee's main recommendation was "formation of Akash Bharti or the "National Broadcasting Trust", both for the AIR and Doordarshan. The committee noted that the people want an independent corporation because, the executive, abetted by a captive parliament, shamelessly misused the Broadcasting during emergency and this must be prevented for all times.

Such was the bold recommendation of this committee, which wanted substantial "Constitutional Safeguards" for the recommended body. But these recommendations could not find favour of even Janta rulers. The minister (LK Advani) commented:

"The committee has recommended the creation of an independent, constitutional entity, parallel to the Judiciary on which the legislature has no control. No we can not accept it".

The result was that the report was "sent to hell".

This followed a bill in May 1979 introduced by LK Advani, who was information and Broadcasting minister in the Government. The bill proposed the "Autonomous Corporation" known as Prasar Bharti for both AIR and Doordarshan. But the bill was introduced in the compromised state, rejecting the provisions of the constitutional safeguards. Meanwhile the Lok Sabha dissolved guaranteeing the death of this bill.

After that Congress was back in power, but it did not consider necessary to reintroduce such bill. Though it appointed PC Joshi Committee in 1982, whose main term of reference was to prepare a software plan for Doordarshan. But this group also emphasized on the absence of “Functional Freedom” in Prasar Bharti. This committee said that the Ministry of Information and Broadcasting should be reorganized and a separate board on the lines of Railway Board should be created, in which only people with professional experience should get entry.

So, slowly a consensus developed for a Television Authority of India -as a public trust and under the control of the parliament and officed with only experienced professionals.

In 1989, the National Front government came into power. It introduced Prasar Bharti Bill in December 1989. The bill was introduced by P Upendra, the minister, who borrowed some of the articles from the previous bill introduced by Advani and also added some new ethos as per the changed scenario.

The Prasar Bharti Bill, moved by the VP Singh Government got the confidence of BJP, Leftists and Congress as well and was passed in Lok Sabha in August 1990. This was included in the election manifesto of the NF (National Front) Government, so we can imagine how difficult it must have been for the coalition government to get the support of the Congress, BJP and the lefts.

However, all of them thoroughly indulged in amelioration and 400 amendments were moved :) Out of these 65 were accepted.

So, to provide for the establishment of Broadcasting Corporation for India, to be known as Prasar Bharati, to define its composition, functions and powers and to provide for matters connected therewith or incidental thereto, the Prasar Bharti Act was passed. Now from April 1, 1991, it was to be given the president’s assent and the Prasar Bharti Corporation was to begin functioning from that date. But the Government changed meanwhile and the Chandrasekhar Government maintained status quo.

In 1992, the Information and Broadcasting ministry of PV Narsihma Rao government noted down that “the time has changed now” and this mooted the idea of the autonomy of electric media. This had actually followed the coverage of Gulf war in 1991 by CNN. People wanted to see more channels.

In September 1991, the Narsimharao Government set up a Vardan committee, under K A Vardan, the additional secretary in I& B Ministry. This committee recommended that a second channel of Doordarshan should be leased out in 4 metro and some FM stations should also be leased out.

So, now the Government was in dilemma. On the one side it was to liberalize the media, on the other side it did not want to lose the clutches over Doordarshan

and Akashwani, which were actually a source of propaganda plus revenue for the Government.

But the credibility of Doordarshan had already fallen and now it was to face the invasion of the global media. The Government could implement the Prasar Bharti Act, and infuse professionalism to bring back its credibility, but it was not done.

Under the new policies the Narsimharao government allowed private and foreign broadcasters to engage in limited operations in India. Foreign channels like CNN, Star TV and domestic channels such as Zee TV and Sun TV started satellite broadcasts.

Meanwhile, some more experiments were done. The National Programming staff of Doordarshan took over the programming for DD Metro. The Metro channel was moved from 4 to 18 cities and now DD3, DD4, DD5 and DD6 were rolled out. In march 1995, an satellite based channel started broadcasting abroad.

But still, the condition of Doordarshan was not improved. Later KP Singh Deo, I & B Minister said that the invasion of the foreign media would be responded with an indigenous programming strategy. During this time also, the government never tried to get the act notified. The result was that “Prasar Bharti was “slaughtered in the market” as this author says, and Indian viewers were hijacked by the satellite channels, both foreign and domestics.

Among the new experiments it was an “Air Time Committee of India” that was proposed to lay down the procedure for allotment of slots in DD and AIR in 1993. But it was shelved later.

The summary is that “State control” was anyhow continued and this ensured that DD remains just a Government propaganda channel. K. P. Singh Deo ,though made repeated statements that Government was serious about implementing the Prasar Bharati Act, but practically was not serious about granting autonomy to Akashwani and Doordarshan. So this was a time for “tarikh par tarikh... tarikh par tarikh” extending the deadlines time and again. Finally Prasar Bharti came into being in 1997. Prasar Bharti works as an independent body but still needs some changes.

P C Joshi Committee

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consensus developed for a Television Authority of India -as a public trust and under the control of the parliament and officed with only experienced professionals.

In 1989, the National Front government came into power. It introduced Prasar Bharti Bill in December 1989. The bill was introduced by P Upendra, the minister, who borrowed some of the articles from the previous bill introduced by Advani and also added some new ethos as per the changed scenario. The Prasar Bharti Bill, moved by the VP Singh Government got the confidence of BJP, Leftists and Congress as well and was passed in Lok Sabha in August 1990.

So, to provide for the establishment of Broadcasting Corporation for India, to be known as Prasar Bharati, to define its composition, functions and powers and to provide for matters connected therewith or incidental thereto, the Prasar Bharti Act was passed. Now from April 1, 1991, it was to be given the president's assent and the Prasar Bharti Corporation was to begin functioning from that date. But the Government changed meanwhile and the Chandrasekhar Government maintained status quo.

In 1992, the Information and Broadcasting ministry of PV Narsihma Rao government noted down that "the time has changed now" and this mooted the idea of the autonomy of electric media. This had actually followed the coverage of Gulf war in 1991 by CNN. People wanted to see more channels.

Vardan Committee

In September 1991, the Narsimharao Government set up a Vardan committee, under K A Vardan, the additional secretary in I& B Ministry. This committee recommended that a second channel of Doordarshan should be leased out in 4 metro and some FM stations should also be leased out.

So, now the Government was in dilemma. On the one side it was to liberalize the media, on the other side it did not want to lose the clutches over Doordarshan and Akashwani, which were actually a source of propaganda plus revenue for the Government. But the credibility of Doordarshan had already fallen and now it was to face the invasion of the global media. The Government could implement the Prasar Bharti Act, and infuse professionalism to bring back its credibility, but it was not done.

Finally Prasar Bharti came into being in 1997.

Prasar Bharti

Prasar Bharati is India's largest public broadcasting agency, headquarters in New Delhi, India. It is a statutory autonomous body set up by an Act of Parliament and comprises the Doordarshan Television Network and All India Radio, which were earlier media units of the Ministry of Information and Broadcasting. The

Parliament of India passed the Prasar Bharati Act to grant this autonomy in 1990, but it was not enacted until 15 September 1997.

The Prasar Bharti board Chairperson's position remains vacant since Dr A. Surya Prakash demitted office in February, 2020. He had succeeded Dr Mrinal Pande. Shashi Shekhar Vempati is the CEO of Prasar Bharati (he succeeded Jawhar Sircar who was the CEO until November 2016).



The Prasar Bharati Act provides for the establishment of a Broadcasting Corporation, to be known as Prasar Bharati, and define its composition, functions, and powers. The Act grants autonomy to All India Radio and to Doordarshan, both of which were previously under government control. The Act received the assent of the President of India on 12 September 1990 after being unanimously passed by Parliament. It was finally implemented in November 1997. By the Prasar Bharati Act, all property, assets, debts, liabilities, payments of money due, as well as all suits and legal proceedings involving Akashvani (All India Radio) and Doordarshan were transferred to Prasar Bharati.

The Prasar Bharati Act vests the general superintendence, direction, and management of affairs of the Corporation in the Prasar Bharati Board which may exercise all such powers and do all such acts and things as may be exercised or done by the Corporation.

The Prasar Bharati Board consists of:

- Chairman
- One Executive Member
- One Member (Finance)
- One Member (Personnel)

- Six Part-time Members
- Director-General (Akashvani), ex officio
- Director-General (Doordarshan), ex officio
- One representative of the Union Ministry of Information and Broadcasting (India), to be nominated by that Ministry and
- Two representatives of the employees, of whom one shall be elected by the engineering staff from amongst themselves and one shall be elected by the other employee from amongst themselves.

The President of India appoints the Chairman and the other Members, except the ex officio members, nominated member and the elected members. Board meetings must be held at least once in every three months each year. The actress Kajol has been named as part-time member for five years, until November 2021.

Digitisation of All India Radio (AIR) and Doordarshan (DD) is continuing apace, with some of Doordarshan Kendras and AIR Stations having already been digitised. All new establishments are digital and there are plans to modify the existing ones. New transmitters are being ordered and plans for the purchase of digital transmitters are being implemented in phases.

Prasar Bharati News Services is the Digital wing of Prasar Bharati. It is a statutory autonomous body set up by an Act of Parliament. Mr. Sameer Kumar is the current Head of Prasar Bharati News Services.

Functions and Objectives of Corporation

The main motive of the corporation is to educate, inform and entertain the public. By conducting and organizing public broadcasting services to people, it has become easy to provide the information to the people in an easy manner. It also ensures the balanced development of broadcasting on radio and television.

The following objects are namely:

- To provide the autonomy to Akashvani and Doordarshan, so that to ensure the function in a fair, objective and creative manner.
- To uphold the unity and integrity of the country.
- To maintain the democratic and social values which are enshrined in the constitution.
- To look after the safeguarding of the citizen's right to be informed freely, truthfully and objectively.

- To spread literacy, agriculture, rural development, health, family welfare, environment, science and technology.
- To encourage healthy competition and spirit of sportsmanship by providing adequate coverage to sports and games.
- To promote cultures and languages of the various regions by broadcasting many programmes.
- To provide special needs of the youth always organize special programmes.
- To remove the problems of women, pay special attention to the upliftment of the women.
- To take special steps for the protection of the children, the aged, the blind, the handicapped and other vulnerable section.
- To protect the rights of working classes and advancing their welfare.
- To provide the suitable programmes for the needs of the minorities and tribal communities.
- To promote national integration that will maintain the community language of the nation.
- To promote research and development activities of radio broadcast and television broadcast technology.

Parliamentary Committee

According to section 13, it shall consist of twenty-two members of Parliament, out of which fifteen from the House of the People shall be elected by the members and seven from the Council of States shall be elected by the members. The committee shall function according to the rules made by the speaker of the House of the People.

Powers of Central Government

According to the Act, the government has the following powers are:

- From time to time when the government may think fit may issue the directions to the corporation for the unity, sovereignty and integrity of India.
- The Central Government require the corporation to furnish the information which government may consider.

- At the time of any difficulty arises, the central government may by order publish in the official gazette and make the procedure to remove the difficulties.
- The Central Government has also the power to make the rules. The rules may be considered in relation to:
- The salaries and allowances and condition of service in respect of leave and pension.
- Allowances payable to the chairman and part-time members.
- Control, restrictions and conditions for which corporation may appoint officers and other employees.
- Conditions and restrictions which a Recruitment Board may establish.
- Qualifications, other conditions and period of the office of the members of the Recruitment Board.
- Terms and condition of the service of the officers.
- Form and manner in which the annual statement of record shall be prepared.

Significance of Prasar Bharati

There are two significance of Prasar Bharati:

- India's Public Service Broadcaster
- National Broadcaster

Public and Private Service Broadcaster

Private Broadcasters cannot fulfill the objectives of Public Service Broadcasting. The main motive of Private Broadcaster is to sell products of their advertisers. They depend upon the revenue from their advertisers. Commercial broadcasting will not meet the needs of public service broadcasting because commercial broadcasting assumes the audience as consumers and not as citizens.

National Broadcaster

National Broadcaster Prasar Bharati is the largest technical coverage. The Prasar Bharati services are available in all the corner of the country. In remote and border areas it reaches 99.3% and 91.42% in geographical areas. A strong National Broadcaster is a symbol of national pride for the entire nation. A National Broadcaster is the one which has a great strategic significance in emergency situations like natural calamities, war etc.

Freedom of expression is guaranteed as a fundamental right of the citizen in our constitution. And we all know that Prasar Bharati is a means of expression and a most important part of our democratic set-up. All media's are enjoying full freedom of expressions like Print media and electronic media too. As it is well known that, Print media and electronic media are owned by big corporate sectors and now these companies are enjoying the freedom of expression. So we can't imagine that public broadcaster suffers from every kind of restrictions that put it under the effective control of the government.

To control the growth of Prasar Bharati was in the interest of the private sector since Prasar Bharati came into being on 15th September 1997 with the formal Prasar Bharati Act notification and it commands an unstoppable reach. However, it has not been able to function as the medium of the people. It has practically no freedom except to sing the praise of the government of the day. It is not surprising that it has not risen in public esteem.

Autonomy for Prasar Bharati: Sam Pitroda Committee recommendations

In December 2013 GOI formed a committee headed by technocrat Sam Pitroda:

- To strengthen and expand the role of public broadcaster Prasar Bharati, with an emphasis on its relationship with the government.
- To review the current institutional framework of Prasar Bharati and would suggest measures to ensure technical upgradation of the organisation.
- The committee will recommend the ways to digitise the archival material with Doordarshan and All India Radio, including material from Independence days, and develop enabling infrastructure, in the form of data digitalisation systems, data centres and networks.
- It will also review the status of implementation of recommendations made by various committees that have undertaken studies on Prasar Bharati — the Sengupta Committee, the Bakshi Committee and the Narayanamurthy Committee — and suggest a road map for enhancing the reach and potential of the broadcaster.

Understanding the government control on Prasar Bharti

The Prasar Bharati board has a chairman and part-time members appointed by the Central government. Most of them are people from the 'intellectual' class who are close to the ruling party. Its full time members are all serving government employees and sent to Prasar Bharati on deputation.

According to a senior DD employee who just retired as a director with Prasar Bharati, except the CEO, all other employees are on deputation to Prasar Bharati

from the I&B Ministry. Since these employees are still I&B Ministry employees, they actually listen to the government of the day.

The Directors General of DD and All India Radio (AIR) are also government employees. Normally, a senior IAS officer of an additional secretary rank heads DD as its Director General. The All India Radio Director General is normally a senior officer from the Indian Information and Broadcasting Service. All of them are controlled by the Ministry of Personnel. They are Prasar Bharati employees only on paper. In reality, there is no difference between them and other employees of the government.

Sam Pitroda Committee has taken minimal action to strengthen the Prasar Bharati in February 2014. Certain recommendations have been made by Sam Pitroda Committee for the autonomy of Prasar Bharati:

Effective Freedom

To give the effective freedom to the Prasar Bharati, amend the Prasar Bharati Act, 1990.

Manpower

In order to frame rules and regulations and to hire manpower without the approval of the Government, Prasar Bharati should be given the power.

Genuine Public Broadcaster

Prasar Bharati should become a “Genuine Public Broadcaster” as against a “Government Broadcaster”.

Direct -To-Home (DTH)

To make the Direct-To-Home (DTH) signals in a primary mode.

Allocation of Funds

To increase the allocation of funds in order to content generation to 50% of the total expenditure within a period of 5-7 years

Technology Front

To meet the obligations of the public service broadcasting, satellite and digital cables TV operations should be expanded.

Social Media

To define the social media strategy of Prasar Bahrain

Review of Channels

To review all the channels, Doordarshan and All India Radio and their sub-optimal utilization of the resources should be phased out.

Prasar Bahrain Connect (PBC)

To set up PBC as the third arm of the public service broadcaster, Doordarshan and All India Radio

To create best broadcasting service

It should be best broadcasting service in the world using next-generation opportunities, strategies, technologies and etc.

Manpower Audit after the recommendation

After the recommendation of Sam Pitroda Committee, Prasar Bharati has prepared a tender to start the manpower audit of the organization in January 2018. The Broadcaster has allowed an RFP (Request for Proposal) by Broadcast Engineering Consultants India Ltd (BECIL). To carry out the audit, a private agency would be finalized soon.

- Multiple Manpower Challenges: There are two multiple manpower problems which Prasar Bharati has been facing:
- Several employees have not seen promotions in a long time.
- The last recruitment program took place in 1996.

World's largest Public Broadcaster

According to the report of Sam Pitroda Committee, 2014, Prasar Bharati had 33,800 employees and a sanctioned strength of 48,022. On the other hand, BBC had 16,858 staff and public broadcasters of Japan and China had 10,000 each.

Number of channels in Doordarshan

Doordarshan operates 23 television channels and Direct-To-Home (DTH) platform DD Free Dish.

Number of radio stations in All India Radio

AIR operates 420 total radio stations which include FM Channels, local radio stations, Vividh Bharati Stations and five community radio stations.

Prasar Bharati signs MOU to set up cooperation in the Broadcasting Sector

Recently in 2017, Prasar Bharati signed MOU with Morocco's Societe Nationale de Radiodiffusion et de Television for the cooperation of broadcasting sector. The MOU was signed during the fifth India Morocco Joint Commission

Meeting (JCM) in Rabat, Morocco's capital. The MOU was signed by Kheya Bhattacharya, Ambassador of India, on behalf of Prasar Bharati and Faycal Laraichi, Chief Executive Officer of SNRT.

Today's Broadcasting Scenario

Today, collaboration with western channels has become an accepted practice in India. India is a country where there are number of cultures, religions and languages. The National Broadcaster has a vital role in the national security, integrity and unity. It can't be expected from Private Commercial Broadcaster for the national integration. In February 2007 when the coverage given by the private broadcasters to the 36th national games held at Guwahati, Assam shows their real attitude. Because of this, it provoked the I & B Minister to ask in a television interview, "Why you not shown National games, Are you not Indian citizens, only Prasar Bharati Shown it".

In a democratic country like India, the basic objective of National or Public Service Broadcaster is to strengthen the democratic process by providing information, promoting debate and discussions on all the main issues.

Privatization

Leasing out time slots (1993) - Privatization policy (2000)—The Indian media has never given much of importance to freedom of radio, even though most of the media houses own radio channels, like Radio Mirchi is a part of Times of India group, Perhaps the commercial bodies of these channels think that people are still unaware of the power of radio, for them it is just a music device, and the same media criticizes china for censorship in media when in their own country radio is suffering the same faith. Indian radio is currently changing from a government monopoly to highly commercialized broadcasting. But this media needs to be democratized too. Privatization and total deregulation will not mean much to the average citizen if radio fails to get a chance to play a vital role in their lives. Perhaps radio will have a success story in India someday and the country will have sports channels, entertainment channels and many genres in radio.

• SUMMARY OF THE CHAPTER

- Broadcasting began in June 1923 during the British Raj with programs by the Bombay Presidency Radio Club and other radio clubs. According to an agreement on 23 July 1927, the private Indian Broadcasting Company Ltd (IBC) was authorized to operate two radio stations: the Bombay station which began on 23 July 1927, and the Calcutta station which followed on 26 August 1927.
- Commercial radio services in India started in 1967 with the Vividh Bharati service which has its headquarters at Mumbai.

- There are 41 Vividh Bharati-cum-Commercial Broadcasting Service (CBS) Centres including the exclusive VB Centres.
- AIR has a three-tier system of broadcasting. These three levels of programmes are the: National, Regional and Local each having distinct audiences.
- Prasar Bharati is India's largest public broadcasting agency, headquarters in New Delhi, India. It is a statutory autonomous body set up by an Act of Parliament and comprises the Doordarshan Television Network and All India Radio, which were earlier media units of the Ministry of Information and Broadcasting.
- The Janta Government had appointed a Working Group on the autonomy of the Akashvani and Doordarshan in August 1977. The chairman of this committee was B.G. Verghese.
- The Parliament of India passed the Prasar Bharati Act to grant this autonomy in 1990, but it was not enacted until 15 September 1997.
- The main motive of the corporation is to educate, inform and entertain the public. By conducting and organizing public broadcasting services to people, it has become easy to provide the information to the people in an easy manner.
- In a democratic country like India, the basic objective of National or Public Service Broadcaster is to strengthen the democratic process by providing information, promoting debate and discussions on all the main issues.

• **MULTIPLE CHOICE QUESTIONS:**

1. Who was the Indian representative to the MacBride Commission?
(a) B G Varghese (b) Chalapathi Rao
(c) Kushwant Singh (d) Nihil Singh
2. How many Vividh Bharati - cum - Commercial Broadcasting Service (CBS) Centers including the exclusive VB Centers?
(a) 41 (b) 40
(c) 39 (d) 38
3. Prasar Bharti Act came into existence in?
(a) 1997 (b) 1996
(c) 1998 (d) 1999

4. The first FM broadcasting in India was in the 1977 at
 - (a) Madras.
 - (b) Calcutta
 - (c) Delhi
 - (d) Bombay
5. The Radio Club of Bombay broadcast the first radio programme in India in?
 - (a) July 1923
 - (b) June 1923
 - (c) August 1936
 - (d) May 1936
6. “Mahabharat”, TV series was first telecasted in the year?
 - (a) 1986
 - (b) 1987
 - (c) 1988
 - (d) 1989
7. When was Sam Pitroda committee formed?
 - (a) In December 2013
 - (b) In December 2014
 - (c) In December 2015
 - (d) In December 2016
8. Bombay Radio station of Indian Broadcasting Company started in
 - (a) 1927
 - (b) 1928
 - (c) 1926
 - (d) 1929
9. Indian station broadcasting service named AIR in which year?
 - (a) 1927
 - (b) 1936
 - (c) 1957
 - (d) 1949
10. AIR named Akashwani in?
 - (a) 1936
 - (b) 1956
 - (c) 1958
 - (d) 1957

Answer

1. (a) 2. (a) 3. (a) 4. (a) 5. (b) 6. (c) 7. (a) 8. (a) 9. (a) 10. (b)

Fill in the blanks:

11. The three tier system of AIR broadcasting?.....

Answer in brief:

1. Describe in your words about origin and development of radio in India.
2. Explain organizational structure, functions of different divisions and departments / units of All India Radio.

3. Briefly explain commercial Broadcasting Service, external Service Broadcast, Vividh Bharati in your words.
4. Define; three tiers of Radio Broadcast and FM service of AIR.
5. How would you define autonomy of All India Radio, Verghese Group committee, Prasar Bharati Act 1997 and composition and Functions of Prasar Bharati.

