THE GROWTH AND DEVELOPMENT OF ALL INDIA RADIO AND DOORDARSHAN

All India Radio and Doordarshan functioned as departments under the Ministry of Information and Broadcasting. There were persistent demands that the electronic media should be free from the Government control and they should have autonomy in their functioning. The parliament passed an Act to give autonomy to the media in 1990 itself, but at that time the Act was not notified. In 1997 the government decided to notify this Act and Prasar Bharati, the autonomous Broadcasting Council of India, came into existence on 23rd November 1997.

After 58 years of Indian Independence there is a renewed interest in the broadcasting system of India. It was through the Indian Telegraph Act of 1885 the government assumed power to control the establishment, maintenance, and working of wireless apparatus. Under Indian Telegraph Act of 1885, part II section 4, the then British government of India had full control over radio broadcasting.\(^1\) The Act was amended for five times between 1957 and 1974. The present monopoly over radio and television (Doordarshan) has been derived from section 7 of Act 47 of 1957 amendment. In 1933 the Indian Wireless Telegraph Act of 1933 came into effect. The study of present status of radio and television (Doordarshan) in India must trace the history from British period. The following passages

\(^1\) Indian Telegraph Act of 1885 pl.II, S4.
provide the details regarding the growth and development of All India Radio (AIR) and Doordarshan (DD) in India.

The first broadcasting of radio signals in the world was successfully attempted in Pittsburgh (USA) in 1920. As far as India is concerned experimental attempt was made in August 1921 from Bombay.\(^2\) It was a collaboration effort by 'The Times of India' and the Post and Telegraph Department of Bombay.\(^3\) Between 1921 and 1927 many amateurs in India used radio programmes as a hobby and extended its usage in commercial field to a limited extend at that period. The British Indian Government was not too enthusiastic in starting broadcasting also in British India. However, it was Mr. Sitzler, the Deputy commissioner of Rangoon (Burma)\(^4\) who had suggested to open up organised radio system for British India. At that period the message was conveyed to British Broadcasting Corporation (BBC) and the Director General of BBC contacted Col. Simpson of the Marconi Company in November, 1923,\(^5\) Later the Director-General\(^6\) and Board of Governors of BBC officially established contacts with Viceroy of India in 1925. Through a memorandum the BBC estimated the potentialities of introducing commercial broadcasting in India. The

\(^2\) Now it is known as "Mumbai".


\(^4\) Now referred as Myanmar.

\(^5\) The original idea was to start Indian Broadcasting system to be operated from London.

\(^6\) In 1925 Reith was the Director of BBC.
memorandum was submitted in May 1926. With commercial concern in mind and Reith initiative, Lord Willingdon intended to start radio programming in India. In the beginning, the British India was only interested in exercising a centralised control of broadcasting but least interested in developing infrastructure facilities to start broadcasting system in India. Besides BBC was interested only in its commercial ventures in India.

Several private firms were interested in starting radio stations in India. Licensing for radio station emerged in India. The Governor General in Council was empowered to issue license to broadcasting station. A revised Draft for licensing was prepared by Sykes committee on October 2, 1923. Meanwhile temporary sanctions were given to several amateur clubs in Bengal, Calcutta and Madras. These clubs were permitted to transmit programmes on a Marconi transmitter. On May 16, 1924 the Madras Presidency Radio Club was formed with Viscount Goshan, the Governor of Madras as its patron. A formal broadcasting service was started on July 31, 1924. On account of financial difficulties, the Madras Presidency Radio Club was closed down on November 1927. The Madras Corporation brought

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7 A conference was held in March 23, 1923 to discuss the issue of licensing broadcasting in India which was attended by 20 leading manufacturers. Serious doubts were raised regarding the issue of license by the P & T (Wireless Branch) under section 4(1) and (2) of the Indian Telegraph Act.

8 C.V. Krishnasamy Chetty played a leading role in the formation of Madras Presidency Radio Club.

9 The club was located in Holloways Garden, Egmore, Now it remains as the playing field of Don Bosco School.
the transmitter from the MPRC and resumed its radio service on April 1, 1930. The radio service of Madras Corporation continued till June 16, 1938.

As a simultaneous development both Bombay and Calcutta Provinces also experimented with radio stations. In Bombay, the Indian Broadcasting corporation was established in March 14, 1927.\textsuperscript{10} The first General Manager of the Indian Broadcasting company was Eric C. Dunstan. Lord Irwin, the viceroy of India inaugurated the Indian Broadcasting Corporation.\textsuperscript{11}

The Calcutta Station IBC was started in the Temple Chamber buildings in July 16, 1927. The station was inaugurated by Sir Stanley Jackson, Governor of Bengal in August 26, 1927. The first station Director of IBC, Bengal was C.C. Wallick. The starting of broadcasting at Bombay and Calcutta generated considerable interest in other regions of India. There was also a gradual growth of receiving radio sets by the Indians. In 1927, the total radio receiver sets possessed by Indians were 3594, and it gradually increased to 6152 (1928) and 7775 (1929), 11 crores (2000) about 13 crores in 2002 more than half of them having FM facility.

The capital structure of the company was as follows:

\textsuperscript{10} The transmitter was located 10 K.Ms from the fort.

\textsuperscript{11} Progress of Broadcasting in India : Report by the Controller of Broadcasting, Government of India Press, Simla, 1940.
Capital Structure (1929)\textsuperscript{12}

Subscribed Capital - 6 lakhs
Expenditure for setting up
Station at Bombay and Calcutta - 4.50 lakhs
Running Expenses per month - 33,000
Income from license fees - 80%
Tribute from importing wireless
set from abroad - 10%
Commercial Revenue - 10%

In 1928, the Radio Broadcasting company faced many financial difficulties. The fixed assets of the company were mortgaged to Indian Telegraph Company to carry on its service.

Due to heavy financial difficulties, the Board of Directors in 1928 resigned from the service and the matter was referred to the Department of Industries and Labour. The viceroy took note of the situation and ordered for an enquiry on the state of affairs of Radio Broadcasting company.\textsuperscript{13}

Prof.S.K.Mitra made a detailed study in 1929 regarding the dismal financial position of RBC and listed the following reasons for the loss:

\textsuperscript{12} The Salary Structure of the employees : (1928)

<table>
<thead>
<tr>
<th>Position</th>
<th>Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Manager</td>
<td>$2000 a year</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Rs.2000/month</td>
</tr>
<tr>
<td>Station Director</td>
<td>Rs.1900/month</td>
</tr>
<tr>
<td>Asst. Chief Engineer</td>
<td>Rs.1500/month</td>
</tr>
</tbody>
</table>

\textsuperscript{13} On January 8, 1929 P.J.Edmunds examined the financial position of RBC.
a. Piracy of RBC entertainment programme.
b. The programme Advisory Board spent little time in augmenting financial resources.
c. Non-payment of license fees by more than 50% of the people owning radio sets.

The company went for voluntary liquidation with effect from March 1, 1930. The shareholders of RBC appealed to the government to take initiative for take over by the Government.\textsuperscript{14}

In 1930, the Indian Government took over Radio Broadcasting company. The company under Governmental control was designated as Indian States Broadcasting Service from April 1, 1930. To collect the license fees effectively, the government amended the existing Indian Wireless Telegraphy Act 1933, which came into force from January 1, 1934.\textsuperscript{15} There was a gradual increase of license fees collection from 1934 onwards. In the same year, there was a considerable increase in the finance of Indian Broadcasting Service. The balance sheet showed profit for the first time in the financial year 1933-34.\textsuperscript{16} From the profit earned from Bombay and Bengal services. a grant of Rs. 2,50,000 was made to set up a radio station in Delhi.

\textsuperscript{14} Refer "A radiowala", Gorakhpur, March 1930

\textsuperscript{15} The Indian Radio Times, Bombay, 1934.

\textsuperscript{16} Revenue from all sources \quad Rs. 12,88,000
Total Expenditure \quad Rs. 10,61,000
Profit \quad Rs. 2,27,000
New experiments with Radio broadcasting became a part of history of radio in India. The Bombay radio station started regular rural programmes in 1933 in Marathi, Gujarati and Kannada. In the year 1934, the first community radio set was installed at Bhiwandi in Thane district. In the same year the first school programmes were started. By the end of 1938, there were 64,480 licenses in force.17

When Bombay and Bengal radio stations were growing under the government control many princely states in India established radio stations by private initiatives.

The Young Men’s Christian Association (YMCA) established radio station at Lahore in 1929.18 The running cost was met by the grant of Rs.1500 from Punjab Text Book Committee. In 1935, the Marconi company established a 250 watt transmitter radio station for North West Frontier Province (NWFP). The opening of the Delhi Station in January 1, 1936 was an important landmark in the history of broadcasting in India. In the same year, the Indian State Broadcasting Service came out in a new format and with a new name ‘The Indian Listener’.19 To streamline the timings of radio programmes in India, the Delhi station took the initiative. The broadcast of time signals (as chimes) was introduced in 1935. The ‘Colaba

17 The Indian Radio Times, Bombay, 1938.
18 It was one room, one man affair and an American named Peterson looked after it.
19 The title remained as ‘The Indian Listener’ for 22 years and later it acquired a new name ‘Akashavani’. (Published from Calcutta, Delhi and Bombay Stations).
Pipes' sound was introduced from Bombay station in 1936. Programme schedules were also increased such as:

a. Morning Transmission - 9.30 AM and 11.00 AM
b. After-Noon Transmission - 1.00 PM and 3.00 PM
c. Evening Transmission - 6.00 PM and 7.30 PM

The radio station run by total government in the North West Frontier province was taken over by All India Radio in April 1, 1937. The Lucknow service was started in April 2, 1938.

The Madras radio service was under the direct control of All India Radio on June 16, 1938. The station was housed in Eastmook, Marshals Road, Egmore, Madras. Lord Erskine, the Madras Governor inaugurated the radio station. The next radio station opened in Madras Province was Trichirapalli, inaugurated by C. Rajagopalachariar (Premier of the Madras Province) in April 16, 1939.

At Lucknow station Saira Bano was the first Indian woman appointed as announcer who compered children's programmes (1939). In the same year All India Radio framed broadcasting policy. The policy catered for the lowest common factor of public taste. The broadcasting policy pointed out that the major concern of radio programme in India was entertainment and education. Programmes must be designed above class or caste or communal jealousies. The controller of Delhi broadcasting Fielder framed the first all India broadcasting policy. He introduced on-job training
for the technical persons in the radio service. At the top management level, Fielder preferred 'generalists' to 'specialists'. By early 1940s, the concept of 'professionalism' was encouraged and entered into radio service in India.

The second World War period (1939-45) gave a new outlook for Indian radio service. From October 1, 1939, the transmission time in all the stations was increased. News Bulletins in five new Indian languages\textsuperscript{20} were introduced in addition to English, Hindi and Bengali. To counter Nazi propaganda, Persian News Service was broadcasted from Delhi from December 4, 1939.

When Japan entered the war in December 1941, All India Radio started a new programme called "South Indian Service". The programme is mainly directed for the people residing in many of South East Asian nations. The recordings were prepared both from Trichirapalli and Madras air stations. During the second World War period, All India Radio broadcasted Nazi's counter-propaganda programmes from London, Delhi, Lahore, Lucknow, Bombay, Bengal, Madras and Trichi station.\textsuperscript{21} A popular feature in the war time years was the recordings of messages from Indian soldiers serving in Middle East, Egypt, Malaya and Burma. As a war time strategy, the BBC in London started a Hindi unit in 1940. A permanent cell

\textsuperscript{20} Tamil, Telugu, Gujarati, Marathi and Punjabi.

\textsuperscript{21} John Rowden and Aurvrey Menion were incharge of preparing a five-minute programme daily.
for audience research was also established in India to evaluate the listeners choice of radio.

In May 1941, the BBC started weekly Tamil programmes, followed by Bengali (Oct 1941) and Marathi (March 1942). All India Radio also rebroadcasted BBC’s war time news and evaluation for 3 hours a week to establish a close liaison with BBC and All India Radio, the British government approved the appointment of Donald Stephenson, the first BBC Director in New Delhi on February 1, 1944.22

The All India Radio, for the first time, extended its service to China, Indonesia and Japan to report on war time developments and impacts of German propaganda. It is only at this juncture the names of news reader began to be announced at the beginning of each bulletin. At the close of the war, All India Radio was converted into a permanent organisation on March 20, 1943. A.S.Bokhari became the first Director General of All India Radio, New Delhi.

Even before Indian independence, the Congress party appointed a National Planning Committee in 1938, with Jawaharlal Nehru as Chairman. There were 29 sub-committees with varying subjects. The Committee on Communication was in charge of framing broadcasting policy for All India Radio in an independent India. The committee on communication was headed by Sir Rahimalliah Chinoy. It recommended the

setting up of a statutory corporation for radio broadcasting, with an advisory council consisting of representatives of the public and experts.

The Interim Government was formed on September 2, 1946 and Sardar Patel became the first Minister for Information and Broadcasting. Since then, Information and Broadcasting Ministers enjoyed cabinet status in India. Sardar Patel as Information and Broadcasting Minister relieved Bokhari from service and appointed P.C.Chandhuri as the Director General of All India Radio (1948 to 1952).

The last Viceroy of India, Lord Mountbatten effected the partition of British India into two nations. The partition plan was broadcasted on June 3, 1947 by Mountbatten, Nehru, Jinnah and Baldev Singh from All India Radio studio in Delhi. After the transfer of power from Britain to undivided India, division of All India Radio took place. Of the nine stations that formed All India Radio network at that time, Lahore, Dacca and Peshawar were handed over to Pakistan. Bombay, Calcutta, Delhi, Madras, Lucknow and Trichirapalli went for India.

In the post-independent period, the Government of India went for extension of All India Radio stations all over India. On November 1, 1947 Jullundur Radio station was started followed by Jammu station (Dec 1, 1947), Sri Nagar Station (July 1, 1948), Patna (Jan 26, 1948) and Cuttack (Jan 29, 1948).
It is interesting to note that even in Kashmir, a part of Indian Union, the radio broadcasting was carried in the name of Radio Kashmir instead of All India Radio or Akashwani.

In 1950, India adopted the Five year plans for planned economic development of the whole country. The Planning Commission has provided approximately 0.25 percent of the total outlay for broadcasting.

**Plan Period 1950 - 1974.**

1. First plan (1951-56) - 3.52 crores
2. Second plan (1956-61) - 4.12 crores
3. Third plan (1961-66) - 14.00 crores
4. 1966 - 1969 - 11.67 crores
5. Fourth plan (1969-74) - 68.01 crores

In the first plan period, several projects were completed and a new station was established at Pune - Oct 2, 1953.

The stations at Srinagar and Jammu were taken over by All India Radio on April 13, 1954. The First Plan strengthened several transmitters to provide a stronger and widely listened signal in several regions. The objectives for broadcasting in the second plan were to extend

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the services available to all regional languages. Three new stations were opened at the following places:

- Bhopal: Oct 31, 1956
- Trichur: Nov. 4, 1956
- Ranchi: July 27, 1957

In 1957, a 100 kw short-wave transmitter was installed in Bombay and Madras. In the Third Five Year Plan period, a large number of 1 kw, MW transmitters were established at selected urban centres to carry the light variety programme (Vividth Bharathi) as alternative listening to the main stations. As many as 26 Vividth Bharathi centres were opened up for service. It was in this period that Goa came into the All India Radio network on January 9, 1962. Thus, at the end of the Third Five Year Plan, All India Radio medium wave service covered 70% of India’s population and 52% of its area.

In tune with planned developing need, the post of Deputy Director General for planning and development was created. The Fourth Five Year Plan (1969-74) witnessed much technical expansion. New stations were opened at Leh. Silchar, Alleppy, Gorakhpur, Calcutta, Simla, Kohima and Jodhpur. The Fifth Plan Period (1974-79) and the Annual Plan (1979-80) established stations at Tawang, Mysore, Darbanga, Rohtak, Chhatarpur, Aurangabad, Ambikapur and Jagdalpur. Several auxillary centres were set up to cover up the coverage of primary medium.25

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It was during the Third Five Year Plan (1961-66) the central government constituted the Chanda Committee in December, 1964. It was the first attempt to an Indian independent review of Indian broadcasting.\(^\text{26}\) It presented its report in 1966 and recommended the establishment of autonomous corporation for Radio and Television (the autonomy for Radio and Doordarshan is vividly described in chapter V of the thesis). On the recommendation of Chanda Committee\(^\text{27}\) commercial broadcasting was introduced over Akashwani in November, 1967.

With the increase in number of radio stations in the country, the production of radio receivers became indigenous content. Bharat Electronics in Bangalore became the principal supplier of equipments. With the expansion of the Akashwani network, decentralization of planning, installation and maintenance took place. Accordingly, four engineering zones were established for the North, South, East and West regions. In 1973, with a view to reflect the aspirations of the youth in India, a 'Yuva vani' service was added.\(^\text{28}\) From Sixth Five Year Plan onwards, the allocation for radio has been on increase as shown in the table.


### Table 2.1

#### Plan Allocation

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Plan</th>
<th>Allocation (Rs. in crores)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>First Five Year Plan (1951-56)</td>
<td>4.94</td>
</tr>
<tr>
<td>2.</td>
<td>Second Five Year Plan (1956-61)</td>
<td>8.00</td>
</tr>
<tr>
<td>3.</td>
<td>Third Five Year Plan (1961-66)</td>
<td>14.67</td>
</tr>
<tr>
<td>4.</td>
<td>Three Annual Plans (1966-69)</td>
<td>14.00</td>
</tr>
<tr>
<td>5.</td>
<td>Fourth Five Year Plan (1969-74)</td>
<td>40.00</td>
</tr>
<tr>
<td>6.</td>
<td>Fifth Five Year Plan (1974-79)</td>
<td>26.60</td>
</tr>
<tr>
<td>7.</td>
<td>Sixth Five Year Plan (1981-85)</td>
<td>85.20</td>
</tr>
<tr>
<td>8.</td>
<td>Seventh five Year (1985-90)</td>
<td>660.5</td>
</tr>
<tr>
<td>9.</td>
<td>Two Annual Plans (1990-92)</td>
<td>400.00</td>
</tr>
<tr>
<td>10.</td>
<td>Eight Five Year Plan (1992-97)</td>
<td>835.32</td>
</tr>
<tr>
<td>11.</td>
<td>Ninth Five Year Plan (1997-2002)</td>
<td>848.34</td>
</tr>
</tbody>
</table>


A landmark history of broadcasting in India was the delinking of television (Doordarshan) from All India Radio on April 1, 1976. The other developments that took place were the introduction of FM (Frequency Modulation) in Madras from July 1977 and the switching over by All India

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29 This was one of the major recommendations of the Chanda Committee. On the contrary, the Verghese group set up by the government on August 17, 1977 recommended that these two media should be both under the wings of a joint National Broadcast Trust (Akash Bharati).

The Sixth Plan period (1980-85) laid down four important development objectives such as:

a. Expansion of Regional Service;
b. Strengthening External Service;
c. Development of a dedicated National Broadcasting Channel; and
d. Introduction of Local Broadcasting.

With the same spirit developed in the year 1974, the All India Radio sold time slots for private operators in the year 1993. In the same year, it also introduced Radio paging. FM transmissions were allowed in 40 cities. Private operators set up transmitters and studios. Licenses were given for ten years and there existed a graded license fee. The first 10 kw FM transmitter was launched in Bangalore city with a reach of 60 kms. By Sixth Plan period, radio service in India by All India Radio can be broadly divided into three categories. They are as follows:

a. The Regional Service
b. The Vividth Bharathi Service; and
c. The National Service.

Seventh Plan's (1985-90) major thrust was an extensive dissemination of information relating to government policies and programmes. Modern audio-visual media were used for communication in the rural areas. The Seventh Plan outlay of the I & M ministry was Rs.1524.80 crores. Out of which for radio broadcasting an amount of Rs.700 crores was allotted.\textsuperscript{31} In this period, All India Radio supported national campaign against terrorism. It also extended round the clock service to its listeners. Topical campaigns were also arranged as part of a multimedia communication plan on Panchayat Raj, Jawahar Rozgar Yojana, Indira Awas Yojna and other rural development programmes.

The Eight Plan outlay (1992-97) for All India Radio was Rs. 835.32 crores.\textsuperscript{32} The period 1992-97 witnessed an increase in reach and coverage by All India Radio. In this period, All India Radio set up 73 Broadcasting centres and 167 Transmitters.

Argument for and against autonomy for All India Radio and Doordarshan started when A.K.Chanda Committee submitted its final report in April 1967.\textsuperscript{33} The opposition parties criticised the ruling party in power, of misusing the two media, radio and television to build the image of ruling party leaders. The criticism became sharper and more strident after the Emergency was declared by the government in June, 1975.


\textsuperscript{32} Annual Report 97-98-Ministry of Information and Broadcasting, Government of India, New Delhi, p.83.

\textsuperscript{33} It submitted five interim reports on specific subjects during 1966-67.
In between 1967 and 1970, All India Radio’s code was also finalised which was further amended in 1970. However, the All India Radio’s code was not operative till 1977. At the time of mid-term poll to the Lok Sabha in March 1977, the Janata Party, in its election manifesto, promised to provide autonomy for both All India Radio and Doordarshan. After the formation of Janata government in 1977, it constituted “The Working Group on Autonomy of Akashvani and Doordarshan”. The Working Group submitted its two-volume report to the government on February 24, 1978.

During the Ninth Plan period (1997-2002), a new thrust was provided for radio broadcasting development. The major developments were:

1. Expansion of border area coverage
   a. North - East States
   b. Jammu and Kashmir
2. Upgradation of production facilities
3. Audio refurbishing and archives
4. Extension of FM Stereo Channel
5. Expansion of entertainment Channel
6. Strengthening of External services
7. Replacement of old transmitters with new transmitters

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36 It is also referred as Verghese Committee since its Chairman was Verghese.
37 AIR emerged as a major international broadcaster transmitting in 16 foreign and 9 Indian languages for a total duration of 70 countries.
8. New Broadcasting House at New Delhi
9. All India Radio news on phone
10. Radio on demand
11. All India Radio live at Internet
12. Digital audio broadcasting
13. Staff training institute in Delhi and
14. Radio networking through INSAT.³⁸

As on 2003, there are 214 broadcasting centres with 143 medium
frequency, 54 high frequency (sw) and 138 FM transmitters. All India Radio
today covers 24 languages and 146 dialects in home service and in external
services, it covers 24 languages.³⁹ The network of radio station in India till
2000 is shown in Map I.

The number of radio stations has increased from about 100 in 1990
to 209 in 1997, and the land area covered from 84% to 91%. However,
despite its tremendous reach and the fact that it presents the best option
for low-cost programming, radio has been treated as a poor relative for over
two decades. In some cases, listenership has risen, although very negligibly,
in some urban areas, thanks to the recent time allotment to private
companies on five FM stations. Film and other popular music constitute the
main fare of such stations, contributing to an increase in commercial time

 Delhi.

³⁹ All India Radio - Internet Service Web Page :
http://www.allindiaradio.com/about.html
and advertisement revenues from Rs. 527 million in 1991-92 to Rs.809 million in 1995-96.

Some efforts have been made to use radio for social change, as in the case of the state-supported radio rural forums for agricultural communication in the 1960, or to promote adult literacy in the 1980s. More recently, NGOs have helped broadcast programmes on women and legal rights, emergency contraception and teleserials advocating girls’ education. But it is clearly a medium waiting for a shot-in-the-arm.

A key need in India is for local broadcasting that reflects issues of concern to the community. In this regard, some communication experts believe that an increased and accelerated commercialization of radio will eventually drive down the costs of FM radio sets, thus facilitating local radio. The increasing devolution of political power, initiated through the 73rd and 74th amendment to the constitution in 1988-89 has also set a climate conducive for the empowerment of communities and local governance. A key area requiring attention, therefore, is advocacy for community radio and the provision of training to NGOs and communities to use this medium for articulating their concern as one Bangalore-based NGO is currently doing.

There are 104 million radio households in the country, and approximately 111 million radio sets. Radio covers 97.3% of the country’s population and 91% of the country’s geographical area.
All India Radio started its operation as a government organisation formally in 1936. Since Indian Independence, there has been a rapid expansion of network. All India Radio today has a network of 213 broadcasting centres with 148 medium frequency, 55 high frequency (sw) and 138 FM transmitters. The coverage is 91.37% serving 99.13 of the people in the largest democracy of the world.\textsuperscript{40} It covers 24 languages and 146 dialects in home service and in external service it covers 24 languages.

**Three-tier Broadcasting System**

All India Radio has a three-tier system of broadcasting, namely, national, regional and local.

National channel of All India Radio started functioning on May 18, 1988. It caters to the information, education and entertainment needs of the people through its transmitters at Nagpur, Mogra and Delhi beaming from dawn to dusk. It transmits centrally originated news bulletins in Hindi and English, play, sports, music, newsreel, spoken word and other topical programmes, to nearly 76% of the country's population, fully reflecting the broad spectrum of national life.

The Regional Stations in different States form the middle tier of the broadcasting, including North-Eastern Service at Shillong disseminate the vibrant and radiant cultural heritage of the North-Eastern region in the country.

\textsuperscript{40} AIR-Annual Report 2003, p.1.
Local Radio is comparatively a new concept of broadcasting in India. Each of the station serving a small area provides utility services and reaches right into the heart of the community, which uses the microphone to reflect and enrich its life.

Music

Music constitutes 40 percent of the total programmes broadcast over All India Radio comprising classical, light, folk, film and music in the regional languages. National Programme of Music (Hindustani and Karnatic) are the prestigious programmes, broadcast on every Saturday and Sunday. These programmes are broadcast, live from the four metros. Keeping in view the Centenary celebration of eminent artists of music, Viz., Pt. Onkar Nath, Musiri Subramanya Iyer and Dr.Doraiswami Aiyengar, special programmes have been broadcast in the National Programme of Music. Akashwani Sangeet Sammelan, an annual affair, is another musical treat to serious classical music listeners and lovers. About 50 concerts of both Karnatic and Hindustani were featured at different places and the recordings were broadcast for over a month. All India Radio Music competitions is another regular feature towards searching new talents amongst youngsters. The competitions are held in different categories like classical (Hindustani and Karnatic both) instrumental, light for boys and girls. During 1998, music competitions were held at different stations of All India Radio in which 111 candidates participated and eight won the prizes.
Vividh Bharati and Commercial Broadcasting Service

Commercials were introduced in All India Radio from 1 November 1967 on Vividh Bharati. Now all the Primary Channel Stations, 30 Vividh Bharati centres, all Local Radio Stations and four FM Metro channels are taking Commercials. Commercials are also allowed over National Channel, New Delhi and the North-Eastern Service, Shillong.

Vividh Bharati Service provides entertainment for more than 14 hours a day from 34 centres. The revenue earned by radio during 1998-99 was Rs.92.26 crore. Some innovative commercial broadcasting was introduced by All India Radio during 1998-99. All India Radio took over all the slots on 4 metro FM channels with effect from 26 June 1998 which were earlier allotted to private parties. At present all the 4 metro FM channels are being run by All India Radio through in-house programmes. All India Radio was able to market all the available commercial time during the broadcast of 1998 Parliamentary elections results for about 72 hours. All India Radio also did the marketing of World Cup Cricket, 1999, through its own in-house arrangement. Efforts are being made to undertake extensive marketing of air time on all the channels of All India Radio.

News Services Division

The history of news broadcasting in India is much older than that of All India Radio. The first news bulletin went on the air on 23 July 1927 from a privately-owned Radio station at Bombay. The News Wing of All India Radio came into existence ten years later in August 1937.
From 27 bulletins in 1939-40, All India Radio now puts out 314 bulletins daily with a total duration of 39 hours and 29 minutes. Out of these, 88 bulletins are broadcast in the Home Services with a duration of 12 hours and 05 minutes, while 42 Regional News Units originate 137 news bulletins daily with a duration of 18 hours and 01 minute. In the External Services, All India Radio broadcasts 65 bulletins for 8 hours and 59 minutes in 24 languages (Indian and foreign). The News Services Division has been putting out news headlines bulletins on the FM Channel since 28 May 1995. These are now available round-the-clock. All India Radio News on phone was introduced on 25 February 1998. The service provides the latest news highlights in Hindi and English on phone on dialing the specified numbers. All India Radio is now available on the Internet.

All India Radio broadcasts special bulletins such as sports news, slow-speed bulletins and youth bulletins. Two youth bulletins are broadcast from Delhi in English and Hindi. During the Haj period, a five-minute Haj bulletin is aired from Delhi daily for the benefit of the pilgrims. Comments from the press are broadcast every day. In addition to the news bulletins, NSD puts out a number of news-based programmes and commentaries in English, Hindi and Urdu. During Parliament Sessions, commentaries in Hindi and English reviewing the days proceedings in both Houses are broadcast. Similarly, the RNUs put out reviews of the proceedings of their respective State Legislatures.

The bulk of All India Radio news comes from its own correspondents spread all over the country. It has 90 regular correspondents in India and
seven abroad at Colombo, Dhaka, Dubai, Pretoria, Kathmandu, Singapore and Islamabad (presently vacant). Apart from this, All India Radio has 246 part-time correspondents based at important district headquarters. NSD subscribes to the news agencies to make its bulletins broad based. The Monitoring Units (English and Hindi) attached to the General News Room and Hindi News Pool are other important sources of news as they regularly monitor the bulletins of major broadcasting organisations of the world.

**External Services Division**

The External Services Division (ESD) broadcasts programmes for about 70 hours a day in 25 languages (16 foreign languages and nine Indian languages) for listeners in different parts of the globe. The broadcast projects the Indian point of view on World Affairs through daily commentary and Press reviews and acquaint the overseas listeners with the developments in India along with information on the myriad facets of Indian life. The target areas of ESD span almost all the continents and include areas of East, North-East and South-East Asia, West, North-West and East Africa, Australia, New Zealand, United Kingdom, Europe and the Indian sub-continent. The services in Hindi, Tamil, Telugu and Gujarati are directed to Indians overseas, while those in Urdu, Bengali, Punjabi and Sindhi are meant for the listeners in the sub-continent and the bordering countries.

During the year, due coverage was given to all conferences, seminars, symposia and festivals of films and trade of National and International importance in the form of Radio reports and interviews besides, the visits
of foreign dignitaries to India and of Indian dignitaries abroad. Special initiatives were taken to give wide publicity to India’s geo-political compulsion for a nuclear and Agni-II test in view of the security environment in her immediate neighbourhood. ESD transmitters, also carry the 9 P.M. National bulletin in English, originally meant for Home Services. External Services Division continues to supply recordings of music, spoken word and other programmes to about hundred countries and foreign broadcasting organisations, under the Programme Exchange scheme. Introduction of internet broadcasting by All India Radio has enabled its listeners in various parts of the world like USA, Canada, West and South Africa to avail of All India Radio’s services on Internet.

**National Channel**

The National Channel was inaugurated on the 18 May 1988 and is located at the Jawaharlal Nehru Stadium, New Delhi. Presently, it works as a night service covering over 76 per cent of the population of the country and provides a judicious blend of information and entertainment. Having the whole of India as its zone, it draws the best available talent in the country. The programme complexion of the Channel has been designed to make it representative of the cultural mosaic and ethos of the nation as a whole. Programmes entitled Ek Kahani - dramatization of selected best short stories from regional languages and Basti Basti - Nagar Nagar to familiarise the people of other states with various tourist spots all over the country are being broadcast. Hourly news-bulletins, alternatively in Hindi and English, are broadcast from the National Channel throughout the
night. Whenever the Parliament is in session, National Channel broadcasts recordings of the question hour for the benefit of the listeners. *Sahargahi*, a special early morning programme, is broadcast from the National Channel in the holy month of Ramzan.

**Central Monitoring Service**

The Central Monitoring Service (CMS) monitors news and news-based programmes of important foreign radio and Television networks. During the year, the CMS, on an average, monitored everyday 70 news bulletins from 11 countries in five languages (four Indian and one foreign) every day the organisation brought out a report containing all the material monitored on that day. Besides, the CMS also brought out two weekly reports - a weekly analytical report giving an analysis of the important news items of the week and a weekly special report based on the anti-India propaganda of Pakistan's radio and television networks on the Kashmir issue. The CMS has two field units - one at Jammu and the other in Calcutta.

**Transcription and Programme Exchange Service**

Transcription and Programme Exchange Service (T&PES) consists of Sound Archives, transcription Unit, Programme Exchange Unit, Foreign Programme Unit and Satellite Transmission Unit. The All India Radio archives store about 40,000 tapes of various formats which include vocal and instrumental music of both *Hindustani* and *Carnatic* styles; light, folk, tribal and patriotic music of different regions and also orchestral
compositions. Besides, the Archives has the voice recordings of distinguished personalities like Mahatma Gandhi, Rabindranath Tagore, Khan Abdul Ghaffar Khan, Subhas Chandra Bose, Sardar Vallabhai Patel, Dr B.R.Ambedkar, Pandit Jawaharlal Nehru, Sarojini Naidu, Aruna Asaf Ali and many others. Apart from this, the speeches delivered by all the Presidents and the Prime Ministers are also preserved in the Archives.

Recordings from the Archives are now being transferred to compact discs which will replace the tapes now being used. So far, 235 CDs of spoken word and music have been prepared. This year the Archives has helped prepare a CD/Cassette consisting of voice recordings of Rabindranath Tagore and a documentary on Rabindranath Tagore produced by Satyajit Ray. This along with a monograph on Tagore which has been jointly produced by All India Radio and Vishwa Bharati, has been released by the Prime Minister in Calcutta on 20 May 1999. Project on Data Entry updating tapes of PMs and Presidents has been completed and work on Hindustani and Karnatic music is in progress. It has added to its collection 125 tapes which include, among others, the radio autobiography of Shiv Mangal Singh ‘Suman’ and Milkha Singh.

The Programme Exchange Unit (PEU) exchanges good quality programmes among the All India Radio stations as per their requirements in its library. Approximately 8,0900 tapes containing the recordings of music and spoken word programmes are preserved, among them are the Ramacharit Manas Gaan an award winning programmes of Akashvani
Annual Awards and the language lessons in Bengali, English, Gujarati, Kannada, Malayalam, Marathi, Oriya, Sanskrit, Tamil and Telugu.

A bi-monthly bulletin, Vinimaya, is published from T&PES giving details of available foreign programmes, Karnatic and Hindustani music (vocal and instrumental) and other forms of musical programmes, viz., orchestral compositions, stage songs, folk and tribal music, etc., and spokenword programmes, i.e., features, plays, talks, opera and interviews, etc., for circulation among the All India Radio stations. It also gives daily information regarding our satellite transmission to meet the requirements of the stations.

Transcription unit procures from All India Radio stations and News Services Division, all the speeches delivered by the President and the Prime Minister in different parts of the country and abroad. The unit received 117 such speeches delivered from January to November 1998.

Central Tape Bank (CTB) looks after the needs of All India Radio stations for exchanging good programmes among the stations. CTB has 76,000 number of tapes circulated among 194 All India Radio stations.

The Foreign Programme Unit procures the best of the programme material from different countries for All India Radio. During 1998 the foreign unit of T&PES received 438 programmes from SAARC Secretariat, France, Germany, Bulgaria, World Audio, Beijing, Sweden, Australia, United Nations. These programmes are screened and circulated to stations in Audio magnetic tapes and through INSAT 2C and INSAT 2C 3.
T&PES has a satellite transmission on RN Channels of INSAT-1D and RN Channels of INSAT-2A. A total of 500 programmes transmitted through these channels were recorded by different All India Radio stations for future use.

**Farm and Home Programmes**

Farm and Home units function at various stations of All India Radio. The average duration of farm and home broadcasts is 60-100 minutes per day from each such unit. The broadcasts also include programmes for rural women and rural children. Broadcast of mother and child care series in collaboration with UNICEF and state governments has been undertaken by many All India Radio stations. The main thrust has been on issues relating to rights of the child, gender bias and child abuse, etc. Environmental Protection programmes receive adequate emphasis in the broadcast to retain ecological balance.

"Farm school on air" as a method of communicating distant education on farming has been adopted by many All India Radio stations. Besides imparting technical and other information, the thrust of the broadcasts are:

(i) dissemination of information creating to ways and means for increasing production of cereals, oilseeds, pulses, vegetables, fruits, etc.;

(ii) diversification of agriculture, social forestry, preservation of environment and farm forestry;

(iii) poverty alleviation schemes, health and sanitation, etc.
(iv) adult education programmes and
(v) role of the panchayats in rural development.

The programmes also lay emphasis on the various economic measures taken by the Government, aiming at rural development such as IRDP, JRY, IAY, MSY, etc.

Family Welfare Programmes

All India Radio Stations broadcast more than 10,000 programmes on Family Welfare every month in all the major languages/dialects of India. Programmes on AIDS, TB, Dengue, Sexually Transmitted Diseases, water borne diseases, malaria eradication programme, child survival and safe motherhood programme, sterilization, vasectomy, tubectomy, etc., are broadcast under the title of family welfare programmes. Success stories are also broadcast regularly.

Akashvani Annual Awards

All India Radio presents Akashvani Annual Awards to outstanding broadcasts for every calendar year in different disciplines and subjects. Special prizes, Lassa Kaul Awards on National Integration and 'Correspondent of the Year' for excellence in News Reporting are also awarded. There is also an award for a special topic documentary. This year's subject is 'Senior Citizen'. An award at national level is given to the Best Choral Singing Group (Senior and Junior Groups) for a competition held for children at various regional centres. An award for "Audience Research/Survey Reports" has also been introduced from 1995. All India
Radio also awards the Best Commercial Broadcasting Service Centre and awards for Technical Excellence.

**Programme Composition**

News, music and spoken work programmes constitute the three major pillars of the All India Radio’s programme composition.

Music includes classical, folk, light, devotional, film and western music programmes.

Talks, discussions, interviews are regularly arranged to provide a forum for all shades of opinion on outstanding national and international issues. While some of the programmes are arranged for being relayed by a number of stations, a much larger number are presented by individual stations in their respective languages.

Radio drama is also an important ingredient of All India Radio’s programme and figures both in its general programmes as well as in the programmes for specific groups. Radio features and documentaries are other formats, which employ the entire range of audio formats in a single programme, e.g., narration, music, drama, interviews, poetry, sound effects and so on.

Programmes for rural listeners are broadcast from almost All India Radio Stations in different languages and also in local dialects to provide educational and informational support to agriculture and rural development programmes.
Special programmes for women are broadcast from all stations of All India Radio. These programmes are directed to housewives and working women. Though these programmes provide items of information and of educational nature, as also entertainment. Programmes on health, family welfare, household chores, nutrition and problem of working women are broadcast.

The programmes for children are broadcast for tiny tots and also children up to the age of 14 years.

Educational programmes of the All India Radio cover a wide spectrum, primary, secondary, tertiary and university levels. Enrichment programmes are also broadcast for teachers.

Programmes on sports are very popular with the listeners and these constitute an important feature of the All India Radio’s programmes. All the important sports events of international, national, regional and local levels are given due coverage through running commentaries, despatches and radio reports. Apart from two 5-minute daily news bulletins, All India Radio also broadcasts two half-hour sports magazine programmes.

"Yuva Vani" caters to the needs and tastes of the youth in the age group of 15-30 years. These programmes are in different formats such as talks, discussions, interviews, plays, features, music, etc., and are produced and presented by the youth and for the youth. Delhi, Calcutta, Hyderabad, Jammu and Srinagar Stations have separate Yuva Vani Channels.
Programmes for the senior citizens are being broadcast from 17 capital stations for a duration of 30 minutes every week.

Programmes for industrial workers are being broadcast from 40 stations of All India Radio in regional languages for a duration ranging from 20 to 30 minutes, two to seven days a week. Industrial Advisory Committee has also been set up. The Committee comprises the experts in the field of medicine and health relating to labour class, labour law, etc., which provide valuable advice and guidance to the industrial workers.

Interactive broadcasts like the Phone-in-Programme, Radio Bridge and Voice Mail, apart from people's forum programmes, are recent innovations in broadcasting. In the Phone-in-Programme, people telephone to the broadcasting station on a given telephone number at the time of broadcast and ask questions and the experts at the broadcasting station reply to their queries immediately. The entire communication is simultaneous.

Voice Mail is another service facility, where people can telephone and record their requests, complaints, suggestions, appreciations and so on. These messages are later retrieved and played back in a special Voice Mail programme with suitable replies to their queries.

‘Radio Bridge’ is a programme on special occasions and is broadcast live by uplinking the All India Radio stations through satellite. It presents a live interaction among the participants including the listeners in different parts of the country. Presently 20 All India Radio stations have uplinking facility.
Using the satellite facility, the All India Radio has made provision for 20 radio channels for cable distribution. The system became operational on April 1, 1994 to enable the subscribers to receive the Sky Radio Channel on their domestic FM receivers.

'Radio Paging' - FM Radio broadcast technology has an advantageous feature. It has got some vacant space in its allotted frequency band, where it is possible to inject additional signal in the form of data on sub-carriers. This data can be conveniently utilised to disseminate value added service like public utility information and education information, etc., in addition to the main programme (stereophonic and monophonic). A major application of the additional data service injected in the FM broadcast channel known as RDS is radio paging. As the radio paging service would provide alert signals, emergency calls, valuable information etc., the service will be highly useful for medical professionals, business executives, commercial applications, and emergency services. For the operating services, All India Radio has appointed licences/operators at 17 centres, where the All India Radio has FM transmitters.

**Doordarshan**

Radio and Television (Doordarshan)\(^4\) in India are the two largest mass media. The establishment of these two electronic media has its linkage with the development of radio and television in the USA and UK.

\(^4\) The Indian Television is called Doordarshan and as on 31.3.99 it has the following network.
1. Transmitters for relay of primary channel - 968
2. Transmitters for relay of Metro-channel - 51
Therefore, in this a short narrative of electronic media development in both these nations is described. Besides, the USA and UK were responsible for transfer of technology of both radio and television in the earlier history of Indian radio and television.

The growth and development of television (Doordarshan)\(^{42}\) in India is a post-independence development. However, during the earlier phase of the television development in India, there was a large extent of technological transfers and trained manpower from the developed Western countries. Before tracing the growth and development of these two mass media in the USA and UK, it is appropriate to trace the historicity of the term 'broadcasting' itself.

Broadcasting means, the primary means of transmitting information and entertainment through radio and television to the public at large. Through radio\(^{43}\) broadcasting is done by airborne transmission of electronic audio signals (radio). Television\(^{44}\) transmits the audio visual signals which can be accessible to a wide population via standard receivers. When radio was first invented it was called 'radiotelegraph', because its

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42 The Five Year Plans have given new impetus to the growth of broadcasting in India. At the dawn of independence there were only 6 stations but now there are 200 stations throughout the length and breadth of the country. The AIR network provides radio coverage to 97.3% of the population and reaches 90% of the total area.

43 Radio as an instrument of message transmission was established by Gughilo Marconi in 1895. He demonstrated that an electronic signal could be cast broadly through space so that receivers at random points could capture.

44 The first televised image was made by Scottish scientist John Logie Baird in the year 1926.
signal moved outward in all directions, or radially, from the point of transmission. Scientists say that this is the beginning of the age of broadcasting. The inventor Marconi established British Marconi Company in 1896 in Great Britain. In 1901, he attempted success in transmitting intercontinental messages.\textsuperscript{45}

There has been a phenomenal growth and development of Doordarshan (DD) in India since 1959, the first television inception at Delhi. The history of Doordarshan from its developmental perspective must be classified under the following categories.

\textbf{Development and Classification of Doordarshan}\textsuperscript{46}

\textbf{DD1}

\begin{enumerate}
\item The prime channel of the country with national, regional, local and ETV\textsuperscript{47} programmes.
\item Terrestrial service which is available through INSAT\textsuperscript{48} satellites.
\item National Programmes for all over India.
\end{enumerate}

\textsuperscript{45} Across Atlantic ocean from England to New Foundland, Canada.

\textsuperscript{46} Source: Doordarshan 90,91,92,93,94,95,96,97,98 & 99 Audience Research Unit, Directorate General, Doordarshan, Mandi House, New Delhi.

\textsuperscript{47} ETV - Educational Television.

\textsuperscript{48} INSAT - Indian Satellite.
DD2

The Metro Entertainment Channel for 42 major cities through satellites.\textsuperscript{49}

DD3\textsuperscript{50}

The Infotainment channel with programmes on culture and current affairs.

RLSS\textsuperscript{51}

Regional segments of DD1.

DD-India

International service reaching fifty countries.

DD Movie Club

Movie channel with films in Hindi and regional languages.

DD-CNNI

The 24 hours current affairs channel.

State Networks

Four satellite linked networks in Hindi speaking states.\textsuperscript{52}

\textsuperscript{49} This channel targets the urban audience of the younger age groups.

\textsuperscript{50} Available in 4 metros - New Delhi, Bombay (Mumbai), Calcutta (Kolkata) and Madras (Chennai).

\textsuperscript{51} RLSS - Regional Language Satellite Services - in particular languages.

\textsuperscript{52} Uttar Pradesh, Madya Pradesh, Bihar and Haryana.
The Development of Primary Programme Service of Doordarshan

Only after 1982, Doordarshan has introduced a regular satellite link between Delhi and the other transmitters. The start of National programmes and Doordarshan switched to colour transmission. Television facilities in India have been rapidly expanding and during certain periods for every day a new transmitter was commissioned. The number of transmitters increased from 19 to 519 in the decade 1981-1990. Studios were also set up in a number of cities.

Doordarshan has also introduced a three-tier primary programme service-the National, the Regional and the Local. In the national programmes the focus is on the national culture and the programmes include news, current affairs, science, cultural magazines, serial, music, dance, drama and feature films. The regional programmes carried on all the transmitters in the concerned state also deal with similar programmes at the state level, but in the language and idiom of the particular region. The local programmes are area specific and cover local issues featuring local people.

On the National Network, news bulletins are telecast in Hindi and English in the mornings, afternoons and evenings. All the major Kendras telecast regional news in the evenings in their respective languages. Some kendras telecast regional news in Urdu also.
Doordarshan has a number of Information programmes on current affairs where topical issues are discussed in depth bringing out the various view points.

Information programmes also include telecasts on agriculture, rural development, health, family welfare, consumers rights, environment etc. There are specially targeted programmes bringing to viewers all the major National and International sports and games through live telecasts. There are other programmes on sports, including interviews with eminent sports persons, sports education, etc.

Doordarshan has also introduced many separate channels and programmes for education, sports and other entertainment and cultural programmes.

**Education TV (ETV)**

The educational programmes are at different levels, ranging from basic health education for the not-so-educated to the Higher education programmes for the university students. In 1961 India’s first school Television service was commissioned at Delhi for the institution run by the Delhi Municipal Corporation.

At present regular school TV programmes are produced and telecast from Delhi, Mumbai and Madras (Chennai) Kendras. ETV programmes are also telecast, both formal and informal education, in different languages, produced by central Institute for educational technology in Delhi and State
Institutes of Educational Technology at different states. The UGC Sponsored programmes and syllabus based programmes for the students of Indira Gandhi National Open University are also being telecast on the national network.

**DD2-Metro Channel**

In 1984, a second channel was added in Delhi to provide an alternative viewing option to the heterogenous metropolitan population. Later this facility was extended to viewers in Mumbai, Calcutta (Kolkata) and Madras (Chennai). In 1993 these four terrestrial transmitters were linked through satellite to provide more entertainment for the urban audience. This service, known as DD2 metro entertainment channel, is now available terrestrially in 42 cities. This channel attracts the younger generation and has programmes in Hindi and English. News bulletins, produced by established private companies, are also telecast on this channel.

**DD3 - (The Infotainment Channel)**

This channel targets to the small but important section of the audience which is interested in serious subjects like theatre, arts, literature, classical music, travel and in-depth coverage of news. It was introduced in 1995, and it is currently available terrestrially in four cities and also on a transformer on INSAT.
Movie Club

The other film channel of Doordarshan, Movie Club is the only free channel to air Indian films available in this region.

DD-India

Doordarshan - India, the international channel, is in operation from 1995 reaching about 50 countries in Asia, Africa and Europe and has plans to have a round the clock transmission reaching the entire world.

DD-CNNI (Cable news network of India)

The 245 hour Current Affairs channel with programmes form Doordarshan and cable news network of India is also functioning.

Regional Language Channels

Regional language channels were introduced to provide additional software in the major languages of the country, many of which are spoken

Countries reached :


CIS - Armenia, Azerbaijan, Georgia, Kazakhistan, Kirgistan, Tazakistan, Tushkmena, Uksaine and Uzbekistan.

Middle - East Bahrain, Iran, Iraq, Oman, Qatar, Saudi Arabia, Syria, United Arab, Emirates, Yeman.

Europe - America Austria, Cyprus, France, Greek, UK, Poland
by more than 50 million people. Doordarshan started ten regional language satellite channels. The programmes on these channels include the regional service, which is available terrestrially in the concerned states and additional programmes which could be received through the use of a dish antenna.

**State Networks**

Four satellite linked networks are available in the Hindi speaking states.

**Teletext**

Teletext service known as INTEXT, was introduced in Delhi in 1985 to transmit information on public utilities like timings, weather and air services, stock market rates, weather forecasts etc.

**Doordarshan Sports-DD Sports**

Doordarshan started a separate sports channel, All India Radio-sports on March 18, 1999, which is devoted wholly to sports programmes. It has been covering all the international sports events in the country and most of the national level tournaments in all disciplines. However, with the growing commercialization, sports television is being looked upon as the major source of financing of sports. Doordarshan has been able to enter into long-term agreement on TV rights with many sports federations and associations of the country.
Telecast of Krishi Darshan

A programme on Agriculture and Rural Development (ARD) - was started in Delhi in 1967 and now all Doordarshan Kendras telecast similar programmes. With over 70 percent of the population living in rural areas, the public service broadcast of doordarshan is fulfilling its obligations to serve people in rural areas through these programmes.

DD-Gyandarshan

In order to increase the reach of the educational telecasts the Ministry of Information and Broadcasting in collaboration with the Ministry of Human Resource Development (HRD) and IGNOU introduced on January 26, 2000 - "Gyandarshan - 1", a satellite channel dedicated to education.

Round the clock on the air, Gyandarshan-I beams programmes acquired from UGC, National Council for Educational Research & Training (NCERT), central Institute of Research and Training (SIERT) and IGNOU.

Akaeklavya - Gyandarshan-II channel dedicated to technical education was started on 26th January, 2003 in collaboration with the Department of Technical Education of the HRD Ministry and IITs with the, Delhi as the Nodal Institution using Gyandeep link at IGNOU.

The channel airing programmes originating from different IITs for the benefit of students pursuing studies in Technology and Engineering has marked the beginning of new era in the spread of Technical Education in
the country. The endeavour is to share the knowledge and expertise with all and to bring about a true socialism in the field of Engineering Education, cutting across all the barriers.

For viewers of different groups, DD-1 telecast educative and informative programmes on various subjects such as agriculture, consumer affairs, Health, hygiene and fitness, social values, science, information technology, environment, discipline and superstitions etc. The contents of these programmes also provide entertainment along with information and education.

With an effort to make educational programmes more attractive and commercially viable, Doordarshan has made collaborative arrangement with other Ministries and Government Departments for the production of such programmes in almost every field.

The National Network of DD-1 also telecasts the selected programmes of Gyandarshan on the terrestrial mode.

**Primary Education**

- Production : SIET/CIET
- Languages : Tamil, Marathi, Oriya, Telugu, Hindi
- Timings : 10.30 AM to 11.00 Am Monday - Friday - Regionally on DD-1.
Secondary Education

Production : CIET & National Open Schooling
Timings : 5.00 - 5.30 AM (Daily) satellite Mode
          10.00 - 10.30 AM (Mon-Fri). DD-1
          11.00 - 11.30 AM (UGC)
          (Non - Parliament Days)

Higher Education
(Country-wide Classroom)

Production : UGC / Constorium for Educational Communication
Timings : 5.30 - 6.00 AM (Daily) DD-1
          11.02 - 11.30 AM (Mon - Fri).
          (Non Parliament days)

Adult Education

Production : Department of Adult Education
Timings : 2.30 - 3.00 PM (Monday - Friday) - DD-1

Technical Specifications

Satellite : INSAT 3C
Position : 74° E
Transponder : C - 12
Analogue : 4165 MHz
Polarity : Vertical
### Table 2.2

#### Growth of Doordarshan (1982 - 1999)

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Programme production Centres</td>
<td>10</td>
<td>17</td>
<td>20</td>
<td>41</td>
<td>42</td>
<td>46</td>
<td>47</td>
<td>55</td>
<td>56</td>
<td>59</td>
</tr>
<tr>
<td>Satellite Linked</td>
<td>Nil</td>
<td>3</td>
<td>8</td>
<td>19</td>
<td>19</td>
<td>19</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
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<tr>
<td>Transmitters</td>
<td>18</td>
<td>173</td>
<td>535</td>
<td>921</td>
<td>NA</td>
<td>NA</td>
<td>1244</td>
<td>NA</td>
<td>1314</td>
<td>1388</td>
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<td>DD-1</td>
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<td>Other Channels</td>
<td>-</td>
<td>2</td>
<td>4</td>
<td>53</td>
<td>52</td>
<td>57</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Total</td>
<td>19</td>
<td>199</td>
<td>535</td>
<td>921</td>
<td>949</td>
<td>1041</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Population Covered (%)</td>
<td>26</td>
<td>70</td>
<td>81</td>
<td>87</td>
<td>87</td>
<td>87.6</td>
<td>87.9</td>
<td>89.1</td>
<td>89.6</td>
<td>90.1</td>
</tr>
<tr>
<td>Area Covered (%)</td>
<td>14</td>
<td>47</td>
<td>61</td>
<td>69</td>
<td>72</td>
<td>72.9</td>
<td>74.8</td>
<td>76.6</td>
<td>77.5</td>
<td>78.5</td>
</tr>
<tr>
<td>Programme Output (hours perweek)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>Primary Service</td>
<td>184</td>
<td>282</td>
<td>401</td>
<td>599</td>
<td>681</td>
<td>673</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
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<tr>
<td>Other Terrestrial (DD-2, Kashier, Parliament)</td>
<td>-</td>
<td>64</td>
<td>77</td>
<td>292</td>
<td>214</td>
<td>673</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>By Satellite Mode only</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>526</td>
<td>484</td>
<td>488</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Total</td>
<td>184</td>
<td>346</td>
<td>478</td>
<td>1422</td>
<td>1379</td>
<td>1393</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
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<tr>
<td>Home Viewers (million)</td>
<td>17</td>
<td>74</td>
<td>195</td>
<td>296</td>
<td>331</td>
<td>362</td>
<td>NA</td>
<td>NA</td>
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<td>NA</td>
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<tr>
<td>Personnel</td>
<td>4918</td>
<td>10714</td>
<td>19975</td>
<td>19576</td>
<td>20441</td>
<td>20451</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Commercial Revenue (Rs. million)</td>
<td>159</td>
<td>1363</td>
<td>3006</td>
<td>5727</td>
<td>4901</td>
<td>3999</td>
<td>5971</td>
<td>6375</td>
<td>6152</td>
<td>5538</td>
</tr>
</tbody>
</table>
DD-Bharati

This new entertainment channel, launched by Prasar Bharati on 26th January, 2002 is available in the satellite mode, on the PAS-10 satellite, in the band carried the DD-news channel.

The Channel focuses on health, children, music, dance and heritage, with emphasis on the Indian way of life. It carries programmes on Yoga, meditation, alternative systems of medicine, aerobics and other aspects of health care in the Health Segment featuring programmes for the young such as cartoons, talent hunt shows, wildlife films, news magazines by and for children, campus science, counselling shows, etc. The Channel also offers music, dance, travel and tourism shows, programmes on heritage, and literature.

ACHIEVEMENTS

Popularity

The TRP of the channel in its short span is equal to that of National Geographic and Discovery Channels. The popularity of its programmes is increasing day by day. The programmes on the richness of country's heritage and the efforts to save it have won the channel a rich viewership.

Good Software

Some of the programmes, shown by the channels in its children, art and culture windows, are of very good quality. Some of them are the live telecasts of Tansen Samaroh, Silver Jubilee celebrations of Sangeet Natak
Academy, Jurushetra, Khajurahom Thyagaraj Festival etc. Plenty of softwares are prepared in collaboration with many educational institutions. This is the only channel which is showing 70% in house programmes. 25% of its programmes are acquired from different libraries and the rest 5% are the contribution from institutions like CEU, UGC, IGNOU, IGNCA etc.

**Interactions**

The channel makes itself more useful by having regular interactions with people from eminent institutions viz.; Sangeet Natak Academy, Sahitya Kala Academy IGNOU, CEC, IGNCA etc.

**Advisory Committees**

The channel has in the Creative Advisory Committee, some of the best creative personalities like Sh. Aleque Padmasee, Sh. Sam Mathew, Sh. Alex Kuruwillia. In the Health Advisory Committee, the channel has the top most practitioners of Allopathy, Homeopathy, Ayurveda and Naturopathy of the country. It also does the reporting of major health conferences, seminars and symposia. In some exceptional cases the channel also shows these live.

**First Anniversary**

DD Bharati celebrated its first anniversary from 22nd January 2003. The celebrations include a seminar on DD Bharati’s role as a public service broadcaster*. Minister for Information and Broadcasting, Minister of State
for Information and Broadcasting and some other eminent personalities were among the participants in the seminar.

**Direct To Home Broadcast (DTH)**

DTH TC series is a service for direct distribution of television programmes/channels by satellite to the receiving subscriber homes in high frequency Ku Band via a small dish and a decoder/set top box. Such DTH service is presently banned in India through a notification issued by the Ministry of Communication on 16.7.1997 under the Indian Telegraph Act, 1885 and the Indian Wireless Telegraph Act, 1933. The notification was issued at the initiative and advice of the Ministry of Information & Broadcasting prohibiting establishment, maintenance, working possession of or dealing in equipments capable of receiving signals in frequency bands above 4800 MHz (which include Ku Band).54

54 The objective of the notification was to prevent the preemption of the proposed Broadcasting Bill, 1997 by foreign broadcasters, particularly in the area of Direct-to-Home (DTH) television services in Ku Band.

A Group of Ministers was constituted on 22nd January 1999 to consider issues connected with Direct-to-Home broadcasting and make recommendations. However, before the Group could give its formal report the Lok Sabha was dissolved and the matter was left to be decided by the new government.

Government has again constituted a Group of Ministers comprising Minister of Home Affairs, Minister of Defence, Minister of Parliamentary Affairs & Information Technology, Minister of Finance, Minister of Communications, Minister of Information & Broadcasting and Minister of Small Scale Industries and Agro & rural Enterprises for considering issues connected with Direct-to-Home (DTH) broadcasting and to review the uplinking policy.

This Ministry has submitted relevant notes on both the subjects to enable the GOM to take a decision. The GOM has held various meetings and has made recommendations with regard to uplinking policy (action on which has already been taken as explained in the para 4 on uplinking). However, the GOM is yet to make any recommendation with regard to DTH.
However, keeping in view the sensitive nature of this service, particularly its implications for national security, cultural influence moral and social values etc., as it reaches direct to viewers home without any intermediary. Reception and distribution of television signals in Ku Band was prohibited by a Notification, dated 16th July, 1997 issued under the Indian Telegraph Act and Indian Wireless Telegraphy Act. Due to rapid changes in the information technology and sea-changes in the broadcasting and communication in the last few years, the reason for which DTH was not allowed in 1997 are no longer relevant now. Moreover, DTH is a superior technology which offers an alternative for distribution and reception of television programmes both to the programme providers as well as to the consumers.

Keeping in view its numerous advantages, the Government constituted a Group of Ministers on 31st January, 2000 (by reconstituting the earlier GOM constituted on 21st January, 1999) to consider the issues connected with the Direct to Home Television Broadcasting and make recommendations. The GOM considered the issue related to DTH in its various meetings held between March and October, 2000 and came to the conclusion that DTH Should be permitted in India with suitable safeguards so as to take care of the concerns related to national security, morality and vertical monopoly in distribution and broadcasting of television services. GOM also considered the advantages of DTH technology not only in distribution of television channels but also for its role in convergence and providing various IT enabled services.
The GOM, therefore, made a unanimous recommendation that DTH Television Services should be permitted in India so as to take advantage of the latest technology, ensuring that the concerns relating to national security, morality and monopoly are taken care of by, interalia, providing for the following items.

i) DTH license should not be given exclusively to any agency, whether private or public, so as to avoid monopoly in this sensitive area to information and programme distribution.

ii) DTH being an alternative to cable for distribution of television programmes, the vertical integration of these two should be guarded against to avoid monopoly in distribution services.

iii) Vertical integration and monopoly between DTH operators and TV channels should also be avoided to ensure fair competition and level playing field for all the channels.

iv) In order to ensure that the programme/channels distribution through the DTH platform comply with the programme and Advertisement Codes, these should be mandatorily uplinked from India. This will also take care of the concerns relating to national security.

Based on the above, the Group of Ministers recommended allowing DTH India subject to certain terms and conditions.
DTH, is a pointer for high technology usage in India. Fibre optics with its promise of convergence of three C's - cable communication and computer will revolutionize Indian television viewing. Videsh Sanchar Nigam Limited (VSNL)\(^{55}\) planned to cooperate with DTH. A study has been initiated on the DTH front where VSNL has identified four sub areas for strategic partnership.\(^{56}\)

**Growth of Infrastructure of Doordarshan**

The first telecast on Doordarshan originated from a makeshift studies at Akashvani Bhavan, New Delhi (1959). Later in 1965 regular service with daily news bulletin was started. Between 1972 and 1975 television stations were established in Mumbai, Calcutta, Chennai, Sri Nagar, Amritsar and Lucknow.

The first experiment with satellite technology was conducted in 1975-76. It was called satellite instructional television experiment (SITE). It imparted social education through the use of satellite technology. The year 1982 was the breakthrough year as far as television in India is concerned the year 1982 introduced a regular satellite link between Delhi and other transmitters. It was again in the 1982, colour television was introduced.\(^{57}\)

\(^{55}\) VSNL is a public limited company providing Internet Service Provider (ISP's).

\(^{56}\) The Hindu, March 16, 2001.

\(^{57}\) The Asian games held in Delhi in 1982 boosted the sale of colour televisions across the major cities in India. Nearly 10.4 million television sets were sold after the introduction of colour television in India (Refer Business Review - Consumer Column - 18-22 July 1982).
After 1982, television facilities have been rapidly expanding and since 1982 to 1996 the number of transmitters increased form 19 to 743.\textsuperscript{58}

The following Table, will show the growth of infrastructure facilities for the nation as a whole. Interestingly, in tune with the growth T.V. network, the number of viewership was also increased proportionately.

From the table it is also well established that commercial viability of Doordarshan in terms of revenue generated over the period between 1982-1990. Between 1982 and 1999 four satellites were used to telecast the following channels.

<table>
<thead>
<tr>
<th>All India</th>
<th>DD1, DD@, DD#, DD-CNMI, Movie Club, DD-Sports</th>
</tr>
</thead>
<tbody>
<tr>
<td>RLSS</td>
<td>Malayalam, Tamil Oriya, Bengali, Telugu, Kannada, Marathi, Gujarati, Assemese.</td>
</tr>
<tr>
<td>State Networks</td>
<td>Uttar Pradesh, Madya Pradesh, Bihar.</td>
</tr>
<tr>
<td>International</td>
<td>DD - India</td>
</tr>
</tbody>
</table>

\textsuperscript{58} http://www.ddindia.net/real\ content/about/3.htm/.
The four satellites used are

a. INSAT - 1D (83°E)
b. INSAT - 2A (74°E)
C. INSAT - 2 B & INSAT - 2 C (93.5°E)
D. PAS - 4 (68.5°E)

Doordarshan put to its first programme on a transmitter of 500 W power which could reach an area of around 25 km around Delhi. Today Doordarshan network includes more than 1151 transmitters of varying powers. These transmitters enable 90.1 percent of the population to receive quality signals of Doordarshan. The following are the details about the growth of the Doordarshan network and the coverage provided in various regions of the country over the years.

---

59 Launch Dates of Satellites in India (1982-1995)
1. 1982 - April 10 - INSAT - 1 A
2. 1983 - October 15 - INSAT - 1 B
3. 1988 - July 7 - INSAT - 1 C
4. 1990 - July 17 - INSAT - 1 D
5. 1992 - August 10 - INSAT - 2 A
6. 1993 - July 30 - INSAT - 2 B
7. 1995 - December 7 - INSAT - 2 C
<table>
<thead>
<tr>
<th>As on</th>
<th>PPC</th>
<th>DD-1</th>
<th>Population Covered (%)</th>
<th>Area Covered (%)</th>
<th>Other Transmitters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>HPT</td>
<td>LPT</td>
<td>VLPT</td>
<td>T</td>
</tr>
<tr>
<td>1980</td>
<td>10</td>
<td>18</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>31-3-81</td>
<td>10</td>
<td>19</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>31-3-82</td>
<td>10</td>
<td>19</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>31-3-83</td>
<td>10</td>
<td>23</td>
<td>20</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>31-3-85</td>
<td>17</td>
<td>40</td>
<td>132</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>31-3-86</td>
<td>17</td>
<td>44</td>
<td>135</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>31-3-87</td>
<td>17</td>
<td>46</td>
<td>148</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td>31-3-88</td>
<td>18</td>
<td>50</td>
<td>182</td>
<td>11</td>
<td>-</td>
</tr>
<tr>
<td>31-3-89</td>
<td>18</td>
<td>52</td>
<td>237</td>
<td>46</td>
<td>-</td>
</tr>
<tr>
<td>31-3-90</td>
<td>18</td>
<td>55</td>
<td>374</td>
<td>72</td>
<td>18</td>
</tr>
<tr>
<td>31-3-91</td>
<td>20</td>
<td>60</td>
<td>372</td>
<td>76</td>
<td>19</td>
</tr>
<tr>
<td>31-3-92</td>
<td>20</td>
<td>62</td>
<td>370</td>
<td>76</td>
<td>23</td>
</tr>
<tr>
<td>31-3-93</td>
<td>25</td>
<td>67</td>
<td>372</td>
<td>80</td>
<td>23</td>
</tr>
<tr>
<td>31-3-94</td>
<td>32</td>
<td>70</td>
<td>389</td>
<td>82</td>
<td>23</td>
</tr>
<tr>
<td>31-3-95</td>
<td>34</td>
<td>74</td>
<td>478</td>
<td>100</td>
<td>20</td>
</tr>
<tr>
<td>31-3-96</td>
<td>40</td>
<td>77</td>
<td>526</td>
<td>120</td>
<td>20</td>
</tr>
<tr>
<td>31-3-97</td>
<td>41</td>
<td>82</td>
<td>596</td>
<td>170</td>
<td>20</td>
</tr>
<tr>
<td>31-3-98</td>
<td>42</td>
<td>83</td>
<td>600</td>
<td>196</td>
<td>18</td>
</tr>
<tr>
<td>31-3-98</td>
<td>46</td>
<td>84</td>
<td>654</td>
<td>228</td>
<td>18</td>
</tr>
<tr>
<td>1-8-99</td>
<td>47</td>
<td>85</td>
<td>662</td>
<td>232</td>
<td>18</td>
</tr>
<tr>
<td>29-2-2000</td>
<td>47</td>
<td>86</td>
<td>673</td>
<td>250</td>
<td>19</td>
</tr>
<tr>
<td>1-12-2001</td>
<td>55</td>
<td>95</td>
<td>714</td>
<td>296</td>
<td>21</td>
</tr>
<tr>
<td>1-6-2002</td>
<td>56</td>
<td>103</td>
<td>749</td>
<td>316</td>
<td>20</td>
</tr>
<tr>
<td>31.5-2003</td>
<td>59</td>
<td>111</td>
<td>739</td>
<td>281</td>
<td>20</td>
</tr>
</tbody>
</table>

**Table 2.3**


<table>
<thead>
<tr>
<th>PPC</th>
<th>Programme Production Centre</th>
</tr>
</thead>
<tbody>
<tr>
<td>T</td>
<td>Transposer</td>
</tr>
<tr>
<td>TT</td>
<td>Total Transmitter</td>
</tr>
<tr>
<td>CP</td>
<td>Coverage of Population</td>
</tr>
<tr>
<td>CA</td>
<td>Coverage of Area</td>
</tr>
</tbody>
</table>
Table 2.4

Region-wise Distribution of Studios and DD-1 Transmitters
(as on 31.5.2003)

<table>
<thead>
<tr>
<th>Region</th>
<th>Studios</th>
<th>HPTs</th>
<th>LPTs</th>
<th>VLPTs</th>
<th>Trp.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>East</td>
<td>10</td>
<td>18</td>
<td>130</td>
<td>18</td>
<td>2</td>
<td>168</td>
</tr>
<tr>
<td>West</td>
<td>11</td>
<td>22</td>
<td>217</td>
<td>12</td>
<td>1</td>
<td>252</td>
</tr>
<tr>
<td>South</td>
<td>9</td>
<td>25</td>
<td>188</td>
<td>21</td>
<td>3</td>
<td>237</td>
</tr>
<tr>
<td>North</td>
<td>18</td>
<td>32</td>
<td>171</td>
<td>165</td>
<td>8</td>
<td>376</td>
</tr>
<tr>
<td>North East</td>
<td>11</td>
<td>14</td>
<td>33</td>
<td>65</td>
<td>6</td>
<td>118</td>
</tr>
<tr>
<td>Total</td>
<td>59</td>
<td>111</td>
<td>739</td>
<td>281</td>
<td>20</td>
<td>1151</td>
</tr>
</tbody>
</table>

Evolution of Prasar Bharati

The question of autonomy has been an issue debated in the Lok Sabha since 1964. The Prasar Bharati Board came into existence from 23.11.1997. The board envisaged that public service broadcasting is to be achieved through all India Radio and Doordarshan.

Even during the Prime Ministership of Jawaharlal Nehru, there was a plan to set All India Radio on the model of BBC. But he felt that time was not ripe to extend autonomy for All India Radio. When Mrs. Indira Gandhi became the I & B Minister under Lal Bahadur Shastri Government she appointed a review committee on Broadcasting and Information media in 1966 popularly known as the Chanda committee, which recommended the

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60 Prasar Bharati is a statutory autonomous body established under Prasar Bharati Act. Prasar Bharati (Broadcasting Corporation of India) Act, 1990, Ministry I & B, Government of India, No.22/13/19, pp.IV.
establishment of autonomous corporation for radio and television. This proposal was formally rejected by the government in 1970. However the recommendation advocating commercial broadcasting was accepted and it was introduced over Akashvani in November 1967, Bombay, Nagpur and Pune and this service was extended to Delhi, Madras, Truchirapalli on 1969.\textsuperscript{61} The committee supported the idea of autonomy of All India Radio. The Chanda committee opined.

"All India Radio can be liberated from the present rigid financial and administrative procedures of Governments"

The second review of the Indian broadcasting system by the Working Group on Autonomy for Akashvani and Doordarshan, known as the Verghese committee, was undertaken during 1977-1976 (Ministry of Information and Broadcasting 1978). It also strongly advocated the autonomy of broadcast media organisations, All India Radio and Doordarshan to ensure their functioning in a fair and objective manner. To promote national interests and democratic values, the Verghese Committee recommended establishment of an independent impartial and autonomous broadcast media corporation, through the act of Parliament with adequate constitutional and legal provisions.

The committee reports were not accepted by the central government formed by Mrs.Gandhi in 1969. The Janata government which came to power in 1977 also promised for All India Radio and DD autonomy. On its

\textsuperscript{61} A.K.Chanda Committee Report on 'Indian Broadcasting'.
part it appointed Verghese working group under chairmanship of Verghese on November 7, 1977. It submitted its report on February 24, 1978. However the Janata Government failed to survive politically to pass an Act on the recommendation of Verghese working group. The noteworthy feature of Janata government was that the Minister for I&B, L.K. Advani introduced Prasar Bharati Bill in the Parliament on May 16, 1979. In the year 1982, the Mrs.Gandhi Government appointed a working group on software for doordarshan with Dr.P.C.Joshi, as its chairman. This committee perceived broadcasting not as a luxury but as a necessity for development in modern society and brought cultural issues to the forefront of broadcasting media in revolution for promoting "integration without homogenisation and decentralisation with parochialism". It was within the broader context of cultural policy that the Joshi Committee suggested an integrative interactive and participatory model of communication. Such approach to broadcasting was envisaged to strive towards achieving cultural independence and building of national cultural identity.

On the other hand, the Joshi Committee perceived broadcasting as the most effective means for providing people useful information and advocated that broadcasting media should be used for creating enlightened citizenry in a democratic society. It suggested that news bulletins and current affairs programmes of Akashvani and Doordarshan should be used as powerful tools for creating an alert and well-informed public opinion and stressed the importance of accurate, objective and relevant information for enlightened citizenry.
In the subsequent years, however, the recommendations of the Joshi Committee were not taken up seriously by the government in the context of rapid expansion and commercialisation of Doordarshan. The issue of granting autonomy to the electronic media of Radio and Television was raised once again in 1979 through the Prasar Bharati Bill. However, this bill was shelved by the government several times under some pretext to retain its monopoly and control over the public broadcasting system in India. In the context of rapid globalisation and privatisation of electronic media, the Prasar Bharati Bill was revived once again in 1990. However, the decision to set up the public broadcasting corporation with wide representation of the people was delayed until September 15, 1997. The Prasar Bharati Act proposes to set up an autonomous corporation, Prasar Bharati Corporation for electronic media with an independent Board of Governors. The Prasar Bharati Corporation is expected to implement government policies and continue the function of electronic media to inform, educate and entertain. As the government will have a strong financial hold over the corporation, it remains to be seen the extent to which the corporation will be autonomous. So, the media legislation and regulations in India give us an impression that except in the matters related to national security and public order, there is considerable freedom of expression. In reality, the press enjoys this freedom and struggles to guard it. Whereas the broadcast media of radio and television are primarily controlled and operated by the government. Hence, freedom of expression in practice is limited in the broadcast media, which have become instruments of the government to broadcast its views and concerns. However, the issue of
autonomy for the government-controlled broadcast media of radio and television has received considerable attention since the late 1970s.

The P.C. Joshi Group strongly recommended 'functional autonomy' for both All India Radio and Doordarshan. The Sarkaria Commission which was appointed to study centre-states relations in India strongly favoured that the power and control of broadcasting must be transferred to states.\(^{62}\) Political scientist in India viewed that when a political party was in power it wanted to continue the government control over the electronic media, and when out of power it wanted autonomy for radio and television.

The debate for and against autonomy for All India Radio and Doordarshan was a national issue between 1990 and 1997. The Prasar Bharati Amendment Ordinance 1997 was promulgated on October 27, 1997\(^{63}\) for the execution of autonomy was dissolved and Prasar Bharati Amendment Second Ordinance, 1997 was promulgated on December 26, 1997.\(^{64}\) However it was allowed to lapse.\(^{65}\) With fresh ideas Prasar Bharati Amendment Bill, 1998 was introduced in Lok Sabha on June 1, 1998.\(^{66}\)

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\(^{62}\) Radio and Television broadcasting fall within the scope of Entry 31 of the union list in the seventh schedule to the constitution.

\(^{63}\) The Hindu, Oct. 27, 1997.

\(^{64}\) The Hindu, Dec. 26, 1997.

\(^{65}\) The Indian Express Jan 18, 1998.

\(^{66}\) The Indian Express June 1, 1998.
The Bill was passed on July 31, 1998 but was not taken up in Rajaya Sabha. Lastly Prasar Bharati Amendment Ordinance, 1998 was promulgated on August 29, 1998.\textsuperscript{67}

The working group on software policy for Doordarshan under the chairmanship of P.C.Joshi advocated the Indian version of communication resolution for promoting integration without homogenisation and decentralisation without parochialism. It was within the broader context of cultural policy the Joshi committee suggested an integrative, and participatory model of communication. According to Ila Patel,\textsuperscript{68} it will broaden the scope for cultural independence and building national cultural identity. An independent broadcasting would provide useful information creating an enlightened citizenry in democratic society. Autonomy for Radio and Doordarshan makes them a powerful tool for creating an altered and well informed public opinion.

The demand for autonomy of mass media is inevitable in the context of economic liberalisation in the 1990s. The future direction of the mass media in India will be shaped by the way the Indian government would respond to this demand. Liberalisation of the Indian economy in the early 1990s has paved the way to deregulation and privatisation of the broadcasting system. Satellite communication has provided private broadcasters 'access' to audiences which they could not previously reach and

\textsuperscript{67} The Hindu Aug. 29, 1998.

created an opportunity for market penetration. To survive competition from the new previously, Doordarshan has increased the pace of commercialisation, which is evident from the changing pattern of programming, more time for entertainment and leasing out of the Metro channel to private sponsors. The rapid pace of technological development since the early 1980s has questioned the monopoly of the government over the broadcasting media on several occasions. This section highlights salient issues emerging from the changing media ownership and its implications for the news media.

In India, cable television was started with the CNN's direct broadcast of the Gulf War. It was, however, the advent of the STAR TV, Satellite Television, Asia Region Television, through a pan-Asian satellite (ASIASAT) in mid-1991 that provided further impetus to the rapid expansion of satellite-based international channels through cable television. Numerous international satellite channels are received through cable operators (Directorate General : Doordarshan 1996:99). The viewership of satellite India has a unique system for the reception of the satellite channels. The programmes of satellite channels are received through a hybrid system of dish antenna and redistribution through cable television networks. Except the households with independent dish antennae, the satellite channels are received by the ‘cable operator’ who redistributes them to the individual households through a cable network. The subscriber of the cable network is required to pay a small amount for registration and a monthly fee. Thus, the satellite channels are affordable to a large number of households.

For example, some of the international channels on cable networks are Star Plus, Sat Movies, Star Sports, Channel V, MTV, CNN, BBC World, Discovery, etc. While some of the satellite-based channels in regional languages are: Zee TV and Zee Cinema, SUN, SUN Music, SUN Movies, Udaya, Vijay, JJ TV, Gemini, Raj TV, Eenadu, NEPC, YES, etc. Recently, Star Plus has started broadcasting a variety of entertainment programmes dubbed in Hindi to increase its reach.
channels (national and international) through cable television is significantly lower than that of the terrestrial channel as the majority of the population still cannot afford to avail of the satellite channels.\footnote{Of 57.7 million households with television in 1996, it is estimated that a little over 14 million homes have cable and satellite television (Joshi 1997:4)} However, with the entry of international satellite channels, there has been a phenomenal growth of cable television networks and viewership in India.\footnote{For example, the number of cable television networks has increased from 450 in 1985 to 40,000 in 1993, while households receiving the satellite channels have gone up from 0.41 million in January 1992 to 10 million (approximately) in December 1994 (Directorate General : Doordarshan 1995:38).}

The new cable television (regulation) ordinance (1994) can be seen as an attempt on the part of the government to regulate the cable television and at the same time, arrive at some understanding about the use and misuse of cable television in the context of rapid globalisation and commercialisation of television broadcasting in India.

The Cable Television Ordinance (1994) enforces a programme code and an advertisement code for regulating broadcasting by the cable television operators. These codes are somewhat similar to the ones introduced for broadcasting on All India Radio and Doordarshan and are elaborated in the Ordinance essentially to regulate the misuse of the cable television by the private operators.

Specifically, the programme code stipulates that no programme should be carried on the cable service which:
"(1) Contains attacks on religions or communities or promotes communal attitudes through visuals and words contemptuous of religious groups.

(2) Encourages or incites violence or contains anything that is against maintenance of law and order or promotes anti-national attitudes.

(3) Affects the integrity of the nation.

(4) Criticises, maligns or slanders any individual in person or certain groups, segments of social, public and moral life of the country, and

(5) Contains visuals or words which reflect a ‘slandering, ironical and snobbish’ attitude in the portrayal of certain ethnic, linguistic and religious groups."

The advertising code stipulates that advertisements in the cable service should conform to the laws of the country and should not offend morality, decency and religious susceptibilities of the subscribers. Restrictions for advertisements on cable television are more or less similar to the ones prescribed in the Code for Commercial Advertising Television.

There is, however, a wide gap between the Cable Act and its implementation in practice. The regulatory framework of the Cable Television Ordinance is only concerned about regulating the domestic cable television networks and not foreign satellite networks, which can be
received without the use of any specialised gadgets or decoder and over which the government has no control either over the content of programmes or advertisements.

Cable television has the potential for decentralised broadcasting and presentation of diverse views and opinions. Mushrooming of cable networks in regional languages has broken the monopoly of Doordarshan in broadcasting. However, the cable television is used predominantly for entertainment. Though there has been considerable growth of news channels and news programmes on the cable network in India over the years, cable television does not have any worthy track record of broadcasting plurality of views. On the basis of a study of Newstrack (a video news magazine), Ghosh and Chakravarti (1991-92) show how the privately-owned electronic media do not provide an alternative to the state-owned broadcast media in its understanding of religion, politics and gender. In fact, the position adopted by the Newstrack in relation to class, gender and religion consistently reinforces the discourse of the ruling elite. The broadcast of Eanadu TV and SUN TV, the leading regional cable networks in South India during the recent elections was not better than that of the Doordarshan (Sanjay 1996:12).

The entry of the global media giants, such as the CNN, STAR TV and BBC, in the news media has important implications for reporting of news on India and shaping the public opinion. For example, even before the Doordarshan officially announced news about the demolition of Babri Masjid in Ayodhya in 1992, the news networks, such as CNN and BBC,
broadcasted news about it via satellite and cable networks. Media moghuls are essentially seeking to exploit the Indian market where no legal structures exist yet to monitor or regulate such trans-border media flow. Thus, the private cable networks are also guided by their own agenda and vested interests. Despite cable television regulation, satellite-unlinked cable television can transmit news programmes that may not be in conformity with existing Indian legislation that governs broadcasting.

**Issues Relating to Cable Act**

The Cable Television Networks (Regulation) Act, 1995, was assented to by the President on 25.3.95 though the provisions of the Act had been in force since 29.9.94 vide the Cable Ordinance promulgated on that day. The Cable Television Network Rule, 1994 was also notified on the same day. The Act has not been very effective in regulating the operation of cable networks.

The Cable Television Networks Regulation Act, 1995 and Rules made thereunder have been recently amended with a view to remove certain deficiencies in the Act and make its implementation much more effective. The salient features of these amendments and notification are as follows:

(i) In the original Act of 1995, the authorized and Specified Officers responsible for enforcement of the Act (by initiating action in case of violation of the provisions) were to be notified separately by each and every State Government. Some of the State Governments had not notified these officers despite
repeated reminders, which made it difficult to enforce provisions of the Act. Further there was no uniformity among various State Governments while notifying these officers. In order to rectify this problem, the Authorised officers have now been defined in the Act itself and all the District magistrates, Sub-divisional Magistrates and commissioners of Police in their respective areas have been entrusted with the responsibility of enforcement of the various provisions of the Act. With these amendments, it will be much easier now to enforce the Act more effectively.

(ii) The effectiveness of the Authorised Officers while enforcing the provisions of the Act, has been further enhanced by empowering them to seize equipment of a cable operator in case of breach of provisions of section 3, 5, 6 & 8 of the Act.

(iii) The programme and Advertisement Codes, as per the original Act were not applicable to "free-to-air" channels. Their application was limited to encrypted pay channels only. As a result, large number of TV channels uplinked from outside the country were not obliged to follow our Programme and Advertisement Codes. This anomaly has now been rectified and Programme and Advertisement Codes as formulated under the Cable TV Networks Rules, 1994 have now been made applicable to all TV channels.
necessary copyrights. Any violation has to be dealt with effectively by the Authorized Officers in their respective areas.

(vi) The original Cable Television Networks Rules, 1994 provided that programmes meant for adults should normally be carried in the cable service after 11.00 PM and before 6.00 AM. This provision gave an impression as if cable operators are free to carry any programme even if it violates the basic principles of good taste, decency and morality. This provision has been deleted in the amended rules.

(vii) The advertisement codes as provided in the Cable Television Networks rules, 1994 have also been amended to prohibit advertisements, which directly or indirectly promote production, sale or consumption of cigarettes, tobacco products, alcohol, other intoxicants as well as infant milk substitutes, feeding bottles and infant foods.

The Prasar Bharati Act provides for the establishment of a Broadcasting Corporation of India, to be known as Prasar Bharati to define its composition, functions and powers and other related matters.

**Prasar Bharati (Broadcasting Corporation of India)**

Prasar Bharati is a statutory autonomous body established under the Prasar Bharati Act. The Board came into existence from 23.11.97. The Prasar Bharati is envisaged to be the Public Service broadcaster of the
(iv) The original Act did not specify the particulars of Doordarshan channels, which were to be carried by the cable operators mandatorily. The choice was left to the cable operators. It also did not have the explicit provision about the manner of reception and re-transmission of Doordarshan channels by the cable operators. As a result, a large number of cable operators in the country were either not carrying Doordarshan channels or they were carrying them in a manner which was not giving a good quality reception comparable with other satellite channels. This lacuna has now been rectified and Doordarshan (Prasar Bharati) has notified, as empowered under the amended Act, the list of Doordarshan channels and the manner in which they are to be carried by each and every cable operator.

(v) The widespread piracy of films by cable operators has been a very serious problem affecting the health of film industry. The cable operators had been showing pirated versions of the latest films even before their formal release in the theaters. This had seriously affected the legitimate earning of the actual copyright holders of these films. With a view to overcome this problem, the Cable Television Network Rules 1994 have been amended making it obligatory on the part of the cable operators to carry only such programmes (including films) on his cable service for which he either owns or has acquired the
country. The objective of public service broadcasting is to be achieved through All India Radio and Doordarshan which earlier were working as independent media units under the Ministry of I & B. The Prasar Bharati Board consists of a part-time Chairman, one full-time Executive Member, six part-time members. Director General (All India Radio) and Director General (Doordarshan), Member (Personnel) Member (Finance) as ex-officio members, one representative of the Ministry of I & B and two representatives of the employees of the Corporation. The appointment of Chairman and other members except the ex-officio members, nominated members and the elected members is done through a Committee consisting of the Chairman of the Council of States who will be the Chairman of the Committee, the Chairman of the Press Council of India and one nominee of the President of India. The tenure of the Chairman, Executive member, Part-time members and elected members is six years.

One of the important attributes of the public service broadcaster is that apart from being free from Government control, it should also be financially independent from Government control.

The role of the Ministry of I & B is related to the administration of the Act and ensuring compliance with its provisions. These inter-alia are connected with the appointment of a Chairman, part-time members of the Board, framing of rules under Section 32 of the Act, approving the regulations of the Corporation which require prior approval of the Central Government, actions for providing grants-in-aid, loan or equity etc., giving directions to the Corporation or obtaining information as may be necessary,
reporting to Parliament, laying of Rules and Regulations before Parliament and so on.

It provides for grant of autonomy to electronic media, namely, All India Radio and Doordarshan, presently under the Government control. The Act received the assent of President of India on September, 12, 1990 after being unanimously passed by Parliament. This had not come into force as the notification under subsection (1) of Section 3 of the Act had not been issued. Media should be under the control of the public as distinct from Government. It should be operated by a public statutory corporation or corporation, as the case may be, whose constitution and composition must be such as to ensure its/their impartiality in political, economic and social matters and on all other public issues.

A comprehensive review of the Act undertaken in 1991, had brought into focus certain operational difficulties that were likely to arise particularly in the area of personnel policy and manpower employment, issue of Government directions to the Corporation, the procedure for supersession for Prasar Bharati Board by the President etc. The Cabinet considered the issue for suitable amendments during the last few years. However, no final decision was taken.

By the advent of satellite channels and their rapid proliferation, the broadcasting environment had undergone a sea-change. Also two significant judgements having direct relevance to Prasar Bharati Act were also made.
Supreme Court in its judgement dated February 9, 1995 in the Union of India vs. Cricket Association of Bengal has held that airwaves are public property and a monopoly over broadcasting whether by government or any body else is inconsistent with the free speech, right of the citizens and directed the Government to take immediate steps to establish an independent autonomous public authority representative of all sections and interest in the society to control and regulate the use of airwaves.

The Calcutta High Court has in its judgement dated July 19, 1995 in Union of India Vs People's Union for Civil Liberties observed that the Central Government should take appropriate steps to give shape to the objectives and ideals of the Prasar Bharati Act as early as possible. Government is at liberty to pass fresh legislation if its deems fit.

The Court has further observed that broadcasting media should be under the control of the public as distinct from Government. It should be operated by a public statutory corporation or corporations, as the case may be, whose constitution and corporations, as the case may be, whose constitution and composition must be such as to ensure its/their impartiality in political, economic and social matters and on all other public issues.

In March 1996, Sub-Committee of Consultative Committee of Ministry of I & B headed by Ram Vilas Paswan submitted a Working Paper on the National Media Policy. In view of the Supreme Court judgement, the Committee noted that there should be a regulatory body to oversee both public and private telecasting/broadcasting. The Sub-Committee noted that
the provisions of the Prasar Bharati Act, which was unanimously passed by Parliament in 1990 should be kept in mind while framing the regulatory mechanism which should be an independent autonomous authority.

Subsequently, a committee was set up by the Ministry of Information and Broadcasting (vide a notification dated December 28, 1995) under the Chairmanship of Dr.N.K.Sengupta to review the provisions of Prasar Bharati (Broadcasting Corporation of India) Act, 1990 and to make recommendations regarding the restructuring of Prasar Bharati. Besides Dr.Sengupta, the other Members were M.R.Narayanan and Ved Leekha.

The Prasar Bharati Act 1990 endured autonomy for Doordarshan and All India Radio. The Act provided for the establishment of a Broadcasting Corporation of India (Prasar Barati). In 1990, the enactment of the Prasar Bharati Act was immediately followed by the fall of V.P.Singh - led National Front government. In post-1990 period, the Congress government under the Prime Ministership Narashima Rao, broadcasting autonomy was promoted by pro-privatisation paradigm. The fundamental proposition of this paradigm was to make autonomous structure irrelevant as a democratic alternative to a government - controlled system.

The United Front Government constituted the Prasar Bharati Board and accepted the formulation evolved by the Congress government under P.V.Narashima Rao. The UF government expressed its political will to implement the Prasar Bharati Act, and had recognised Prasar Bharati Corporation as a democratic model for Indian broadcasting.
The Prasar Bharati (Broadcasting Corporation of India) was established w.e.f. 23.11.1997. The composition of the Board is as follows:

**Composition of Prasar Bharathi**

The Board shall consist of

a. A Chairman

b. One Executive Member

c. One Member (Finance)

d. One Member (Personnel)

e. Six Part-time Members

f. Director-General (AIR), ex-officio

g. Director-General (Doordarshan), ex-officio

h. One representative of the Union Ministry of Information and Broadcasting to be nominated by that Ministry; and

i. Two representatives of the employees of the Corporation, of whom one shall be elected by the engineering staff from amongst themselves and the other shall be elected by the other employees from among themselves.

Presently M.V.Kamath, Chairman, K.S.Sarma, Chief Executive Officer, S.Sundresan, Member (Finance), Bhupen Hazarika, Member, Lt. Gen. M.A.Zaki, Member, Prof.Vidya Nivas Mishra, Member, B.G.Verghese, Member, Ms.Chitra Mudgal, Member, M.L.Mehta, Member, Vijay Singh, Member are the members of the Board.
The post of Director General, Doordarshan, will be filled up after Prasar Bharati Board and the Recruitment Board are constituted and Recruitment Rules for these posts finalised. Since persons working in Prasar Bharati continue to be Government servants. Representatives of the Corporation are not available for membership.

**Constitution of Recruitment Boards**

Prasar Bharati Act, 1990 provides for the setting up of one or more Recruitment Boards for making recruitment to various posts in Prasar Bharati carrying scales of pay less than that of Joint Secretary to the Central Government. Accordingly, it is proposed to set up a Central Recruitment Board at the Headquarters of the Corporation and Regional Recruitment Board not exceeding five, for making direct recruitment to the vacancies in Prasar Bharati. The Recruitment Boards shall consist wholly of persons other than the Members, officers and other employees of the Corporation. For purposes of appointment to posts carrying scales of pay which are not less than that of a Joint Secretary to the Government of India. The Recruitment Board shall consist of the Chairman, other members, the ex-officio Members, the Nominated Members and the elected Members.

**Autonomy In Administrative And Financial Matters**

With the transfer of employees, the Corporation will have full control over the employees working in the All India Radio and Doordarshan. The Prasar Bharati Board will also have the powers to make top level
appointments in the Corporation. As an interim arrangement, the Prasar Bharati has been authorized to take more of the financial decisions including appointing consultants for special tasks without consulting the Government. A final arrangement in this regard is likely to be notified shortly.

Restructuring of All India Radio and Doordarshan

A committee comprising Shri N.R.Naraynamurthy, CEO, Infosys, Shri Kiran Kamik, M.D. Discovery Communication India and Shri Shunu Sen, Marketing Consultant was constituted on 22.11.99 for carrying out a comprehensive review of Prasar Bharati and to suggest necessary changes in its organizational structure, systems and other relevant areas to ensure quality, credibility and professionalism in Prasar Bharati. The committee submitted its report to the Govt. on 20.5.2000.

The recommendations/suggestions of the Committee, amongst others, relate to the mission and objectives of Prasar Bharati, accountability and structure of Prasar Bharati, financing and funding mechanism, channel positioning, programming content and production, restructuring of transmission and engineering services, improvement in marketing, human resource development and exploitation of new technologies. The recommendations also include certain amendments to the Prasar Bharati Act, 1990.

Discussions were held with the Prasar Bharati Board and also the Review Committee with a view to seek comments/clarifications on the
recommendations contained in the report. Discussions were also held with various employees associations. The recommendations have also been discussed in the Consultative Committee of MPs attached to this Ministry.

As an autonomous body Prasar Barati recommends for the Union Government the major policies. It is headed by a Chairman for a term of six years. The major powers and functions of the Board are as follows.

Powers and Functions

The primary duty of the corporation is to organise and to conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting on radio and television. The other major functional objectives are

1. Upholding the unity and integrity of the country and the values enshrined in the constitution.
2. Balanced flow of information including contrasting views without advocating any opinion or ideology of its own.
3. To pay special attention in the field of education and spread of literacy, rural development, environment, health and family welfare and science and technology.
4. Provide adequate coverage to the diverse cultures and languages of the various regions of the country.
5. Provide adequate coverage to sports and games.
6. Paying special attention to the upliftment of women.
7. Promoting social justice and combating inequality and such evils as untouchability and advancing the welfare of the weaker sections of the society.

8. Promote research and development.

Organisational Structure

Both the mass media All India Radio and Doordarshan previously came under the political control of Ministry of Information and Broadcasting.

All India Radio is an attached office in the Ministry of I & B of the Government of India. The supreme administrative head of All India Radio is the Directorate General who is based at Akashvani Bhavan in New Delhi. The Director General (AIR) controls and supervises the stations and centres set up all over the country. Since 1976, the Akashvani Directorate created one Directorate General position for Doordarshan. The broadcasting

73 The Prasar Barati Board took control of AIR and Doordarshan on 23.11.1997.
functions are in the union lists and as such there is no power for the states to start a broadcasting units.\textsuperscript{74}

The Director-General of Doordarshan is organised like the organisational set up of All India Radio.\textsuperscript{75} At present both DG (AIR) and DG (Doordarshan) enjoy equal status and powers.

**Organisational Structure of All India Radio**

\begin{center}
\begin{tikzpicture}
  \node (DG) {DIRECTOR GENERAL}
  \node (EIC) [below of=DG, yshift=-2cm] {ENGR.-IN-CHIEF}
  \node (CE) [left of=EIC, xshift=-2cm] {Chief Engineers
  Development Maintenance
  Project Cell Modni & Renewal
  Zonal (Project) Zonal
  (Maintenance) Training
  Research & Dev. Civil
  Construction}
  \node (DGE) [right of=EIC, xshift=2cm] {Dr. Dir. Gens. (prog.)
  Home Service
  Commercial Services
  Planning & Dev.
  Inspection Zonal
  Training External
  Services}
  \node (ADG) [left of=DGF, xshift=-2cm] {D.G (NEWS)
  Addl. DGs
  Central News
  Serv. Regional
  News Unit
  Monitoring
  Serv.}
  \node (DGF) [right of=DG, xshift=2cm] {Jt. Director (News)
  Dy. Dir. Gen. (Admin)
  Dy. Dir. Gen. (Security)
  Dir. (Admin & Fin.)}
  \node (DGEF) [below of=DGE, yshift=-2cm] {Director (Prog.)
  Director (Audience Research)}
  \node (DGFH) [below of=DGF, yshift=-2cm] {Director (Admin. & Fin.)
  Jt. Director (News)}
  \node (CEG) [below of=CE, yshift=-2cm] {Directors (Engg.)
  Director (Engg. Admin.)}

\end{tikzpicture}
\end{center}


All India Radio (AIR) is headed by a Director General. He is assisted by six-Deputy Director Generals for programmes, six-Deputy Director General, Finance, Administration, Marketing, Personnel, Security and G.M.

\textsuperscript{74} Only Punjab state has been given permission to have its oven broadcasting units to play Sikhs religions songs at Amristsar.

\textsuperscript{75} Till 1984 Director General (Doordarshan) was one rung lower in the official hierarchy than DG (AIR).
(B & A), General Administration (Finance and IFA) in addition to four Regional Deputy Director Generals, a number of Deputy Directors. In technical matters, the Director General is assisted by Engineer-in-Chief and a number of other Chief Engineers and other officers. There is a planning and Development Unit in the Directorate General to take care of development plans of All India Radio. The Civil Construction Wing manages the construction requirements of both All India Radio and Doordarshan.

All India Radio employs about 27,000 dedicated personnel for technical, programme and administrative functions. All India Radio staff have displayed tremendous professional pride and spirit in times of stress, specially through disasters caused by floods and cyclones when radio has been the only communication link with the community. No holidays, plenty of snags, but the show must go on....

Technical personnel are responsible for all engineering functions including planning of facilities, project execution, operation and maintenance of the broadcast network.

The programme personnel are responsible for the production of the wide variety of All India Radio programmes.

The administrative staff provide necessary support services to technical and programme personnel.

Even though All India Radio is not the best paymaster for artists and guest speakers still it is endeared to artists at all levels. They value the respect and treatment accorded to them.
Human resources in All India Radio

Ministerial 45%
Information 1%
Programme 14%
Staff Artists 6%
Audience Research 1%
Engineering 33%

Human resources in All India Radio

Group C 58%
Group A 8%
Group B 14%
Group D 20%
The following two pie charts pictorially represent the break-up of the entire staff, cadre-wise and groupwise.

**Administration of Programmes (All India Radio)**

The position classification for administration of All India Radio programmes is as follows:

```
Station Director
  ↓
Deputy Directors
  ↓
Asst. Station Director
  ↓
Programme Executive
  ↓
Transmission Executive
```

Planning and producing programmes are the main function of the Programme Executive. The Staff artists are engaged on renewable contracts of one to three years. The staff artists include instrumentalists, actors, announcers, copyists, script writers and translators. The selection of staff artists is made from the person on the station's lists who had some experience of broadcasting. The producers are special category of staff artists primarily involved in production of programmes and plays.
All India Radio-Technical Administration

The engineering section is headed by the Chief Engineer. In rank, he is next only to the Director-General and is assisted by an Additional Chief Engineering who is incharge of development, by a Deputy Chief Engineering and other senior staff. The Additional Chief Engineer heads the planning and development unit of All India Radio. Consisting of a battery of planning officers who are responsible for the different aspects of a development such as transmitters, studio etc. Till 1962, the P & D unit was headed by a Deputy Chief Engineer but the up grading of the port indicates the importance attached by the ministry.

The Head of engineering sections in all offices including the various radio stations in the country receive instruction from the Chief Engineer on all technical matters. However, for day to day administrative work they function under the heads of the officer.

<table>
<thead>
<tr>
<th>Chief Engineer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deputy Chief Engineer</td>
</tr>
<tr>
<td>(Maintenance)</td>
</tr>
<tr>
<td>Add. Chief Engineer</td>
</tr>
<tr>
<td>Planning Officer</td>
</tr>
<tr>
<td>Maintenance Engineer</td>
</tr>
<tr>
<td>Research Engineer</td>
</tr>
<tr>
<td>Asst. Chief Engineer</td>
</tr>
<tr>
<td>Project Officer North</td>
</tr>
<tr>
<td>Project Officer West</td>
</tr>
<tr>
<td>Project Officer South East</td>
</tr>
<tr>
<td>Station Engineer</td>
</tr>
</tbody>
</table>
The Director-General has six Deputy Directors-General under him-the Deputy Director-General (Administration); the Deputy Director-General (Programmes) and the Deputy Director-General (Inspection).

All programme matters, including programme schedules, appointment of staff artists and producer's etc. Fall within the Jurisdiction of the Deputy Director-General (Programmes). He is assisted by the Director of Programmes (Policy) and the Director of Program (Personnel).

The Deputy Director-General (Administration) holds a very key position as recruitment postings, transfers, promotion and various other administrative matters relating to programme staff.

The posts of the Director of programmes and the Director of programme (Planning) are filled by Station Directors, not necessarily by seniority.

By the end of 1963, the number of port of Directors of programmes has risen to six.

Besides general management having the STI, provides the following training programme in the year 2002 and 2003.

1. Professional Training to Announcers
2. Training in voice culture

Prasar Bharati Staff Training Institute is collaborating with Indira Gandhi National Open University (IGNOU) to offer Post-Graduate Diploma Course in Radio Broadcast and Audio Programme production. All India
Radio stations are introducing Vani Certificate Course for those who want to become professional announcers/jockey for Radio stations/TV and FM stations event management.\textsuperscript{76}

**Stations of All India Radio**

At present All India Radio has 214 Radio stations.\textsuperscript{77} The radio coverage is provided through 335 transmitters.

**Divisions of All India Radio**

a) **News Service Division**

This division puts out 316 news bulletins daily. It also established News Exchange programme with Asia Broadcasting Union.

b) **External Service Division**

It serves as a link between India and rest of the world. There are two other very senior officers: the Director of External Services Division and the Director of News Services Division.

**Doordarshan - Human Resources**

Doordarshan is headed by the Director General who is assisted by a number of Deputy Director Generals and others in the Programme Wing. The Administration Wing is headed by an Additional Director General and

\textsuperscript{76} Prasar Bharati, AIR Report 2003, p.130.

\textsuperscript{77} Annual Report, AIR 2003-04.
the Finance Wing by a Deputy Director General. The Engineering Wing is headed by the Engineer-in-Chief who is responsible for the maintenance and expansion of the hardware. The Director General of News looks after the News Wing. The following chart shows the hierarchy of Doordarshan personnel.

**Hierarchy**

Director General

Engineer-in-Chief

Chief Engineer

Dy. Director General (Programme)

Addl. Director General (Administration)

Head of News

Dy. Director General

Director

Dy. Director

Dy. Director/Spg. Engineer

Jt. Director

Controller/Director

Director Audience Research

Dy. Director/Station Engineer

News Editor

Dy. Controller/Dy. Director

Asst. Director/Asst. Station Eng.

Asst. Editor

Asst. Controller/Asst. Station Director

Audience Research Officer

---

The six Deputy Director-Generals primary responsibilities lie in sharing news and current affairs. The Chief Engineer shall look after the technical aspects.

Doordarshan has around 22 thousand employees engaged in programme production, transmission and allied activities. It has established in-house training facilities and also sends its employees for training in various national and international training institutes like the Film and TV Training Institute of Pune and the Asia Pacific Institute of Broadcasting Development of Kuala Lumpur. In-house training facilities include, a Doordarshan Staff Training Institute of Lucknow and the various Staff Training Institutes of All India Radio. The Staff strength of Doordarshan in the past five years is given below.

**Table 2.5**

**Doordarshan Personnel**

<table>
<thead>
<tr>
<th>Year</th>
<th>Programme</th>
<th>Engineering</th>
<th>Administration</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>3,904</td>
<td>10,246</td>
<td>5,426</td>
<td>19,576</td>
</tr>
<tr>
<td>1998</td>
<td>3,921</td>
<td>10,985</td>
<td>5,435</td>
<td>20,441</td>
</tr>
<tr>
<td>1999</td>
<td>3,923</td>
<td>10,984</td>
<td>5,568</td>
<td>20,475</td>
</tr>
<tr>
<td>2000</td>
<td>3,937</td>
<td>12,228</td>
<td>5,682</td>
<td>21,847</td>
</tr>
<tr>
<td>2001</td>
<td>3,937</td>
<td>12,228</td>
<td>5,582</td>
<td>21,847</td>
</tr>
<tr>
<td>2002</td>
<td>3,937</td>
<td>12,162</td>
<td>5,684</td>
<td>21,783</td>
</tr>
</tbody>
</table>
Table 2.6

Group-wise Distribution 2002

<table>
<thead>
<tr>
<th>Year</th>
<th>Programme*</th>
<th>Engineering</th>
<th>Administration</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group A</td>
<td>561*</td>
<td>569*</td>
<td>25*</td>
<td>1,155</td>
</tr>
<tr>
<td>Group B</td>
<td>1,124</td>
<td>2,803</td>
<td>257</td>
<td>4,184</td>
</tr>
<tr>
<td>Group C</td>
<td>2,133</td>
<td>6,718</td>
<td>3,219</td>
<td>12,070</td>
</tr>
<tr>
<td>Group D</td>
<td>119</td>
<td>2,072</td>
<td>2,183</td>
<td>4,374</td>
</tr>
<tr>
<td>Total</td>
<td>3,937</td>
<td>12,162</td>
<td>5,684</td>
<td>21,783</td>
</tr>
</tbody>
</table>

* Includes News 170 and Audience Research-65.

Doordarshan Establishment

The following are the establishments of Doordarshan :

1. Directorate General
2. Doordarshan Kendras
3. High Power Transmitters
4. Maintenance Centres
5. Doordarshan News

6. Central Production Centre
7. Programme Production Centre
8. Central Purchase and Stores
9. DD Commercial Service and
10. Regional Chief Engineers

Other Organisational Features

At Kendra’s level, the following general services are carried over :

1. Commercial Service : It telecasts advertisements of goods and services.
2. Audience Research : This unit at Kendras level regularly analyses viewers feedback.

3. Government Business Cell : This cell is responsible for marketing the capabilities of Prasar Barati.

4. Doordarshan Marketing Division : Its primary objectives is to generate business.  

5. Broadcasting Engineering Consultants India Limited : It is an enterprise organisation to provide

**Staff Training Institute**

It was established in 1948, as an attached office of Director General (AIR) New Delhi. It has been imparting in-service training to various cadres of programme staff of both All India Radio and Doordarshan. At present five Regional Training Institutes have been established. These are as follows :

1. Hyderabad
2. Shillong

---

79 Mumbai and Chennai Kendras only.

80 In 1.1.1990 it was declared as a subordinate OFFICE.

81 The Hindu 02.11.2002.
3. Ahmedabad
4. Thiruvananthapuram and
5. Lucknow

The nature of training for Broadcasting management includes:

1. Marketing Air Time
2. Copyright Act, 1957
3. Digital Broadcast and
4. General Management Skills

Broadcasting Council

The Broadcasting Council shall be established to receive and consider complaints regarding the programmes.

Composition

The Council consists of a President and ten other members to be appointed by the President of India from among the persons of eminence in public life. Four members of the parliament (Two from Lok Sabha and two from Rajya Sabha) are nominated. The president of the Broadcasting Council shall be a full-time member and other members are part-time. Regional Councils shall be constituted on the recommendations of Broadcasting Council.
In the composition of Prasar Bharati Board there is hardly any representation for the employees of the corporation much against the provisions of the Act.

Prasar Bharati Board could not meet in full strength due to the absence of nominating the part-time members to the board.

The unemployment scenario resulted in the non-recruitment of Programme Executives and Assistant Station Director ever since 1990.

There is no recruitment for the post of Transmission Executives (TREX) since 1994.

This again affects the efficient programming and the lack of required number of employees inevitably led to over workload. With the result, the programme performance becomes deplorably poor. Staff Training Institute fails to give proper training based on latest technology for programme producers.

The hierarchial structure along with powers and functions remain the same in Radio Stations and Doordarshan Kendras. Hence, in this regard no mention was made in the organisational structure of Doordarshan Kendras.

Quite in keeping with the practice, the employees of the Prasar Bharati Broadcasting Corporation could not exercise their option to remain either as employees of the corporation or as employees under Information and Broadcasting Ministry. Such employees are subjected to enormous problems in respect of their service conditions.