Chapter III
SOCIO-POLITICAL, CULTURAL AND EDUCATIONAL OBJECTIVES OF ALL INDIA RADIO AND DOORDARSHAN

Mass Media Act is a fulcrum of developing democracy. Media, politically mobilize the people towards a healthy democratic participation. Many European nations appropriately used radio and television to meet the political ends of respective nations. Besides, during World War II, radio played a vital role in augmenting the support of mass to meet the international and national political obligations of the state\(^1\). Initially, radio in post-independent India, made inroads in everyday cultural life of Indian people.\(^2\) All India Radio, since independence, acted as the mouthpiece of the central government. Politically, directly and indirectly it projected the achievements of the ruling party at the center. As the All India Radio was under the direct control of the Ministry of Information and Broadcasting, such government control was tenable. Leaning towards a centrist political ideology had been the trend from 1956 to 1996. Therefore, the political dimension of the All India Radio and Doordarshan assumes significance in India which actually experimented with democracy and later succeeded in its goal.

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Culturally, India is a plural and composite society. From Kashmir to Kanniyakumari there are differences in culture, language, religion, food and habits. India represents a multi-ethnic society. However, there is then stream of Indians that links different cultures that exist in India. Through 'Secularism', the nation found a solution to multi-religious conflicts in India. During the post-independent era both All India Radio and Doordarshan played a pivotal role to prefer secularism in all adumbrations. Mass media in India was not allowed to project the dominant culture as witnessed in the most developed nations. It is not an exaggeration to say that All India Radio and Doordarshan play the role of cultural agents to represent the multi-cultural dimension of the Indian society.

Understanding the need for education for Indian people, the Five year plans emphasized the need for education for all in a progressive manner. To achieve this end, the All India Radio during the initial period and later the Doordarshan played the most essential role of educating the people in all walks of their life. As such, the main focus of the researcher in this chapter is on the cultural, political, economic and educational role of the All India Radio and Doordarshan.

This particular study was made by analysing the cultural and politically oriented or lined programmes of All India Radio and Doordarshan. The role of All India Radio and Doordarshan was studied by

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opinion surveys made among the elites and experts. These three dimensions of mass media are the unique features of the vibrating democracies.

Since post-independence period, both All India Radio and Doordarshan have been used as platforms for social causes. All India Radio and Doordarshan have been devoting much of their time for family planning, women problems and children’s welfare. The Government gives priority to these themes and positive direction for a wider publicity. Many social groups took advantage of mass media to implant social consciousness on such issues like untouchability, environmental pollution, degradation and other social evil practices. To encourage the Indian youth, All India Radio started an exclusive programme for them in July 23, 1963 at Delhi. The programme, known as Yuv Vani, attracted many University students.

Mass media such as All India Radio and Doordarshan have evolved the following general objectives: They are as follows:

To provide information, education and wholesome entertainment, keeping in view the motto, "Bahujan Hitaya; Bahujan Sukhaya" i.e. the benefit and happiness of large sections of the people and strive to

Uphold the unity of the country and the democratic values enshrined in the Constitution.

\[ Refer \text{ Audience Research Unit, Directorate General-AIR, New Delhi, Annual Report 1999, 2002 and 2003.} \]
Present a fair and balanced flow of information of international, national, regional and local interest, including contrasting views, without advocating any opinion of ideology on its own.

Promote the interests and concerns of the entire nation, being mindful of the need for harmony and understanding within the country and ensuring that the programmes reflect the varied elements which make up the composite culture of India.

Produce and transit varied programmes designed to awaken, inform, enlighten, educate, entertain and enrich all sections of the people, with due regard to the fact that the national broadcast audience consists of a whole series of public.

Produce and transmit programmes relating to developmental activities in all their facets including extension work in Agriculture, Education, Health and Family Welfare, Science and Technology.

Serve the rural illiterate and underprivileged population, keeping in mind the special needs and interests of the children, social and cultural minorities, the tribal population, and of those residing in border regions, backward or remote areas.
• Promote social justice and combat exploitation, inequality, and such other evils as untouchability and parochial loyalties.

• Promote national integration.

Based on these objectives both radio and television played an important role. Many scholars, sociologists, journalists and art critics highlighted the infinite possibilities of television.

Radio and Television have much in common. Their common feature is quackeries of presentation of Information. Therefore, there is a greater need to evolve social objectives for both radio and television. During 1950's and 1960's in India, the following social objectives for All India Radio were evolved and later followed in Doordarshan.

• To act as a catalyst for social change.
• To promote National Integration.
• To stimulate a scientific temper in the minds of the people.
• To disseminate the message of family planning as a means of population control and family welfare.
• To provide the essential information and knowledge in order to stimulate greater agricultural production.
• To promote and help preserve environmental and ecological balance.
• To highlight the need for social welfare measures, including welfare of women, children and the less privileged.
• To promote interest in games and sports.
• To create values of appraisal of art and cultural heritage.
The policies and programmes of central and state governments must reach the length and breadth of India. Mass communication through radio (All India Radio) and Doordarshan plays an important role in the effective implementation of governmental policies. Therefore, the Doordarshan has evolved exclusive objectives for its programmes. They are as follows:

**Programming Objectives (Doordarshan)**

- Upholding the unity and integrity of the country and the values enshrined in the Constitution.

- Safeguarding the citizen’s right to be informed freely, truthfully and objectively on all matters of public interest.

- Presenting a fair and balanced flow of information, including contrasting views, without advocating any opinion or ideology.

- Paying special attention to education and spread of literacy as also to the fields of agriculture, rural development, environment, health, family welfare, science and technology.

- Providing adequate coverage to the diverse cultures and languages of various regions.

- Providing adequate coverage to sports and games.
• Protecting the interests of children, providing appropriate programmes for youth and creating a national consciousness in regard to the status and problems for women.

• Promoting social justice, advancing the welfare of the weaker sections of the society, safeguarding the rights of the working classes, fulfilling the special needs of the minorities and tribal communities and protecting the interests of the blind, the aged, the handicapped and other vulnerable sections of the population.

India being a vast country with 69% of rural population, the Doordarshan deserves praise for not ignoring the technical aspects of Broadcasting. One such thing its engineering objectives, some of which are mentioned below.

**Broadcast Engineering Objectives**

• Providing high quality reception and also comprehensive broadcast coverage through the use of appropriate technology and optimum utilization of the available broadcast frequencies.

• Promoting research and development activities for constant updating of broadcast technology.

• Expanding the broadcasting facilities by establishing additional channels of transmission at various levels.
Initially social education for the farmers, and educational programmes for children were the objectives of experimental T.V. in India. The mass media is very much obliged to play an important role in the developmental process, and All India Radio and Doordarshan therefore maintain close contact with various governmental and other agencies. Among them the most important departments are:

- Ministry of Agriculture and Extension service
- Irrigation
- Metrology
- Education
- Health and Family Welfare.

The Director of the External Services Division keeps in touch with Ministry of External Affairs for guidance and information on foreign policy issues. The station directors at the state capitals are to maintain contact with the government departments and to provide radio and TV support to developmental activities in the region.

In the context of the evolved objectives of both All India Radio and Doordarshan the following codes were adopted in 1970 both for radio and TV. They are as follows:

1. Criticism of friendly countries.
2. Attack on religion or communities
3. Anything obscene or defamatory;
4. Incitement of violence or anything against maintenance of law and order.

5. Anything amounting to the contempt of court.

6. Aspersions against the integrity of the President, Governors and Judiciary;

7. Attack on a political party by name;

8. Hostile criticism of any State or the Center

9. Anything showing disrespect to the constitution or advocating change in the constitution by violence.\(^5\)

The following conventions are also reserved both by All India Radio and Doordarshan for their smooth realisation with the general objectives. The conventions are:

1. Appeals for funds are disallowed except in the national emergencies;

2. Exclusion of trade names in broadcasts, which amounts to advertising directly (except in commercial service); and

3. Direct publicity is not permitted for, or on behalf of, an individual or organisation which is likely to benefit only that individual or organisation.

As such rules and conventions play a vital part for the realisation of the evolved objectives by All India Radio and Doordarshan.

The restrictions placed on AIR and Doordarshan in the code are taken from clause 2 of Article 19 of the Indian constitution. Clause 2 under the article 19 gives the state the right to impose 'reasonable restrictions' in the interest of sovereignty and integrity of the nation.
All India Radio (AIR)

All India Radio is known as Akashvani since 1957. It is now the biggest media organisation of the Central Government. All India Radio's programmes have been diversified over the years. General composition of the All India Radio programmes is as follows:

Table 3.1

Programme Composition

<table>
<thead>
<tr>
<th>Broad Classification of Programme Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information</td>
</tr>
<tr>
<td>News</td>
</tr>
<tr>
<td>News Bulletins</td>
</tr>
<tr>
<td>Current Affairs</td>
</tr>
<tr>
<td>Sports</td>
</tr>
<tr>
<td>Reports on games</td>
</tr>
<tr>
<td>Running Commentaries</td>
</tr>
<tr>
<td>General Information</td>
</tr>
<tr>
<td>Business &amp; Economy</td>
</tr>
<tr>
<td>Science &amp; Technology</td>
</tr>
<tr>
<td>Environment, tourism legal matters, Consumer issues, Gender equality Human rights.</td>
</tr>
<tr>
<td>Special Audience Programmes</td>
</tr>
<tr>
<td>Culture</td>
</tr>
<tr>
<td>Language, Literature, Arts &amp; Classical Music</td>
</tr>
</tbody>
</table>
The objectives evolved in All India Radio and Doordarshan is in consonance with the five basic functions of media by McQuail.  

**Information**

- Providing information about events and conditions in society and the world.
- Indicating relations of power.
- Facilitating innovation, adaptation and progress.

**Correlation**

- Explaining, interpreting and commenting on the meaning of events and information.
- Providing support for established authority and norms.
- Socialising.
- Coordinating separate activities.
- Consensus building.
- Setting orders of priority and signalling relative status.

**Continuity**

- Expressing the dominant culture and recognising sub-cultures and new cultural developments.
- Forging and maintaining commonality of values.

Entertainment

- Providing amusement, diversion, the means of relaxation.
- Reducing social tension.

Mobilisation

- Campaigning for societal objectives in the sphere of politics, war, economic development, work and sometimes religion.

From an analytical point of presentation the objectives of All India Radio and Doordarshan can be broadly divided into:

a) Social and Cultural
b) Educational
c) Economic and Political

Social Objectives

Media policies stress that in a developing country the special function of broadcasting should be the coverage of development, its significance, achievements and problems. The main objectives of Television of assisting in the country and to act as an effective medium of providing information, education, and entertainment. The objectives of All India Radio and

New policy for Broadcast Media: Guidelines prepared by the Advisory committee on official Media 3, 1982, pp 44-46.
Doordarshan could be examined under three different phases of mass media development.

<table>
<thead>
<tr>
<th>Phase</th>
<th>Start Year</th>
<th>End Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>First phase</td>
<td>1947</td>
<td>mid 1983</td>
</tr>
<tr>
<td>Second phase</td>
<td>1984</td>
<td>1991</td>
</tr>
<tr>
<td>Third phase</td>
<td>1992</td>
<td>2003k</td>
</tr>
</tbody>
</table>

The first phase (1947-83) represented a post-colonial democracy in which the central government enjoyed absolute control over the airwaves. The legitimacy of the Indian government’s monopoly was justified to promote the socio-economic development. During the second phase of development the Central Government had monopoly over the two mass media, the All India Radio and Doordarshan. In the third phase, (1992 till date) the Central Government vests its control over the media progressively moving towards giving autonomy for the media due to the development of transnational satellite television.

**Social Objectives-All India Radio**

Since independence, the radio has been the cheapest mass media communication. The All India Radio has laid emphasis on:

1. National integration
2. Democratic practices
3. Unity in diversity

4. Social education
5. Rural development and
6. Preserving cultural distinctiveness.

During the 1970's, the All India Radio used to invite the outsiders, through public notice, to present programmes. Ideas have been brought into All India Radio from the general public through letters, interviews and by public opinion.

Under the First Five Year Plan (1951-56), All India Radio played the role of a leading mass media for rural, tribal and educational programmes. The rural programmes aimed at social and economic development of the Indian villages. Radio rural forums were established in 1956. The experimental forum which was established in Poona in 1956 was successful and as a result in 1959 the All India Radio established many forums. Earlier it was held once in a week and because of its growing popularity, the programme was increased twice a week. Between 1959 and 1964 it was claimed that there were 7,500 forums in the country.

Radio communities were established in big villages (Charche Mandlis). However, the concept of radio community folded out since the introduction of transistor set. Instead of group listening transistor sets paved way for individual and private listening.

It was based on cauadran model to establish two-way communication between village audiences and the programmer of radio station.

There were 30 radio stations in the country during 1964.
During 1970's the radio stations in Kerala, Tamil Nadu, Karnataka and Andhra Pradesh started a programme called "Farm School of the All India Radio". It consisted of a complete course on some subject of relevance to farmers. The All India Radio programmed for rural audiences faced two important critissims.

1. The All India Radio programmes were urban oriented.12
2. Only affluent farmers were benefitted from All India Radio programmes.

Understanding the strategic importance of North-Eastern region with its diverse culture, languages, and dialects, community radio stations were established. Since 1960's All India Radio provided wide publicity to educate people about their health, socio-economic empowerment of women/protection of rights of children. It carried over government sponsored family welfare schemes. "Meena" a special programme on girl child and a serial "Swanaash" to create awareness about AIDS are broadcasted.

Besides, Farm and Home programme are mainly made by farmers and experts in the respective fields. The All India Radio programmers mainly targeted:

a. Progressive rural development
b. Agricultural development
c. Rural employment

2 Dr. K.N.Singh, "Communication with rural people" Journal of Indian council of Agricultural Research, Jan-Mar, 1975, pp.70-115.
d. Environmental protection

e. Panchayat raj

A programme called "Vasundra" has been introduced in All India Radio for environmental protection.

**All India Radio Programmes - An Analysis**

All India Radio output of programmes are enormous in quantity. Every All India Radio station broadcast 2000 hours of programmes.

The present study broadly divides the radio listeners into four categories.

I. Vocal intelligent - This group of people expects entertainment and stimulation through programmes.

II. Urban Middle class - This group wants more sports commentaries, popular entertainment and news.

III. Urban-Proletariate - These groups are interested in light entertainment and rights based issues.

IV. Rural Farmers - These groups are more interested in farm advice and rural development.
All the four groups of All India Radio listeners are served with programmes that can be patterned as:

1. Regional Services
2. Vividth Bharati service, and

Regional services are provided by regional stations
1. Social interests of that region.
2. Issues affecting that region.

Vividth Bharati is only a commercial service which played popular film songs.

The national service mainly provides news of national importance and public addresses of national leaders.

Since Indian independence All India Radio has been responsible for imparting national integration consciousness through various national programmes. All India Radio has been broadcasting programmes to teach Hindi for non-Hindi region population. In the same way some of the south Indian languages are taught to the people of north India. As a legacy of Jawaharlal Nehru the completion of secularism has been followed by All India Radio on two aspects:

1. Equal respect for all religions; and
2. Fostering of a scientific attitude.\textsuperscript{13}

\textsuperscript{13} Indian parliament adopted in 1956 a science policy Resolution to define the long-term objectives of the government’s science policy, which includes propagation of scientific attitudes.
To express its secular credentials All India Radio after opening the morning transmission all stations play religions devotional songs from all major religions of India.

To create knowledge based society through non-formed education modern scientific knowledge is imparted. These programmes provide an antidote to superstition and social dogma. In All India Radio science cells have been set up in 13 stations to plan and produce science programmes for different audiences.

All India Radio-Service to Tribal Population

Tribal programmes are broadcast in various dialects in the tribal regions.¹⁴ They contain short news bulletin and entertainment items of folk music and tribal culture. All India Radio appropriately made use of tribal dialects in the north-east region and well established a two-way communication process.

Special efforts are made by various media units to create awareness and disseminate information using different programme formats keeping in view the special needs of SCs/STs and also to remove the existing socio-economic and political imbalances. Through the reach of the electronic media, namely, All India Radio and Doordarshan with the entire population in its coverage, including SC & ST groups, special efforts are proposed to

¹⁴ Chatterji P.C. "Broadcasting in India", Sage, New Delhi, 1987, p 120
improve transmission to areas which have a predominantly tribal population.

A number of radio stains/transmitters and VLPTs/LPTs for better coverage are also proposed to be set up in remote, tribal and hilly areas of the country, especially in the North East, during the Ninth Plan. Various welfare schemes of the Central and State Governments relating to SCs/STs are also given publicity from All India Radio broadcasts of tribal welfare programmes as well as other programmes in tribal dialects. Moreover, replacement of transmitters in tribal areas with the same or higher power, has also been proposed during the Ninth Plan.

The Tribal programmes have been upgraded to increase the activities and also to involve more and more tribal articles in the development process. Since 1997, many All India Radio programmes were organised by troupes in the tribal areas of Bihar, Orissa and Madhya Pradesh to educate people about the tribals. Various adivasi festivals were covered by organising special cultural programmes.

All India Radio, as an instrument of social development arranged programmes for special audiences and occasions. Specific programmes are relayed for the Armed forces, women, children, youth, students and for industrial workers.

15 14 stations broadcast daily programmes for armed forces.

16 55 stations present programmes twice a week in regular languages for women.
Programmes on family welfare, a very important social issue in India, are planned and produced by 36 family welfare units at various stations of the broadcasting network. By 1965 every station of All India Radio started broadcasting special programmes for rural areas. Daily programme on hard-core agriculture and weather reports are broadcast for 45 to 55 minutes from 64 farm and home units located in different All India Radio stations. These programmes seek to disseminate new agricultural technology to farmers in the local languages. It also covers subjects like rural-cooperation, animal husbandry, poultry, fisheries and cottage industries. In tune with the objectives of "Green Revolution" programmes on rice and wheat cultivation were transmitted.¹⁷

**All India Radio and its Cultural Components**

All India Radio is an extension arm of India's cultural activities. Being a heterogenous cultural set up of India, its diversified cultures must be preserved. Many station transmitters were opened for service in order to cater to the needs of different cultural groups in India since 1956, All India Radio plays outstanding plays, novels and short stories from national level broadcasting. Many people with a literary bent of mind lay great interests on All India Radio's literary and cultural programmes. All India Radio covers the biggest single annual undertaking, the Sangeet Sammelan, classical music concerts which are organised in four centers-Delhi, Calcutta, Chennai and Mumbai. Recording of the concert is played through national

¹⁷ Malahan. P.N. "Communication Media Yesterday, Today and Tomorrow, publication Division, Ministry of I&B of India, 1985, p.133.
network. Most of the cultural components of All India Radio programmes are transmitted in the Home services.

Table 3.2

Percentage of Time given to Different Programmes in the Home Services (Cultural Programmes)

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Categories</th>
<th>Percentage of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Classical Music</td>
<td>12.8</td>
</tr>
<tr>
<td>2.</td>
<td>Folk Music</td>
<td>3.6</td>
</tr>
<tr>
<td>3.</td>
<td>Light Music</td>
<td>11.3</td>
</tr>
<tr>
<td>4.</td>
<td>Film Music</td>
<td>6.1</td>
</tr>
<tr>
<td>5.</td>
<td>Western Music</td>
<td>4.3</td>
</tr>
<tr>
<td>6.</td>
<td>Drama &amp; Features</td>
<td>3.7</td>
</tr>
</tbody>
</table>


All India Radio and Educational Component

All India Radio is becoming a good aid in school and college education. Most All India Radio stations broadcast programmes based on school curriculum to reach students in interior areas. Radio support to university correspondence courses is also provided by several stations. At present, educational programmes occupy 3.7 per cent of the total broadcast time. Seventy one stations originate programmes for school children. Programmes for schools were started by stations under the Indian broadcasting company.

Educational programmes are planned and produced at stations in their respective languages to suit their own particular needs. Schools in
Maharashtra, Tamil Nadu and Kashmir have made use of All India Radio for education. Non-formal education was started in 5 stations from 1976 on an experimental basis. These programmes were broadcast to non-formal education centers where rural workers assemble to study in the evening between 7 to 8 pm or 9 to 10 p.m.

The National Adult Educational Project was implemented on a massive scale by the government of India in order to remove illiteracy from the country since Oct 2, 1978. All India Radio supported this national project through 14 stations through appropriate programmes and instructors. Farm schools of the AIR have been a part of non-formal education. All India Radio launched Gyanvani, the first educational FM radio from Allahabad in the year 2004. It is having 40% community programmes and 60 percent educational programmes. It is an educational radio with community component. Uniquely the Ministry of Human Resources Development has been associated with Gyanvani. Partner institutions are mostly NGT's from different parts of the nation.


19 IGNOU contributes one hour from its audio library of 700 programmes. One hour is reserved for music related education, and one hour is now contributed by local organisation. Programmes for competitive exams are being mounted. Career counselling is undertaken daily. The broadcasts will go up to 16 hours within a month or two when more and more local programmes are available.

20 Partner institutions for the community component will be non-government organisations such as Voices in Bangalore, Andhra Mahila Sabha in Vishakapatnam and Ramakrishna Mission in Coimbatore, the National Foundation of India in Delhi, womens’ forums and so on. Not even one local committee has been formed fully, membership is open. Andhra Mahila Sabha has been asked, because they have produced a lot of audio programmes on health, hygiene, and women’s rights.
Thus, All India Radio has been consistently involved in Sociopolitical, cultural and educational development of India. The thrust in the Ninth Plan of All India Radio is

i) To augment the programme content, making radio more attractive and competitive.

ii) To enhance the technical features and quality of broadcast to make it more attractive.

iii) To provide wider choice of programme channels to listeners across the country.

iv) To strengthen the primary channel service to serve as Public Broadcaster.

v) Human Resource Development in various disciplines.

vi) Execution of Science and Technology schemes.

vii) Modernisation and renewal of old and obsolete equipment and addition of new facilities at broadcasting stations enabling better programme production and transmission.

The Ninth Plan Physical targets include setting up of 25 fullfledged and three Relay Broadcasting Centers; 10 Community Radio Stations; 28 Medium Wave, nine Short Wave and 28 VHF/FM transmitters; and three studios.

**Social Objectives of Doordarshan**

One most spectacular accomplishment of Doordarshan was the introduction of telecasting in colour since August 1982.
Doordarshan has made a significant contribution to accelerate socio-economic change, promote national integration and stimulate scientific temper. Being a Public Service Broadcaster, it strives to carry messages in its programmes on means of population control and family welfare, agricultural information and knowledge, preservation of environment and ecological balance, highlighting the need for social welfare measures for women, children and the less privileged. It also promotes games and sports, and the artistic and cultural heritage of the country.

The first social objective, carried on by Doordarshan was ‘Krishi Darshan’ started in the year 1967. It created the needed awareness to solve the social issues at that time. Krishi Darshan which was meant for rural people has created the widespread TV culture in India, particularly in the rural India. Later Doordarshan started special programmes for women, children and youth. The main aim of these telecasts is to make the target audience aware of the existing problems like drug addiction, alcoholism, untouchability, superstition, communal conflict/rivalry, family welfare, health and hygiene.

National issues like problems of energy, transportation, urbanisation, several developments and bonded labour were projected through programmes like

a. Sach ki Parchhian
b. Beyond Tomorrow
c. Roving Eye
d. Focus
e. Parivartan
These programmes were aimed at social and economic transformation of India.\textsuperscript{21} The programme ‘Nirmaan’ in Hindi reviewed various developmental programmes of India. The other programmes and its socially relevant uses dealt with are as follows:

**Andhi Galiyan (National)**

Sanrakshan upbhogtaonka (National) socially relevant issues and its solution have been presented through the gap between the major popular programmes (feature films). During 1973-74, the 20 point programme of Mrs. Gandhi Government was given priority in Delhi and in other metro centers.

Vikram Sarabhai described the Indian satellite television as tool for continued strategy and national integration.\textsuperscript{22} Many national programmes were directed towards solving social and political problems of developing India. During 1969, TV in India concentrated on rural and agriculture subjects of utility to farmers. Rural TV clubs were formed to facilitate group viewing and discussion. The major objectives of Doordarshan were spelt out in a seminar conducted by All India Radio in 1973. The objectives are: k1973 science programmes were given emphasis and thus a special science cell has been set up in almost all major radio stations in India. There are also


special programmes for teachers and teacher educators in most of the stations.

A pilot project for teaching mother tongue was started in 1979 in collaboration with NCERT at Rajasthan All India Radio station. During the SITE experiments in 1975-76 in-service training in science was organised with the help of a multi-media package consisting of radio programmes as an important component. The center for Educational Technology, NCERT has been organising training courses for radio script writers from various parts of the country. The E.T.Cells also are organising scriptwriter's workshop in collaboration with Akashvani and CET experts. For both formal and non-formal education the following programmes were introduced.

**Central Education Planning Unit**

1. **A Project on Leprosy Eradication**

   Launched in collaboration with BBC.(MPM), the objective of this project was to publicize that leprosy is curable, it is not an infectious disease and the early detection may help in eradication. In addition to documentaries and musical plays, a serial "Aatmajayee" was broadcast from all stations located in Uttar Pradesh, Bihar, West Bengal, Madhya Pradesh and Orissa.

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2. **Tinka-Tinka-Sukh**

The regional version of the popular radio serial "Tinka-Tinka-Sukh" is being broadcast in four languages. Oriya & Punjab has been planned for the year 2000-2001.

3. **Phone-in-Programme of IGNOU**

To make distant education programmes more effective, a phone-in programme has been started initially for three years from all the primary stations of All India Radio with the collaboration of IGNOU. It is a weekly programme broadcast on every Sunday for one hour. With the purpose of reaching every corner in the field of education, sixteen hours broadcast of distant education has been planned with the collaboration of IGNOU from 40 FM, All India Radio stations of the country.

4. **National Science Magazine**

To develop the scientific temperament a National Science Magazine programme "Vigyan Bharati" is aired on every 4th Wednesday of the month in Hindi and "Radioscope" on every 2nd Friday in English.

5. **Central English Feature Unit**

The National Programme of Features this year focussed on social and environmental issues. Cyber Crime-a recent development, keeping pace with the INTERNET revolution-was highlighted in one programme. Another documentary with inputs from a host of successful Indian writers in
English—both old timers and new faces—was broadcast in May following the first Commonwealth Writers Meet held in India. A year after Kargil, a programme paid homage to our men in uniform.

1. TV must be used as an instrument of social change and national cohesion.

2. Priority must be given to primary and non-formal education.

3. TV should disseminate information on specific aspects of science and technology, health, family planning with respective support from government departments.

Doordarshan and Education

Doordarshan, Delhi has been telecasting syllabus oriented programmes for Higher Secondary schools since 1961. Such telecasts are planned jointly with Education department of the Delhi Administration.

In 1975, Doordarshan introduced two twenty minute programmes per week for primary school children. In 1979 non-formal education for children was telecasted from Chennai and Sri Nagar. Science programmes have been

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Doordarshan telecasts the following types of formal education programmes.

i) Educational Television (ETV): These programmes cater to primary school children of 5-11 year age group. ETV enrichment programmes are planned, produced and evaluated by the Central Institute of Educational Technology (CIET) and its counterparts in States (SIETs). The programmes are telecast by Doordarshan through satellite in the children’s instructional languages. Primary school children view these programmes on community sets. An ETV capsule of 45 minutes duration consists of two programmes of 20 minutes each with five minutes changeover time.
set up in every TV station and presented everyday science to the viewers. They are known as ETV programmes.\textsuperscript{25}

Table 3.3

Formal Education Programmes: Hours Per Week

<table>
<thead>
<tr>
<th>Programme</th>
<th>INSAT</th>
<th>Delhi Kendra</th>
<th>Bombay Kendra</th>
<th>Madras Kendra</th>
<th>Srinagar Kendra</th>
<th>Total Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ETV</td>
<td>15.00</td>
<td>0.40</td>
<td>1.20</td>
<td>-</td>
<td>-</td>
<td>17.00</td>
</tr>
<tr>
<td>STV</td>
<td>-</td>
<td>8.40*</td>
<td>3.45</td>
<td>3.00*</td>
<td>1.20**</td>
<td>16.45</td>
</tr>
<tr>
<td>HETV</td>
<td>10.00*</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>10.00</td>
</tr>
<tr>
<td>IGNOU</td>
<td>1.30</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1.30</td>
</tr>
<tr>
<td>For Teachers</td>
<td>0.45</td>
<td>-</td>
<td>0.20</td>
<td>-</td>
<td>-</td>
<td>1.05</td>
</tr>
<tr>
<td>Grand Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>46.20</td>
</tr>
</tbody>
</table>

* It includes repeat telecasts also.
\** STV remains closed during winter.

Satellite Television and Development in India

The number of television sets almost doubled (Figure 4) from 37 to 60 million people. Today, television sets are being sold in India at the rate of four television sets every minute.

\textsuperscript{25} Topics for ETV programmes are selected from the primary school syllabus. Preference is given to those topics which are difficult to teach in a classroom situation, and also those which are suitable for the visual medium. ETV programmes are produced in Hindi and thereafter dubbed in four languages - Telugu, Oriya, Marathi and Gujarati for the children of Andhra Pradesh, Orissa, Maharashtra and Gujarat States respectively. The programmes in Hindi are telecast by all transmitters in Hindi speaking States-Uttar Pradesh, Bihar, Rajasthan, Madhya Pradesh, Haryana and Himachal Pradesh. Besides, the above mentioned Doordarshan Kendras (Television India Centres), Delhi and Bombay also produce and telecast (through terrestrial transmitters) ETV programmes for the children of their coverage areas.
Satellite television in India is seen as both a *problem-solver* and *problem-generator*. It has dual effect. Its chief proponent, the national government of India, contends that satellite television can combat illiteracy, narrow the gap between the rich and the poor, and enhance national integration. Detractors fear that satellite television will widen the gap between the urban elites and the rural poor. It will be used to promote the government in power, and will eventually lead to a degeneration of traditional Indian values through television advertising, which promotes commercialization and consumerism.

Television in its quest (1) to provide educational information, (2) to narrow the gap between the rich and poor, and (3) to promote national integration affects the pro-development role that television could play in filling these three goals.

**Role of Television in Education and Information**

Vikram Sarabhai felt that satellite television could play a major role in ushering rural India into the information age. The role of satellite television was envisioned as two-fold: (1) to provide curriculum-based education to help ameliorate India’s high rate of illiteracy and (2) to provide useful information to both literates and neo-literates so as to prevent them from slipping back into functional illiteracy.
Curriculum-Based Education

The role of satellite television in replacing the school teachers was rejected in India. Instead, satellite television was considered an effective teaching-aid for in-school teachers.

SITE was India's (and probably the world's) first attempt to utilize satellite television to educate rural illiterates.

In addition to curriculum-based educational programmes, satellite television also can inform viewers about current developments in agriculture, family planning, health and nutrition. Information provided by these television programmes may require viewers to contact extension agencies, banks, or hospitals to obtain further information, products, services, or other resources. Television viewers do not always have access to these institutions or the appropriate agency was not prepared to provide follow-up information or other resources.

Current Developments

Drawing upon the experience gained from SITE, INSAT-1B routinely transmit educational programmes which are received by over 10,000 community-viewing television sets provided by the national government. INSAT-1B beams educational programmes for primary school children for 90 minutes each school day. The content of these programmes ranges from science, to entertainment to national awareness, to health and nutrition, and to biographies of great men. After each telecast, in-school teachers explain to their students the details of the television programmes they have
just viewed. INSAT-1B also offers in-service training for school teachers in a multi-media approach using print media, interpersonal discussions, and experimentation in pedagogical methods. So the present satellite television broadcasting takes into account the importance of teacher training, although the majority of telecasts ignores regional languages and cultural norms.

**Satellite Television and Development in India**

In addition, each weekday afternoon, INSAT-1B broadcasts television programmes for university students that are produced in the communication study centers of five Indian cities-Delhi, Pune, Ahmedabad, Roorkee, Hyderabad. The goal is to emulate the Open University System of England.

Finally, INSAT-1B also transmits information programmes especially for the rural viewer, for one hour each day. These programmes focus on agriculture, family planning, health and nutrition. To aid television’s role in development, television messages about agricultural innovations are supplemented by multi-media training programmes for extension workers and farmers.

Gyandarshan, a major milestone in the field of educational TV in India is a joint venture of Ministry of HRD, Information & Broadcasting, the Prasar Bharati and IGNOU. It was launched formally on 26th January 2000. Gyandarshan is envisaged as a public co-operative in which institutions such as the UGC/CEC, NCERT/CIET constitute the major stakeholders.
The Gyandarshan channel, had a modest beginning on 10th January 2000 with a 2 hour daily test transmission (5 PM to 7 PM). Then on 26th January 2000 the channel was formally inaugurated. Its duration was increased to 4 hours (5 PM to 9 PM) In mid February 2000 the transmission rose to 9 hours a day. By 1st June, 2000 it was extended to 16 hours and by 1st November, 2000 it became a 24 hour channel with non stop transmission daily offering a rich fare of multi-faceted programming.

The channel has earmarked time slots for curriculum-based as well as career-based programmes targeting various groups of learners. Special programmes on art, culture, science and technology, etc. having a wider appeal across different age groups are telecast.

The unique feature of the channel is the high degree of interactivity. It is a people's channel which inspires, instills hope and provides the means. Gyandarshan is all set to usher in a learning society. The channel has lent support to the students of Secondary and Senior Secondary Schools through specially designed programmes by NCERT/CIET, SIET, NOS and others. It also covers topics ranging from science and technology to environment, computer education to career counselling.

The channel seeks to offer alternatives and substitutes to learners of various age groups and categories in the growing demand for quality education in the country.

The 24 hour Gyandarshan channel is now accessible to an estimated 20 million viewers in 40 lakh cable homes spread all over India.