CHAPTER III

SUPERVISION AND CONTROL RELATIONS BETWEEN THE STATES AND RADIO ORGANIZATION REGULATIONS CONCERNING SCHOOL BROADCASTING
SUPERSVISION AND CONTROL

A pertinent question crops up whether the Government should have full partial negligible or absolutely no control over the broadcasting organisations of the country. Opinions differ widely on their issue. Strong and convincing arguments are put forward both in favour of the case and against it.

The advocates of State control hold the view that broadcasting being a very important and powerful medium of education must remain under the benign supervision and control of the Government so that a well planned uniform and dynamic policy of education for the country may be safely implemented. They fear that an independent body may ignore the educative values of the media and tend to lay more emphasis on the recreational and commercial aspects alone. This apprehension to my mind is baseless and we all know that autonomous corporations in Japan, Australia, Canada, U.S.A. and the limited company in Italy put out the best programmes of education in the world.
The other argument voiced by them is that broadcasting is a complicated activity, requiring forward-looking decisions on such matters as coverage, appointments of personnel and items of expenditure. Private organizations will not be able to do full justice to them because their resources and facilities are comparatively limited. This argument too does not hold much ground because with the active cooperation of the Government and public independent bodies may be fully equipped with all the necessary requisites.

On the pretext of the utilization of public revenues also it is said that state control is desirable. But autonomous bodies like Universities and other public corporations receive much financial help from the government. Likewise broadcasting corporation may also get timely financial help from the government and discharge its duties efficiently.

Some people maintain that during an emergency the corporation would not be able to inform and mobilize public opinion in an effective manner. But this is not the whole truth.
The B.B.C. in the second world played a vital role in raising the morale of the people and creating a spirit of courage, confidence, and hope in the freedom lovers of the land. Apart from this, reports given by a non-official agency are considered to be more reliable and have greater tonic effect on the listeners.

It is also said by the exponents of the State control that personnel of the broadcasting organisation would prefer to be Government servants because in that case they would be enjoying the benefits of both promotion and pension. But it is not entirely true. Every artist and scholar worth the name, longs to breathe in an atmosphere of freedom and give full vent to his or her creative urge. This will not be possible in the bureaucratic set up of today. Thus by the above discussion we arrive at the conclusion that full Government control on the broadcasting organization is not at all advisable or desirable.

Those who are in favour of the corporation say that it is purely democratic in spirit and character. It is more reliable and may function as a trustee to safeguard national interests. Report of the Committee on Broadcasting and Information Media (1966) says: -
(1) "A broadcasting Corporation is intended to act as a trustee for the national interest. It is equipped to encourage creative effort, develop talent in an atmosphere of freedom and be responsive to the needs of its listeners. By reason of its autonomous character and not being a hand maiden of the party in power, it remains on an even keel even when political changes take place; personalities and ideologies do not disturb the continuity of its programme planning or deflect it from its set course to inform and educate objectively and entertain pleasingly."

In the absence of the Government control, the recruitments of the personnels will be only on the grounds of merits and on contract basis. As long as they are useful they will grace the organization by their presence but when their productivity starts decreasing they may be checked off. The present trend to placate the bosses and anticipate their personal whims would not automatically end up in smoke in the free and pleasant atmosphere of the corporation. Regarding the economy and efficiency in the production of programmes the Report of 1966 says:--

(1) Ibid. Page 186 & Para 3 No. 691
(9) "In the financial field, the advantages will be even greater. There will be no inclination to retain programmes which do not attract listening just because they were initiated at the behest of some one high up. The resources thus released will be used for introducing and improving other programmes. It will not be necessary to go out to other official agencies for construction work or procurement. Time and money would be saved and supervision and control would revert to the organization. The benefits of this should not be underestimated. Financial autonomy would also facilitate planning in advance and steps for its implementation could be more readily taken."

It is quite clear now that broadcasting can develop to its maximum and achieve its desired goal only when it is allowed to function as an independent corporation and is free from all sorts of Government control. It will not be something out of place if we examine here the systems of supervision and control being excused on the broadcasting organisations as prevalent in certain countries of the world.

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(9) Ibid. Page 186 Para 5 No. 693
As far as total alitarian states such as the USSR, its satellites, Warsaw Pact countries and of that ill- China, Yugoslavia and G.D.R. are concerned there is almost a hundred percent Government control over the broadcasting organizations. They are simply the means for the propagation of state policies. Every programme whether educational or otherwise which goes on the air must be in full consonance with the official version.

In Australia school broadcasting is organised by the Australian Broadcasting Commission. It is a statutory body responsible to the Australian Federal Parliament through the Postmaster General's Department. It is true that in this country education is a state subject. In every state there is a permanent Director of Education, who functions as a Chairman of the State Education Department. He is accountable to state Minister for Education only. More than eighty percent schools run under his direct supervision and control. Some schools are controlled by religious organizations also. There are a few private schools which are run by private bodies and individuals. But they are bound to follow the state syllabus because secondary schools children are required to appear at public examinations held by state Department.
In the year 1946 a Commonwealth Office of Education was set up under a Director. Its aim was to provide a source of advice for the Commonwealth Government on general educational questions.

The school broadcasting service is chiefly controlled and organized by the ABC. With the object of maintaining happy liaison with the educational authorities and coordinating school broadcasts with their activities the ABC has set up a Federal Youth Education Advisory Committee and State Youth Education Advisory Committee in every state. The Federal Committee consists of the Director of the Commonwealth Office of Education under the Chairmanship of the ABC's Director of Youth Education to put forward suggestions on the general policy matters in relation to school broadcasts. The members of this committee are appointed by the Commission.

The State Education Departments extend their full and willing cooperation to the ABC in the planning of programmes and publication as well as the distribution of booklets etc.
The State and Federal Advisory Committees function mainly as a Council for school broadcasting. It comprises educational representatives including the State Director of Education as Chairman, an Inspector of State Schools, representatives of private schools (catholic and non-catholic). In certain States there are the University Teacher's Unions and Youth Organizations. Their functions are to give suggestions to ABC on educational questions concerning local School Broadcasts programmes. The members are appointed by the commission on the advice of and recommendation from the bodies which are off and on invited to attend. All the members are honorary.

Sub-Committees consisting of practising teachers with practical radio experience are appointed by the Advisory Committee. They help the ABC personnels in framing the programmes of school broadcasts. Thus we see that ABC has been organised on purely democratic lines and enjoys maximum freedom both in planning and broadcasting school programmes.
In the United Kingdom school broadcasting is organized by BBC. It is supervised and guided by school Broadcasting Council. School Broadcasting is not the subject to be controlled by the Government or any public authority. There are three school broadcasting Councils for U.K. for Scotland and for Wales. The prime duties of the council are to offer suggestions to BBC in the provision of a service of broadcast programmes for schools in U.K. It makes a thorough study of the educational practice and trends in the schools and tries to find out ways and means to enrich the education by school broadcasts. UNESCO Report of 1949 referring to the function of the Council says:-

"It formulates the general educational policy and determines the general aims and schps of the series of broadcasts. It conducts and promotes research, issues publications and assists generally in the development of school Broadcasting."

Beverige Report on Broadcasting in U.K. shows how autonomy has been beautifully reconciled with control.
(1) "The formal power of the Government of the
over the British Broadcasting Corporation is absolute.
The Governors who constitute the corporation can be
removed at any time by order in council and can be
replaced by others. The Licence can be revoked by the
Postmaster General if at any time the corporation in
his opinion is failing in its duties. The Postmaster
General can veto any proposed broadcast or class of
broadcast and in doing so can require the corporation
to refrain from announcing that a veto has been imposed.
Any Government Department can require the corporation
to broadcast any announcement or other matter desired
by it.

"In practice it has become the agreed policy
of successive Governments accepted by Parliament, that
the Corporation should be independent of the Government
in the day to day conduct of its business including both
the making of programmes for broadcasting and
general administration.

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(1) Radio And TV. Report of the Committee on Broad-
casting and Information Media (1966) Page 180
Para No. 268 .
So it is quite clear that BBC enjoys a lot of freedom in its every sphere of activity. For example we may recall the reference made by Lord Hill once the Chairman of the BBC’s Board of Governors, in his famous book Behind the Screen, to the complaints of the Prime Minister, Mr. Wilson, that the BBC denied him an opportunity to appear on TV on the fifth anniversary of his taking office and another occasion, to the programme "Panorama". This freedom to give or refuse its facilities even to the Prime Minister of the Country, shows that BBC is really and absolutely free from Government Control.

It is true that BBC depends mainly on the licence fees collected by the British Government but it does not at all depend on it for getting this money to meet its expenses. Its reason is quite obvious. Both Government and people have firm faith that BBC functions as a trustee for the national interest."

There are such countries as Italy and Sweden where broadcasting organizations are run and controlled both by State and Private bodies. They cooperate and collaborate with each other in a happy and cordial manner. Report of the Committee on B. And I. Media
Media (1966) puts it as under:

(2) "There is a variation of this form which provides for joint State and private collaboration. The best examples of blending of public and private ownership are provided by the Italian and Swedish Organisations. RAI, the Italian Organisation is a private limited company which has been granted a monopoly of Radio and Television and wire distribution. The majority of its shares are held by the Institute of Industrial Reconstruction which is a government agency. Although R.A.I. enjoys a considerable measure of independence, it is subject to obligations and inspections by the State. The Board of Management and the Board of Auditors have government members."

"In Sweden, programming rights are vested since 1925 solely in a company known as Sveriges Radio. The State owns the transmitting network and is responsible for its maintenance and operation. The programme company is privately owned, the State has no financial interest in it. Two fifths of the

(2) Ibid. Page 179 Paragraphs No. 664,665.
shares are held by the press, another two fifths by
large national organizations and popular movements
and one fifth by business and industrial interests.

The Government, however, reserves the right to appoint
the Chairman and one half of the members of the Board
of Governors, the other half being elected by the
shareholders."

The constitution of Canada says that education
is a function not of the Federal Government, but of
the Governments of nine provinces. Every province is
educationally autonomous and there is no Federal office
of education at Ottawa. Hence school Broadcasting in
Canada is based upon agreement between the CBC and
Education department of nine provinces to present on
a cooperative basis, programmes specially designed to
supplement and enrich the courses of studies in the
class-rooms. Education Department prepares the content
and Broadcasting organization decides the form of
broadcasts. To be more clear we may say that Education
Department select the subjects plan, their treatment,
supervise the preparation of the material and help
to instal the receivers. They are also responsible -
for publicising the programmes, instructing the teachers in utilizing them in the class room, and evaluating the results.

The CBC Education Department extends its help in shaping the plans from the point of view of radio suitability and feasibility. Apart from this, it employs and instructs scripts writers, produces programmes in studio and shares in publicising and evaluating the broadcasts.

In the year 1943 National Advisory Council on School Broadcasting was established. Its main object was to suggest ways and means for planning and executing the National School Broadcasts. At present it has spread its network so wide that almost all the institutions of the country are benefited by its National Educational programmes. Thus we see that CBC is also free from Government interference and control. This is the reason why it is engaged in promoting the cause of education sincerely and effectively.
As far as USA is concerned there is absolutely no Government control over the broadcasting organisations. Report of the Committee on Band I. Media (1966) rightly says:

(3) "The outstanding example of private ownership and management is provided by the United States of America where licences to operate Radio and Television stations are issued by the Federal Communications Commission subject to certain laws and regulations."

There is a very active and intimate cooperation between the Educational authorities and the schools of the Air. Universities and some Commercial organisations have their own radio stations. The former regularly and the latter casually put out educational programmes for the schools. Directing staff is generally recruited from the expert educators not radio men. University, city and commercial bodies bear the major brunt of the expenditure incurred in connection with school broadcasts. Programmes for schools are conceived as something merely supplementary. There is little provision of direct and comprehensive teaching for the schools through radio. Subjects generally taken and

(3) Ibid. Page 179 & para No. 663
their forms of presentation are as under:

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<td>Literature</td>
<td>Dramatisation</td>
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<td>2.</td>
<td>Natural Science</td>
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<td>4.</td>
<td>Physics</td>
<td>Participation or Dialogues.</td>
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<td>5.</td>
<td>Actuality</td>
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<td>7.</td>
<td>Social Sciences</td>
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<td>8.</td>
<td>Humanities</td>
<td>Straight Talks or Group Discussions.</td>
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Normal length of a school broadcasts is 15 minutes except music which is often of 30 minutes duration.

Training colleges are responsible for giving courses of studies to be used in class rooms. Expert educators prepare school broadcasts and very frequently they visit institutions in order to keep themselves in touch with the teachers and elicit their views on the broadcasts. Education in the United States of America is really a local matter. Single schools and entire school systems have realistically accepted the significance and tremendous influencing power -
of radio. Mr. I. Keith Tyler in his Foreward to
William B. Levenson's book Teaching Through Radio
says :-

(4) "The cleveland public school system is
without doubt the outstanding example of such thorough
going adjustment. A pioneer in broadcasts to class-
rooms, this school system has gradually expanded its
broadcasting integrated school broadcasts with the
curriculum, developed high school radio worshops,
incorporated radio into the supervisory plan and in
other ways has fitted modern communication developments
into normal school procedures. This was not done
over night, each step was studied, and weighed in the
light of its actual values and practices ----.

The above paragraph spea's well of the
freedom enjoyed and cooperation extended by the local
radio stations of cleveland Ohio, to all the schools
that come within their domains. In the beginning
Ohio School of the Air had to undergo many diffi­
culties when it declined to function as the mouth
piece of the admistration. B.R.Darrow puts it as
under :-

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(4) Foreword by I.Keith Tyler to Mr.William B.Lewenson's
book Teaching Through Radio published by Farrar
And Rinehart INC(New York) June 1945(Page V,Para-2)
There is danger that broadcasts supported from public funds may become involved in politics, even though the broadcaster plays no politics. This was true of the Ohio School of the Air. It was punished because it refused to become a tool of an administration. Legislators and public must be convinced that education on the air is non-partisan and that all may benefit regardless of party affiliations."

Now it is quite obvious that broadcasting organizations in U.S.A. are mostly private and independent concerns. They enjoy full freedom in all respects but they are at the same time fully aware of their social and national obligations.

In our own country Broadcasting organisation is under the direct control of the central Government. There is a full-fledged Ministry of Information and Broadcasting with the Minister of Cabinet as its head.

(5) B.H. Darow-Radio Trailblazing Columbus Ohio College Book Company 1940, (Page 125).
According to the Indian Telegraph Act of 1885, as amended, the Government of India has the exclusive privilege of establishing, maintaining and working a broadcasting service. The Act provides that a licence may be granted to others also. This permissive provision was used when in 1926 the Indian Broadcasting Company Ltd., was granted a licence for the two stations at Calcutta and Bombay. Since 1930 when the broadcasting service was taken over by Government as 'The Indian State Broadcasting Service' no licences have been issued except for small agricultural stations at Allahabad and Dehradun both since defunct and to the Madras Corporation for a restricted city service until the Madras station came on the air in 1938. AIR thus enjoys a monopoly in the field."

"Since its inception AIR has been a Department of the Government, at present its status is that of an attached office of the Ministry of Information and Broadcasting. The Minister is responsible to the Cabinet and accountable to Parliament for all broadcasting activity.

Except for short spells during the period 1947-1965, the Minister has not been a member of the Cabinet.

SINCE January 1966, the Ministry is once again in-charge of a Minister of State. It is unfortunate that it has been so. Effective mass communication in a developing country is essential for its economic and social regeneration. The Minister at the helm should have suitable authority and status for the purpose. It is equally unfortunate that the Cabinet Committee on Information and Broadcasting has been recently discontinued. This again makes the link between the Minister and the Cabinet tenuous."

But it is a matter of satisfaction that with the coming of Janta Party in power since March 1977 the Ministry of Information and Broadcasting has been placed under Mr. L.K. Advani who is Minister of Cabinet rank. Thus it is quite obvious that Govt. has full control over the broadcasting organization. The result is that it has an adverse effect on impartiality of news items, topical and political commentaries. Miss Mehrja Masani rightly says :-
1(a) "A direct consequence of this is the ultra-cautious approach to news. Important items of news have at times, been omitted from the bulletins because as the voice of the Government, AIR can not risk broadcasting any news which is not confirmed by the proper authority. The much publicised delay in announcing the news of Pandit Nehru's death was caused by the need to wait for the Cabinet Secretariat's instructions before the news could be broadcast.

Topicality involves urgent decisions that must be taken by the editor on duty, a system of hierarchical checks and controls reduces the editor to a mere draftsman."

She adds:

"All the talks and commentaries broadcasts by AIR are supposed to be governed by the AIR Code which was drawn up in 1967. It does not permit criticism of friendly countries, attacks on religion or communities, incitement to violence, aspersions against the President, Governors and the Judiciary, attacks on one political party by name, hostile criticism of any state or the centre and anything obscene, defamatory and against law and order."

(1) Broadcasting And The People by Miss Mehra Masani Page 47, Para-1(a) & (b) Page 53, Para 1
Anyway, freedom for broadcasting organization is a must. In its absence, it will not be able to deliver the desired goods to either society or country as a whole.

School broadcasting is mainly organized by the State in the sense that it forms an integral part of the general programmes of AIR. In planning school broadcasts the provincial governments specially their education departments are taken into confidence.

The Government of India (Ministry of Education) set up in the year 1940 an Advisory Committee for educational broadcasts for the entire network of AIR. All the members of the committee are honorary. Only outstation members who have to undergo a journey to the radio stations to attend meetings are paid travelling and halting allowances. As these members are appointed by the Government, they have little freedom to bring about any change in the policy or the programmes of the broadcasting organization. They have merely to toe the lines set by the high ups of the Ministry of Information and Broadcasting.
But it is a happy sign that Janta Government is thinking of converting AIR into a fullfledged and independent corporation. With this aim Government set up a working Group of twelve members under the Chairmanship of Mr. B.G. Verghese, an eminent journalist to suggest ways and means to achieve the desired goal. The committee submitted its report with in record a time of six months. It is in two volumes consisting of 405 pages. It has made wide ranging recommendations to change Akashvani and Doordarshan into a more useful and responsive organization from a mere Government Department.

Mr. Lal Krishna Advani the Union Minister of Information and Broadcasting presented this report to the Lok Sabha on Thursday the 9th. of March 1978 and Mr. Jagbir Singh the State Minister placed it on the table of Rajya Sabha the same day.

The Working group in its detailed, unanimous and beautifully worded report has recommended that the national broadcasting services should be vested entirely in an independent impartial and autonomous organization set up by a Parliament Law to act as a trustee for the national welfare and interest.
The legal frame work of the trust as suggested by the working Group is that the corporation should be set up before making necessary constitutional amendment. The law to this effect can be enacted and the organization brought into existence. The autonomy of the corporation and its complete freedom from Government control should be embedded in the very texture of the constitution and the idea of a trust woven round it.

The working Group was guided by the universally acknowledged fact that as a mass media both radio and television must correspond to a wider perception and perspective of national communication policy as well as philosophy.

The working Group has completely rejected the proposal to establish two separate and autonomous organisations for Aashvani and Door Darshan. But it did accept the significance of the distinctive identity of radio and television with in the confines of the new integrated structure. It argued that there would be sufficient delegation of power to the regional and local level. It is true that the organisation will
enjoy advantages of quick decision making sensitively to local problems, acquaintance with local customs, traditions and a taste and close relationship with different Governments as well as institutions.

The recommendations put forward by the committee for the new structure of Aashvani and Door Darshan are not based on the model operating in any country of the world.

BOARD OF TRUSTEES

There will be a board of trustees consisting of 12 members and in no case exceeding 21. These trustees will be the guardians of the charter given to the National Bharat Trust by statute.

The controller General of Broadcasting (C:O:O) will work as a chairman of the Central Executive Board. He will also serve the purpose of a strong link between the trustees and the entire broadcasting organization. Apart from this, he will be ex-officio secretary to the board of trustees so as to provide an organic link between these two tiers. In addition to the Chairman, the board of trustees will have three other full time members to devote themselves to the domain to current affairs, extension as well -
as culture. They will operate through the controller General of Broadcasting. Besides the Chairman and the three full-time trustees, the board will have two part-time trustees — one highly experienced in the field of finance and management and the other an eminent scientist or engineer, fully conversant with the latest technology of broadcasting.

**COMPLAIN'S BOARD**

It is true that for the first time in the history of broadcasting in our country, there will be a full-fledged complaints board. It will have members selected by the Chief Justice of India. This board assumes an added significance in the light of the sad experience gained during the dark period of emergency when broadcasting system was unscrupulously used by the previous regime to serve its personal and selfish ends.

According to the report, the board of trustees will be accountable to Parliament through its budget and an annual report. Together with the accounts and auditor’s comments, reports of the complaints board, among other things will also receive its due place in the annual report.
The complaints board will deal with the complaints received from the public from time to time, relating to charges of unfair treatment such as attack on private life and misrepresentation etc. The right of recourse to the courts is waived. The findings should be published by the NBF in its programme journals and broadcast in special programmes.

To safeguard the freedom of the NBF, the report has suggested that the trustees with six years term of office will be appointed by the President on the recommendation of the Prime Minister from out of a list of names forwarded to him by a nominating panel for trustees which will consist Chairman of the UPSC over and above. The report further says that it would be a very healthy convention if the Prime Minister consults the leader of the opposition before submitting the list of names to the President. The trustees would enjoy the status of the judges of Supreme Court.
FINANCIAL AUTONOMY

In order to ensure the financial autonomy of the corporation, the working Group has suggested a number of measures. In the beginning, the Government should make up the revenue deficit for a period of five years after transferring the present assets of Akashvani and Doordarshan. Later on, NBT should be expected to stand on its own feet. It may raise its income by charging for broadcast time allotted to various users, including the Central and State Govts.

It also says that the trust should make a comprehensive study of commercial broadcasting rates and procedures. Licence fees of certain categories of radio and television may be increased.

The board of trustees, whose one third members will retire every alternate year will enjoy very wide powers both in the matters of policy decisions, planning and technological choices.

The report adds that NBT should be authorised to grant broadcast franchise whether for radio or television to approved educational institutions.
Such a franchise recommendation should automatically be converted into a broadcast licence by the Ministry of Communication the specific frequencies being allocated and coordinated by the Ministry's Wireless adviser. This is for the first time that such a broadcast franchise has been offered to non-Governmental institutions to boost up educational broadcasts and research activities.

The franchise to be granted by the NBT licensing board will be manned by part-time commissioners. The licences should be granted for three years periods at a time and should be renewed on satisfaction of performance. The working group has suggested Rs. 25/- for radio set and Rs. 75/- for television sets as licence fees. At present licence fee for radio set is Rs. 15/- and Rs. 50/- for Television. This enhanced licence fee will increase the revenue of the NBT to a considerable extent.

Thus we see that the recommendations of the working Group regarding the conversion of Aashvani & Doordarshan from a mere Government Department into an autonomous and more responsive organization are sound valuable and feasible.
REGULATIONS CONCERNING SCHOOL BROADCASTING

There is hardly any country in the world where special legislation has been made laws, rules or regulations framed concerning school broadcasting. Countries like Australia, Brazil, Canada, Great Britain, Mexico, Poland, Sweden, Switzerland, Union of South Africa, U.S.A. and even USSR have no specific rules and regulations relating to school broadcasting. In Belgium school broadcasting is governed by Rules of Procedure worked out by the Belgian National Broadcasting Service of which it is an integral part.

In our own country too there are no definite laws concerning school broadcasting. But AIR has off and on issued circulars and letters to schools and radio stations concerning the utilization of school broadcasts. We may take a few such examples from Mr. C.L. Kapoor book: Radio In School Education published in 1961.

(1) Appendix 'C'
AIR Circulars to Schools
Government of India
Director-General : All India Radio Broadcasting House, Parliament Street, New Delhi
My dear,

I am writing to see your cooperation for the full utilization of school programmes broadcast by the All India Radio. There has been so much emphasis on audiovisual education recently that it is hardly necessary for me to stress the importance of education through the radio. I had the privilege of meeting some Directors of Public Instruction at the UNESCO seminar on audiovisual education held last year at Lucknow. We had then discussed both aspects of this question viz. improvement of the programmes broadcast for schools and need for organized listening in schools.

(2) So far as the improvement of programmes is concerned, All India Radio wishes to make the programmes as responsive as possible to the needs of schools and to the advice of expert educationists.

(1) Radio In School Education By C.L. Kapoor published in 1961 by General Manager Govt. of India. Appendix C Pages 110, 111, 112 & Paragraphs 1, 2, 3.
You will be glad to know that Sri C.L. Kapoor, Retd. Director of Public Instruction, Punjab and the PEPSU, who has had wide and varied experience of education in different phases has been appointed the Chief Producer of Educational Broadcast in the All India Radio. Besides, we are going to appoint persons with practical experience of programmes as Assistant Producers (School Broadcast) at different stations.

On the basis of experience gained in regions where school broadcasts have been a success. Some general instructions to the AIR stations are being issued and it is hoped that after these steps have been taken, there will be uniform improvement in school broadcasts all over the country."

(3) "Much of this effort will however, be of no avail if organized listening of these programmes in schools having radio sets, is not arranged and if these programmes are not followed up by further discussions in the classroom, group activities, written and oral exercises and occasional assessments of listeners. Whatever be the views on the general nature and value of audio visual methods of education -
it will be accepted on all hands that radio programmes could give to a large number of schools that are not fortunate in having teachers of uniform ability in all subjects the facility of lessons and talks by some of the best teachers and authorities on these subjects.

Likewise, it will perhaps be conceded by all that carefully planned and presented radio programmes for schools do make a difference to the general knowledge of pupils so important in present day education. Thus, there is a strong case for treating school programmes as an integral part of the regular studies in schools.

In any case, listening and follow up discussions of school broadcasts could be treated as part of social studies and general knowledge studies of the pupils and could be taken into account at the time of annual promotions and assessments."

How exactly this should be done will depend upon the conditions in different states. I shall be grateful if you could consider the following, among other suggestions.
(a) "Instructions may be issued to heads of schools to the effect that school broadcasts may be treated as a regular item of school routine and not merely as an extra curricular activity.

(b) Wherever there are radio sets, organized listening may be ensured by drawing up a time table so that by rotation (or through internal relay system) classes might hear programmes under the guidance of teachers. Even where class wise listening is not possible, radio clubs could be formed and credit could be given to the regular members of such clubs for the progress shown by them as a result of regular listening of the programmes. For every such club there should be a teacher sponsor."

(c) "School managements could be asked to give allowances to teachers in-charge of organized listening by pupils, just as allowances are given to drill masters, scout masters, teachers in-charge of first aid etc.

(d) "Short training courses might be arranged at schools and colleges with the assistance of the local station Director of All India Radio and the Director, Staff Training School, AIR, New Delhi."
At these courses, selected teachers could be given an idea of the techniques of school broadcasts and teaching through audio visual aids."

(e) The programme to enable schools to own radio sets for educational purposes may be speeded up and attempt may be made to encourage every High or Higher Secondary School to have a sets.

Knowing, as I do, your interest in modern methods of education, I have ventured to offer these suggestions and I shall look forward to having your reactions. Since the AIR is spending a considerable sum of money over educational programmes you will appreciate our anxiety to see that the expenditure is justified by the extent and manner of listening in educational institutions. The Chief Producer of Educational Programmes, Shri C.L. Kappor will continue to be in touch with you and will also be writing to you from time to time.

Thanking you,

Yours Sincerely,

J.C. Mathur
To
All States Directors of Public Instruction &
Directors of Education.

This circular is a kind of directive, issued
by the Director General of AIR to all the schools and
AIR stations. It contains a lot of valuable and
practical suggestions. If they are put into practice
they will definitely lead to the desired results. It
is a matter of satisfaction that much attention was
paid towards it by the education authorities of the
states. This is the reason why Mr. J.C. Arthur felt
encouraged with the aim of expressing his gratitude
towards them and giving more useful council concerning
the effective utilization of school broadcasts. His
beautifully worded letter written on the 17th Feb, 1958
goes as under:

(2) Government of India,
Directorate General, All India Radio
No. 3(14)/58 P-3 Dated New Delhi, Feb. 17, 1958

Dear
You would recall that at the closing session
of the meeting of the Central Advisory Board of
Education on February 7, 1958, I had the privilege of-

(2) Ibid. Pages 113, Paras 1, 2, 3, 114 & 1, 2, 3, 115
and Paras 1, 2
speaking to the members about (a) the need of ensuring
better and organized listening of school broadcasts
and (b) action to be taken for watching and improving
the standards of training and education in music."

(2) Encouraged by the attention which the members
of the Board were pleased to give to my observations.
I venture to write to you now in the hope that the
suggestions that I am giving below again, would be
acceptable to you and that you would be good enough to
apprise me of any steps that you propose to take in
the matter.

(3) Better utilization of school broadcasts

On this subject I had proposed that the
follow up steps might be taken by the state Governments.

The State Governments may in a circular letter
impress upon Head master's of Secondary School that
if they have a radio set for the school listening to
the school broadcasts of AIR should be treated as one
of the principal activities and should not be assigned
to the recess or after the school hours. The school
schedule should be so arranged that every class may
get an opportunity for organised listening to the
school broadcasts once a week.
The staggering of the school broadcasts for the Middle and High School classes so as to ensure weekly listening can be arranged in consultation with the local station Director of All India Radio. In some regions, listening, twice a week may be more practicable. For organized listening, certain rooms will need to be provided with loudspeakers and earmarked for listening classes by rotation. Also one of the teachers will need to be put in charge of supervision of organized listening and the subject teacher could be asked to attend to the discussions that may follow the broadcasts. Schools could also encourage formation of Radio clubs and the affiliation of the Radio clubs to the nearest Radio Station.

(ii) "Considering the potentiality of the radio as a medium of education, you may like to suggest to your universities or Boards, about the introduction of 'use of the radio as a medium of education' as a subject for study in the Training Colleges."

The Punjab University has already taken a lead in the matter and some other universities are thinking of doing so. At the same time, refresher
course for selected teachers from schools could also be arranged in cooperation with the Local Station - Director of All India Radio and the Staff of Training School of All India Radio.

(iii) Every station of AIR which broadcasts school programmes has in its possession a large number of scripts of useful educational material, talks, biographical sketches, plays, songs, etc, on various subjects that would interest the child and the school. You may like to consider if a joint publication of some of this material could be possible between AIR and your Publication Department. We could work out the details if the idea is acceptable to you.

(4) Improving and watching the standards of Education and Training in Music -- on this subject I had offered the following suggestions :-

(1) There are several institutions in practically all states which provide training in music. Apart from some well-known institutions in the country, the others are bodies without adequate supervision and control over standards. Some of these institutions are suspected to impart a very perfunctory kind of training and are in a sense misleading their pupils.
It may be considered if the state Governments might not appoint Inspectors of Music Education who could visit these institutions and lay down certain standards and requirements.

(ii) Examinations in music are conducted not only by properly authorised Music Universities and Colleges but also a large number of self styled Parshads and Academies over the activities of which there is no control. Cases of bogus diplomas having being awarded, have also come to our notice. Perhaps the State Govts. may like to set up separate Boards of Music Examinations or may call upon existing supervision of examin actions in music."

"The suggestions regarding training and education in music, I wish to add one more. In AIR we have found an increasing tendency on the part of young artists not to give sufficient attention to classical music. Even in the United States where film music is extremely popular among young people, taste in classical music is promoted by educational institutions through concerts as well as paly bac' of high class recordings. If such a taste can be cultivated -
at an impressionable age, the subsequent influence of cheap music is somewhat neutralized. For the sake of preserving the rich tradition of our music, it seems necessary for us to take steps for promoting taste for good music among young people. We would be glad to broadcast special programmes of music for school students if we could be assured that organized listening would be arranged in schools and colleges."

(5) "I wish to apologize to you for inflicting on you this long letter, but I have no doubt that you would seriously consider these suggestions and favour me with a reply at your earliest convenience. I am asking the local station Director of All India Radio to keep in touch with you over this matter.

Yours Sincerely,

J.C. Mathur
Director General


This letter of Mr. J.C. Mathur also puts forward many recommendations concerning the utilization of school broadcasts by the institution and they deserve full and immediate attention both by the education as well as broadcasting authorities.
It says that State Governments must impress upon the Headmasters and Principals the utility and desirability of schools broadcasts in enlivening and enriching the class room teaching. Apart from this efforts should be made to cultivate a taste for good music among the young boys and girls of the schools.

It is true that the suggestions contained in the letter are not binding on either State Governments or institutions. But they are really very useful guidelines.

Mr. C.L. Kapoor the Ex-Chief Producer of Educational Programmes, in his book entitled Radio In School Education has suggested the establishment of Consultative Panels For School Broadcasts For Stations of AIR having a school broadcasting service. He says :-

(3) "Rules For The Constitution of Consultative Panels For School Broadcasts For Stations of All India Radio, Having A School Broadcasting Service Composition.

(3) Radio In School Education By Mr. C.L. Kapoor published in 1961 Pages 108 & 109.
(1) The panel will be composed of not more than ten non-official members who will be nominated by the Minister for Information and Broadcasting, Government of India.

(2) Members will be nominated by names for a period of two years but will be eligible for renomination. The Minister may remove from office any member of the committee before the expiration of his term of office on the recommendation of or after consultation with the committee or if the Minister is satisfied that his conduct is incompatible with his position as a member.

(3) A member shall automatically cease to be a member of the committee if he/she fails to attend two consecutive meetings unless there be good and sufficient reasons for his/her absence.

(4) The Government of the State in which a station is situated or of a neighbouring state served by the station may be invited by the Govt. of India to nominate an officer to attend meetings and take part in discussions. Such invitees will, however, not be deemed to be members of the committee.
(5) The station Director will be the Chairman of the committee and will preside over meetings. The next senior Programme Officer will act as secretary. At stations where there is no station Director Officer in-charge of the station will preside.

(6) Meetings-

The committee will meet at least twice a year.

(7) The date of the meeting will be intimated to members at least fourteen days in advance.

(8) The agenda for such meeting together with a note indicating the action taken on points arising out of the previous meeting will be prepared by the officer in charge of the station and sent to members at least a week in advance of meeting.

(9) Minutes of meetings will be prepared by the officer in-charge of the station and circulated to members after approval by the Director General All India Radio.

(10) The function of the Panel will be-

(a) to advise the station Director on programme schedules of school broadcasts of the station;

(b) to keep the station Director in touch with school broadcasts, listener's reactions and public opinion generally.
(c) to listen in to school broadcasts and offer suggestions in regard to their content, language and presentation.

(d) to advise the station Director on such matters as may be referred to them for advice.

11. Questions relating to individual members of the Staff or individual artists or other matters of a personal or purely administrative nature will not be discussed.

12. For attending meetings of the committee non-official members will be entitled to travelling and daily allowance.

13. Each member and official invitee will be given a free copy of the School Broadcasts Pamphlets and charts published by the Station concerned."

Besides consultative Panels Mr. C.L. Kapoor has also proposed the formation of School Broadcasts Listener’s League which will be of much help in organizing the school broadcasts for educational institutions. He suggests as follows :-
1. Every station having a school Broadcasting Service may form a school Broadcasts Listeners League.

Members:

2. The membership of the League will be open to listening schools on payment of an annual fee of Rs. 10/- each. Every member school will form a member of Radio Clubs of its pupils. The member of clubs will depend upon internal facilities in the schools, but normally a club may be of the size of one class and thus there may be several clubs in a listening school giving each group a field for organized listening and learning.

3. The Station Director of the station concerned will be the ex-officio Chairman of the League.

4. The senior officer in-charge of school broadcasting service at the station will be ex-officio Secretary.

(4) Ibid. Page 106 & 107
5. The day to day administration of the league will be the responsibility of the Station Director.

6. The League will have an Executive Committee consisting of the following:
   (a) Station Director (Ex-officio Chairman).
   (b) One nominee of the Director of Public Instruction or the Director of Education of the State served by the Station.
   (c) In consultation with the Director of Education or the Director of Public Instruction of the State the station Director will select five nominees of listening schools.

7. If the number of institutional members exceeds two hundred there will be proportionate increase in representation of listening schools at the rate of one for every additional fifty.

FUNCTIONS:

1. **Listening**
   The League will establish close liaison with listening schools and through them with Radio Clubs and will invite suggestions, regarding the thought content and form of presentation of programmes.

   Evaluation report blanks will be sent to members to obtain their comments and suggestions.
2. The League will produce folders, pamphlets, picture cards, film strips and other visual aids and distribute them free or sell them at concessional rates to members. It will also make recordings of outstanding programmes for loan to schools which have arrangements for play back.

3. Members will be entitled to the use of literature available in station library on the planning, production and utilization of broadcasts.

4. The League will open an account with the State Bank of India or with any scheduled bank and the ex-officio secretary will act as treasurer.

5. The account will be operated by the Station Director.

6. The working of accounts of the League will be inspected by the Deputy Director General, Inspection who will submit report to D.G. AIR on the working and finances of the League. The Director of Public Instruction of the State will be kept in touch with the working of the League.
7. **ASSOCIATE MEMBERS** :-

Teachers, parents, educationists and educational administrators interested in school broadcasts may on payment of annual fee of Rs. 2/- become associate members of the League. Associate members will be entitled to receive unpriced publications of the League and will also give their comments on programmes and suggestions and advice for their improvement.

AIR Lucknow through its letter No. Broadcasts/269-360/77-78 dated 5.8.1977 informed the Director of Education U.P. that it has started broadcasting school programmes at 12-10 to 12-30 from 18th of July 1977. In the light of that letter Director of Education U.P. referring to Station Director's letter No. V-190-5-59/77 dated 1.7.1977 issued instructions to all the District Inspectors of schools to see that the schools under their control make suitable arrangement for listening to the school broadcasts by the students.

The above mentioned are some of the circulars, rules and directives issued from time to time by D.G. AIR and Director of Education U.P. In other States also such as Madras, Bengal, Maharashtra, Punjab and Andhra Pradesh. Circulars and guide lines
have been issued. But there is no proper legislation or full fledged act regarding school broadcasts up till now.