CHAPTER - II

HISTORY OF BROADCASTING IN INDIA -
A BIRD'S EYE VIEW

BROADCASTING FROM BOMBAY AND MADRAS

The first step in broadcasting in India was taken when 'The Times of India' in collaboration with the Posts and Telegraph Department broadcast a programme in Bombay as early as August, 1921. To this we have referred to above. This was at the request of George Lloyd who listened to the programme at Poona, which was about 175 kms from Bombay. Although the Government itself was not very receptive about the pressure of public opinion, the tradesmen led it to its rethinking of the problem before letting it go down once for all. Several suggestions were offered, the most important of which was from Mr. Sitzler, the Deputy Commissioner of Rangoon who suggested that three types of licences, Rs. 10 or 15 or 30, would give at least some financial input for commencing the services.
As early as 1923, Reith, Director General of the British Broadcasting Company took interest in the AIR and contacted Col. Simpson of Marconi Company. But his opinion was to organise Indian Broadcast from London. But neither the India office in London nor the Viceroy of India could be convinced about its utility and potentiality. In fact, in 1922, the Department of Industries and Labour had put forward a proposal according to which free broadcasting company of general commercial and entertainment programme, different from "toll broadcasting" meaning programmes supported by Commercial advertising and agricultural intelligence be initiated. It was further suggested that the Government could collect Rs.1000/- as fee for each broadcast transmitting station and a fee of Rs.5/- for each receiving set.

The Government, inclined towards this proposal, laid down a condition that those manufacturers who were interested should form themselves into a single broadcasting company, comprising of British and Indian forms. By this the Government of India would have the advantage of centralised control and administration and it
would also avoid monopoly. However, since several applications for issue of licences came up, a conference was convened in 1923 at Delhi to discuss in detail the suggestions. One of the Companies was the Indian States and Eastern Agency Limited, Bombay which appears to have had technical contacts with Marconi Company. In the conference a doubt was expressed whether the Government of India had the legality to issue licences under Section IV (1) and (2) of the Indian Telegraph's Act. This point was clarified at a meeting of the Governor General-in-Council and was found to have the right to issue such licenses. Unfortunately, there were official delays in the movement of files with notes by the Assistant to the higher officers raising irrelevant points of doubt for clarification.

In 1923, R.L. Nicholson, the Director of Wireless, put it on note indicating that basing on the information recently obtained, broadcasting was not likely to be undertaken by a single large company, but probably by small companies operating in different localities. However, by this time the Radio Club of Bengal had been authorised to transmit programmes on a small Marconi transmitter.
in November, 1923. Next year in June, the Bombay Radio Club also was given permission to transmit on a Marconi Company's transmitter. In the same year the Madras Presidency Radio Club was formed by Viscount Goshan, the Governor of Madras. C.V. Krishnaswamy Chetti, a noted amateur of broadcasting in India with components of a tiny 40 watt transmitter which were brought by him from England, assembled a transmitter and experimental transmissions were started after the inauguration of the Club on July 21, 1924.

The Madras transmission went on air till 1927, when financial difficulties came in its way for continuance. The transmitter was then presented to the Madras Corporation which resumed the service from April 1, 1930 for 2 hours in the evening. There were entertainment programmes, music lessons and stories for half-an-hour and Gramophone music once in a month, on a Monday for two hours. The Corporation set up 6 loud speakers in the City in different places, and 14 Corporation Schools were also provided with sets. This service continued till 1938 when finally, AIR took it over.
THE INDIAN BROADCASTING COMPANY

The Indian Broadcasting Company had commenced broadcasting with a capital of 15 lakhs of rupees. Rs.4,50,000 were spent on the installation of the two stations. The Company received 80% of its revenue through the fee for radio licences fixed at Rs.10/- per year. From a meagre thousand sets, by 1930, the number of sets jumped upto 7775. Another source for the company was from a 10% tribute on the invoiced value of imported wireless equipment like the receivers, wireless valves, and electric wireless gramphones which was to be collected from the dealers by the company itself. Yet, the expenditure was far in excess of revenue. Added to it was the decreasing of registered licenses of transmission sets. This company therefore was on the way to bankruptcy. According to Fielden, the reduction in the licenses was due to the fact that excepting in cities like Bombay and Calcutta, there was general apathy towards art forms such as music and channels for bringing them before the public did not exist. This was of course a point which was hotly debated. There is reason to believe the contention put forward
by Luthra that the programmes of Indian broadcasting catered only to the small European community and the westernised Indians rather than the vast majority of the people. Further there was no publicity of the media.

Be that as it may, the leaders of political parties in the Central Assembly brought pressure upon the Ministry of Labour and Industry to continue broadcasting without interruption, by acquiring broadcasting stations. The Government finally took over the broadcasting company under its direct control along with its assets and liabilities. It became the duty on the Posts & Telegraphs Department to collect the annual licence fee and after deducting 10% towards collection charges, the balance amount was credited to the Consolidated Fund of India. This was in April, 1930. Between that year and 1935, the Indian broadcasting was under financial stress. By the Indian Tariff (Wireless Broadcasting) Amendment Act of 1932, the duty on wireless receiving apparatus was doubled and fixed at 50 per cent. This improved to some extent the financial situation of the company of the broadcasting service. The Act of 1935
authorised the Provincial Government or the ruler of any Federal State to construct and use transmitters, to regulate and impose fee on such a construction and use. Further the Government appointed Lionald Fielden of the BBC as the Controller of Broadcasting.

Fielden was himself a peculiar person impatient of the leisurely ways of the imperial secretariat in Delhi. Fielden wrote in 'The Times' that he could not help the growth of red tape on the accumulation of the deadly routine. Sir John Reith of the BBC had advised him to trade very delicately. "Perhaps the less you say the better, for many months, ....... impatience and such qualities are the gifts of the gods but they are also instruments of the devil,....... it is your kind of temperament which is required and essential for this work, ....... but do remember that the very same temperament which can in a minute or a week produce disaster. It is therefore not just temperament, but your

temperament conditioned and controlled, that is wanted." But as soon as he landed in Bombay Fielden forgot the words of Reith.¹

In the first year of the commencement of the broadcasting service there was financial stringency and economic recession which made the Government decide to close down. But there was a great deal of agitation and resentment against the closure. Hence, the decision which had been arrived at in October, 1931 was reversed the very next month. It is this that led to the increase in duty, to 50%. Slowly it picked up and by the end of 1932, there were 8557 receivers and by the end of 1934 it jumped over to 16000. Now the Government decided to develop broadcasting by sanctioning Rs.2.50 lakhs for establishing a radio station in New Delhi. After taking over, Fielden and Mr. Kirke, the Engineer also from the BBC, recommended on the investment of Rs.4.0 millions, while the Government sanctioned only Rs.2 millions for further development. Although the Broadcasting Company came into

¹ P.C.CHATTERJI : Broadcasting in India, p.70.

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operation, the Marconi Company had started rural broadcasting in the North-west Frontier Province and the Indian Agricultural Research Institute at Allhabad also started transmitting programmes for the neighbourhood.  

We have seen above how Fielden managed to christen the broadcasting service as All India Radio. This AIR was transferred from the Ministry of Labour to the Department of Communication in 1937. And, in 1941, a new Department of Information and Broadcasting was started under which the AIR now worked. After Independence a separate Ministry was created for this purpose. These changes were also helpful for the development of the AIR. Fielden and Kirke had outlined the basic structure for the AIR network. This had been to some extent modified by Goyder, the Engineer who succeeded Kirke. They had suggested setting up of medium wave radio stations at some principal centres and short wave services, to be established at Bombay, Calcutta and Madras to give II Grade services to remoter

1. U.L.BARUAH : This is All India Radio, p.5,
areas. The station at Peshawar in the North Western Province and the one at Allahabad were incorporated into the network of the AIR. In 1937, the Central News Organisation, now known as News Services Division, came into existence, and news came to be transmitted along with commentaries on professional basis. The events now moved fast by getting together a group of dedicated young people, a 10 KW short wave transmitter was commissioned in February, 1938. The Lucknow station with 5 KW medium wave went on air in April and at Madras a 5 KW medium wave and 10 KW short wave started functioning in June. A 10 KW station came into operation in August. Thus slowly but steadily the AIR developed.

IN THE PRINCELY STATES

Meanwhile, the Princely States also had taken interest in the development of broadcasting. Of these States Mysore, Hyderabad, Travancore, Baroda were in the forefront. In Mysore, Dr. M.V. Gopalaswamy, Professor in Psychology in

1. U.L. Baruah: Report on the Progress of Broadcasting in India, 1939,
the University of Mysore took keen interest in broadcasting specially for the children and the villagers more on an experimental basis, since he was specialising in child psychology. He set up a 30 watts transmitter in his own residence. It was formerly opened by Prof. Metcalfe who was the Vice-Chancellor of the University. Later on, a 250 watt transmitter was imported. The programmes mainly consisted of Carnatic music, programmes for children and programmes for the ryots. The programmes were mostly in Indian languages. Talks by specialists on various subjects of popular interest were broadcast. The station was meant chiefly for mass education and in the early years it was limited for 2½ hours of broadcast from 6.00 to 8.30 PM excepting on Sundays. Another reason for limited broadcast was Prof. Gopalaswamy had also to attend to his teaching and research in the University College and only thereafter could be devote his time for broadcasting.

The Mysore Municipality as also the affluent citizens of Mysore made liberal donations for running the station. After 7 years, in 1942, the
Government of Mysore took over the administration and maintenance of the AIR. Incidentally, it is interesting to note that the Mysore station was given the name 'Akashavani', a name which came to be adopted later on by the All India Radio. It was in 1950 that Akashavani of Mysore came to be finally absorbed by AIR and 8 years later the AIR itself took over the name Akashavani for itself.

In Travancore, the Maharaja evinced interest in starting a transmitting station in the State. An advisory committee was formed for this purpose. Trivandrum was selected as the place from where the broadcast could be made. The trade agent of Travancore stationed at Bombay consulted the Controller of Broadcasting in this regard. Later on, an Engineer from Travancore was deputed to Delhi for training in installation work. The Chief Engineer of AIR also visited Travancore and the decision was finally taken to set up a station at Trivandrum. A 5 Kilowatt medium wave transmitter were started on March 12, 1943.

The Nizam of Hyderabad had a desire to set up two stations, a 4/5 KW medium station
at Hyderabad and a small 250 watt station at Aurangabad which was in the Marathi speaking area. He asked for and got technical information from AIR. Broadcasts from both the stations were approved, Hyderabad coming on the air in February, 3, 1935 and Aurangabad station a little later. Both of them were merged in AIR from April 1, 1950. Three years later the Aurangabad station was closed down leading to some agitation (1953). It was more than two decades later, in 1976, that the Aurangabad station was reopened in a new building.

The Maharaja of Gwalior likewise sought the advice of the AIR in establishing a station in his State. K.S.Kathiawad, Devanji, the Telephone Superintendent of Baroda State was sent to study the rural broadcasting scheme in Peshawar in 1936. The Baroda broadcasting station's building commenced construction in 1939. Dr. Narayana Menon who had worked for the BBC during the Second World War, joined the Baroda station in 1947. In the next year (December 16, 1948) the Baroda station was merged into AIR, and it was the first Princely State to be absorbed by AIR.
At Panaji, in Goa, a former territory of the Portuguese in India, a 5 KW medium wave station was started in 1948. It served also Diu and Daman. By the end of 1961 as an immediate reaction to the occupation, the Goa station stopped functioning. It was only after Goa's occupation by India in January, 1962, AIR once again started broadcasting from Panaji.

Hyderabad, however had persisted in its untenable claim to sovereignty and continuous of direct links with Britain, instead of joining the Indian Union. This led to Police action, and it is said that 3 AIR's officers were deputed to the State to assist the Military Government and later the Chief Civil Administrator in running the broadcasting service. Luthra was then incharge of the Cuttack station and he was deputed to take over as Controller of Broadcasting, Hyderabad State. He took charge on September 18, 1948. The earlier Controller was redesignated as Additional Controller. G.M.Shah came from Lucknow to join as Station Director of Hyderabad. Habib-ur-Rahaman from Bombay took charge of the Aurangabad station. The services of
Desmond Memphis, an Englishman who was suspected as engaged in special liaisons work with certain foreign Governments were terminated. This made the AIR reshuffle a number of staff members of these Southern States Travancore, Aurangabad, Mysore without prejudice to their salaries or their conveniences.

THE ALL INDIA RADIO

Fielden was succeeded by Ahmed Shah Bukhari and was the Director General for a period of 6 years from 1940. The designation of Controller of Broadcasting was changed to that of Director General. In 1934, at the time of inaugurating the school programme Jawaharlal Nehru had written in the Visitors Book 'Forward Radio'. A week later Mrs. Sarojini Naidu more poetically said "To harness the ether for the service of those who dwell upon the earth is one of the loveliest services that the modern age can render to humanity. So - Upward Radio".¹

Fielden had desired to have the Metcalfe House in old Delhi, where the office of the

¹ H.R.LUTHRA : Indian Broadcasting, p.67,
Federal Public Service Commission was situated. But, that could not be. He was mildly chastised for not conforming to official decorum. His request was turned down. Eighteen, Alipur Road, Delhi was then selected on a temporary basis. From here the Delhi station started operating from January 1, 1936, and the Delhi A and B channels were started in December 1937. One more building was taken on lease. Finally, the Akashavani Bhavan in Parliament Street was specially built to house the AIR.

A.S. Bukhari's term of office saw momentous events and the AIR expanded greatly during his tenure. On June 3, 1947 the Viceroy, Lord Mountbatten, Jawaharlal Nehru and Mohammad Ali Jinnah made their historic broadcast on the partition of India. On the midnight of 14/15 August, 1947 came alive Jawaharlal Nehru's famous speech called 'Tryst with Destiny'. Partition saw the stations of Lahore, Peshawar and Dacca go to Pakistan. Delhi, Calcutta, Bombay, Madras, Lucknow and Trichy remained in India and by 1950 five stations in the Princely States of Mysore, Trivandrum, Aurangabad, Hyderabad and Baroda joined the AIR network.
A.S. Bukhari was a teacher in the Government College, Lahore and became Station Director of Delhi. His brother succeeded him in that office and this gave room for a lot of criticism and it was commented that AIR had become the BBC - Bokhari Brothers Corporation. But their contribution to the development of AIR was phenomenal.

On January 1, 1936 the Delhi Station came alive. The Indian State Broadcasting Service was bringing out an English Programme Journal and on this day the Journal came to be published with a new format and a new name the Indian Listener - a name which survived till 1958, when it was recristoned 'Akashavani'. In this journal more than half was devoted to the Imperial Broadcasting Service from the BBC. While Delhi, Calcutta and Bombay stations got half, 5/6, 1 column each. There were also details about German service for South and East Asia. Interestingly, the chimes of London Big Ben were broadcast at frequent intervals. Delhi was the only station in north India, but within a fortnight of its Commission it could relay music by famous musicians like
Vinayaka Rao Patwardhan, Fayyaz Hussain Khan, Hafiz Ali Khan, Abdul Aziz Khan Beenkar and Bundu Khan. These broadcasts from Delhi and other centres were received with mixed opinions. In Madras the Professor of Physics said: "No nation can be considered modern, if it does not have an efficient broadcast service and judging from present condition. India has a bright future and there is a vast scope in this country". Prof. Parameswaran went a step further questioning the suitability of broadcasting in India.

"Why?, because the factors that helped its rapid growth and made it a power for good in the west are utterly absent in this country. In a country like India, the introduction of amenities of civilization like broadcasting will ruin our industries. And if we commit the mistake of trying to civilise Indian Villages by importing these western ideas, I fear the result will be diaster." ¹

¹. U.L.BARUAH: This is All India Radio, p.98-99,
But these comments were overlooked and it proceeded further in its developmental programmes. The broadcasting station at Peshawar in North-Western Frontier Province which was run by the Local Government was taken over by AIR on 1st April, 1937. In Uttar Pradesh - Kanpur was suggested by the Merchants Chamber as a suitable location for a radio station. But the final choice was all upon Lucknow, which was started on April 2, 1938. Govinda Vallabhpant inaugurated the station. Madras station was inaugurated by Lord Irwin in June 1938. Tiruchinapalli was the last station, before the world wars, to be inaugurated by C. Rajagopalachari.

Initially there were some, what is called, teething troubles with regard to the broadcasting of music, talks, book reviews, the amount to be paid as remuneration for such items, accepting claims for travelling allowances etc. In fact, it took quite sometime to sort out these problems. Interestingly, it was found that only three Government officials delivered talks in English and of the forty talks from January 1 to February 15, 1936, only four were by Indians.¹

¹ H.R. LUTHRA: Indian Broadcasting, p.115,
There was a good deal of development even with regard to personnel for "The Indian Listener", Charles Barnes was selected as the News Editor, Fielden and later Bukhari were responsible for making several new appointments. The persons selected by them were efficient and innovative. A mere University degree was not helpful for such posts. In media like the Radio and the Television the usual selection procedures are not of great help in picking right persons. What was more important was artistic temperament, taste, imagination, broad cultural interest and ability to organise successful presentation by getting the best out of performance. Naturally although there were some criticisms over selections in the early stages men in different walks of life were roped into the AIR. The Bukhari brothers were lecturers by profession originally. There were also some more lecturers who were working in different colleges, Lakshmanan, screened by Fielden himself, had been in the military, Advani was a Lecturer, S. Gopalan appointed as the Station Director of Trichy was a Commerce graduate. Victor Paranjyothi was a journalist. G.T. Shastri was a practising lawyer
at Madras and also the Secretary of Sangeeta Academy in Madras. In fact, Fielden in a talk in 1938 said:

"It was a dangerous thing to enumerate qualifications, and doubted whether it was possible to apply qualifications rigidly to such things as broadcasting. As far as the technical side was concerned, it was fairly easy to assess them, but the most difficult part was the programme staff. Difficult, because one was no longer dealing with paper qualifications but with abstract values which were, and must be, to some extent, a matter of taste and opinion, and therefore controversial. He felt that it was fairly easy to say that an engineer was efficient or inefficient, knowledgeable or ignorant, but who was to be the final judge of a producer whose programme
would be the bone of contention among listeners."

The staff of the AIR right from the Programme Assistants had to play many parts like planning of programmes, wetting of scripts, rehearsals, going through unsolicited material sent by prospective broadcasters, besides, of course, attending to inescapable administrative duties. Every morning there would be a programme meeting where the programmes broadcast were reviewed and were examined to see which went wrong and which came off well. That was a time for free and frank analysis, criticism and discussions on each other programmes, of course without any bitterness and malice. The commencement of the World War saw some more changes in the broadcast. The first attempt was to transfer the programmes from AIR to any organisation under direct control of British authority. A.S. Bukhari had to fight hard to prevent such a move. However, broadcasts to British troops in India and in foreign languages

listeners abroad were to be the responsibility of the Far Eastern bureau of the British Ministry of Information, the AIR also being somewhat responsible jointly. Many propaganda talks were also forced upon for broadcasting. But, here also, Bukhari had to put his foot down. Consequently, there were 5 minute programmes in English under the title 'Counter Attack' and a Hindustani version of it entitled 'Jawabi Hamla'.

The National Planning Committee set up by the Congress in 1938 with Jawaharlal Nehru as a Chairman commenced its work only in 1939. Questionnaire regarding the programmes and administration was issued to several people. The Planning Committee suggested that Communications and broadcasting, "should be public monopolies and should be run on commercial lines and developed intensively subject to paramount consideration that they are social services and as such powerful agents in the task of national development."

Partition of the country led to great changes in AIR. The Bukhari brothers, Rusheed Ahmad, Riaz Ahmad and several other Muslims joined
the Radio Pakistan. The Radio Pakistan, according to A.S. Bukhari, started with a clean slate since copies of certain files relating to policy matters were not readily forthcoming by AIR. The Radio Pakistan did not have qualified number of adequate technical staff and sometimes it had to seek the help of specially trained engineers on technical matters.

Mention may be made of Gandhiji's association with AIR. Fielden tried to record Gandhi's voice at the Round Table Conference of 1931 held in London, but it was not possible although his voice was recorded for one of the American Radio networks. AIR for the first time broadcast his voice when he addressed the Asian Relations Conference held in Delhi in April 1947. AIR's attempt to make Gandhiji come over the AIR on August 15, 1947 had not got the approval of Gandhiji, but when he went to Calcutta in May 1947 the Calcutta station recorded his post prayer addresses at Sonepur Ashram for subsequent broadcast. His prayer meeting addresses at Birla House in Delhi were all recorded from September 1947 till his death. The only time he visited
AIR, Delhi was on 12th November, 1947 when he addressed the refugees from Pakistan at the Kurukshetra camp.

Let us examine the further development of AIR. At the time of Independence there were 9 stations in free India. After 1950 the Government at an estimated cost of Rs.36.4 millions drew up a development programme spreading over eight years and to start with some pilot stations with 1 KW medium wave transmitters were begun at Jammu on December, 1947 followed by Patna, Cuttack, Gauhati, Nagpur, Vijayawada, Srinagar and Allahabad, Ahmadabad, Jullandhar (1949), Dharwar and Kozhikode (1950). Thus, by the end of 1950, there were 25 stations received by 25% of the population covering 12% of the area of the country. External News Services were separated from the Central News Organisation which is now called News Services Division, and eleven languages were used for one hundred and sixty hours per week in the external services.

When the country adopted the five year plan, the first and second plans spread over from 1951 to 1960. The first Five Year Plan had an allocation of about Rs.4 crores according to the statistical
tables. This was too small an amount for development. It was subsequently raised to Rs.4.9 crores, although only Rs.2 crores and Rs.19 lakhs were utilised. During the first Five Year Plan, Poona station was opened while the Aurangabad station was closed. Srinagar and Jammu stations run by the State Government were taken over by AIR in 1954. In 1955 stations came into existence in Rajkot, Jaipur, Indore, Simla with only a 2.5 KW and Ajmer in place of Jaipur and Bangalore in place of Mysore as short wave stations. Ajmer was linked to Jaipur, both of them carrying out identical programmes, originating from Jaipur. Some of the existing stations were also strengthened. 50 KW medium wave transmitter came up at Calcutta, Bombay (1951), Ahmedabad, Jullandhar (1954) and Lucknow (1955). Even at Nagpur a new 10 KW medium wave transmitter replacing 1 KW was installed in 1955. When some of the stronger transmitters were installed, some stations with lower strength, were closed as a matter of policy. Shillong, Baroda, Amritsar, Mysore were such stations which were affected. For the second plan there was an out lay of Rs.8 crores though only Rs.5.67 lakhs were spent. Bhopal, Trichy, Ranchi
were the new stations opened. Vijayawada and Patna stations were strengthened with 10 KW transmitters and a similar transmitter was fixed up for the second channel of Delhi. Bombay and Madras had now 100 KW short wave transmitters (1957) to be used at least for sometime, by the external services and also to give nationwide coverage to the All India variety programmes of light music named Vividh Bharathi. From Delhi, in 1959, a special programme was beamed to the Andaman and Nicobar Islands which later in 1963 got their own stations.

Ten Municipalities in Andhra Pradesh got the benefit of community listening through loudspeakers in parks and public places. Ten Municipalities in Andhra Pradesh had such system, operating 70 loudspeakers in some towns. In 1956 the Government of Andhra Pradesh proposed to extend such wide broadcasting to domestic subscribers but it was turned down by the AIR. The Chanda Committee actually spoke high of such community listening and in its report it said:

"We were given some details of the scheme worked out by the
A.P. Government ...... we fail to see why such a worthwhile activity is being hampered by the Union Government ...... since the programmes desired to be relayed were AIR programmes there can be no objection of encroachment of Union functions ...... we urge that all such initiative by State Governments and local bodies should be encouraged and facilitated instead of being discouraged and even obstructed.¹

The projects for the 3rd Plan (1960-66) received a jolt after the Chinese attack in October, 1962. Priorities had to be changed. In the hilly region of the Easter border at Kusong a 20 KW short wave transmitter in place of the originally planned 2 KW was started. In fact this was originally to be installed at Trivandrum. New stations were started at Kohima, Port Blair, Imphal, Plassey ghat, North eastern part of NEFA and Bij

1. H.R. LUTHRA: Indian Broadcasting, p.203
in Gujarat. Auxiliary stations were started in 22 centres which included Cuddapah (20 KW) medium wave (June 17, 1963) and Visakhapatnam 10 KW medium wave (August 4, 1963). 26 Vividha Bharathi centres with a transmitter of 1 KW medium wave came to be established. At end of the third plan medium wave service covered 70% of the India's population and 52% of its area. The concept of satellite stations could not be applied successfully, since the transmission of programmes hundreds of miles away could not satisfy the urges of the local population. Says Luthra in his 'Indian Broadcasting' about this:

"Another drawback in this kind of planning was that the cart was put before the horse, in the sense that when deciding upon the strength and location of transmitters, the use to which any transmitter was to be put was not discussed in any detail with the programme people. On their part the technical staff also had a complaint against the higher
authorities in the Ministry on the grounds, as the Chanda Committee has mentioned in its report, their technical advice was also disregarded on administrative and political considerations. This resulted in many important questions of development being considered cursorily and plans involving crores of rupees drawn up hurriedly and accepted without mature examination. This they felt accounted for many of the anomalies noticed and commented upon adversely."

An important development in 1964 was the setting up of a committee on broadcasting and information media by the Government of India under the Chairmanship of Chanda. This Committee made an independent review of broadcasting in India. It recommended two autonomous corporations for

1. H.R.LUTHRA : Indian Broadcasting, p. 209,
Radio and Television. This was unacceptable to the Government. Only the recommendation for Commercial broadcasting was accepted. In 1966 the English Services, for overseas listeners, which now was called General Overseas Services was integrated. AIR's News Services now renamed its features under 'Topic for Today', and 'Focus'. Later 'Spotlight' was added on. Madras station started giving support to the correspondence courses run by the Delhi University. Commercial advertisements were introduced in the Bombay, Nagpur and Poona chain of Vividha Bharathi stations. Family Planning was broadcast and intensified with the creation of 22 family planning stations, the expenditure of which was to be met with by the Ministry of Health and Family Planning.

Between 1966-69, there were annual plans and the AIR was allocated for those 3 years, Rs.14 crores and 67 lakhs. Out of this allotment, Rs.10 crores and 8 lakhs were utilised. New stations were opened at Aizwal, Madura, Pondicherry, Tezur and Dibrughar. Auxiliary centres were set up at Coimbatore, Agartala, Udaipur, Bhagalpur,
Suratghar and Parbhani. During the 4th Five Year Plan, Rs.69.1 lakhs were provided, although less than half of it i.e. Rs.27.12 lakhs were spent. New stations were set up at Leh and Silchar and auxiliary centres at Alleppy, Gorakhpur, Simla, Kohima and Rajkot. Stronger transmitters were installed at Bangalore, Calicut, Dharwar and Madras. In the 5th Five Year Plan new stations came into existence at Tawang, Mysore, Darbhanga, Rohtak, Chatrapur, Aurangabad, Ambikapur and Jagadhalpur. By March, 1980 the medium wave coverage in the country was 90% of the population and 78% by area.

Frequently modulation (FM) stations were introduced at Madras, Bombay and Calcutta. In Cuddapah in 1983 a 100 KW medium wave transmitter was started.

As already seen above the Chanda Committee had recommended a restructuring of Radio and Television so as to form separate public service Corporations. Akashavani and Doordarshan were recommended to have freedom in their methods of recruitments, regulation of scales of pay and conditions of service. Though the Government based on this recommendation, separated
Doordarshan from Akashavani from 1976, the forming of autonomus corporations was not accepted. The Chanda Committee had said,

"Theoretically it (AIR) has the freedom for a national news paper to present objectively topics of current interest. But in practice it has failed to do so mainly for two reasons. First, successive minister usurped the policy making functions of the Director General and started interferring even in matters of programme planning and presentation, and second, the selection of the directing staff was so made as to ensure unquestioning campliance. As a result the public image of AIR has become tarnished, its objectivity destroyed and its initiative gradually whittled away."¹

¹ H.R.LUTHRA : Indian Broadcasting, p.226,
Non-acceptance of the proposal for separation led to great debate in the press and the public. Some thought that there would not be development in broadcasting if they were converted into corporations and that no restrictions may be laid on national development projects, uplift of the poor and backward masses as many of the public sector projects turned into corporations had not flourished in the desired manner. On the other hand, it was argued that the party in power would misuse the media for its own purposes. The emergency declared in June, 1975 gave fillip to such criticism, since censorship was imposed on all media. The AIR's code first finalised in 1967 and amended in 1970 was also made non-operative on the ground that under the changed circumstances it was not feasible. This added fuel to fire.

In 1977 the Janata Party in its election manifesto declared that it would make Akashavani and Doordarshan autonomous bodies. A Committee headed by Verghese was appointed when this party came into power. Recommendations setting up an 'Akasha Bharati' and a National Broadcast Trust was put forward. It also suggested a Board of Trustees at the Apex. The Government finally put
forward a bill in the Parliament envisaging a corporation known by the name 'Prasara Bharati' which included both Akashavani and Doordarshan. On technical matters, i.e., with regard to operation of finance, appointment of auditors etc., there was no agreement and as it is, this has not yet come into existence. The debate even today continues more so after the fall of the Janata Government and the induction of the Congress Party back to power. Lord Windleshan wrote the following in his 'Broadcasting in a Free Society'.

"Always there is a need to guard against over-rigid systems and towards spending too much time and care in attempting to define the indefinable. Instinct and judgement are invariably better guides than didactism. In broadcasting as elsewhere the bureaucracy will gain in strength as well as in numbers unless positive steps are continuously taken to counter it."¹

Incidentally a reference may be made to the nine point AIR code specially for individual broadcast. This was formulated as a result of the dispute between Subodh Benerjee of the Ministry for Labour, in the Government of West Bengal and P.C. Chatterji, the Station Director of Calcutta AIR, over a passage in the script of the minister's broadcast considered objectionable. Ashok Mitra, the Secretary for the Ministry of Information and Broadcasting had a great part to play in formulating this code, which laid down.

"Broadcasting on All India Radio by individuals will not permit: criticism of friendly countries, attack on religion or communities; anything obscene or defamatory; incitement to violence or anything against maintenance of law and order; anything amounting to contempt of court; aspersion against the integrity of the President, Governors and the Judiciary, attack on a political party by name; hostile criticism
of any State or the Centre, and anything showing disrespect to the Constitution or advocating change in the Constitution by violent means (but advocating changes in a constitutional way should not be debarred).”

While Station Directors would have powers to refuse a broadcast which does not respect the code, a dispute involving a Minister of the State Government has to be referred to the Minister for Information and Broadcasting for final decision. The Code do not apply to news bulletins.

CATEGORIES AND PROGRAMMES

Broadcasting comes under several categories. Broadcasting of News is, of course, the most important. The Indian Broadcasting Company had one news bulletin in English and one in the Indian language from Bombay and Calcutta. Reuters, the News Agency provided the script. It was sometimes

1. U.L.BARUAH: This is All India Radio, p.16,
felt that these news summaries were not only brief but out of date and disconnected. Later on slowly changes came over, the AIR had its own news editors. There were news broadcast from Delhi and Bombay thrice 8.50 to 9.00 AM, 7.00 to 7.05 PM and 9.30 to 9.50 PM daily, the evening news had a break on Sundays. In other centres there was a slight variation of timing. More and more language bulletins to serve the regional and local news were introduced. From 1939 Tamil, Telugu, Gujarati, Marathi and Pushtu language news were broadcast besides English, Hindustani and Bengali. The AIR during and after World War II had their own correspondents at Bangkok, Cairo, Dacca and Dubai and from 1971-72 at Khatmandu, Singapore, Paris, Washington, London, Bonn, Moscow, Nairobi and Addis Ababa. These correspondents were not salaried personnel, but received expenses according to the despatches asked for or used. The News Service Division was responsible for commentaries, discussions on important topical subjects, review of debates in Parliament and reviews of proceedings of State Legislature. A spot light programme, originally called India and the Dragon at the time of Chinese Occupation and
then, Focus which was merged with the topic for the day under a new designation 'In the News' and finally from 1967 onwards under the title 'Spot Light'. A Central Information Service came into existence in 1960. Radio News had been seriously criticised right from the beginning and the formation of Central Information Service is considered a reason for a fall in professional broadcasting standards. Some parts for which the criticism was severe has been that it reflects bias in favour of the ruling party, disproportionate time devoted to official statements and happenings, unwarranted delays in reporting important news and unsatisfactory reading with unsuitable voice and pace and mispronunciation of names of persons and places. This has not been properly solved till now.

As a media for socio-economic change the rural farm broadcasting is one field where the AIR played a remarkable role. We have seen how the North Western Frontier Province, through its Peshawar station started broadcasting to farmers in the rural areas from 1935 onwards. This was a programme which included weather report,
market prices, talks and discussions on agriculture, animal husbandry, handicrafts, health and hygiene. These were interspersed with folk music. The rural broadcasting programmes underwent changes after 30 years from 1965. The UNESCO also came forward with financial and technical assistance to establish two-way communication, between agricultural audiences and the programme organisers and producers. This experiment, started at Poona, was a success and it was decided to establish such farms in all stations. Some stations in the early 70's started a programme, Farm School, on the AIR specially in the south. Listeners had to register their names in the centre. The questions regarding agricultural programmes were asked by such registered persons. The Bangalore station introduced this scheme and 20000 applicants registered their names. With the help of the agricultural University, examinations were conducted and prizes were distributed.

Donors came forward to distribute prizes in the form of bullocks, spraying equipments, incubators etc. It became so popular that
affluent and educated farmers considered information through this media as equally valuable to that which may be seen from the experiment. It became thereafter a regular feature in the several AIR centres under the name Farm Schools of the AIR. By 1985, as many as 64 stations had such units. Earlier only talks were being delivered, interspersed with folk music. But now, besides classical music, folk music also came to be broadcast although as a part of the rural programmes.

As a part of promotion of classical arts and culture several musical programmes were broadcast. In fact, as seen already, the very first programme of AIR under the company came to be inaugurated with music. AIR's music programmes gave encouragement also to the amateur besides the professionals. A survey shows that music programmes occupy on the average about 39% of time. Both the schools of music, the Hindustani and the Carnatic, received equal patronage. Artists for music broadcast were selected through a system of audio test by non-official committee and preliminary screening. The
music audition board graded these artists as Top, A, B (High) and B. Later, National Programmes of music and concerts from Sangeetha Samelans came to be broadcast. Famous maestro (musician) Ravisankar and T.K. Jayarama Iyer were appointed at New Delhi under National Orchestra as Conductors. To feed to the desire of the film goers, film music, mainly love songs, were also introduced. Naturally, because of its majority the Hindi film songs received top priority. The local stations were incharge of film music in regional languages. Drama occupies about 4% of the broadcast time. Besides plays in regional languages and major dialects, national programmes of play from the best of the regional language productions were introduced after getting them translated directly from the original script as far as possible.

Under programmes for specific audiences came the school programmes next after the rural programmes. More than 70 stations originate programmes for school children. They have become a regular feature right from the day AIR came into operation. Initially they were meant for
students of secondary school levels. These programmes have now been extended to cover from the correspondence courses of several Universities including the Open University at New Delhi. The UGC also has started preparing broadcast for schools on several subjects of educational value. A Chief Producer keeps in touch with the Ministry of Education and National Council of Educational Research and Training, to produce programmes. However, this has not been a great success. According to the report to Chanda Committee hardly any school in cities took advantage of these programmes, since these programmes were not related to prescribed system.

Talks and discussion programmes besides "Current Affairs" are yet another feature. These talks in Hindi, English and other regional languages covered a wide variety of subjects in humanities, sciences, travelogues, book reviews, poets meets, short stories and interviews of personalities etc.

Yuvavani is a title under which different types of programmes are broadcast and an interesting point we may note here is that this
programme has discovered a number of persons in humble position and made them become wellknown. For example, a high school boy working in a laundry now is able to get on to a news paper, because of his capacity to write. Another betal leaf seller has become popular in 'musarias' or 'Kavi sammelans' through his poetical compositions. There are also programmes for women and children. In the 1940 report on broadcasting there is no mention of these programmes which suggest it must have been thereafter that these programmes came to be highlighted. Actually in the AIR stations of the early periods, children programmes were first to be started on Sunday mornings and several kids were invited to the studios as audience. The quality and effectiveness of the programmes for children very much depended on personality, imagination and interest taken by the programmes assistants or the producers. The Verghese group report opined: "We would feel that the Children's programme merits the greatest attention and production talent. This is where cultural taste can be influenced and interests awakened in the world around. The Womens'
programmes are compared by one or two women on the station staff and the programmes deal with cooking, sewing, beauty hints, nutrition and health, family planning, problems of working women etc., and other aspects of social equality between men and women. Mention may be made of programme for industrial workers, tribals etc. The variety of the programmes broadcast by the AIR have jumped leaps and bounds but still it is found that some of the programmes have failed to achieve the expected amount of popularity and success. Several reasons are put forward for such failures but they are beyond the perview of this thesis.

I have given a bird's eye view of broadcasting in India with several dominant features, and the Cuddapah Station has been a participant in many such programmes. I shall now give an account of the development of stations in Andhra Pradesh with special reference to Cuddapah.