



INDIA'S PUBLIC SERVICE BROADCASTER

# ANNUAL REPORT

2021 - 22



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## PRASAR BHARATI – AN OVERVIEW

### A. INTRODUCTION:

Prasar Bharati, India's Public Service Broadcaster, was established under the Prasar Bharati Act, 1990, and came into existence on 23rd November 1997. Its mandate is to organize and conduct public broadcasting services in the country -- to inform, educate and entertain, and to ensure balanced development of broadcasting on radio and television. Over the years it has worked tirelessly to fulfil its statutory mandate as enshrined in the Prasar Bharati Act.

Akashvani (All India Radio – the Radio network) and Doordarshan (the Television network) are its constituents. Prasar Bharati also operates DD FreeDish, the only free Direct to Home service which is the largest distributed DTH platform in India. Prasar Bharati extends its reach through digital platforms, operates the NewsOnAir App as well as Prasar Bharati News Service (digital news service) in tandem with its nationwide multilingual broadcast services over Doordarshan and All India Radio.

Doordarshan and All India Radio have played a catalytic role in the development of the nation. The contributions made by radio and television in almost every sphere -- agriculture, industrial growth, education, health care, immunization, emancipation of women, strengthening of grassroots governance and democratization process -- are well recognized. The broadcast networks safeguard citizens' rights to be informed freely and objectively on matters of public interest, national and international, and facilitate a fair and balanced flow of information including divergent views without promoting any ideology. The organization strives to uphold the unity and integrity of the country and the values enshrined in the Constitution.

Focussed attention is given to cultural diversity and languages, rural development, environment, food and agriculture, health & family welfare, education, sports, and science & technology. Programmes for special needs of the youth, empowerment of women, social justice, welfare of working classes, minorities and tribal communities, protecting the interest of children and vulnerable sections of society, are broadcast. Content is also live streamed and can be accessed anywhere through the mobile app NewsOnAir.

Prasar Bharati Channels occupy a position of credibility and trust in a highly commercialized electronic media environment in the country. Ethical norms and guidelines framed by Prasar Bharati provide a bench-mark for the industry.

### B. OBJECTIVES:

The following are major objectives of Prasar Bharati set out in the Prasar Bharati Act, 1990:

- i) To uphold the unity, integrity of the country and the values enshrined in the Constitution.
- ii) To promote national integration.

- iii) To safeguard the citizen's right to be informed on all matters of public interest and presenting a fair and balanced flow of information.
- iv) To pay special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health & family welfare and science & technology.
- v) To create the awareness about women's issues and to take special steps to protect the interests of the children, the aged and other vulnerable sections of the society.
- vi) To provide adequate coverage to the diverse cultures, sports & games and the youth affairs.
- vii) To promote social justice, safeguarding the rights of working classes, minorities and tribal communities.
- viii) To promote research and expand the broadcasting facilities and development in the broadcasting technologies.

### **C. THE PRASAR BHARATI BOARD**

Prasar Bharati is governed by the Prasar Bharati Board. The Board is headed by a Chairman and has three whole time Members- the Executive Member (Chief Executive Officer), Member (Finance) and Member (Personnel). The Board has six part-time Members, a representative of the Ministry of Information & Broadcasting and the Director Generals of All India Radio and Doordarshan as ex-officio Members.

The tenure of Chairman is three years subject to the maximum age limit of 70 years, whichever is earlier. The Executive Member has tenure of five years, subject to an age-limit of sixty five years, whichever is earlier. The Member (Finance) and the Member (Personnel) are whole-time Members with six year tenure, subject to the age limit of 62 years, whichever is earlier. The Prasar Bharati Board normally meets at least six times in a year.

The composition of Prasar Bharati Board during the year 2021-22 was as under:

- Chairman Vacant
- Chief Executive Officer Shri Shashi Shekhar Vempati

#### **WHOLE TIME MEMBERS**

- Member (Personnel) Vacant
- Member (Finance) Shri Rajeev Singh (till 08.04.2021)  
Shri D.P.S. Negi (w.e.f. 01.12.2021)

#### **MEMBERS NOMINATED BY MINISTRY OF INFORMATION & BROADCASTING**

- Addl. Secy. & FA, MIB & Nominated Member Shri Ali R. Rizvi (till 06.04.2021)
- Addl Secy. & CVO, MIB & Nominated Member Smt. Neerja Sekhar (w.e.f. 07.04.2021)

#### **PART TIME MEMBERS**

- Shri Ashok Kr. Tandon w.e.f. 08.07.2020
- Shri Alok Agrawal w.e.f. 08.07.2020
- Shri Sanjay Gupta w.e.f. 08.07.2020
- Smt. Shaina NC w.e.f. 09.07.2020





- Smt. Kajol Devgan till 23.11.2021
- Shri Salim Merchant till 23.11.2021

### EX-OFFICIO MEMBERS

- Director General, DD Shri Mayank Kumar Agrawal (Additional Charge)
- Director General, AIR Shri N. Venudhar Reddy (w.e.f. 30.06.2021) (Additional Charge)

### MEETINGS OF THE PRASAR BHARATI BOARD

During the year, 6 meetings of Prasar Bharati Board (167th to 172nd) and 18 meetings of Board Committees were held. Some important decisions taken and key matters deliberated upon during these meetings are as under:

- Revised Policy for Procurement of Feature Films for Prasar Bharati Platforms on Fixed License Fee
- Policy for Radio Autobiography
- Approval of Annual Accounts of Prasar Bharati for the Financial Year 2020-21
- Signing of MoU between Prasar Bharati and Sansad TV
- Way forward for DD Analogue Terrestrial TV Transmitters (ATTs)
- Way forward for AIR Analog MW & SW Transmitters
- Framing of Prasar Bharati Broadcasting (Programme) Service Regulations

## D. THE ORGANISATIONAL SETUP

The Prasar Bharati Board functions at the apex level ensuring general superintendence, direction and management of the affairs of the Corporation. The Board is assisted by a Secretariat consisting of officers from Programme, Technical, Finance and Administration.

The Executive Member is the Chief Executive Officer (CEO) of Prasar Bharati. Officers from different streams in the Prasar Bharati Secretariat assist the CEO, Member (Finance) and Member (Personnel) in overseeing operations, implementation of plans and policies, as well as management of budget, accounts and financial matters.

The All India Radio (AIR) and the Doordarshan (DD) Directorates are headed by respective Directors General (DGs). The News Wing of All India Radio is headed by Director General, News Services Division (NSD) and that of Doordarshan by Director General, News and Current Affairs (N&CA).

The DGs are assisted by Additional Directors General (ADGs) in Programme, Administration and Finance Wings, and an Engineer-in-Chief in the Engineering Wing.

The Directorates are responsible for policy formulation, planning and development, infrastructure and technology upgradation, budgetary planning and control, human resource management, overseeing operations and maintenance activities, etc.

Field level Operations and Management are executed through the zonal offices in the North Zone (Delhi), South Zone (Chennai), East Zone (Kolkata), West Zone (Mumbai) and North East Zone (Guwahati). ADG level officers function as Zonal Heads for Content Operations, Broadcast Operations and Administration. A National Zone supervises the channels of Doordarshan and All India Radio.

Prasar Bharati has a Vigilance set-up at the headquarters headed by a Chief Vigilance Officer.

Commercial Sales and Billing of All India Radio is handled by the Central Sales Unit (CSU) at Mumbai

along with 15 main Commercial Broadcasting Service (CBS) Centers (renamed Sales Centres- SCs) across the Country. The Commercial Revenue Division (CRD) (renamed Public Outreach Service -POS) in Delhi manages Government business. Corporate Sales in Doordarshan are handled by Commercial Revenue Divisions (CRDs) (renamed Sales Divisions-SDs) located in Mumbai, New Delhi, Kolkata and Bengaluru. Centralised Billing is done by the Doordarshan Commercial Service (DCS) in Delhi.

The National Academy of Broadcasting & Multimedia (NABM) with its main campus at Kingsway Camp, Delhi is Prasar Bharati's training facility. It has regional campuses at Bhubaneswar and Shillong. The Academy's Programme Division is responsible for in-service training of Programme and Administrative personnel. The Technical Division organizes Training Courses for the engineering staff. The NABM also conducts departmental promotion examinations for staff including examination for recruitment in various cadres. International Collaboration to be added here.

The Archives, Research Department, Civil Construction Wing (CCW) and AIR Resources are common facilities for AIR and Doordarshan.

The PB Recruitment Board (PBRB) created on 12.02.2020, handles recruitment of personnel below the level of Joint Secretary to the Govt. of India.

## **E. REFORMS AND STRATEGIES:**

### **1. Digital Platforms:**

#### **a) Major Milestones of PBNS, Outcomes & Achievement**

- i) 13<sup>th</sup> May, 2019 - PBNS operations begins.
- ii) PBNS Twitter handle gets verified in June 2019. Hon'ble PM Shri Narendra Modi Modi started following PBNS Twitter handle in July 2019.
- iii) COVID Management: Digital amplification of TV and Radio Programs on awareness and disinformation combat during COVID Pandemic, Social Media campaign of "Stay Home Stay Safe", and extensive, timely coverage on Social Media Platforms.
- iv) Network-wide platform NDMS, a powerful tool for news gathering launched.
- v) For Content Syndication, International content distribution through AVM, etc., and distribution of hearing-impaired video-based content to Private media through FTP started.
- vi) Renewed NewsOnAIR Website and App launched.
- vii) PBNS Telegram gets launched for providing free content to media - Today An Eye On, Sign language bulletin, Media scan, Hindi & English articles, Hindi & English videos, Fake News Busting, Magazine, Graphics (Eg - Corona Jagrukta series).
- viii) PBNS Twitter handle hits 150k followers on 22nd Feb 2022, had hit 100k followers on 13th July 2021 and 50k on 25th July 2020.

#### **b) Building the Global Digital Arm of the Public Service Broadcaster of India**

Creating the blueprint for Digital Presence of Prasar Bharati. Identifying Space, Coordinating Infrastructure, Hiring Manpower and commissioning the one of its kind Digital News Agency Service for Ministry of Information & Broadcasting under the aegis of Prasar Bharati.

### C) News Agency Services

- Engagement of News Service ANI and content distribution to all the three verticals, namely AIR, DD and Digital
- Facilitating Services of Foreign News Agencies for Prasar Bharati Network
- Engagement of Multilingual News Service for AIR, DD & PBNS.
- Developing PBNS as the Digital Media agency for the National Broadcaster with launch of information as short text, Long text, Videos Standard HDE & a special initiative for Vertical Videos most suitable on Hand held devices.
- Fake News Busting through the Social Media Platforms by corroborating, authenticating and connecting with the source for verified content.
- Main Circuit Parameter Design and execution supervision & Management of the NDMS Tool.

### d) Social Media Amplification & Digital Operations

- i) All impactful events covered on Social Media Handles of Doordarshan AIR and PBNS. Various activities regarding content management including addition of Channels in the Prasar Bharati CMS, verification of the social media accounts, clearing the potential claims regarding monetization & content ownership have been carried out.
- ii) Massive growth has been observed in DD National, DD India Social Media Handles once the operations had been handed over to PBNS & DP.
- iii) PB Ladakh was created for perception management.
- iv) Various activities regarding content management including addition of Channels in the Prasar Bharati CMS, verification of the social media accounts, clearing the potential claims regarding monetization & content ownership have been carried out.
- v) Total Reach of Prasar Bharati YouTube as per Content Management System for the year is: Impressions 14.7 Billion.

## F. IMPORTANT ACTIVITIES AND ACHIEVEMENTS:

- Modernization/ up-gradation of All India Radio (Akashvani) and Doordarshan network is a continuous process. Modernization plans cover a broad spectrum, which, inter alia, includes digitalization; adoption of new technologies at par with International standards; replacement of old ageing equipment and upgradation etc. Schemes in this regard are formulated time to time and implemented as per Govt approval which depends upon availability of funds/resources and inter-se priorities.
- In view of emerging trends in Broadcasting and change in consumer viewing habits, Prasar Bharati has entered into a Memorandum of Understanding (MoU) with IIT Kanpur to develop Next Gen. Broadcast solution/roadmap for Digital Terrestrial Broadcasting consistent with emerging standards such as 5G Broadcast. PoC/Trial of Next Generation Broadcast Technology (D2M) in Bangaluru was being conducted during the period.
- Content Innovation is a major thrust area and has seen synergy across radio and television, language amplification to address the wide diversity, and creating value from the rich archives. While focusing on its primary mission of public service broadcasting, popular content in new and innovative formats produced in collaboration with best in the industry has given a new fillip and boost to the entertainment fare on the networks. The international footprint of DD India-- the



international channel of Doordarshan-- has also grown in the last one year making it popular among the large Indian diaspora spread across the globe.

- DD Free Dish which is a free to air (FTA) DTH service has been further augmented for Its bouquet to contain 167 TV channels {38 DD channels (including 1 HD & Home), 2 Parliamentary channels, 51 co-branded educational channels, 2 foreign public broadcasting channels and 74 private GEC, movie, news, music} and 48 radio channels. Currently available in approx. 43 million households, it is the largest DTH platform in the country.
- Both AIR and Doordarshan are repositories of priceless archival collections of music, plays, serials etc., besides content of historical importance which have been completely digitized and have been made available online.
- With 501 Broadcasting Centres of All India Radio (Akashvani), 66 Doordarshan Kendras, DD FreeDish DTH Setup etc., spread across the length and breadth of the country, Prasar Bharati offers one of the most effective communication platforms for developmental outreach and commercial messaging.

## GLOBAL OUTREACH

Global Outreach Wing of Prasar Bharati deals with the activities related to international relations such as signing of Agreements and Memorandums of Understanding (MoUs) with Public Service Broadcasters/ Organisations of foreign countries. It facilitates the official visits of foreign broadcasters to all the verticals of Prasar Bharati, organizing In-Country/Sub-Regional workshops/ conferences/ events for Prasar Bharati involving International Broadcasting organisations such as ABU, AIBD etc and coordination of participation of its officials in international competitions /events/conferences both held abroad or in India.

### A. MEMORANDUMS OF UNDERSTANDING (MoUs)/ AGREEMENTS SIGNED DURING THE YEAR:

#### 1. Following MoUs/ Agreements were signed by Prasar Bharati during this year:

S.No.	Country	Broadcaster/ organization	Date of Signing	Purpose
1	Seychelles	Seychelles Broadcasting Corporation (SBC)	17.08.2021	Content exchange, Co-Production and Trainings
2	Germany	Deutsche Welle	09.11.2021	Telecast of Manthan Program on DD network
3	Korea	KBS Korea	21.12.2021	Hosting of DD India on OTT Platform MyKK.
4	USA	Yupp TV	07.03.2022	Hosting of DD India on OTT Platform.
5	Germany	Deutsche Welle	14.03.2022	For telecast of Eco India Program on DD network
6	Australia	Special Broadcasting Service (SBS)	17.03.2022	Content exchange, Co-Production and Trainings
7	Fiji	Fiji Broadcasting Cooperation Limited (FBC)	An addendum to the MoU between Prasar Bharati & FBC Fiji of exchange of Audio-Video Programs signed on 18.03.2022.	Content exchange, Co-Production and Trainings

- MoU with DW:** Deutsche Welle, Germany offered a series of science programme for telecast on DD Channels. In this regard a MoU (valid for one year from the date of telecast of first episode.) was signed with Deutsche Welle on 09.11.2021, under which programme titled "Manthan" (called as "Magazine") was telecast in Hindi/ English/ Regional languages on different channels of Doordarshan.





Exchanging of MoU between Prasar Bharati and Deutsche Welle, Germany on 09.11.2021

- MoU with SBC:** MoU between Prasar Bharati, India, and Public Broadcaster of Seychelles Broadcasting Corporation, Seychelles (SBC) on Cooperation and Collaboration on Broadcasting was signed on 17.8.2021. High Commissioner of India to Seychelles, Gen. Dalbir Singh Suhag signed the MoU on behalf of Prasar Bharati, while Mr. Berard Dupres, CEO SBC signed it on behalf of the SBC, Seychelles.



Signing of MoU between Prasar Bharati, India, and Public broadcaster of Seychelles Broadcasting Corporation, Seychelles (SBC) on 17.08.2021.

- MoU with KBS Korea:** A MoU between Prasar Bharati and KBS Korea was renewed on 21.12.2021 for one more year (i.e. 01.01.2022 to 31.12.2022) with mutual consent for hosting of DD India channel on Myk app platform.

- **MoU with Yupp TV USA:** A MoU between Prasar Bharati and Yupp TV was signed and exchanged on 07.03.2022 for hosting of DD India channel on Yupp TV OTT platform. As per the MoU, Yupp TV will carry the DD India in US, UK, Europe, Australia, Malaysia and Middle East.
- **MoU with Deutsche Welle, Germany (Eco-India):** A MoU between Prasar Bharati and Deutsche Welle, Germany got signed on 14.03.2022 that enables Doordarshan to dub, translate, subtitle and telecast the programme 'Eco-India' in Hindi/English/Regional languages on different channels of Doordarshan with aim to enhance the recognition of "Eco-India" in the territory of India.
- **MoU with SBS Australia:** A MoU between Prasar Bharati and Special Broadcasting Service (SBS), Australia was signed on 17.03.2022 in the field of content exchange, capacity building and exchange of training.
- **MoU with FBC Fiji:** A MoU between Prasar Bharati and Fiji Broadcasting Corporation (FBC) Fiji was signed on 24.05.2017 in the field of content exchange, capacity building, trainings and co-production of contents. In this connection an addendum to the said MoU between Prasar Bharati & Fijian Broadcast Corporation (FBC) for exchange of audio-video Programmes was also signed on 18.03.2022.

## 2. Co-Production of TV programmes:

- 3<sup>rd</sup> international co-production of Prasar Bharati titled "Family Asia" with EBS Korea was telecast on DD National 26-27 June 2021 at 11.00 PM (IST).
  - 4<sup>th</sup> International co-production with EBS, Korea namely 'Beasts of Asia' was telecast on DD National on 23<sup>rd</sup> & 24<sup>th</sup> April 2022 at 5:00 PM (IST).
3. **Formation of the Joint Working Group (JWG):** A Joint Working Group (JWG) comprising of officers from Prasar Bharati, M/o Information & Broadcasting and M/o External Affairs was constituted in order to frame the strategy for enhancing co-operation and collaboration efforts of Prasar Bharati with international broadcasters including the exploration of possibilities of distribution of DD India channel world over. 6th Meeting of Joint Working Group (JWG) held on 24.01.2022.

## B. Meetings of CEO, Prasar Bharati & ADG (Global Outreach) with Ambassadors and others:

To promote the reach DDI channel globally and to develop the cooperative relationship in the field of broadcasting, online/Physical Meetings between CEO, Prasar Bharati and Ambassadors of different Countries namely Uzbekistan, Japan, Bhutan, Australia, Bangladesh, France etc. were held and discussed to explore the possible areas of mutual cooperation in the field of Broadcasting in their respective countries.

S. No	Country/ Broadcaster	Date	Details of the Ambassador's Meeting
1.	RT Russia	06.04.2021	A virtual meeting between Shri Sunil, ADG (Global), Prasar Bharati and Ms Maya, Deputy Head of Distribution, RT Russia was held to discuss the matters of cooperation in the field of broadcasting.
2.	France24	14.04.2021	A meeting was held between officials of Prasar Bharati, French Embassy, Ministry of I & B and France Media Monde (France 24) team on 14th April 2021 in New Delhi to discuss the matters of cooperation in the field of broadcasting and exchange of channels between Prasar Bharati and France 24.



S. No	Country/ Broadcaster	Date	Details of the Ambassador's Meeting
3.	PSM Maldives	18.05.2021	A virtual meeting of Shri Sunil, ADG (GO), Shri Raman Kumar, Director (GO) with Public Service Media (PSM), Maldives to discuss the restructuring of PSM Maldives.
4.	Japan Information Centre, Embassy of Japan	13.07.2021	A virtual meeting held between ADG (GO), Prasar Bharati, Ms. Mufti Maria Mohammad and Koji Yoshida, Director- Japan Information Centre, Embassy of Japan on 13th July 2021 to discuss the proposal received from Japan Embassy related to telecast of Japanese program on DD Network and the proposal of signing of MoU on bilateral basis.
5.	Fiji	14.07.2021	A meeting was held between High commissioner of Fiji, H.E Mr. Kamlesh Shashi Prakash and ADG –Global Outreach, PB Mr Sunil on 14.07.2021 at Doordarshan Bhawan to discuss the matter of cooperation in the field of broadcasting between the broadcasters of two countries.
6.	MBC Mauritius	23.07.2021	A meeting was held between Mr Suraj, Head of Engineering, Satellite and IPGP, MBC Mauritius, Ms. Swetha M, 2nd Secretary (Political, Press & Info) High commission of India at Port Louise and ADG –Global Outreach, PB Mr Sunil on 23.07.2021 to discuss the matter of cooperation in the field of broadcasting and placing DD channels at MBC platform.
7.	Bhutan Broadcasting Cooperation (BBC), Bhutan	22.10.2021 & 17.11.2021	A virtual meeting convened between ADG (GO), Prasar Bharati and CEO of Bhutan Broadcasting Cooperation (BBC), Bhutan on 22.10.2021 and 17.11.2021 to discuss the conversion of SD studio setup in to HD studio Setup of BBC Bhutan.
8.	Ambassador of Turkmenistan in India	25.11.2021	A meeting has been convened between ADG (GO), Prasar Bharati and His Excellency Ambassador of Turkmenistan in India on 25.11.2021 to discuss the bilateral cooperation & collaborations in the field of broadcasting.
9.	Bhutan Broadcasting Cooperation (BBC), Bhutan	05.01.2022	A virtual meeting was convened between ADG (GO), Prasar Bharati and CEO of Bhutan Broadcasting Cooperation (BBC), Bhutan on 05.01.2022 to discuss the conversion of SD studio setup in to HD studio Setup of BBC Bhutan.
10.	France24	25.01.2022	A virtual meeting has been convened between Prasar Bharati and the representatives of France24 on 25.01.2022 under the chairmanship of Shri Sunil, ADG (GO) to discuss the possibility of carrying DD India channel in France through private cable operators.
11.	MBC Mauritius	02.02.2022	A virtual conference was held on 02.02.2022 between ADG (GO), PB and E-in-C, MBC Mauritius to discuss the signing of agreement for telecast of five DD channels in Mauritius
12.	Robocon Secretariat (NHK, Japan)	08.02.2022 and 28.02.2022	A virtual meeting between PB, ABU and Robocon Secretariat (NHK, Japan) held on 08-02-2022 & 28.02.2022 to discuss and deliberate upon the possibility to host the event in physical/ online mode.
13.	ATN, Canada	05.04.2022	A meeting of Shri Sunil, ADG (Global) with Dr. Shan Chandrasekar, President and CEO, ATN, Canada was held virtually on April 05, 2022 to discuss formalizing the relationship between ATN Canada and Prasar Bharati.



1. **France:** A meeting was held between officials of Prasar Bharati, French Embassy, Ministry of I & B and France Media Monde (France 24) team on 14th April 2021 in New Delhi to discuss the matters of cooperation in the field of broadcasting and exchange of channels between Prasar Bharati and France 24.
2. **Fiji:** A meeting was held between High commissioner of Fiji, H.E Mr. Kamlesh Shashi Prakash and ADG –Global Outreach, PB Mr Sunil on 14.07.2021 at Doordarshan Bhawan to discuss the matter of cooperation in the field of broadcasting between the broadcasters of two countries.



Meeting between Shri Sunil, ADG (Global), PB and High commissioner of Fiji, H.E Mr. Kamlesh Shashi Prakash on 14.07.2021

3. **Bangladesh:** - On the occasion of Indo-Bangladesh 50th Anniversary celebration year, H.E. Dr. Hasan Mahmud MP, Hon'ble Minister of Information & Broadcasting for Government of Bangladesh visited Prasar Bharati on 07.09.2021 and met CEO, PB. Various subjects of mutual cooperation in the field of radio and TV Broadcasting were discussed in the meeting. On the occasion, an interview with the visiting dignitary was also recorded by DD News and was telecasted on DD India on 08.09.2021 at 8.30 PM IST.
4. **Turkmenistan:** - A meeting was held between Shri Sunil, ADG (GO), Prasar Bharati and His Excellency H.E. Mr. Shalar Geldynazarov, Ambassador of Turkmenistan in India on 25.11.2021 to discuss the bilateral cooperation & collaborations in the field of broadcasting.

### C. ACTIVITIES RELATED TO ASIA PACIFIC BROADCASTING UNION (ABU), ASIA PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT (AIBD) AND OTHER FOREIGN ORGANISATIONS:

1. Shri Mayank Kumar Agrawal, Director General, DG: DD was appointed as the new President of Asia Pacific Institute for Broadcasting Development (AIBD) in April 2021. India, as a Full member of AIBD holds the position of presidency of AIBD.
2. Shri Raman Kumar, Director-GO, representing India, got elected to the position of Vice-Chair of Strategic and Planning Team (SPT) in the election conducted in November 2021 during the AIBD General Conference & Associated Meetings 2021.
3. Shri Shashi Shekher Vempati, CEO, Prasar Bharati attended online Press Conference titled "The Relevance of Peace and Trust in the Modern World", held on 24th March 2021 in Ashgabat on the

invitation received from Mr. A. Ashyrov, Chairman of the State Committee of Turkmenistan for Television, Radio Broadcasting and Cinematography.

4. Shri Sunil, Additional Director General (Global Outreach), Doordarshan, Prasar Bharati as a member of Indian delegation, led by Additional Secretary, Ministry of I&B attended International Film Festival "Pearl of the Silk Road" in 2021 scheduled from 28th Sept. - 3rd Oct, 2021 in Tashkent, Uzbekistan.
5. DD India telecasted live the grand finale of the KPOP on 27-11-2021. KPOP is a musical genre originating in South Korea that is characterized by a wide variety of audiovisual elements. The term KPOP comprising all genres of "Popular Music" with in South Korea, is more often used in a narrower sense to describe a model form of south Korean pop music covering mostly dance pop, pop ballad, electronic, rock, hip hop etc.
6. **ABU Robocon 2021:**

The National competition of ABU Robocon 2021 (Indian Chapter) was organised on 18-08-2021 by Doordarshan in association with IIT Delhi. The event was also live telecast on DD YouTube. CEO, Prasar Bharati as the Chief Guest, addressed all winners team and highlighted the prominent role being played by Prasar Bharati as a public service broadcaster to support the budding talent of the engineering students.

- Ms. Shaina NC, Prasar Bharati Board Member attended the international ABU Robocon 2021 contest held virtually on 12.12.2021 and addressed the participating student contestants. On behalf of Prasar Bharati, the host of ABU Robocon 2022, she received the ABU Robocon Flag (virtually) from Shangdong Radio and TV Station, China (host for year 2021) and delivered a speech wherein she briefly described about the policies of Government of India namely 'Beti Bachao Beti Padhao', encouraging the girl students for more and more participation.







Ms Shaina NC received ABU Robocon Flag from Shangdong Radio and TV Station, China (host for year 2021)

7. AIBD organised a Leaders' Web-summit with theme: Redefining the Roles of Media in the New Norm on 2nd & 3rd June 2021. Shri Shashi Shekher Vempati, Chief Executive Officer, Prasar Bharati attended as a panelist in the Session on AIBD CEO Insights - **Revitalising The Traditional Media During Pandemic**. Shri Mayank Kumar Agarwal, DG: DD DD News & AIBD President, Shri Senthil Rajan, ADG (News) and Shri Sameer Kumar, Head PBNS from Prasar Bharati also participated as speaker in different sessions of the Summit.
8. Shri Shashi Shekher Vempati, CEO, PB participated as a panelist in the ABU organised 'ABU RAI Days' conference held on 14 and 15 June 2021. More than 20 officers DDK/AIR stations from all over India also participated in the event.
9. ABU's Asia Vision news department organised an online Editor-in-Chief meeting on 9th June 2021. Shri Shashi Shekher Vempati, CEO, PB was the chief guest and delivered the first CEO dialogue.
10. The '111<sup>th</sup> Administrative Council Meeting (ACM)' of ABU was held online on 29th and 30th June 2021. The ACM is the policy making body of the ABU. Following officers from Prasar Bharati Participated in this virtual meeting.
  - Shri Shashi Shekher Vempati, CEO, PB
  - Shri Sunil, ADG (GO), PB
  - Shri Raman Kumar, Director (GO), PB



Shri Shashi Shekhar Vempati, CEO, Prasar Bharati and Shri Sunil, ADG (GO) during 111th ABU Administrative Council Meeting held on 29-30 June 2021.

11. In the **World Expo 2020, Dubai, UAE**, an online meeting was held on **11th June, 2021** on the theme "**Content creation for Thematic and Curated Exhibition Space of India Pavilion**" in which Sh Sunil, ADG (GO), Sh Aditya Chaturvedi, DDG (Central Archives), Sh Raman Kumar, Director (GO) from Prasar Bharati participated along with other officials from Ministry of Information Broadcasting - Sh Aditya Chaturvedi, DDG (Central Archives) was nominated as Nodal Officer for the same.
12. ABU in collaboration with National Academy of Broadcasting and Multimedia (NABM), Prasar Bharati organised a webinar titled '**Indigenous development News Room Automation with Cloud based News Data Management**' on **24.01.2022**. Following officers from **DDK Chennai & DDK Hyderabad** were nominated as experts to deliver the lecture on the same:
  - Sh. T.S. Ramakrishna, DDG, DDK Hyderabad
  - Sh S. Guru Manickam, ADE DDK Chennai
  - Sh K. Balaji ADE DDK Chennai
  - Sh R. Arul AE, DDK Chennai
13. AIBD also organised it's mid year Strategy Plan Team (SPT) Meeting on 09.02.2022 virtually. Shri Raman Kumar, Director (GO) and Shri Sandeep Sood, ADP, DDK Mumbai participated in the meeting.
14. On the occasion of World Radio Day on February 12, 2022, CEO, Prasar Bharati was invited by UNESCO as the Guest of Honour for a online webinar on the theme '**Radio and Trust**'.
15. On the occasion of World Radio Day-2022, AIBD also organised a web-summit on 17.02.2022 which highlighted the upcoming trends for Radio industry, and insightful case studies from the



Asia-Pacific and African region. CEO, PB participated in the panel discussion on the occasion. Shri Mayank Kumar Agrawal, DG, News & President AIBD also attended the web-summit.

16. The Asia-Pacific Institute for Broadcasting Development (AIBD), in collaboration with Russia Today (RT) Channel, organised an online regional workshop on ‘**News-Packages**’ from 23rd to 25th February 2022. Mr Senthil Rajan, Additional Director General, DD News, Prasar Bharati participated in the workshop as a speaker and shared his views on the topic, “Producing Content for Online Platform” in the workshop.
17. India actively participated in the “World Expo-2020” held in Dubai from 1st Oct. 2021 to 31st March 2022,. Prasar Bharati along with some media units of Ministry of Information and Broadcasting participated in the Expo and showcased India’s achievement/global outreach through audio visual display at Indian Pavilion in Expo. Shri Mayank Kumar Agrawal, DG, DD attended the “World Expo” as a member of MIB delegation.
18. ABU also organized a specialized online training programme on **Disaster Risk Reduction (DRR)** for DD officials from 2nd to 4th March 2022 and for AIR officials from 9th to 11th March 2022. Dr. D. K. Mazumder, PEX, NABM was nominated as the Focal Point for these training. The online trainings were completed successfully. 33 officers from DD of level DDG, DD, AD, PEX and 35 officers from AIR of level DDG, DD, AD, PEX from pan India participated in the said training.
19. Prasar Bharati was invited by ABU to participate in the **ABU Digital Broadcasting Symposium -2022 held virtually on 21-24 March 2022**. CEO, Prasar Bharati & Vice President of ABU delivered the keynote address. About 20 officers of level ADG, DDG, ADE, ADP, PEX, AE from different AIR, DD Stations pan India participated in the symposium.
20. A virtual meeting was organized by ABU between Team ABU and Team PB/AIR/DD on 28.03.2022. ABU presented progress Report of its different Departments through video presentation. CEO, PB and officers from Global Outreach, DD News, AIR News, NABM, Technical wing of PB including DG:DD and DG:AIR participated in the Meeting.
21. ABU invited a DDI Participant or the **WBU / UNDRR Global Media Saving Lives Initiative –Cross –regional, Co-production Meeting** between Senior TV Producers from Asia-Pacific and Africa held on 23rd to 25th March 2022 in Mauritius. Shri Anoop Khajuria, ADP, from DDI, Prasar Bharati attended the meeting physically.

#### **D. LIST OF INTERNATIONAL EVENTS/ABU & AIBD WEBINARS IN WHICH PRASAR BHARATI PARTICIPATED FROM 01.04.2021 TO 31.03.2022:**

In order to facilitate capacity building and avoid physical meetings, ABU and AIBD had organized several online webinars and workshops since April 2021. Prasar Bharati availed the opportunity and participated enthusiastically in different webinars. Some of the important virtual workshops in which officials of Prasar Bharati participated are as under:

S. No.	Name of Events/ Webinars	Date of event
1	ABU DBS (Digital Broadcasting Symposium) 2021	5-8 April, 2021
2	ABU Webinar on ‘how to reach younger audiences’ with Yusuf Omar	28.04.2021
3	ABU Digital 2021	26-27 May 2021
4	ABU Mid - Year PSG Meeting’	20.05.2021

S. No.	Name of Events/ Webinars	Date of event
5	ABU Asia-vision webinar titled "Perfect Your LIVE Presentation Skills"	31.05.2021
6	‘ABU RAI Days’	14-15 June 2021.
7	‘111th Administrative Council Meeting (ACM)’	29-30 June 2021
8	ABU Program Bureau Meeting	12.10.2021
9	ABU planning and Strategy Group (PSG) Meeting	19.10.2021
10	ABU Radio Working Party	10.11.2021
11	10th ABU TV Song festival	18.11.2021
12	ABU IPLC legal webinar	31.01.2022
13	ABU Deep Brief Forum on IPCC Report on climate change’s impact on social economic development	08.02.2022
14	ABU Deep Brief Forum Two: Deep Focus- Navigating the financial uncertainties of the pandemic.	16.02.2022
15	ABU Prizes Reform Working Party webinar	22.02.2022
16	ABU Disaster Risk Reduction Online Training	9-11 March, 2022
17	ABU Digital Broadcasting Symposium (DBS) 2022	21-24 March. 2022
18	AIBD IPDC-UNESCO webinar on Investigative Journalism: ‘Going Beyond the Headlines’	05-09 April, 2021
19	AIBD UNESCO IPDC, Regional Online Workshops/training on Safety for Journalists	14.04.21 -05.05.2021-
20	AIBD Leaders' Web-summit with theme: Redefining the Roles of Media in the New Norm	02-03 June 2021
21	AIBD with Hosono Bunka Foundation (HBF), Japan sub-regional workshop on ‘Engaging Audience for Telling Stories’.	14- 18 June 2021
22	AIBD online workshop on ‘Training of Trainers’	23-27 August 2021 6-10 September 2021
23	AIBD Strategic Plan Team (SPT) Meeting	29.11.2021
24	AIBD regional media dialogue on “Sensitizing Media On Women’s Labour Migration”	30.11.2021
25	AIBD General Conference 2021	08- 09.12.2021
26	AIBD SPT Meeting	09.02.2022
27	AIBD Regional Workshop on News Packages	23-25 February 2022

## **CAPACITY BUILDING – TRAINING INFRASTRUCTURE NATIONAL ACADEMY OF BROADCASTING & MULTIMEDIA (NABM)**

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### **1. INTRODUCTION**

The National Academy of Broadcasting and Multimedia (NABM), Delhi is the premier training academy of Prasar Bharati. It is responsible for training of in-service programme, engineering and administrative personnel working at various stations and offices of All India Radio and Doordarshan. The prime objective of the Academy is to develop & nurture the broadcast professionals for their optimum performance in the dynamic ever challenging broadcasting environment. Over time, NABM has emerged as the leading institution to impart training in the field of radio and television production, post-production and broadcasting for broadcasters in the Asia-Pacific region.

The NABM has modern infrastructure to impart world class training keeping pace with technological changes. Class rooms are equipped with latest audio/visual facilities, Radio & TV studios with latest production and post-production equipment, measurement lab, computer lab, networking lab, Radio & TV transmitters. It has a library with collection of over 11000 books. The academy has excellent hostel facilities with 125 rooms.

### **2. HISTORY**

The Training facility was established as an attached office of DG:AIR, New Delhi in 1948.

NABM (Technical) erstwhile STI (T), part of the AIR Directorate since 1985, now functions at Kingsway Camp, Delhi. It organizes Training Courses for the engineering staff of All India Radio and Doordarshan from the level of Technician to the Additional Director General. It also conducts the departmental, qualifying and the competitive examinations. Initially, NABM (Technical) had a campus at Bhubaneswar and a Regional Academy of Broadcasting & Multimedia at Shillong and Mumbai (Malad) also.

NABM(Programme) erstwhile STI(P), shifted to the present location at Radio Colony, Kingsway Camp, Delhi as subordinate office of DG:AIR on 1st January 1990. It is responsible for training of in-service Programme and Administrative personnel working at various stations and offices of All India Radio and Doordarshan. Subsequently, six Regional Training Institutes namely, NABM Bhubaneswar & Regional Academy of Broadcasting & Multimedia (RABMs) at Ahmedabad, Hyderabad, Lucknow, Shillong and Thiruvananthapuram came into existence in different zones covering the entire country with a mandate to impart training to the staff of AIR & Doordarshan.

In 2016, the supervision and management of NABM was taken up by the Prasar Bharati Secretariat. In 2019 the Regional Academies located at Ahmedabad, Hyderabad, Lucknow, Thiruvananthapuram, and Mumbai (Malad) including DTI, Lucknow have been closed down as part of rationalization



measures undertaken by Prasar Bharati.

Presently there are three academies working at three locations namely NABM Delhi; NABM Bhubaneswar; and RABM Shillong and they train over 3500 engineering/ programme/ administrative personnel every year. NABM collaborates with Asia Pacific Institute for Broadcasting Development (AIBD) and Asia Pacific Broadcasting Union (ABU) to organize trainings/workshops for the radio and television engineering personnel of various countries in Asia Pacific region. It also collaborates with organizations like - United Nations Children's Emergency Fund (UNICEF) and National Institute of Disaster Management (NIDM) for specific training modules for the Programme Personnel of AIR & DD.

### 3. DETAILS OF THE TRAINING ACTIVITIES (PROGRAMME AND ENGINEERING DIVISIONS)

Due to the lockdown and official tour restrictions imposed because of outbreak of the pandemic COVID-19, NABM, Delhi and other institutes switched to online training programme using CISCO WebEx Meeting application from the conventional Face to Face classroom teaching. During the lockdown period, it conducted several webinars on various broadcast subjects. Subsequently, it conducted scheduled training activities as per the Annual Training Calendar (ATC). A number of special and demand/need based online training and Webinars were also conducted for Engineering, Programme and Administrative staff of AIR /DD by using Virtual Conference system.

#### A. TECHNICAL COURSES:

Webinar on SOP (Standard Operating Procedures) for Transmission in 16:9 aspect ratio and In depth understanding of SD transmission in 16:9 Aspect Ratio and Use of FFmpeg and Casparcg to make SD to 16:9 SD were organized for DD officials. Some webinars like E-Office & CAS, Social Media In Broadcasting .Web based training program on Power Quality Solution-Reactive Power & harmonics, File based workflow in TV studios, Orientation course for EA, Computer Hardware, Software and Network Maintenance and Training for PAs/Stenos on Excel/Power point/MS word/Email and internet application, Training on E-Account module of CAS for Zonal Offices were also organized.

NABM specializes in conducting trainings giving practical knowledge. In online mode conducting such trainings is a challenge and requires meticulous planning. One such course conducted was LED/LCD TV repairing workshop for technicians and AIR Conditioning System: Concepts and Maintenance Techniques for Sr. Tech/Tech. Maintaining interest of participants for 5 days course or more is challenging in online format. Attendance of candidates is taken from meeting data and online certificates are issued to candidates. Course feedback is also taken online by Google feedback forms. Online courses are designed with a vision to foster and facilitate the attributes of the staff and also to increase awareness in order to meet the challenges of changing times vis-à-vis media/broadcasting.

Details of the main training activities for AIR and DD Engineering staff are listed below:

#### I. TV Courses:-

- Development of CASPARCG modules for TV studio application
- SOP for transmission in 16:9 aspect ratio
- In depth understanding of SD transmission in 16:9 aspect ratio.
- Repairing of power amplifier of NEC transmitter
- LED/LCD TV repairing workshop





- Use of FF MPEG and CASPAR CG to make SD to 16:9 SD
- In house news NRCS system
- CASPAR CG graphics with react CASPAR client
- File based workflow
- Maintenance strategies for DVB T2 Tx.

## II. Radio Courses:-

- FM (R & S)
- TBS and TBS dashboard

## III. Computer Technology:-

- Cloud computing
- Cyber security
- Computer hardware maintenance

## IV. Special Courses/Workshops:-

- LED/LCD TV repair workshop
- E-office training for HOO/EMD managers
- CASPARCG modules designing using google web designer
- GST/GEM
- Public Procurement (BASIC) by AJNIFM,
- Public Procurement (ADVANCE) BY AJNIFM
- Social Media & Broadcasting
- Generic Online Training Course On Cyber Security

## V. Others:-

- Diesel generator/air conditioning
- Management & administrative skill development course
- Induction training program
- Orientation training program for EAs, ADEs & AEs

## VI. Courses on Revenue Generation:-

- Summer training for engineering students
- Training courses conducted for UP/Maharashtra polytechnic/office of Registrar General Of India

## B. PROGRAMME & ADMINISTRATIVE COURSES

The special in-house online training on COVID related awareness programmes on Production of Programmes during the crisis by maintaining the social distancing because of COVID-19, Radio Jan Andolan, COVID-19 Appropriate Behavior, Safety Of Radio & TV Broadcasters Amid COVID-19, had been organized for AIR and DD Programme Staff.

Besides several other demand based courses like Handling RTI Matters, Bhavishya: Pension and Other Post-retirement Benefits “Disciplinary Procedures & Departmental Enquires”, “Administrative Vigilance”, “Administrative & Financial Management for DDOs were also conducted.

The details of the main training activities under program and administrative courses for AIR and DD for Programme and Administrative Staff are listed below:

## **I. PROGRAMME MANAGEMENT & PRODUCTION / PRESENTATION**

### **a. Programme Management**

- Interpersonal management
- Contractual bookings and assignments : policy and guidelines
- Gender sensitive media programming and workplace concerns
- Cross border broadcast-strategic programming and news reporting
- Public service broadcasting as a guardian of art and culture
- Nuances of sensitive & elections broadcast
- Radio agri- vision (part i & ii)
- E-office management

### **b. Technology Innovation in Broadcast Media**

- Digital Transformation In Broadcast Media
- Artificial Intelligence (AI): The Future Of Broadcast Media

### **c. TV Specific Programme Courses:**

- TBS Talent Booking System/ Artiste Booking System

## **II. Programme Production and Presentation**

- Creative captivating radio dramas
- Radio for socio- economic change
- Documentary production: convincing audience
- Art of radio writing for science & technology programmes
- Cross Media Campaign-Social Media & Broadcasting
- Innovative radio writing in digital era
- Radio archiving, digitization & re-packaging
- Sports and non-sports for radio commentaries
- Children programmes in the changing world
- Language (Assamese) workshop on pronunciation
- Vocal for local – creative approach for self-reliant india

## **III. Special Training Programmes on Covid-19 Appropriate Behaviour**

- Radio Jan andolan for Covid-19 appropriate behavior
- Safety of radio & TV broadcasters amid Covid-19: a multifaceted challenge

## **C. Administrative Matters**

- Handling RTI matters
- Bhavishya: pension and other post-retirement benefits
- Disciplinary procedures & departmental enquires
- Administrative vigilance
- Administrative & financial management for DDOs
- Establishment rules
- Public financial management system

**D. Special Orientation Trainings For PB Media Interns**

- Orientation Programme For Media Intern (Batch- I)
- Orientation Programme For Media Intern (Batch- I)

**E. International collaborative webinars with national and international agencies:**

- AIBD-NABM's Collaborative Webinar on Documentary Production: convincing audience.
- ABU-NABM's Collaborative Webinar on DRR- Disaster Risk Reduction for AIR
- ABU-NABM's Collaborative Webinar on DRR- Disaster Risk Reduction for DD

**4. Training Target As Per ATC 2020-21**

Annual Training Meeting 2021-2022 was held at NABM, Delhi in which following courses were finalized in r/o Technical Division & Programme Division, NABM to be conducted in the financial year 2021-2022:

Sl.No.	Programme Courses	Administrative Courses	Technical Courses
NABM, Delhi	50	12	55
NABM, Bhubaneswar	13	4	30
RABM, Shillong	8	0	17

**5. Targets achieved/ Total Training Courses and No. of persons trained (during the period April, 2021 to March, 2022)**

Sl.No.	Name of Training Institute	Courses/ webinars for	Courses /webinars conducted	Persons
i.	NABM, Delhi	Technical	66	7068
		Programme & Administrative	36	1922
		<b>Total</b>	<b>102</b>	<b>8990</b>
ii.	NABM, Bhubaneswar	Technical	30	1667
		<b>Total</b>	<b>47</b>	<b>1886</b>
iii.	RABM, Shillong	Technical	10	438
		Programme & Administrative	05	165
		<b>Total</b>	<b>15</b>	<b>603</b>
	<b>Grand Total</b>		<b>164</b>	<b>11479</b>
		Programme & Administrative	17	219

**6. Revenue Earned during the period April 2021 – March 2022:**

S.NO	NAME OF ORGANIZATION	AMOUNT
I	NABM, DELHI	Rs. 10,65,665/-
II	NABM, BHUBANESWAR	Rs. 64,74,964/-

## COMMON FACILITIES FOR AIR AND DOORDARSHAN

### A. PRASAR BHARATI ARCHIVES

Prasar Bharati Archives is a treasure trove of not only the memorable performances of great artistes, who have contributed to India's rich cultural, music and dance heritage but also a collection of rare media assets related to important events like Independence Day celebrations, Republic Day Parades, address to the nation by Prime Ministers, Presidents etc. as well as other important broadcasts since the advent of broadcasting in our country. These rare assets are in the form of sound recordings and a/v footage in the all genres like music, dance, drama, interviews, short films, documentaries, feature films etc.

Archival activities started in the form of Transcription & Programme Exchange Service (T&PES) on 3rd April, 1954 by entrusting the main function of preparing transcription of speeches of all dignitaries with a special reference to the Presidents & the Prime Ministers of India. Though, informal archiving had been there in the country, setting up of transcription service converted it as an organized activity. Doordarshan Archives was established in 2004 with an objective to digitize and preserve the valuable audio-visual footage. Though, initially the archival setups in AIR and Doordarshan have grown separately under respective verticals. These setups were combined and brought under a common umbrella as a separate vertical "Prasar Bharati Archives" in 2018.

#### Objectives

Collection, digitization and preservation of media assets in the form of sound recordings and audio-visuals acquired across All India Radio and Doordarshan Network is the primary objective of Prasar Bharati Archives. The objective includes preservation of legacy media in digital domain for posterity, research and nurturing arts and culture. Archival content is also repurposed for feeding the AIR/DD channels and OTT platforms along with the focus on monetization of media assets in order to generate revenue for Prasar Bharati.

#### Setup

Prasar Bharati has established a setup for identification and archiving of the media assets available in all AIR and Doordarshan Kendras across the country. The archiving setup has following establishments: -

1. Central Archives (Central & North Zone), New Delhi
2. Zonal Archives East Zone, Kolkata
3. Zonal Archives West Zone, Mumbai
4. Zonal Archives South Zone, Chennai
5. Zonal Archives North East Zone, Guwahati





The archiving set up at different regions/zones are engaged in identification, digitization and archiving of precious media assets available at various stations/ Kendras.

### Central Archives Prasar Bharati

Central Archives has been established at Akashvani Bhavan, Sansad Marg, New Delhi. It caters to the archiving needs of the North and Central zone of Prasar Bharati. Central Archives functions with two wings namely:

1. AIR Archives & 2. DD Archives.

#### 1) AIR Archives

##### a. Digital Sound Archives/Library

The Digital Sound Archives is a rich repository of priceless recordings/autobiographies of eminent personalities, freedom fighters, National leaders such as Netaji Subhash Chandra Bose, Mahatma Gandhi, J.R.D Tata, Ustad Ali Akbar Khan, Harivansh Rai Bachchan and Dr. Verghese Kurien. Apart from this, rare music (classical, light classical & folk) recordings, Dramas, features, documentaries, lectures & Sanskaar Geet are preserved in the library.

##### b. Programme Exchange Unit

Circulates radio programmes like serials, features, community singing songs, Dramas and monthly chain plays among the AIR stations spread across the country. It also used to provide audio listening/previewing facilities to Govt. & Pvt. Organizations & research scholars for research and commercial purposes as per request.

##### c. Digitization Unit

AIR wing of Central Archives has taken up a Mega project of digitizing all the analogue content. Work includes digitization of Tapes & CDs received from National Channel, All India Radio, Delhi, Drama Unit of DG: AIR and Sanskaar Geet Programmes from DG: AIR along with replication (Data Backup) of Digitized Programmes as Disaster Copies to be stored at Bhopal And Bengaluru. After Digitization, work of cataloguing of important programmes and maintaining data in Library Managemnet System is performed.

##### d. Transcription Service

This unit transcribes and preserves the recording of speeches delivered by the Presidents & Prime Ministers of India.

##### e. Refurbishing Unit

This Unit takes care of enhancing the audio quality of the archival value recordings of AIR Archives available in Central Archives. Work includes refurbishing, editing & watermarking of recordings and providing to social media unit for upload after due preview/approval.

##### f. Commercial Releases & Marketing

This Unit provides Audio assets such as speeches, features, documentaries etc. on commercial and non-commercial basis along with licenses. Many ACD/DVDs titles out of its rich archives have been released over the years. These releases were earlier sold online through [www.amazon.in](http://www.amazon.in) and Prasar Bharati Archives website.

### g. Repurposing Unit

AIR Archives has been re-purposing the archival content of Akashvani as new programme for broadcast. The archival contents of public interest are also repackaged for OTT/Social Media platforms.

#### Important Activities of AIR Archives (2021-22):

1. During 1st April, 2021 to 31st March, 2022, AIR Archives digitization unit has digitized 1265 hours (Analogue Tapes) of programmes. Total Digitization done is 40,488 Hours (1,34,271 No. of Programmes) as on 31.03.2022.
2. Digitization of programmes (conversion from analogue audio to digital signal) and transfer in SAN server for storing in LTO. (17,881 Hrs. 52,565 No. of Programmes).
3. 52 episodes programmes series named “Sangralaya Ke Galiyaron Se” based on rare AIR archives content were produced by the Central Archives and broadcast on Indraprastha, Rajdhani, FM Gold & FM Rainbow Channel of All India Radio.
4. From 31.12.2021 sale of CD/DVDs has been discontinued in view of meagre demand in the market due to obsolescence of the media as well as play out equipment for CD/DVDs.
5. During the F.Y.2021-22, Programme Exchange unit has provided curated recordings of Sangeet Sammelan and released CD/DVDs content for uploading on Prasar Bharati Archives and AIR Raagam YouTube channel .All CD/DVDs contents have been uploaded for its digital marketing and presence.
6. Storage Area Network system was upgraded from 6TB to 24 TB & transferring the storage data in LTO -7 tapes.
7. Maintained AIR tape libraries consisting 65,777 Nos. of digitized legacy Tapes/CDs of audio assets as on 31st March 2021.

#### Summary of AIR Archives Activities (2021-22):

SN	Programme Details	2020-21 (1st April 2020- 31st March 2021)	2021-22 (1st April 2021-31st March 2022)	Remarks
1	Content Digitized	1,820 Hrs.	1,265 Hrs.	Total Digitization: <b>40,488 Hours</b>
2	Sanskaar Geet Digitized (Nos)	571	20	Total Digitization: <b>1,777 Hours (21,891 Nos.)</b>
3	Uploading of Digitized old Journals and Magazine on Google Books (Nos)	3,042	463	Total Books Uploaded: <b>3,505 Nos.</b>
4	Journals & Magazines (Downloads)	54,760	71,872	<b>Total: 1,26,632</b> times books have been downloaded and accessed by public.
5	Repackaging of Archival Content & New Programme Produced	26	52	Started in 2017
6	Inventory (LMS)	--	--	<b>93,020 Nos.</b>

SN	Programme Details	2020-21 (1st April 2020-31st March 2021)	2021-22 (1st April 2021-31st March 2022)	Remarks
7	Revenue Generated (Both AIR and DD)	Rs.54,08,612/-	Rs. 66,48,100/-	Revenue generated through licence fee of A/V archival material, Social Media YouTube Channel Online Sale of CD/DVDs.

## 2) DD Archives

### a. Video Library/Archives

Video Library of Central Archives is a content rich library and a central repository of tapes received from various DD Kendras across Prasar Bharati network. Library acts as the core of archiving activities in the setup. It has huge collection of variety of tapes in the legacy analogue and new digital format.

### b. Digitization and Archiving

Analogue media contents generated by DD Kendras are digitized and preserved in Media Assets Management (MAM) System. Born digital content is being archived in the directly in the MAM system. There are different legacy formats viz U-Matic, BCN, Betacam and DVC Pro etc. for media. Dubbing/transfer suits are installed for dubbing of contents from legacy formats U-Matic, BCN, Betacam to DVC Pro-50. Maintenance of all these equipment is carried out by available Engineering staff.

### c. Library Information system

An online library information system has been deployed for searching/cataloguing of media assets available in various programme libraries of AIR Stations and Doordarshan network.

### d. Cleaning and Restoration of Legacy Media

Legacy tapes are thoroughly checked for any kind of damage. They are cleaned and the content is restored if the need arises before digitisation. High quality video digital restoration and noise reduction system are instated for the purpose. Any type of problem/ailment on videos is corrected on High Quality Digital Restoration System (Archangel) and Digital Noise Reduction System (Puritan). These systems were installed in 2008. Spares for these equipment are not available even with the OEMs. Engineering staff itself performs operation/ maintenance of these machines without AMC from outside agencies.

### e. Repackaging/ Repurposing

Digitized archival content is curated/ repackaged for telecast purposes by DD Kendras. The archival content of public interest are also repackaged for OTT/Social Media platforms.

### f. Programme Exchange

For the purpose of exchanging programmes among Doordarshan Kendras, a pool of selected programmes has been maintained in Central Archives. This content is frequently used for exchange among DD Kendras for telecast purpose.

### g. Footage Sale

Media assets are available for sale on commercial and non- commercial basis along with licenses.



### Important Activities of DD Archives (2021-22):

- DD Archives has deep archived 24,324 Hrs. of content till date through Media Asset Management system (MAM), out of which 111 Hrs. of content has been archived during the period from 1st April 2021 to 31st March 2022.
- Total 34,232 Hours 34 min. of legacy content has been dubbed/digitized and stored in digital tapes up to 31st March 2022, out of which 1476 Hrs 12 Mts. of content has been digitized during the period from 1st April 2021 to 31st March 2022.
- Till now 59,415 Nos. of inventories have been fed in the online Library Management System (LMS) till date, out of which 286 Nos. of entries have been done during the period from 1st April 2021 to 31st March 2022.
- Under Programme exchange scheme, DD Archives provided 13,213 Hours of contents to various channels viz. DD National, DD Bharati, DD Retro among others in the network. Out of which 1612 Hrs. of content provided during the period from 1st April 2021 to 31st March 2022.
- Different Non-Linear editing systems viz Canopus Edius Pro and FCPs etc. NREPs setups and two nos. of Casper CG play out servers are installed at DD Archives for making/transcoding/transferring programmes for Social Media were maintained.

### Summary of DD Archives Activities (2021-22):

Sr. No.	Programme Details	2020-21 (1st April 2020-31st March 2021)	2021-22 (1st April 2021-31ST March 2022)	Total
1.	Content Archived (MAM)	578 Hrs.	111Hrs. 04 Mts.	24,324 Hrs. 04 Mts.
2.	Programme Exchange	2,500Hrs.	1,612 Hrs	13,213 Hrs. 07 Mts.
3.	Dubbing/ Digitization	824 Hrs.	1,476 Hrs. 12 Mts.	34,232 Hrs. 34 Mts.
4.	Inventory	1,917 Nos.	286 Nos.	59,415 Nos.
5.	Metadata	---	---	3,846 Hrs.
6.	Programmes uploaded on PB Archives YouTube channel	1,070 Nos.	875 Nos.	3,951 Nos.
7.	Programmes uploaded on other channels/ Social Media handles	395 Nos.	1,438 Nos.	1,833 Nos.
8.	Tape Cleaning	3,010 Nos.	2,450 Nos.	87,791 Nos.
9.	Restoration	172 Hrs.	80 Hrs.	4,152 Hrs.

### Social Media Cell: Central Archives

Central Archives publishes media content of AIR & DD of public interest on OTT/Social Media platforms namely YouTube, Twitter, Facebook, Instagram & Koo in order to enhance the presence of Prasar Bharati on Social Media & Digital platforms.

Prasar Bharati Archives is managing PB Archives, DD Cinema, PB Lok Sampada YouTube channels. The relevant contents as per categories are being regularly uploaded in these channels by Social Media Cell. This cell also contributes to other YouTube channels of Prasar Bharati like DD National, DD Bharati etc.





Prasar Bharati Archives has its significant digital presence on Twitter, Instagram, Facebook & Koo. Tweets and Facebook post are done regularly to inform the people about uploaded contents on YouTube.

Link of various platforms are as under:

#### **YouTube Channels:**

- i. Prasar Bharati Archives: <https://www.youtube.com/c/DDARCHIVES>
- ii. DD Cinema : <https://www.youtube.com/c/ddcinemachannel>
- iii. AIR Raagam: <https://www.youtube.com/c/AIRRaagam>
- iv. DD Bharati: <https://www.youtube.com/channel/UCIAnlTV3O9NYWMI-DwYZaWg>
- v. DD National: <https://www.youtube.com/doordarshannational>

#### **Twitter:**

- i. Prasar Bharati Archives: <https://twitter.com/centralarchives>
- ii. DD Cinema: [https://twitter.com/DD\\_Cinema](https://twitter.com/DD_Cinema)

#### **Instagram:**

- i. Prasar Bharati Archives: <https://www.instagram.com/pbarchives/>
- ii. DD Cinema: <https://www.instagram.com/doordarshancinema>

#### **FaceBook Page:**

- i. Prasar Bharati Archives: <https://www.facebook.com/DDArchives>
- ii. DD Cinema: <https://www.facebook.com/Doordarshancinema>

#### **Koo App**

- i. Prasar Bharati Archives: <https://www.kooapp.com/profile/pbarchives>
- ii. DD Archives: <https://www.kooapp.com/profile/DDCinema>

#### **Important Activities:**

- i. YouTube channel of Prasar Bharati Archives had been created on 01st March, 2017 and the channel has monetised from 20th September, 2018. The Prasar Bharati YouTube channel has reached around 114.6 million viewers, almost 11 million hours watch time & nearly 766.0K Subscribers till now. Total 3,950 videos uploaded till date. Around Rs. 34,20,000/- (rupees Thirty Four lakhs Twenty Thousand only ) earned till date after monetization.
- ii. During the year more than 35 million views recorded on YouTube. Also 3.4 million hours watch time recorded in the 2021-22.
- iii. More than Rs.13,40,000/- ( rupees Thirteen Lakh Forty Thousand only) revenue added from Prasar Bharati Archives YouTube channel during the year.
- iv. A new YouTube channel 'DD Cinema' was created. Cinema & Telefilms contents are uploaded on this channel. So far, 321 cinema/telefilms have been made available in the YT channel. During F.Y. 2021-22, 162 Videos were added to this. Due to rare archival content and increased watch time, the channel has been monetized this year.
- v. Details of the media assets published on Prasar Bharati Archives YouTube Channel in order to enhance the revenue during previous years is given below:-

Channel Name	F.Y.	No. of Videos	No of Subscribers	Watch Time (Hrs)	Views	Revenue (In Rs.)
Prasar Bharati Archives	2018-19	609	49.7 K	821.4 K	8.2 M	51,051
	2019-20	1406	182.5 K	2.0 M	22.5 M	4,79,066
	2020-21	2219	262.6 K	4.0 M	40.4 M	14,06,845
	2021-22	815	228.10 K	3.4 M	35 M	13,40,000
DD Cinema	2021-22	170	13.37 K	273 K	1762 K	1,15,890
DD Bharati	2021-22	267	5.4 K	38 K	570 K	9,077
AIR Raagam	2021-22	440	8.19 K	45 K	477 K	19,973

#### vi. Playlists of Important Uploads:

Sr. No.	Play list Name	Youtube Link
1	Tribes of India	<a href="https://youtube.com/playlist?list=PLqtVCj5iilH6-TRHKoFWltNkAHqjXFDpp">https://youtube.com/playlist?list=PLqtVCj5iilH6-TRHKoFWltNkAHqjXFDpp</a>
2	Telefilms	<a href="https://youtube.com/playlist?list=PLAnB9RBWdEb7T52MHsfzcf7HWjERukV8n">https://youtube.com/playlist?list=PLAnB9RBWdEb7T52MHsfzcf7HWjERukV8n</a>
3	Sangrahalaya ke Galiyaron Se	<a href="https://youtube.com/playlist?list=PLqtVCj5iilH6-GsQaf7gBn7aIAG0pxQtM">https://youtube.com/playlist?list=PLqtVCj5iilH6-GsQaf7gBn7aIAG0pxQtM</a>
4	President's Message on the Eve of Independence Day	<a href="https://youtube.com/playlist?list=PLqtVCj5iilH4QghSrtPnTrdgoGZyhcm22">https://youtube.com/playlist?list=PLqtVCj5iilH4QghSrtPnTrdgoGZyhcm22</a>
5	75 years of Independence	<a href="https://youtube.com/playlist?list=PLqtVCj5iilH6aRqGUpJq6DsgnoRwBKHtu">https://youtube.com/playlist?list=PLqtVCj5iilH6aRqGUpJq6DsgnoRwBKHtu</a>
6	Azadi Ki Kahani Story of Indian Independence Struggle	<a href="https://youtube.com/playlist?list=PLqtVCj5iilH7V4gQhJdkSAWm9QFJOoGcf">https://youtube.com/playlist?list=PLqtVCj5iilH7V4gQhJdkSAWm9QFJOoGcf</a>
7	Radio Autobiography	<a href="https://youtube.com/playlist?list=PLqtVCj5iilH5JdXwPPcklwAjeZ1oBSOka">https://youtube.com/playlist?list=PLqtVCj5iilH5JdXwPPcklwAjeZ1oBSOka</a>
8	Liberation of Bangladesh 1971	<a href="https://youtube.com/playlist?list=PLqtVCj5iilH6vLoor08dv8-wBcqADI6ZH">https://youtube.com/playlist?list=PLqtVCj5iilH6vLoor08dv8-wBcqADI6ZH</a>
9	Republic Day Parade	<a href="https://youtube.com/playlist?list=PLqtVCj5iilH5AV4mzlFe7IhnhqIrTJ5Ud">https://youtube.com/playlist?list=PLqtVCj5iilH5AV4mzlFe7IhnhqIrTJ5Ud</a>
10	J.R.D. Tata	<a href="https://youtube.com/playlist?list=PLqtVCj5iilH524g4JjTG25DNW7cEL8fWB">https://youtube.com/playlist?list=PLqtVCj5iilH524g4JjTG25DNW7cEL8fWB</a>
11	History & Genesis of Terrorism in Kashmir	<a href="https://youtube.com/playlist?list=PLqtVCj5iilH7NFxUns330bjLy55r_B0LO">https://youtube.com/playlist?list=PLqtVCj5iilH7NFxUns330bjLy55r_B0LO</a>
12	DD Dastavez (TV series by DD News)	<a href="https://www.youtube.com/playlist?list=PLqtVCj5iilH5qevkKPYLhZ_49L2w5rfHy">https://www.youtube.com/playlist?list=PLqtVCj5iilH5qevkKPYLhZ_49L2w5rfHy</a>
13	1983 Cricket World Cup	<a href="https://www.youtube.com/playlist?list=PLqtVCj5iilH6VyLE-6giacgnHqV5ugs5">https://www.youtube.com/playlist?list=PLqtVCj5iilH6VyLE-6giacgnHqV5ugs5</a>



## Sales/ Marketing: Central Archives

### SALES/ REVENUE DURING F.Y. (2021-22):

i.	DD Footage Sale	: Rs. 47,00,280
ii.	YouTube Revenue (PB Archives+ DD Cinema)	: Rs. 14,56,015
iii.	Online sale on Archives website	: Rs. 1,24,171
iv.	Sales at Akashvani Bhawan Sales Counter	: Rs. 1,52,284
v.	AIR Footage Sale	: Rs. 2,15,350

**Total : Rs. 66,48,100**

## B. CIVIL CONSTRUCTION WING

### 1. Overview

The Civil Construction Wing, All India Radio (CCW, AIR) was established in 1971 to assign Civil Works to various Organizations under the Ministry of Information & Broadcasting, Government of India. Before this, CPWD carried out all the Civil Works pertaining to various Organizations under the Ministry of Information & Broadcasting, Government of India. The Civil Construction Wing, All India Radio, (CCW, AIR) undertakes the Construction and Maintenance of various types of Office Buildings, Residential Buildings, Radio Studios, TV Studios, Roads, RCC and Steel Towers, Steel Mast, and other Development Works for Prasar Bharati (All India Radio and Doordarshan), Other Media Units under the Ministry of Information and Broadcasting. The CCW AIR also undertakes Civil works for other Ministries, Departments, Autonomous Bodies, Public Sector Banks, and Public Sector Enterprises etc. as Deposit Works all over India. The CCW was declared Central Public Works Organization (CPWO) by the Ministry of Information and Broadcasting, Government of India, New Delhi on 31st January 2008. The Rule 133(2) of General Finance Rules (GFR) recognizes the Civil Wing (CCW) of the Ministry of Information & Broadcasting as Public Works Organization. The CCW follows the CPWD pattern for the execution of Works. The CCW has a manpower of Civil Engineers, Electrical Engineers and Architects. Administratively, the CCW is part of the Directorate General, All India Radio and is headed by the Chief Engineer, who reports to DG, AIR through Engineer-in-Chief. At Headquarter of Civil Construction Wing, New Delhi, Chief Engineer is assisted by Superintending Surveyor of Works, Architect Units, Engineer Officers, Financial Advisor and other complementary staff working with these officers. There is one Superintending Engineer (Training) at Delhi who reports to Engineer-in-Chief, All India Radio. The Superintending Engineer (Training) is responsible for quality assurance & introducing/ updating of technology and imparting training to officers and staff of CCW about new materials, standards and specifications and innovations in the field of Construction Technology.

The CCW has its presence throughout the country and has 7 Civil Circles, 3 Electrical Circles, 24 Civil Divisions, 11 Electrical divisions and one Architectural Unit. Overall technical manpower in CCW is 427 numbers in position as in January 2022 for construction and maintenance of AIR & Doordarshan buildings as well as Deposit Works from Kargil to Kanyakumari and Ziro (Arunachal Pradesh) to Bhuj (Gujarat).

eOffice has been implemented in CCW across the Country during the pandemic, resulting in carrying out office work promptly without using physical Files and facilitating work from home. Various Virtual trainings were conducted during the Pandemic with the participation of Officers and employees across the Country. Digitization of Physical Files under the Executive Engineer (Training) was completed.



The Civil Construction Wing has the credit of constructing of tallest RCC and RCC cum Steel TV Towers across the country.

## 2. Presence of CCW

### Civil Circles, Divisions & Sub-Divisions

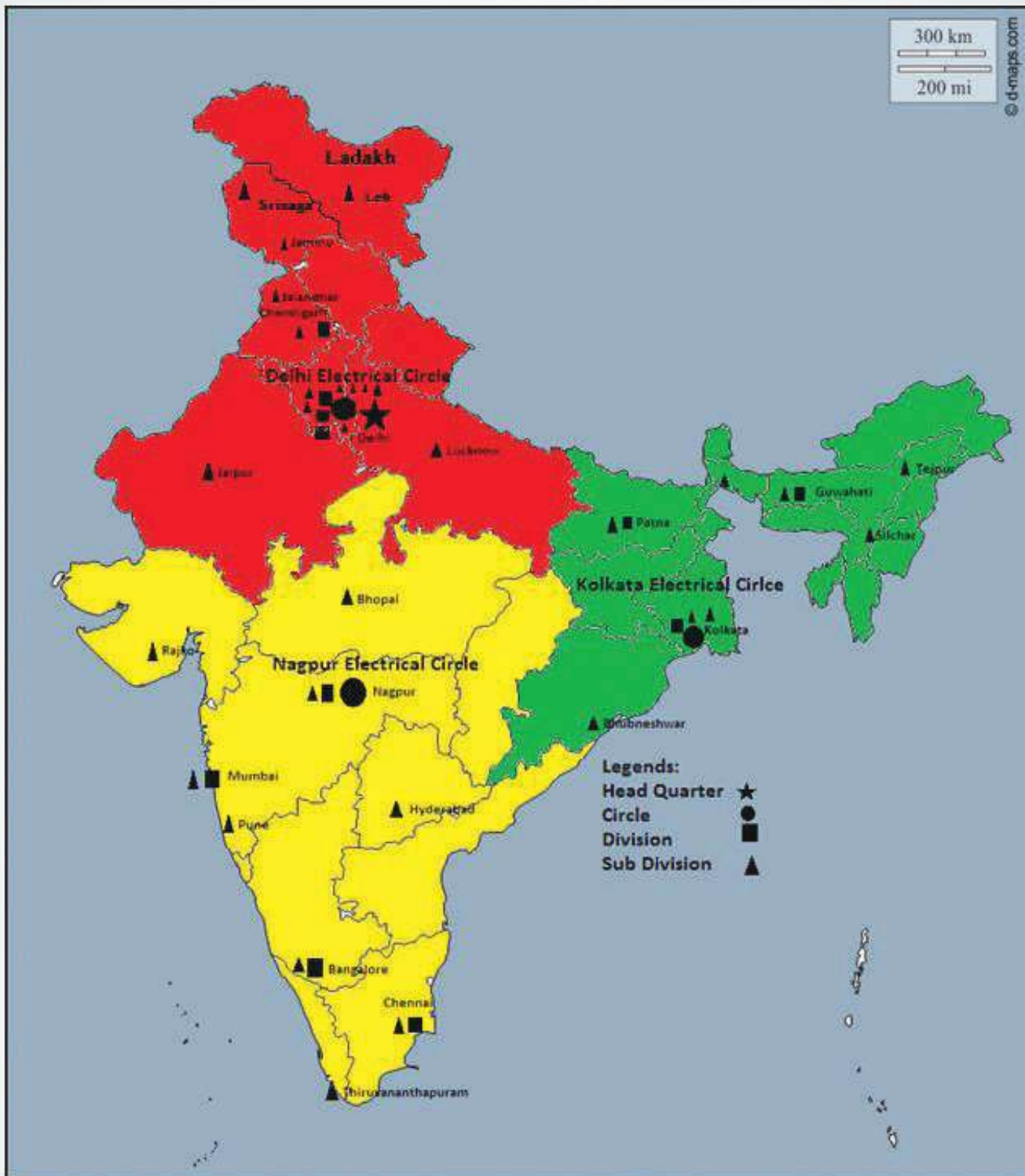
Circle	Divisions	Subdivisions
<b>Chennai</b>	Chennai, Bangalore, Kochi, Hyderabad	13
<b>Mumbai</b>	Mumbai, Vadodara, Bhopal, Pune	11
<b>Kolkata</b>	Kolkata, Bhubaneshwar, Patna, Siliguri	12
<b>Guwahati</b>	Guwahati, Silchar, Itanagar	9
<b>Delhi Circle – I</b>	Mandi House, Lucknow	7
<b>Delhi Circle -II</b>	Soochna Bhawan I & II, Jammu, Chandigarh	12
<b>Delhi Circle -III</b>	Jaipur, Delhi Metro I & II	8
<b>7</b>	<b>24</b>	<b>72</b>

### Electrical Circles, Divisions & Sub-Divisions

Circle	Divisions	Subdivisions
<b>Kolkata</b>	Kolkata, Patna, Guwahati	9
<b>Nagpur</b>	Nagpur, Mumbai, Chennai, Bengaluru	12
<b>Delhi</b>	Delhi I,II,III	12
<b>3</b>	<b>11</b>	<b>31</b>



## Electrical Circles/ Divisions/ Sub Divisions Offices





### 3.0 Major Achievement during Pandemic

3.1 Routine maintenance and special repair works were undertaken during the pandemic successfully to keep AIR, Doordarshan and Other Media installations fully operational.



FM TXR building Sultanpur

3.2 List of major project undertaken by CCW during 2021-22 for AIR & Doordarshan Circle is given at **Annexure VII**.

## HUMAN RESOURCES & ADMINISTRATION

### A. STAFF STRENGTH:

The sanctioned and in-position work force in Prasar Bharati as on 31.03.2022 is given below:

	AIR	Doordarshan	Total
Sanctioned	26,129	19,662	45,791
In-position	11,674	9,551	21,225

### B. PROMOTIONS:

#### DPCs during 2021-22

The details of Group-A DPCs convened during 01.04.2021- 31.03.2022 are as under:

S. No.	Cadre/Grade and the date of DPC held	Officers recommended
1.	DPC for promotion to the post of Deputy director (Audience Research) for the vacancy years 2019, 2020 & 2021 held on 06.04.2021	07
2.	DPC for NFU (Pay Parity) from JAG to SAG of IB(E)S held on 13.04.2021	25
3.	The DPC for promotion to the grade of Executive Engineer (Civil)/ Surveyor of Works (Civil) for the vacancy year 2020 and 2021 held on 23.06.2021	09
4.	DPC for promotion to the grade of Executive Engineer (Electrical) / surveyor of works (Electrical) for the vacancy year 2020 and 2021 held on 16.07.2021	03
5.	DPC for promotion to the SAG of IB(P)S held on 15.01.2021.	03
6.	DPC for promotion to JAG of IB(P)S of Shri N. K. Mohan Ram held on 18th August, 2021	01
7.	DPC for promotion to the post of Audience Research Officer for vacancy year 2019 held on 15.09.2021	02
8.	DPC for NFU (Pay Parity) from STS to JAG of IBES held on 21.10.2021	51
9.	The DPC for promotion to the post of Deputy Director of Administration for 2021 vacancies held on 23.11.2021	08
10.	DPC for placement from STS to STS (NFSG) of IB(E)S for the year 2019-2020 held on 06.12.2021	43
11.	DPC for promotion from STS to JAG of IB (E)S for the vacancy year 2021 held on 29th December, 2021	06



S. No.	Cadre/Grade and the date of DPC held	Officers recommended
12.	DPC for Promotion from SAG to HAG of IB(E)S for the year 2021 held in MIB and Order issued on 10.02.2022.	01
13.	DPC for JAG (NFSG) of Shri N. K. Mohan Ram held on 2nd March, 2021.	01

### C. RECRUITMENT:

In exercise of the powers conferred by sub-section (1) of section 10 read with clauses (d) and (e) of sub-section (2) of section 32 of the Prasar Bharati Act, 1990, a notification titled Prasar Bharati (Broadcasting Corporation of India) Establishment of Recruitment Board Rules, 2020 has been issued by Ministry of Information and Broadcasting in the Gazette of India Extraordinary dated 12.02.2020.

### D. RESERVATION:

#### I. Reservation for SCs/STs/OBCs:

Prasar Bharati has taken requisite measures for implementation of the reservation policy in respect of SC/ST/OBC categories of employees by setting up a dedicated SC/ST Cell. SC/ST cell ensures due compliance of the order on reservation issued from time to time in favour of SC/ST. All relevant policy directions and instructions issued by Nodal Ministries/Departments for extending benefits to SCs/STs/OBCs in Government service are widely circulated to all subordinate/ field offices by respective Directorates for implementation.

The recommendations of Hon'ble National Commission for Scheduled Castes (NCSC) and Hon'ble National Commission for Scheduled Tribes (NCST), as reflected in their Annual Reports, are disseminated at various levels for strict implementation. Consolidated annual statements on representation of reserved category employees and data on other specific information relating to appointment and vacancies in respect of reserved categories employees are being submitted to concerned authorities periodically. Necessary action is also being taken for redressal of grievances of employees through grievance redressal mechanism.

The overall representation of SC/ST in Prasar Bharati and in different groups of services is as under:

Representation of SC/ST/OBC/EWS/UNRESERVED in Prasar Bharati, AIR and Doordarshan in different groups of Services as on 31.03.2022

Group	Total Employee (Sanctioned)	Total Employee (In-Position)	No. of SCs (In-Position)	No. of STs (In-Position)	No. of OBCs (In-Position)	UR
A	3119	945	173	69	63	640
B	21854	10222	1569	1007	1185	6461
C	20818	10058	2080	1381	1211	5386
<b>TOTAL</b>	<b>45791</b>	<b>21225</b>	<b>3822</b>	<b>2457</b>	<b>2459</b>	<b>12487</b>

#### II. Reservation for Persons with Disabilities (PwDs):

The Constitution of India ensures equality, freedom, justice and dignity of all individuals and implicitly mandates an inclusive society for all including the persons with disabilities. The Government of India enacted "The Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995", in an effort to ensure equal opportunities for persons with disabilities and their full participation in nation building. The PwD Act has come into force in 1996. Subsequently Government of India had passed "The Rights of Persons with Disabilities Act, 2016" which came into

force from 19th April 2017 and related instruction related to reservation was issued by Department of Personnel and Training vide O.M. dated 15.01.2018. With the enactment reservation for persons with disabilities was made applicable in identified Group A, B and C posts also in case of direct recruitment.

As regards promotions, reservation is available when promotions are made from Group 'D'(erstwhile) to Group 'C' and within Group 'C' identified posts.

Prasar Bharati has taken all requisite measures for implementation of reservation for PWDs. All relevant policy decisions and instructions issued by DoPT from time to time are being followed.

Prasar Bharati broadcasts programmes on Persons with Disabilities through its channels. Programmes cover Schemes for Welfare of Persons with Disabilities being implemented by the Central and State Governments. Programmes relating to their health, social and cultural concerns are also included. The content of programmes is so designed that it not only helps them to get benefits of welfare schemes of the Government but also encourages them to live with dignity. The programmes are crucial from the point of view of social awareness and are also useful in changing the insensitive attitude of people towards Persons with Disabilities.

Although there is no specific Budget Head for the benefit of Persons with disabilities, activities like construction of ramps, special toilets preferably on the ground floors of offices, are undertaken from the 'Minor Works' budget Head of CCW, AIR.

The details of PwD staff of All India Radio as on 31.03.2022 are given as below:-

#### **All India Radio:**

	All India Radio		
	Total Sanctioned Strength	Total Inposition Strength	In Position Strength of PwD
<b>Group A</b>	2002	530	7
<b>Group B</b>	12056	5448	42
<b>Group C</b>	12071	5696	50
<b>Total</b>	<b>26129</b>	<b>11674</b>	<b>99</b>

### **E. PUBLIC GRIEVANCE AND REDRESSAL MECHANISM:**

Grievance Redressal and Access Mechanism have been functioning in accordance with the guidelines of Department of Administrative Reforms & Public Grievance and monitored through the Centralized Public Grievances Redressal and Monitoring System (CPGRAMS). Public grievances and pension redressal petitions are being attended to promptly and disposed of at the earliest. Monthly status reports on disposal of Grievances are submitted to the Ministry of Information and Broadcasting. ATRs/ replies sent to petitioners are also uploaded on the DARPG Portal.

The status of grievances on DARPG Portal during the period 01.04.2021 to 31.03.2022 is given below:

<b>Description</b>	<b>No. of Grievances</b>
Outstanding (As on 01.04.2021)	190
Grievance Received (During 2021-22)	1088
Total	1278
Disposed off	1187
Closing Balance (As on 31.03.2022)	91

## F. HANDLING OF COURT CASES:

Prasar Bharati monitors Court cases and Arbitration cases through the Legal information Management & Briefing System (LIMBS) of Department of Legal Affairs. Concerted effort has been made to bring all litigation on the portal. LIMBS Version-2.0 has also been implemented and all court cases are being uploaded & updated. Nodal Officers have been appointed for regular monitoring of progress of litigations. A system of Centralised Monthly Review has been introduced at the Prasar Bharati Secretariat. The current break up of Court Cases and Commercial Cases is given below:

- (a) Majority of Court cases are in various Hon'ble CATs. Information in respect of implementation of the judgments/orders of CAT cases in the period 01.04.2021 to 31.03.2022 is as under:

Sl. No.	Media Units/Sections	No. of Court Cases in CAT	No. of judgement/Order received form CAT	No. of Judgment/order implemented
1.	DG: Doordarshan	250	45	34
2.	DG: AIR	101	51	7
	<b>Total</b>	<b>351</b>	<b>96</b>	<b>41</b>

## G. IMPLEMENTATION OF RIGHT TO INFORMATION ACT 2005:

Category	Received	Disposed Off
RTI	1207	993
First Appeal	238	222

RTI applications are received in physical and online mode. Efforts were made to convert the RTI Applications received in physical mode to online mode and are processed through E-office. List of CPIOs and Appellate Authorities have been regularly updated on our website.

## H. IMPLEMENTATION OF OFFICIAL LANGUAGE:

### i. Progressive use of Hindi in Prasar Bharati Secretariat:

- Hindi Translation of Annual Reports, Audit Reports and Annual Accounts of Prasar Bharati.
- Hindi Translation of replies to Parliament Questions laid before Parliament.
- Hindi Translation of Memorandum of Understanding (MoU)s.
- Hindi Translations of replies to various RTI Queries.

The Hindi Section of Prasar Bharati Secretariat handles the following:-

- Quarterly, Half Yearly and Annual Progress Reports of use of Hindi.
- Preparing the agenda and minutes of all meetings in Hindi.
- Organising quarterly meetings of Official Language Implementation Committee, issuing the minutes and implementation of decisions.
- Pursuance of action taken to fulfil the assurances given to Parliamentary Official Language Implementation Committee.
- Hindi Translation of all correspondence under Section 3 (3) of the Official Language Act.
- Organising workshops and desk-workshops.
- Arranging for Hindi Training, Hindi Typing/ Shorthand training under Hindi Teaching Scheme.
- Organising Hindi Diwas/ Hindi Mah etc. and competitions to promote use of Hindi.
- Ensuring the usage of Unicode to work in Hindi on all computers of Prasar Bharati Secretariat.



- Translation of any other Reports and Returns, texts as per requirement.
- Organising activities for progressive use of Hindi in the Prasar Bharati Secretariat.

## ii. **Progressive use of Hindi in DG: Doordarshan**

Hindi Section in the Directorate General of Doordarshan reviews the position relating to the progressive use of Hindi in the Directorate and its subordinate offices and makes all efforts to promote the progressive use of Hindi.

In this reference the major works done by the section during the period 1 April, 2021 to March, 2022 are as follows:-

- All documents under Section 3(3) of the Official Language Act, 1963 were issued in bi-lingual form and all letters received in Hindi were replied to in Hindi.
- Hindi fonts were installed in computers of DG: DD.
- To review the position of the compliance of Official Language policy in the Directorate, meetings of the Official Language Implementation Committee were held on regular basis.
- Hindi workshops were organized successfully in every quarter to create awareness among officers and employees to motivate them to do their work in Hindi.
- During the period around 24 DDKs/DMCs/HPTs were inspected and review reports were sent.
- In order to ascertain the status of progressive use of Hindi, Official Language inspection of the internal sections was done.
- Quarterly Progressive Reports for every quarter relating to the progressive use of Hindi, received from various sections of Doordarshan Directorate were consolidated and sent to the Department of Official Language, M/O of Home Affairs and M/O of I & B.
- Hindi translation of the Annual Report (2020-21) of Prasar Bharati was done.
- Hindi translation of starred and unstarred questions received from the Ministry of Information and Broadcasting was done during the period.
- Official Language inspection of DDK, Leh and DDK, Gangtok was successfully conducted by Parliament Committee on Official Language in the months of July and October, 2021 respectively.
- Hindi fortnight was celebrated in DG:DD and circular was issued to different Kendra etc. for celebrating Hindi fortnight. Prizes were distributed to winner participants by CEO, Prasar Bharati and DG, Doordarshan.
- Sections of DG:DD were notified to do maximum official work in Hindi under Rule 8(4) of Official Language Rules, 1976.
- Circulars were issued to sections of DG:DD and its subordinate offices regarding implementation of Hindi Protsahan Yojana of Deptt. of Official Language, MHA for Official
- Language inspection of DDK, Agartala was successfully conducted by Parliament Committee on Official Language in the months of March 2022.

## (iii) **Progressive use of Hindi in All India Radio:**

The Hindi Unit of DG: AIR (Headquarter) is fully committed towards compliance and implementation of the Official Language Policy of Union of India and constantly strives to implement the orders/instructions issued from time to time by Ministry of Home Affairs, Department of Official Language and achieving targets mentioned in Annual Programme in various AIR stations/offices. Apart from the implementing the Official Language Policy from 01st April, 2021 to 31st March, 2022 by Hindi Unit,



the following significant works were carried out to encourage the officers/officials to work in Official Language Hindi and also to accelerate the implementation of Official Language policy.

**Reports of Hindi Divas/Hindi Fortnight organized and other specific work carried out from 01st April, 2021 to 31st March, 2022:-**

**Hindi Divas/Hindi Fortnight**

14th September is to be observed as Hindi Diwas every year. DG: AIR came to the fore in this celebration. Due to the ongoing COVID- 19 pandemic, Hindi Diwas celebrations were attended by a limited number of Officers/ Officials. The messages of the Union Home Minister, the Minister of Information & Broadcasting, CEO, Prasar Bharati and Principal DG, DG: AIR were sent via e-mail to various offices and stations located all over India. In an innovative endeavour, for the first time the message of Principal DG on Hindi Diwas was recorded and sent to all stations of All India Radio. In order to create conducive atmosphere regarding the use of Official Language Hindi in day to day official work, Hindi fortnight was held during 01.09.2021 to 15.09.2021. Adhering to COVID-19 guidelines four competitions were organized for the Officers/officials of DG: AIR which saw active participation by the staff. In addition, banners containing selected quotes of famous personalities were displayed at prominent places in DG: AIR.

**Hindi Workshop**

During the period in view of the situation prevailing due to COVID- 19 pandemic online Workshops related to various aspects of Official Language were organized. Prominent personalities were invited who shared their insights.





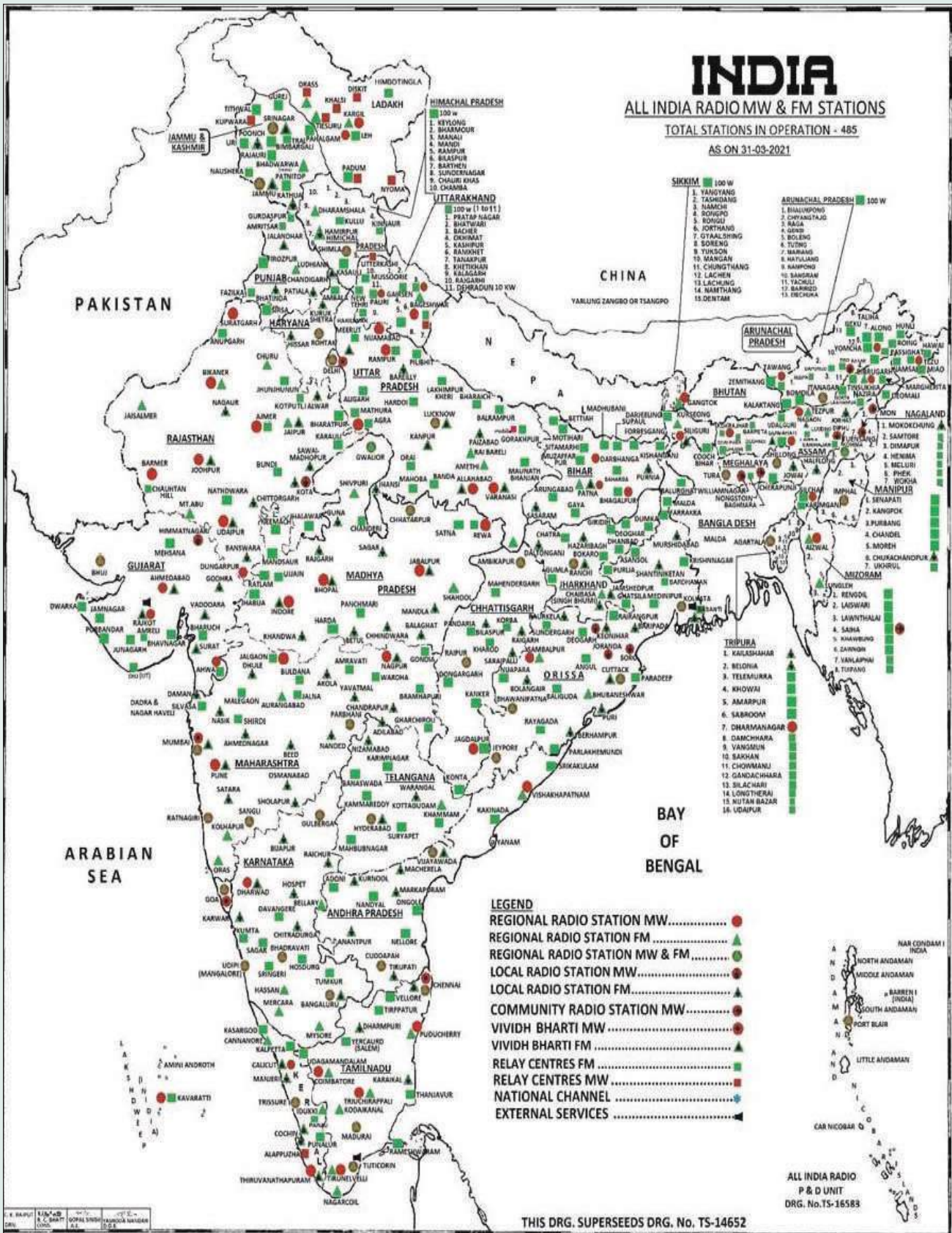


# INDIA

## ALL INDIA RADIO MW & FM STATIONS

TOTAL STATIONS IN OPERATION - 485

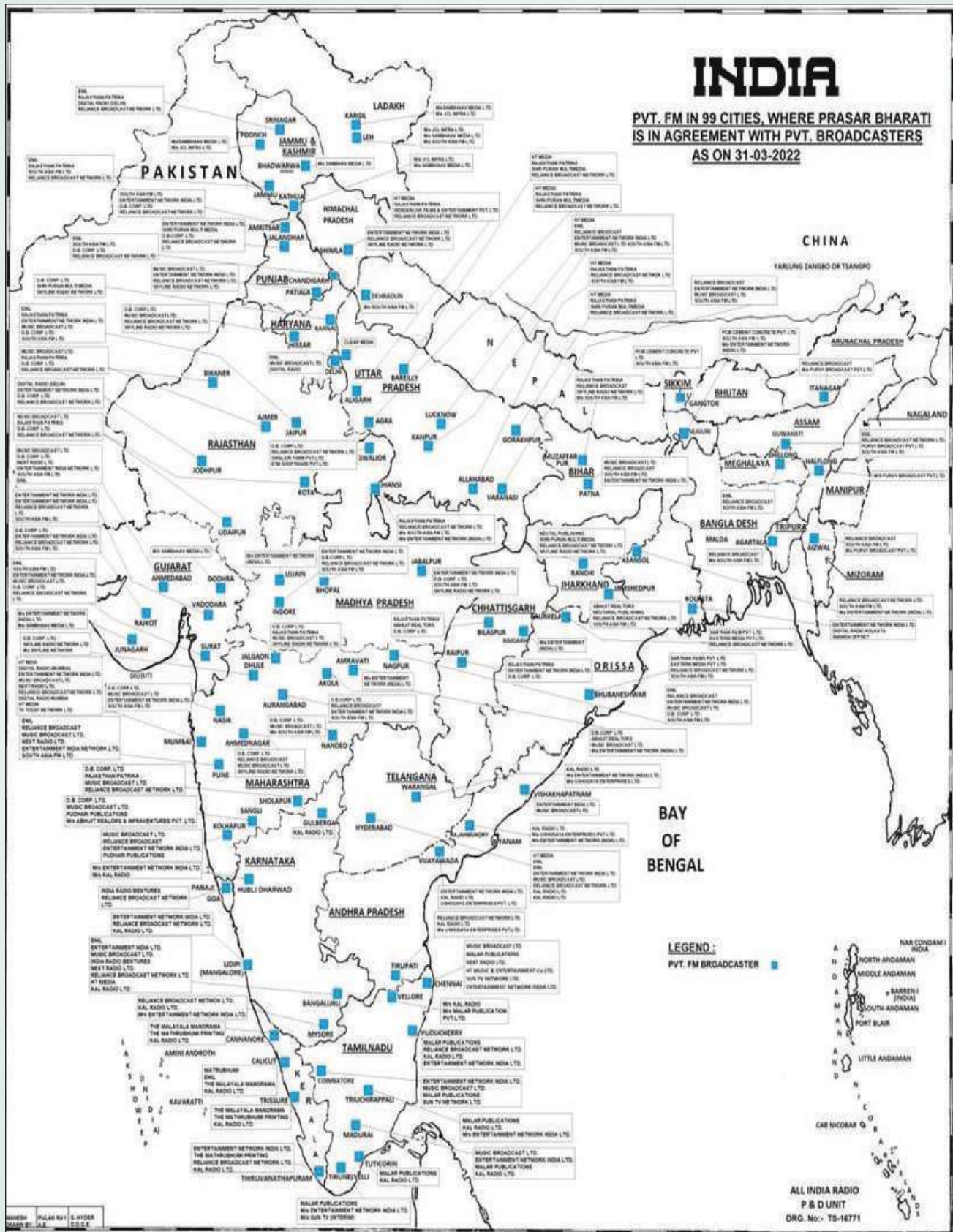
AS ON 31-03-2021



THIS DRG. SUPERSEDES DRG. No. TS-14652



# Locations of 99 cities, where Prasar Bharati is in agreement with Pvt. FM Broadcasters

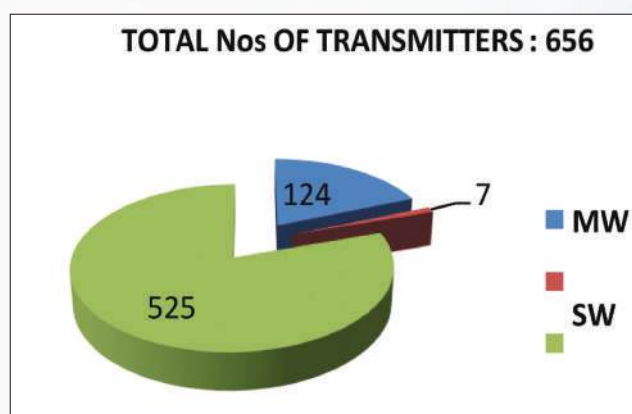
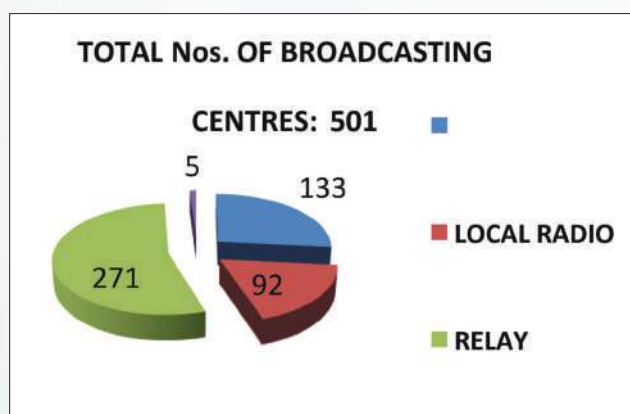




## ALL INDIA RADIO – FACTS AT A GLANCE (AS ON 31.03.2022)

### BROADCASTING CENTRES:

REGIONAL STATIONS	133
LOCAL RADIO STATIONS	92
RELAY CENTRES	271
COMMUNITY RADIO STATIONS	5
<b>TOTAL:</b>	<b>501</b>



### TRANSMITTERS:

• Medium Wave	124
• Short Wave	7
• FM	525
• <b>TOTAL:</b>	<b>656</b>

### OTHERS:

• AIR Channels on DTH Platform	48
• Regional News Units	46



## ALL INDIA RADIO

### A. INTRODUCTION:

All India Radio (AIR) (Bahujana Hitaya Bahujana Sukhaya) aims to provide information, education and entertainment for promoting the welfare and happiness of the masses

The phenomenal growth achieved by All India Radio over the past eight decades has made it one of the largest media organizations in the world. Now, it has 501 Stations and 656 Transmitters. To meet the communication needs of our multicultural society the network expanded adopting new technologies and programme production techniques

To realise its objectives, AIR has evolved over the years, a three-tier system of broadcasting namely National, Regional and Local. AIR Stations provide news, music and spoken word programmes to almost the entire population of the country. Its vast reach especially in the rural and tribal areas makes it the primary and sometimes the only source of information and entertainment.

The National Programmes which are heard on the Medium Wave in most parts of the country cater to the first-tier of broadcasting. The Regional and Sub- regional stations form the second tier of broadcasting with programmes in the regional languages /dialects and promoting regional and cultural facets. In addition, FM Channels caters to the needs of the people primarily the youth. The Vividh Bharati National Service also primarily on FM Channels is available at 43 places across the country. The 92 stations on FM mode, set up to cater to the needs and tastes of the audiences of small towns in various parts of the country are the Local Radio Stations (LRS) providing the third-tier broadcasting. All India Radio has also set- up Community Radio Service at five places in the North Eastern Region as the voice of the local tribal population.

### B. ORGANIZATIONAL STRUCTURE:

All India Radio is headed by a Director General assisted by Additional Directors General (ADGs) Programme, Administration and Finance Wings; and an Engineer-in-Chief in the Engineering Wing. News Wing is headed by a Director General (News).

Directorate General, All India Radio, is responsible for policy formulation, planning and development, infrastructure and technology upgradation, budgetary planning and control, human resource management; overseeing operations and maintenance activities, etc.

Earlier Programming in All India Radio were divided into eleven Programming Regions: at Delhi(Northern Region-I&II), Mumbai (Western Region-I&II), Bengaluru (Southern Region-I&II), Lucknow(Central Region- I), Bhopal (Central Region-II), Kolkata (Eastern Region-I & II) and Guwahati (North Eastern Region); and Engineering into five Zones located at Delhi (North Zone), Kolkata (East Zone), Mumbai (West Zone), Guwahati(North-East Zone) and Chennai (South Zone) for project and maintenance engineering activities.

These Zones have now been restructured as North Zone (in Delhi), South Zone (in Chennai), East Zone (in Kolkata), West Zone (in Mumbai) and North East Zone (in Guwahati) on geographical basis. In addition, a National Zone is also created to supervise the National Content of Doordarshan and All India Radio. ADG level officers are posted as Zonal Head (Content Operations), Zonal Head (Broadcast Operations) and Zonal Head (Administration) at each of these Zones.

## C. SERVICES AND CHANNELS OF AIR:

### i. Regional Channels:

Regional (Primary) Channels of AIR are located in the state capitals and in major linguistic- cultural regions of every state. 133 such channels are spread over 28 states and 8 Union territories (UTs) of the country. The Regional Channels put out infotainment programmes in languages and dialects of the region with the objective of enriching the lives of their listeners. They broadcast largely on the Medium Wave with many channels having FM support and are also live streamed.

They promote art and culture with an emphasis on Indian classical music. Around 40 percent of the total broadcast comprises music, which includes Classical music, light folk and film music. News and current affairs constitute 20 to 30 percent of the broadcast time. Radio plays, health & family welfare programmes, programmes for women and children, farm and home programmes are some other spoken word programmes aimed at empowering rural masses are the other important segments of the primary channels. These channels being the most accessible to all, strive to reach their audiences in the languages most understood.

### ii. Local Radio Stations (LRS):

At present, 92 Local Radio Stations are located across the country. These stations are catering to the local population of the area, providing utility services and reach right into the heart of the community which uses the microphone to reflect and enrich its life. What distinguishes Local Radio from the regional network is its down to earth, intimate, and uninhibited approach. The programmes of the local radio are area-specific. They are flexible and spontaneous enough to enable the station to function as the mouthpiece of the local community.

In the present scenario, as most of the LRS of AIR are on FM, Vividh Bharati Programmes are relayed by most of them besides local content. At present, most of the Local Radio Stations are broadcasting for the duration of 17 Hrs. out of which, 7 hours are Vividh Bharati relay. The content is approximately 60% local and 40% relay (including News and other relay programmes of regional stations)

### iii. Community Radio Stations (CRS):

Community Radio centres were set up at 5 places in the North Eastern Region to serve the local tribal population.

1.	Mon	1 kW MW	1584 kHz
2.	Tuensang	1 kW MW	1602 kHz
3.	Nongstoin	1 kW MW	1485 kHz
4.	Williamnagar	1 kW MW	1602 kHz
5.	Saiha	1 kW MW	1602 kHz

### iv. FM Rainbow:

FM Rainbow channel of All India Radio was launched at a time when radio listening was declining especially in big cities. FM radio provided the necessary fillip ensuring noise-free high-quality music.



Informal presentation on FM suited the changing tastes of listeners catching the pulse of the youth with 24x7 broadcast. Inter-personal chatting style of the comperes caught the pulse of youth and allured them to come close to their radio. In its round-the-clock broadcast, the radio listeners were served with a recipe of whole new gamut of entertainment. Soon FM radio acquired the status of modern radio because it was speaking in their style and providing them the listening pleasure.

At present, AIR has 525 FM transmitters across the country, by which it covers 58.78% of the area and 68% of the population of the country. Out of these, FM Rainbow channel is available at 25 places i.e. Delhi, Mumbai, Chennai, Kolkata, Bengaluru, Lucknow, Panaji, Jalandhar, Kanpur, Kochi, Puducherry, Shillong, Chandigarh, Cuttack, Kodaikanal, Tiruchirapalli, Coimbatore, Hyderabad, Vishakhapatnam, Raibareilly, Madurai, Triunelvali, Vijayawada, Patna and Ranchi. AIR FM Rainbow at four metropolitan cities is available 24x7. Besides this, Delhi Rainbow is also relayed fully from Mussoorie, Aligarh and partly from Dharamshala and Bhatinda. The FM channel includes Pop music, Film songs, Classical & Devotional music, News Headlines, etc.

#### **v. FM Gold:**

FM Gold channel came on air on 1st September 2001 at Delhi as a niche infotainment channel with around 50% of News and Current affairs component and 50% entertainment programming. At present FM Gold is available on 100.1 MHz, daily round the clock at four metros i.e. Delhi, Mumbai, Kolkata and Chennai. Since April, 2020, out of the 24 hours transmission of FM Gold, about 60% time is devoted to News and Current Affairs programmes and remaining 40% time to infotainment programmes including Western music, Film Music, Light, Classical and devotional music. Hourly New bulletins in Hindi and English are broadcast from AIR Delhi and relayed by other FM Gold Channel at Mumbai, Kolkata and Chennai. Presently, to commemorate 75 years of Independence of Nation, programmes based on 'Azadi Ka Amrit Mahotsav' are being broadcast daily. Besides, other important spoken word programmes based on Gandhian Philosophy and Yoga are also being aired from the FM Gold Channel. This channel provides wholesome information interlinked with entertainment and keeps its listeners engaged round the clock.

#### **vi. Direct to Home (DTH) Service:**

DTH Radio is a 24-hour Satellite Service available through the DTH platform of Prasar Bharati with up-linking facilities at Todapur, Delhi. It is not a terrestrial broadcast service and DTH programmes cannot be tuned in through the ordinary radio receiver sets. It covers the entire country as well as neighbouring countries. The programming is planned in such a way that the repetitions are kept at a minimum. The DTH Service makes different language channels available across the country. Its digital quality provides a pleasurable listening experience. The new channels during this year are Leh (Ladakh), Panaji, Puducherry, Port Blair and Gangtok.

#### **vii. Vividh Bharati National Service (VBNS):**

Vividh Bharati National Service is a 24 hours service available through satellite transmission for relay from various radio stations across the country. Vividh Bharati National Service is produced and uplinked from Mumbai.

The channel has the status of truly a National Service. This service is primarily relayed from 43 CBS-VB centres (17 hours). Vividh Bharati National Service is also relayed through 65 Local Radio Stations and 100-Watt FM transmitters located across the country. These channels are also putting out programmes in their local variation chunks in the local, languages besides the Hindi.

### viii. Live Streaming:

As on date 291 AIR channels including AIR live News 24x7, FM Rainbow, FM Gold, Vividh Bharati services, Raagam, etc. can be listened through internet by browsing Prasar Bharati website 'prasarbharati.gov.in'. Further, these channels can also be listened by using apps namely 'NewsOnAir' on iOS and Android based mobile phones.

### ix. External Services:

External Services Division (ESD) of All India Radio broadcasts in various Foreign and Indian languages reaching out to about 150 countries through Short Wave, 'NewsOnAir' App and DD Free Dish. The languages in which AIR reaches its foreign audience are Arabic, Baluchi, Burmese, Chinese, Dari, French, Indonesian, Persian, Pushto, Russian, Sinhala, Swahili, Thai and Tibetan. At present, the Indian language services targeted for the neighbourhood and also the Indian Diaspora are Bangla (Maitree), Nepali, Punjabi, Sindhi, Saraiki and Urdu.

## D. NEW INITIATIVES DURING THE YEAR

### i. Engineering:

All India Radio is one of the largest broadcasting networks in the world. At the time of Independence there were Six Radio Stations and 18 Transmitters (6 MW & 12 SW) which covered 11% population and 2.5% area of the country.

By 31st March 2022, AIR network has grown to 501 stations. The total no. of transmitters have however been reduced to 656 (124 MW, 7 SW & 525 FM), which provide coverage to 98% of the population spread over 90% area of the country. This includes 208 nos. of 100 W FM transmitters installed for localized coverage of about 8-10 km radius.

**New Initiatives during the year are as follows:**

- |  |             |
|--|-------------|
| a. 100 W FM Transmitter  | : 1 No.     |
| b. 1 kW FM Transmitter   | : 7 Nos.    |
| c. 5 kW FM Transmitter   | : 1 No.     |
| d. 10 kW FM Transmitters:  | : 6 Nos.    |
| e. FM Transmitter commissioned   | : 15 Places |
| f. Augmentation of DTH Channels  | : 3 Nos.    |
| g. Augmentation of AIR Channels on Live-streaming  | : 19 Nos.   |
| h. SITC of server and radio automation has been completed at 79 AIR stations. Digital console supplied and are under installation at 29 AIR Stations. The departmental work related to regional Archival facility at Guwahati completed. |             |

### ii. Programme:

- Azaadi Ka Amrit Mahotsav:** A special programme on 'Azadi ka Amrit Mahotsav' in different languages was broadcast from 15th August 2021 till 15th August 2022. Broadcast of a programme by the youth #AIRNxt as part of the celebrations of 'Azaadi Ka Amrit Mahotsav' was broadcast for 52 weeks from 28th Nov, 2021 across the country in all major languages and dialects.
- Campaign on Government advisories & SOPs for farming community during COVID-19 pandemic:** AIR stations broadcasting 'Kisanvani' and 'Kisan Ki Baat' programmes mounted





intensive awareness campaigns for the farming community of the country to strictly follow Government health advisories and specific SOPs for farmers for threshing, harvesting, procurement, marketing, transportation, sowing and other farm activities during COVID-19 pandemic times.

3. Stations mounted publicity to the address in National Conference on SOPs for **Drone Applications** in Agriculture (22.12.2021), by Union Agriculture Minister Shri Narendra Singh Tomar.
4. **Publicity to International Year of Millets-2023-** Stations mounted pre publicity campaigns on the subject for promoting wider usage and higher productivity of Millet crops.
5. **AIR with the help of UNICEF** spread the Message of Nutrition and programmes were broadcast on nutrition related themes during the National Nutrition Month in September, 2021.
6. On the occasion of reaching a milestone of vaccination of 100 crore dose to the Indian citizens, the Ministry of Health and Family Welfare released a song, which was played on AIR platform in appropriate slots.
7. Online Music gradation system for old application is open and station and recordings for CAB Audition.

### iii. News Service:

1. AIR News is now on website in English, Hindi, Urdu, Assamese, Dogri, Gujarati, Marathi, Rajasthani and Tamil languages, and also available on social media platforms.
2. Regional News Units (RNUs) of News Services Division (NSD) have implemented TBS (Talent Booking System) software introduced by Prasar Bharati for casual bookings and payments
3. Automation of RNUs by using NETIA and Teleprompters to prepare and read bulletins.
4. RNUs have introduced Centralised Account System (CAS) for budget grant and demand.
5. **External Services Division was merged with News Services Division, All India Radio on 12.08.2021.** After the merger, as a result of the efforts made to revitalize the External services programmes are now broadcasts in 17 languages (11 Foreign and 06 Indian Languages) and Transmission in 8 languages, viz. Arabic, Persian, Dari, Pashto, Baluchi, Chinese, Tibetan and Nepali were doubled. The services are also available in digital platform with live streaming on AIR World Service YouTube channel (<https://www.youtube.com/c/AIRWorldService>), NewsOnAir App for android and iPhone, and DD Free Dish for the listeners worldwide.
6. New COVID-19 awareness bulletins & programmes: Special COVID-19 bulletins in English and Hindi- 30 minutes each in the morning, day and the evening (8-9 AM, 2-3 PM, 8-9 PM) are broadcast by NSD, AIR.
7. **Corona Jagrukta Series:** A live phone-in programme was started on March 2020 between top medical experts from renowned hospitals and general public has played a crucial role in generating awareness on COVID-19 infection and dispel the myths. On **9th September, 2021** it has completed its **500th** episode and the programme continue to make its impact in creating awareness on various issues concerning COVID-19 pandemic related queries of citizens.
8. **Infobytes- Corona- Kya Kehte Hain Visheshagya:** Daily Infographics with Sound Bites of experts on all social media platforms are given.
9. **Myth busters:** Audio messages by top physicians busting myths about COVID-19 with respect to nutrition and health are broadcast.



10. **Ground Reports:** situation updates, availability of essential services, no need to panic, distribution of ration and food, community kitchens to feed needy and poor in States & UTs, relief camps for migrant workers, transport of food items and goods, sufficient supply of medicines, arrangements for PPEs, quarantine locations, contact tracing etc., are broadcast.
11. **Positive News:** Exclusive Interviews with recovered patients, vox pop keeping happy, healthy, positive & engaged, family & friends support network, self-isolation & quarantine are broadcast.
12. **COVID-19 vaccination publicity:** NSD, AIR and its 46 RNUs have been creating awareness on the Government of India's Free Vaccination Programme, through its Bulletins, News Magazine Programmes, Talk Shows and Social Media Platforms.
13. **100 Crore Vaccine Dose Milestone:** As India achieved a historic milestone of administering the 100 crore doses of COVID vaccine, NSD, AIR, its 46 RNUs and Social Media Platforms gave wide coverage to the statements made by the country's top leadership, led by the Prime Minister, Shri Narendra Modi and views of Governors/CMs, Vaccinators, Frontline Workers and General Public in their bulletins, news magazine programmes talk shows and social media platforms.
14. **Ideas that transformed India-20 years of Good Governance:** Under the dynamic leadership of Prime Minister Shri Narendra Modi, the vision of new India is taking shape with the nation making tremendous progress in all areas. In order to highlight the achievements, NSD, AIR mounted a 21-days special campaign under which theme based stories/ special programmes on various themes were broadcast from 17th September, 2021 onwards.
15. **Pariksha Pe Charcha 2021:** NSD, AIR and its 46 RNUs give a wide coverage to the Prime Minister's 'Pariksha Pe Charcha- 2021'.
16. **7th Year of Pradhan Mantri Jan-Dhan Yojana (PMJDY):** NSD: AIR devised a media action plan in August for wide publicity of the successful implementation of PMJDY.
17. **G20 and COP26:** NSD: AIR accorded a special coverage of the Prime Minister address at the G20 Summit in Rome and COP26 Summit at Glasgow.
18. **Aatmanirbar Bharat Abhiyan:** Prominent coverage was given to the Prime Minister's address to the nation with a special focus on publicizing the salient features of 'Atma Nirbhar Bharat Abhiyan.'

## E. PROGRAMME ACTIVITIES:

Details of important coverages, broadcast and radio reports for the year 2021-22 (1st April, 2021 to 31st March, 2022) are given at **Annexure-VIII**. Other important programme activities are also given below:

### i. Spoken Word:

AIR carried out awareness generation programmes on various themes on its Network of more than 400 stations/ Channels during the year 2021-22. Spoken Word Division deals with publicity of important subjects/ schemes/policies of the Ministries/ Departments of Government of India. Regular information alongwith publicity was carried out through various formats of programmes by all AIR Stations across the country for the period 1st April, 2021 to 31st March, 2022.

1. Broadcast of 'Mann Ki Baat' by Hon'ble Prime Minister was carried out from entire AIR network on last Sunday of every Month.



Late Chief of Defence Staff General Bipin Rawat delivering Sardar Patel Memorial Lecture 2021

2. Nationwide Broadcast of special programmes in Commemoration of 400th Prakash Parb of Guru Tegh Bahadur ji, the Ninth Sikh Guru, with the theme “India: Diversity, Dialogue and Solidarity” starting from April 2021 to April 2022.
3. Nationwide Broadcasts of Sardar Patel Memorial Lecture 2021 on the subject “The Role of Indian Armed Forces in Nation Building”, delivered by the late Chief of Defence Staff, General Bipin Rawat on the occasion of National Unity Day on 31st October, 2021
4. Publicity of Declaration of 15th November as Janjatiya Gaurav Diwas by Govt.of India, and broadcast of programmes to celebrate and commemorate the glorious history of Tribal people, culture and achievement.s
5. Broadcasts of Dr. Rajendra Prasad Memorial Lecture 2021, delivered by Shri Yogi Adityanath, Chief Minister of UP on 3rd December, 2021.
6. Broadcast of a Special Feature titled "VICTORY'S VOICE: THE RADIO, 1971 "commemorating the celebration of 50th anniversary of the liberation of Bangladesh on 16th December 2021.
7. Broadcast of Special Phone- In- Programme” on the occasion of World Tourism Day.
8. Broadcast of progamme and publicity regarding Online Registration System (ORS) in Defence Service Hospitals for Defence veterans and their dependents.
9. Broadcast of jingles/audio clips publicizing the competitions to be organized in connection with Azadi Ka Amrit Mahotsav by Ministry of Culture.
10. Publicity regarding observance of Constitution Day on 26th November, 2021 and publicity of the aims and objectives of the Constitution enshrined in the Preamble of the Constitution.





Shri Pankaj Kumar Singh DG BSF in AIR Studio for recording

11. Awareness Generation Programme regarding Armed Forces Flag Day.
12. Publicity to the programmes/ events/ activities organized by various Ministries/Departments on various days/weeks like International Day of Yoga, Kargil Vijay Diwas, Armed Forces Flag Day, Rashtriya Ekta Diwas, Matribhasha Diwas, National Voting Day etc.
13. Monthly Cabinet Summary was sent every month to Prasar Bharati for its onward transmission to Ministry of Information and Broadcasting within the time.
14. Broadcast of National Symposium of Poets 2022 on the eve of the Republic Day 2022 in all scheduled languages on National Network of AIR.
15. Broadcast of Special English feature on 23rd January 2022 to mark the 125th Birth Anniversary of Netaji Subhash Chandra Bose.
16. Day long live celebration on 13th February 2022 on the occasion of World Radio Day including CEO's message.



### Public Service Broadcasting Day on 23rd November



Shri Kumar Rajesh Chandra, DG SSB recording Programme in AIR

#### ii. Programme Planning and Development (PP&D) Unit:

Various services offered by AIR are broadly categorized as (i) World Services (ii) Neighbourhood Services (iii) National Services; (iv) Regional Public Services and (v) Language Specific Entertainment Services. All these services have been made available on DTH and are live streamed for access to wider audience across the globe.

#### iii. Content Strategy:

All India Radio is the quintessential radio broadcasting service in the country. Broadcasting in a country like India with diversity is a daunting task. AIR through its programming network, is catering to all segments of the society in terms of ethno- linguistic, cultural characteristics, agro-climatic conditions, socio-economic status and so on. Over the years AIR has been constantly revisiting its content policy to tailor it according to the needs and aspirations of the people especially those belonging to the under privileged segments of the society. This constant re-calibration of its content policy is also required to match up to the changing socio-economic realities of a vibrant and dynamic nations making strides in every sphere.

#### iv. Farm and Home Broadcast:

All India Radio has dedicated its programme broadcast services to its rural audience for more than five Decades. Farm and Home programmes are broadcast by all capital and regional stations of AIR. Programmes have been designed to cater to the day to day seasonal needs of the farming community incorporating latest information and technology for best agricultural output. The programmes are geared

towards improving farm productivity and economic prosperity of the country's farming community. These programmes are broadcast daily in the morning, afternoon and evening with average duration of 60 to 100 Minutes per day for Rural Women, Children & Youth.

The Farm & Home units of AIR stations broadcast composite programmes including equal segments on rural development, hard-core agriculture and allied subjects like Horticulture, Animal Husbandry, Poultry & Dairy farming, Fisheries, Forestry, Environment Conservation, food and agro processing, dry and wasteland agriculture and also segments on employment schemes, loan, insurance, sanitation, health hygiene and nutrition etc.

AIR expanded its agriculture broadcasts with the launch of an exclusive project on **Mass Media support to Agriculture Extension entitled 'Kisanvani'** from February 2004, in collaboration with the Department of Agriculture Cooperation & Farmers' Welfare, Ministry of Agriculture & Farmers' Welfare, to keep local farmers informed about the daily market rates, weather reports and day to day information in their respective areas, at micro level. Presently **Kisanvani** is being broadcast from identified 96 AIR stations across the country. Broadcast on a narrow casting mode, the programme is mostly interactive in content involving field based recordings of farmers and studio dial outs and dial-ins with experts and farming community which are quite popular with the target audience. Since, September 2018 a new agriculture programme '**Kisan Ki Baat**', on the lines of Kisanvani, has been launched in collaboration with **Ministry of Agriculture and Farmers' Welfare, Government of India** and is being broadcast from **FM Gold channel of AIR, Delhi**.

Following specific publicity/flagship programme content was mounted by stations during the period under consideration:

#### **1. Campaign on Government advisories & SOPs for farming community during COVID-19 pandemic**

AIR stations broadcasting 'Kisanvani' and 'Kisan Ki Baat' programmes mounted intensive awareness campaigns for the farming community of the country to strictly follow Government health advisories and specific SOPs for farmers for threshing, harvesting, procurement, marketing, transportation, sowing and other farm activities during COVID-19 pandemic times. Instructions were issued to all AIR stations, based on the advisories received from Union Ministry of Agriculture & Farmers Welfare and Indian Council of Agriculture Research. Stations also broadcast radio jingles and audio messages for the farming community, containing audio bytes of the Hon'ble Prime Minister's messages, on the COVID-19 safety measures and social distancing need for seasonal field activities.

#### **2. Coverage of Bee Keeper Summit, (CIH), Mediziphema, Nagaland**

AIR stations covered the Bee Keeper Summit on 11.11.2021 organized by the Central institute of Horticulture (CIH), Mediziphema, Nagaland and inauguration of Farmer's Hostel by Hon'ble Min.of Agriculture and Farmers Welfare and Hon'ble MoS (Agriculture).

#### **3. World Environment Day 2021 Coverage**

All AIR stations broadcast the event held in connection with the World Environment Day, 5th June, 2021 at New Delhi and addressed by the Hon'ble Prime Minister Sh. Narendra Modi through Video Conferencing. Stations also covered the events held on the occasion in their respective regions and mounted programmes to create awareness about Climate Change and environment conservation.

#### **4. Dedicated Weather Forecasts in the Programmes**

All AIR stations broadcasting Farm & Home and Kisanvani programmes were advised to allocate dedicated time slots in their daily programmes, for extreme weather forecasts/climate change





impacting agriculture productivity, livestock, farmers' health and safety. Programmes included updates on parameters like rainfall, temperatures, soil and air moisture, hot, dry, cold and wet spells, floods, lightening, thunderstorms, cyclones, hail, frost, droughts etc.

### **5. Coverage/Publicity to Gram Sabhas on Jal Jeevan Mission**

On the occasion of Gandhi Jayanti, 2nd October, 2021, Hon'ble Prime Minister Sh. Narendra Modi, virtually addressed the nationwide Gram Sabhas on Jal Jeevan Mission and interacted with Pani Samitis/Gram Pradhans. All India Radio covered the event on its national network and provided due publicity to the theme by mounting programmes.

6. Stations mounted publicity to the address in National Conference on SOPs for Drone Applications in Agriculture (22.12.2021), by Union Agriculture Minister Shri Narendra Singh Tomar.

### **7. Publicity to Flagship Schemes/Special Programmes over the AIR Network**

All AIR Stations broadcasting Farm & Home and Kisanvani programmes were advised to broadcast programmes in different formats about the various Central Sector Schemes of the Government for the benefit of the farming community. Some of the schemes highlighted by the stations are mentioned below:

#### **i) Publicity to Pradhan Mantri Fasal Beema Yojana & Kisan Credit Card**

All AIR stations were advised to mount suitable programmes and provide appropriate publicity to **Pradhan Mantri Fasal Beema Yojana & Kisan Credit Card** to mobilize farmers at the grass root level and create awareness about these Central Government schemes to further enhance their enrolment. All concerned AIR Stations broadcast jingles and audio messages forwarded by the Ministry of Agriculture & Farmers Welfare on the subject.

#### **ii) Publicity to Minimum Support Prices to Rabi crops for Rabi Marketing Season 2022-2023.**

Government Policy of Minimum Support Prices plays an important role in safeguarding farmers against the fluctuations in market price and ensuring stability of farmers' income. AIR Stations were advised to highlight the enhanced Minimum Support Prices for Rabi Crops announced by the Government for the marketing season 2021-2022, by broadcasting jingles talks, interview, discussion, dial-in/dial-out, etc.

#### **iii) Publicity to the Issue of Stubble Burning, post harvest management**

Inefficient Post-harvest crop management practices like stubble burning, particularly during Kharif harvest season, is the leading cause of severe environment pollution in many states like Punjab, Haryana, Rajasthan, Uttar Pradesh and Delhi.

AIR stations spread across the country were advised to spread awareness about the issue with special focus on various innovative technologies, alternate crop residue management practices, incentive schemes and also various punitive measures, launched by the central and state governments. Stations mounted intense publicity on the subject including broadcast of jingles and promos to create awareness amongst the farming community and all stakeholders.

#### **iv) National Women Farmers Day/ Week**

AIR stations broadcasting Farm & Home and Kisanvani programmes observe the National Women Farmers Day on 15th October each year. Stations invite progressive women farmers to the studios who share their success stories including those who are awarded at state and national levels. The entire week is observed as the National Women Farmers Week with interviews of women achievers in the agriculture sector including successful women agri-entrepreneurs.



**v) Coverage of Virtual release of installment of PM Kisan Scheme by Hon'ble PM: 14.05.2021**

Hon'ble Prime Minister's address and proceedings of the virtual release event of the 'PM Kisan Scheme' benefitting farmers across the country, was covered over the national network by stations.

**vi) Publicity to Agriculture Infrastructure Fund/ Organic Farming/ National Mission on Oil Palm (India)/ PM Kisan Scheme**

Stations mounted publicity to the provisions of financial benefit available to the farming community through the various central sector schemes like PM Kisan Scheme, Agri-Infra Fund, Organic farming, National Mission on Palm Oil etc. Audio Promos provided by the Union Ministry of Agriculture & Farmers Welfare, were forwarded to stations for sustained awareness campaigns.

**vii) Publicity to National Awards for Excellence in Agriculture**

Instructions were issued to stations for mounting sustained microphone publicity to the various categories of National Awards for Excellence in Agriculture, announced by Indian Council of Agriculture Research.

**viii) Publicity to International Year of Millets-2023**

Stations were instructed to prepare sustained publicity plans for creating awareness about International Year of Millets-2023 Declared by the United Nations. Stations mounted pre publicity campaigns on the subject for promoting wider usage and higher productivity of Millet crops.

**ix) Publicity to Natural Farming Conference on 16.12.2021**

All 97 AIR stations broadcasting Kisanvani programmes mounted publicity of Natural Farming Conference, held on 16.12.2021 at Pre Gujarat Summit, Anand Gujarat (14th to 16th December, 2021) and the address by the Hon'ble Prime Minister Sh. Narendra Modi was covered live on the network.

- Important Coverages Launching of project: Development of Block Chain/Traceability for Honey: 07.04.2021
- Event on 5th Anniversary of E-NAM: 13.04.2021
- National Conference on Kharif: 30.04.2021
- Webinar on World Honey Bee Day: 20.05.2021
- India-Israel 3 years Joint Work Programme: 16.06.2021
- Inauguration of Horticulture Cluster Development: 31.05.2021
- PM Fasal Beema Saptah (Aazadi Kaa Amrut Mahotsava): 01.07.2021
- Inauguration of New Centre of NHB at Gwalior: 01.07.2021
- Virtual meeting of HAM with European Commission on agriculture: 07.07.2021 Bytes of DBT beneficiaries of PM Kisan Scheme: 09.08.2021
- Meeting of Shanghai Cooperation Committee: 12.08.2021
- Meeting of BRICS Agriculture Secretaries: 27.8.2021
- World Coconut Day: 2.9.2021
- Conference of HAM & State CMs: 06 & 07.09.2021
- Conference of Lieutenant Governors with HAM
- National Conference on Rabi Campaign 21-22: 21.9.2021
- Launching of Amul Honey: 28.9.2021
- Hon'ble PM's interaction with Pani Samitis/Gram Sarpanchs: 2.10.2021

- Programme on the occasion of Choudhary Charan Singh's birthday, National FARMER'S DAY (23.12.21).

#### 8. National Conference on Agriculture for Zaid/ Summer Campaign- 2022 on 27.01.2022

Hon'ble Union Minister of Agriculture & Farmers Welfare' address in the National Conference on Agriculture for Zaid/Summer Campaign-2022 on 27th January 2022, organized through Video Conferencing from 12.15 PM to 1.30 PM, was covered by Kisan Ki Baat on 27.1.2022.

#### 9. Radio Kisan Diwas 2022 (15.02.2022)

Several AIR stations broadcasting Kisanvani programme, observed Radio Kisan Diwas 2022. Scientist, Agriculture Experts, subject matter specialist & journalist attended the event and several progressive farmers including successful women farmers were honoured with certificates for their excellence in the field of agriculture.



Progressive farmers addressing at Radio Kisan Diwas AIR Akola





Successful Progressive farmers are being felicitated on the occasion of Radio Kisan Diwas at AIR Akola



#### **10. 3rd Anniversary of PM Kisan Scheme on 24.02.2022**

All AIR stations broadcasting Farm & Home, Kisanvani & Kisan Ki Baat programmes mounted publicity to 3rd Anniversary of PM Kisan Scheme on 24.02.2022.

#### **11. International Women's Day, 2022 coverage on 8th March, 2022**

All India Radio covered the event on its national network and provided due publicity on International Women's Day, 2022 by mounting programmes.

#### **12. Community Based Organisation (CBBO) summit on 27.03.22 St. Subhramanian Hall, NASC Complex**

AIR covered the Conference of Community Based Organisation (CBBO) summit on 27.03.22 at Subhramanian Hall, NASC Complex under the chairmanship of Hon'ble Minister of Agriculture & Farmers Welfare.

#### **13. Publicity to World Water Day on 22.03.2022**

All AIR stations broadcasting Farm & Home, "Kisanvani" and "Kisan Ki Baat" programmes mounted publicity to World Water Day on 22.03.2022.

### **v. Health & Family welfare:**

#### **a. Women's Programmes:**

Women's programmes of All India Radio cover subjects related to socio- economic development of women, health and family welfare, food and nutrition, scientific home management, women entrepreneurship, education including adult education, women empowerment, gender issues etc.

All India Radio broadcasts programmes in different formats for the welfare of the girlchild. Programmes aim at creating social awareness on the issues relating to female foeticide, gender discrimination, awareness about the rights and privileges of women. Traditional folk forms were also used to communicate with the rural audience. "Beti Bachao Beti Padhao" campaign continued in 2021-22 also.

Every year the International Women's day celebrated on 8th March is given wide publicity by AIR. This year also AIR stations highlighted the achievements of women in various sectors of society in their Women's Programme which is a special focus group program.

Hon'ble Supreme Court of India directions regarding gender including Transgender (TG) vide its judgement dated 15.04.2014 in the WP(C) NO. 400/2012 titled as National Legal Service Authority versus Union of India, have been regularly given stress in public awareness programmes.

AIR stations have been regularly advised to give due publicity to the laws, rules, regulation and guidelines related to the indecent Portrayal of Women in media and to sensitize the public through positive portrayal of women. In these programmes, information about the legal provisions and the remedies available under the existing laws and regulations on indecent portrayal of women were also disseminated.

Stations gave publicity to the laws, rules, regulation and guidelines related to the sexual crimes against women and broadcast programmes in different formats for creating awareness of the legal provisions and punishment for violation of such provisions as per the judgement of Delhi High Court.

Instructions were issued for creating awareness and publicizing the campaign on 'National Mission for Safety of women' which covered diverse issues related to women and the girl child.

Programme Heads were advised to keep special focus on programmes linked to women's rights and their safety on the lines of the recommendations received from National Human Rights Commission.

### **b. Health Programmes**

Health programmes are part of regular broadcasts of All India Radio. These programmes are planned and broadcast as per the health requirements of the concerned area, potential out-break of seasonal diseases and as per the instructions / advice of Ministry of Health and Family Welfare and the Directorate General of All India Radio. Awareness about diseases, causes and prevention, available treatment, information on immunization, government facilities for treatment of different diseases, health related government schemes are the subject matter of health programmes.

Awareness about new advisories from Ministry of Health and Family Welfare were publicized among the masses about the Coronavirus. AIR had started generating awareness about the disease at the earliest from the Month of January, 2020 on regular basis.

Copyright free audio messages, related to vaccines and other measure to prevent COVID-19, produced by Asia Pacific Institute for broadcasting development in cooperation with WHO/ UNESCO were broadcast in the month of June 2021.

State wise advisories were issued in September 2021 to keep special focus on COVID-19 related awareness generation programmes on the recommendations of an Empowered Group-8 on COVID-19, Public Health Response under Ministry of Health and Family Welfare.

Ministry of Health and Family Welfare and Indian Council of Medical Research issued advisories on screening, diagnosis and management of mucormycosis (black fungus), on which general awareness was created among the masses through various available programme formats.

On the occasion of reaching a milestone of vaccination of 100 crore dose to the Indian citizens, the Ministry of Health and Family Welfare released a song, which was played on AIR platform in appropriate slots.

In addition, various awareness generation activities were also carried out on the occasion of 100 crore vaccine doses mark.

In view of the concerns regarding new COVID-19 variant-Omicron, necessary instructions were issued to all AIR stations to increase their focus on COVID related awareness programmes under their regular health programmes.

Government of India has launched the 'Ayushman Bharat' programme – the largest government funded health care programme on 23rd September, 2018. AIR stations were advised to broadcast programmes in different formats to provide wide publicity to the Flagship scheme - Ayushman Bharat.

Fit India Movement is a people driven movement envisioned by Hon'ble Prime Minister, which fundamentally aims at making fitness a way of life for all citizens of the country. Programme Heads of all AIR stations were advised to create a joint action plan with the media houses at national and regional level to create an impact about the Fit India Movement. Wide publicity was given to 'Fit India Freedom Run' - to keep oneself fit while maintaining social distancing.

Ministry of Youth Affairs and Sports under the aegis the Fit India campaign developed fitness protocols for different age groups which were given wide publicity.

People were advised to practice yoga at home during the pandemic on the occasion of International Day of Yoga, 2021.

AIR with UNICEF spread the Message of Nutrition and programmes were broadcast on nutrition



related themes during the National Nutrition Month in September.

Nutrition for women & children receives focus in general and special audience programmes. Ministry of Women and Child Development celebrated 'Poshan Pakhwada' from 16th to 31st March 2021 under 'Poshan Abhiyan'. AIR stations helped generate awareness on the theme.

Wide publicity was also given to the advisory issued by Ministry of Health and Family Welfare on Electronic Nicotine Delivery Systems including e- cigarettes, Heat-not-Burn devices, Vape, E-Sheesha, E- Nicotine flavoured hookah and such products.

Awareness was generated on the Mental Healthcare Act and programmes were broadcast to sensitize people towards the special needs of persons going through depression.

As per the recommendations of the India Expert Advisory Group on Polio Eradication, the Ministry of Health and Family Welfare organized a nation-wide polio vaccination drive on 31st January, 2021, on the National Immunization Day (NID) or 'Polio Ravivar'. Stations covered the Nationwide Polio Vaccination campaign and organized Interviews, Dial-in, Dial out programmes and short features.

Yoga Break protocol, an initiative of Government of India, is a protocol consisting of very simple and useful yoga practices. General Awareness was created amongst general masses at large through various programme formats such as talks, interviews, dial- in/ dial-out, phone-in programmes related to health.

Other subjects covered in women's programme include topics like the right age of marriage, delaying the first child, spacing between children, maternal care, child survival, better communication between husband and wife, counselling regarding male child preference, adverse child sex ratio, medical termination of pregnancy, management of reproductive tract infections (RTIs) and sexually transmitted diseases (STDs), pre-natal diagnostic techniques (regulations and prevention of misuse) act- 1994, breast feeding, T.B., leprosy, Diabetes and reproductive child health etc.

### **c. Children's Programmes and coverage of issues specific to Child Welfare:**

All AIR stations broadcast programmes for children on regular basis. These are programmes for children in the age group 5- 7 and 8 - 14 years. Programmes are also broadcast for rural children also. Programmes are weekly and include plays, short stories, features, choral singing, interviews, stories from epics etc.

The following themes are suitably covered in programmes:

1. Protection of rights of children and particularly protection of identity of children in need of care and protection of juveniles in conflict law.
2. Care and support to disabled children.
3. Care and support to children under difficult circumstances.
4. Equal status of girls.
5. Universal access to basic education to children and more attention to girl's education.
6. Providing safe and supportive environment to children.
7. Improvement in the economic condition of family and self-reliant society.
8. National and international cooperation for better future of the child.
9. Safe drinking water facility and sanitary means of excreta disposal.
10. Protection from vulnerability to Internet and online content.



International Day against Child Abuse and Illicit Trafficking observed every year, was covered on 26th June, 2021. Programme Heads of all AIR stations were advised to mount programmes on the subject. They were advised to provide widespread publicity to the POSCO (Amendment) Act 2019.

Programme Heads were directed to provide wide coverage/ publicity to the second phase of Intensified Mission Indradhanush (IMI 2.0). Instructions were issued to provide pre-launch publicity to a Pan India Campaign named 'Safe Neighbourhood for Child Safety'. The 'New Born care week' which is observed every year continued from 15th - 21st November, 2021 was covered.

AIR with the help of UNICEF spread the Message of Nutrition and programmes were broadcast on nutrition related themes during the National Nutrition Month in September, 2021. AIR programmers sensitizes about the programmes on Nutrition and Immunization through various webinars in which UNICEF helped the AIR through its resources.

#### vi. Music:

Since its inception, All India Radio has been rendering yeoman service in the propagation and preservation of Indian Music with its unfeigned commitment as a public service broadcaster.

Online Music gradation system for old application is open and station and recordings for CAB Audition.

The live broadcast of the 175th Saint Tyagaraja Aradhana Mahotsav was done by All India Radio. To mark the occasion, as done every year, the Thyagaraja Aradhana Music festival was broadcast from Thiruvaiyaru in the National Programme of Music on 22.01.2022 (Saturday) from 9.30 PM to 11.00 PM.

Also, on 'Pushya Bahula Panchami' i.e. the Punya Tithi of Saint Tyagaraja which falls on 22.01.2022 (Saturday) on the Morning from 8.30 AM onwards till end of the group rendering of the Kritis from Thiruvaiyaru on the National hook-up.

National Programmes that was started in 1952 till date broadcasts the National Programme of Music and Ravivasriya Akhil Bhartiya Sangeet Sammelan

April 2021- Zeeshan Khan- Vocal, Prashant Pathak – Tabla, Debapriya Adhikary – Vocal, Abhishek Raghuram – Vocal.

May 2021- Partha Bose, Soma Singh – Vocal, Mohan Shyam Sharma- Pakhawaj, Tarun Kolita- Sarod, Vidwan.

June 2021- R. Thiagarajan- Flute.

October 2021 - Vidushi Lalgudi GJR Krishnan – Violin, Pt. Salil Bhatt – Guitar, G. Sreevidya Ramdas – Pakhawaj, Ud. Shafique Khan – Sitar, Mohmmad Aaman – Vocal.

November 2021 - Vivek Sadashivam – Vocal, Saurav Nahar- Vocal, Ud. Zaffar Mohmmad – Tabla, Pt. Ajay Prasanna – Flute, Prabhakar & Diwakar - Vocal, Pt. Sur Ranjan – Sarod, Prashant Mallick & Nishant Mallick – Dhrupad/Dhamar.

December 2021 - Pt. Niladari Kumar – Sitar, Ramana Bala Chandar – Veena, Pt. Anindo Ahattejee – Tabla, Pt. Rakesh Chaurasia- Flute.

January 2022 – Akkarai Subbulakshmi & Akkarai Sornalatha – Vocal, Aditya Khandve – Vocal, N. R. Kannan – Nagaswaram, Pt. Prem Kumar Mallick – Dhrupad/Dhamar, Akhilesh GunDecha – Pakhawaj, Devashish Chakravorty - Guitar, Dr. Jayaprada Ramamurthy – Flute.

February 2022- Khadim Hussain Khan – Tabla solo, Pt. Brij Narayan – Sarod, chhote Rehmat Khan – Sitar, Balachander Nakod – Vocal.

March 2022 - Vid. Sriram Parasuram – Violin, Giridhar Sharad Kulkarni – Tabla solo, Dr. K. Saraswathi Vidyayarathi- Vocal, Pt. Sahitya Kumar Nahar - Sitar, Smita Srikiran – Flute, Sushma Vajpai.

### AZADI KA AMRIT MAHOTSAV

The National Programme of Regional Folk and Light Music, in this year commemorating Azadi ka Amrit Mahotsav featured Patriotic song in different Indian languages:

Month	Language	AIR Station /Office
August 2021	- Hindi	– DG:AIR
September 2021	- Marathi	– Mumbai
October 2021	- Telugu	– Hyderabad
November 2021	- Bangla	– Kolkata,
	Hindi	– Lucknow
December 2021	- Gujarati	– Ahmedabad
January 2022	- Malayalam	– Thiruvananthapuram
February 2022	- Assamese	– Guwahati
March 2022	- Punjabi	– Jalandhar,
	Hindi	– Bhopal
April 2022	- Tamil	– Chennai
May 2022	- Dogri	– Jammu, Kannada- Bengaluru
June 2022	- Odiya	– Bhubneshwar
July 2022	- Manipuri	– Imphal, Konkani – Panaji
August 2022	- Hindi	– AIR, Delhi

### vii. Sports:

- AIR sports is engaged in planning and executing radio broadcast of various National and International sports events on the National Hook-Up of All India Radio. The work related to acquisition of Radio Broadcast Rights, coordinating with various Sports Federations/ Associations, various AIR Stations/Foreign broadcasters and other relevant entities etc. are performed by it for ensuring smooth broadcast of sports events on AIR. The screening and detailing of commentators for sports events are also carried out by AIR Sports.
- To keep pace with the changing times, AIR Sports broadcast sports events on digital platform of Prasar Bharati where rights were available. Further, to enhance its visibility, AIR Sports subject to rights, carried sports broadcasts on Prasar Bharati Sports YouTube channel which has received tremendous response from viewers.

### 2020 Summer Olympic Games:

AIR Sports broadcast the following programmes of the 2020 Summer Olympic Games held in Tokyo, Japan.



**Pre-games programmes:** These programmes were broadcast from AIR, Delhi and relayed by all capital AIR stations, FM Rainbow Network and other interested stations, alternately in Hindi and English on national hook-up as a build-up to the 2020 Tokyo Olympic Games.

**Curtain Raiser:** Curtain Raiser programme from 2230 to 2250 hrs. on 22nd July, 2021 by All AIR Capital Stations, FM Rainbow Network, DRM and other interested Stations. The regional versions of Curtain Raiser were also broadcast on 23rd July, 2021 by the non-Hindi AIR Capital stations.

**Daily highlights:** Capsules of the Daily highlights of the Games from 2230 hrs. to 2245 hrs. From 23rd July to 8th August, 2021 by all AIR capital stations, FM Rainbow Network, DRM and other interested Stations. The regional versions of Daily Highlights capsules were broadcast by the non - Hindi AIR Capital stations during the morning transmission on the same day and the same were relayed by the other interested AIR stations in their respective language zones.

**Updates on FM Rainbow:** Hourly updates on FM Rainbow network from 0715 hrs. to 1915 hrs, from 24th July to 7th August, 2022. Besides the above, news was broadcast on FM Gold and FM Rainbow channels breaking into their usual programmes whenever a medal was won by India.

**Hockey Matches:** AIR Sports broadcast off-tube commentary of identified Hockey matches of Tokyo 2020 Olympic Games from 24th July 2021 to 6th August 2021.

**Badminton Matches:** AIR Sports broadcast off-tube commentary of identified Badminton matches of Tokyo 2020 Olympic Games from 27th July 2021 to 2nd August 2021.

### Cricket:

- ‘Stumped’ a weekly programme on Cricket, a coproduction of AIR, BBC and ABC was broadcast every Saturday at 1130 hours on the AIR FM Rainbow network.
- AIR Sports also broadcast ball-by-ball commentary of the following cricket events:
  1. Final Match of the World Test Championship 2021 played in England 18th to 22nd June 2021.
  2. India–England Cricket Series 2021 held in England from 12th August 2021 to 6th September, 2021.



AIR Team from right to left Shri Pankaj Athawale, Shri Venkat Bala Reddy, Shri Ashish Kumar Chhangoo and Md Isha Uddin during commentary of on 2nd Semi-Final of ICC Women World Cup 2022.



3. ICC Men's T-20 World Cup 2021 played in UAE and Oman from 23rd October 2021 to 14th November, 2021
4. ICC Women's Cricket World Cup 2022 played in New Zealand from 6th March 2022 to 3rd April 2022.

### ICC Women World Cup 2022-2nd Semi-final match between England & South Africa

#### Hockey:

- Live commentary of FIH Hockey Men's Junior World Cup 2021 held in Bhubaneswar from 24th November to 5th December 2021 was broadcast.
- AIR Sports also broadcast live commentary of the final match of 11th Hockey India Women National Championship 2021 played in Jhansi on 30th October 2021.



FIH Hockey Men's Junior World Cup 2021 in Bhubaneswar

#### Football:

- AIR Sports broadcast live commentary of the final match of 130th Durand Cup Football Tournament held in Kolkata on 3rd October 2021.
- In addition to national broadcasts, AIR Stations across India have been airing several topical programmes on sports, in various regional languages.

## F. NEWS SERVICE OF AIR:

The News Services Division (NSD) of All India Radio disseminates news and news based programmes to listeners in India and abroad. It broadcasts 607 bulletins in 92 Languages/dialects every day, while adhering to the highest professional ethics and standards in Radio broadcasting. Using new technology, AIR News is now on website in English, Hindi, Urdu, Assamese, Dogri, Gujarati, Marathi, Rajasthani and Tamil languages, and also available on social media platforms.

### i. Organisational Structure:

The News Services Division is headed by a Principal Director General/ Director General (News), who is one of the senior most officers of the Indian Information Service. The PDG/DG (NEWS) is assisted by a team of Additional Director Generals (News), Directors (News), Joint Directors (News), Deputy Directors (News), Assistant Directors (News), News Editors and Reporters.

The various operational sections of NSD Headquarters in Delhi include: General News Room; Hindi News Room; Regional News Unit Desk; External Services; Reporting Unit; Talks and Current Affairs Unit; Newsreel Unit; Indian Language Units; Reference, Policy, Planning & Development Unit; IT and Website Unit; Library and the Administrative Wing.

### ii. Regional News Units:

The Regional News Units (RNUs) in various states are headed by officers of the rank of Joint Director or Deputy/Assistant Director and assisted by News Editors, Reporters and Newsreaders-Cum-Translators. There are 46 RNUs across the country.

All India Radio's 46 Regional News Units (RNUs) play a vital role in catering to the information needs of the people with a regional flavour and further their grassroots reach. RNUs broadcast bulletins and programmes in 77 regional languages/ dialects, making news region- specific and listener-friendly. Each state has at least one RNUs and bigger states have up to four RNUs for effective coverage of events in the respective states. RNUs broadcast 479 bulletins every day for a total duration of nearly 40 hours that include National, Regional, External, DTH Services and FM Headlines.

These units also mount 1087 news-based programmes in a month for a total duration of nearly 157 hours besides broadcasting special programmes on occasions like Republic Day, Independence Day or any other occasions of National importance. They also broadcast special programmes when State Assemblies are in Session. FM headlines serve immediate needs of information savvy listeners in their daily busy schedule in cities and towns. At present, 257 headline bulletins in 17 languages are being broadcast by RNUs.

RNUs gave wide publicity to various social, economic and developmental schemes launched by the government in respective regional languages from time to time due to their grass root reach.

## MODERNISATION OF RNUs

1. RNUs have implemented TBS (Talent Booking System) software introduced by Prasar Bharati for casual bookings and payments.
2. Some of the RNUs have introduced E-office to communicate with the Headquarters successfully at their end.
3. Automation of RNUs by using NETIA and Teleprompters to prepare and read bulletins
4. RNUs have introduced Centralised Account System, CAS, for budget grant and demand.



### iii. EXTERNAL SERVICES DIVISION:

Radio plays a crucial role as an instrument of Foreign Policy and Public Diplomacy. Nations attach great importance to international broadcasting as a means of protecting their image and point of view to the world.

As part of British India, All India Radio entered the domain of external broadcast on 1st October, 1939 purely as a tool for propaganda for the Allies during the World War II. The first broadcast of All India Radio for the external audience was made in Pashto language to counter the German Radio Blitzkrieg in the then North West Frontier Province (NWFP) to supplement the efforts by the BBC in this part of the world. After India attained independence, External Services Division of All India Radio had to assume a new role as the voice of an emerging nation, an old civilization, a tool for diplomacy and also effective propaganda machinery at the time of different crises. Since then, the External Services Division has been functioning as a vital link between India and the rest of the world, especially with those countries where India's interests are intertwined because of presence of a large Indian Diaspora. External Services Division connects the Diaspora with their country of origin and its culture and heritage, giving them a feel of home away from home. Through its external broadcasts, AIR aims to keep the overseas listeners in touch with the ethos of India, here point of view on different issues, strides made by India in different fields including Science and Technology, India's democratic and secular traditions, its vibrant art, culture, economy, business and trade opportunities available in India, projecting India as an education, health care and tourist destination, India's commitment to universal Declaration of human rights, etc.

#### Role of External Services:

- External Outreach: India's perspective for the neighbourhood and the outside world.
- Voice of India on the Global Platform since 1939.
- Countering malicious and anti-India propaganda.
- Engagement with Indian Diaspora.
- New India: Narrating India's Growth Story:
  - Strides made by India in various fields.
  - Business and trade opportunities.
  - India as education, health, tourist destination.
  - Vibrancy of our art, culture, music, literature, etc.

External Services Division was merged with News Services Division, All India Radio on 12.08.2021. After the merger, efforts were made to revitalize the External services broadcasts. As a result of these efforts, external services broadcasts in 17 languages (11 Foreign and 06 Indian Languages), namely: Arabic, Persian, Dari, Pashto, Baluchi, Swahili, Chinese, Burmese, French, Indonesia, Tibetan, Urdu, Seraiki, Sindhi, Punjabi, Maitri (Bangla) and Nepali. Transmission in 8 languages, viz. Arabic, Persian, Dari, Pashto, Baluchi, Chinese, Tibetan and Nepali were doubled. Services of Punjabi and Seraiki programmes are broadcast from AIR, Jalandhar while Maitree (Bangla) Service is broadcast from AIR, Kolkata. The services are broadcast on Short Wave radio frequencies and are also available in digital platform with live streaming on AIR World Service YouTube channel (<https://www.youtube.com/c/AIRWorldService>), NEWSONAIR App for android and iPhone, and DD Free Dish for the listeners worldwide. Details of external services division of all india radio going on air at present are given at **Annexure IX.**



### News Gathering Network:

The NSD has to ensure production of news and related services which adhere to certain standards in terms of timeliness and quality. It uses various sources for news gathering. A team of dynamic Reporters/Correspondents, covering a variety of beats, is available at NSD headquarters (HQs). Foreign correspondents also posted in Beijing, Dubai, Kathmandu, Colombo and Dhaka. Correspondents are also posted at the RNUs. Part-Time Correspondents (PTCs) in more than 550 districts of the country also aid in gathering news through their respective RNUs. Social media e.g. – verified Twitter handles, Facebook accounts of eminent personalities-political and others, is also tracked regularly and proves a vital source of information for news production.

### iv REPORTING UNIT:

The Reporting Unit at Headquarters extensively covered developments, events, launches of the Government's Schemes, important Press Conferences, Rallies, Workshops, Seminars, Addressed by the President, Vice-President, Prime Minister, Union Ministers, visiting Chief Ministers, Foreign Dignitaries and other Important Personalities.

Reporting Unit, by being in constant touch with various Ministries and other Government Organisations, Constitutional and statutory bodies like Election Commission of India, Human Rights Commission, and PSUs, gathered News and related information for Spot News Coverage. Their meetings, programmes and press conferences were also covered.

It also provides stories for Pradeshik bulletins which are broadcast in Hindi. All the important developments relating to Delhi and NCR were covered for these bulletins exclusively. The Unit did stories on Mann Ki Baat every month.

### v. Talks and Current Affairs Programmes:

The Talks and Current Affairs (T&CA) Unit has been assigned to broadcast analytical news based programmes on various topics. The idea is to help listeners understand major new developments, put things into perspective and deal with a subject in detail. Various topics were discussed extensively in the daily and weekly programmes viz., *Spotlight*, *Corona Jagrukta Series*, *Surkhiyon Mein* and *other Current Affairs Programmes*. Besides, the T&CA Unit produces *Employment News* and *Rozgar Samachar Bulletins*.

Important programmes broadcast during the current financial year include discussion programmes on *State Legislative Assembly Election*, *Covid-19 Pandemic*, *India's Free Vaccination Programme*, *Prime Minister's addresses to the Nation*, *Mann Ki Baat*, *State Legislative Assembly Elections*, *Azadi Ka Amrit Mahotsav*, *Aatma Nirbhar Bharat Abhiyan*, *152nd Birth Anniversary Of Mahatma Gandhi*, *International Day Of Yoga*, *52nd Edition of IFFI*, *50th Year of Bangladesh Liberation War*, *Ideas that transformed India- 20 years of Good Governance*, *G20 And Cop 26* to name a few.

Government initiatives and achievements in various sectors, National Nutrition Mission, Pradhan Mantri Ayushman Bharat Health Infrastructure Mission, Farmers' Welfare, Interviews with Union Ministers, International Day of Yoga and Swachh Bharat Abhiyan were covered. Ek Bharat Shrestha Bharat also covered extensively, Prime Minister's events and Cabinet Decisions were covered with special in-depth discussions. Interviews with Union Ministers and secretaries and senior Government officials were mounted. Special discussions were produced on Prime Minister's monthly broadcast to the nation "Mann Ki Baat".

All India Radio News has been at the forefront on raising awareness on COVID-19.

Among the citizens, since the first corona virus case was reported in India. Talks and Current Affairs Unit started a special public outreach program - '**Corona Jagrukta Series**' in March 2020. On 9th September, 2021 this outreach program completed its **500th** episode and the programme continue to make its impact in creating awareness on various issues concerning COVID-19 pandemic. It is a live phone-in program in which top medical experts from renowned hospitals answer to COVID-19 related queries of citizens. The program played a crucial role in generating awareness on COVID-19 infection.

#### vi. REFERENCE AND PP&D:

Reference and Policy, Planning & Development Unit (PP&D) provides prior information about various activities/ programmes of the government and political parties on a daily basis to various Units of NSD. The Unit deals with preparation of Media Actions Plans (MAPs) and Action Taken Reports (ATRs), compilation of various other reports, which include a monthly summary for the Cabinet and Quarterly Progress Reports on the programmes broadcast from NSD, AIR to disseminate the achievements, schemes and messages of the government. The Unit also deals with Scrutiny of applications for the Akashwani Annual Awards.

#### vii. IT & WEBSITE UNIT:

24x7/365 operation website of AIR News provided round the clock updated news from various sector with its hallmark of ABC- Authenticity Balance and Credibility. In the year 2021, significant progress has been made towards a multilingual and redesigned website keeping in the mind expectations of audience. The NEWSONAIR website is now available in English, Hindi, Urdu, Assamese, Dogri, Gujarati, Marathi & Tamil. Rajasthani version of the website has been launched on 4th January 2022. Efforts are on to make it available in all the regional languages.

Language	URL
English	newsonair.com
Hindi	newsonair.gov.in/Hindi
Urdu	newsonair.gov.in/Urdu
Marathi	newsonair.gov.in/Marathi
Gujarati	newsonair.gov.in/Gujarati
Tamil	newsonair.gov.in/Tamil
Assamese	newsonair.gov.in/Assamese
Dogri	newsonair.gov.in/Dogri
Rajasthani	newsonair.gov.in/Rajasthani

#### Social Media Statistics: NSD

Platforms	URL	Remarks
Facebook	All India Radio News	More than 3.4 million likes
Twitter (English)	@airnewsalerts	More than 3 million followers
Twitter (Hindi)	@AirNewsHindi	222K followers
YouTube	NEWS ON AIR OFFICIAL	481K subscribers
Instagram	airnewsalerts	474K followers
KOO	airnewsalert	193.4K followers



### Social Media Statistics: RNU

Platforms	No. of RNUs
Facebook	32
Twitter	46
YouTube	39

### viii. ADMINISTRATION & BUDGET:

CVC guidelines are strictly followed in the posting of various staff to sensitive posts for transparency in the daily administration and accounts work. The file tracking system is in operation. 52 RTI applications and 3 First Appeals were received and replies were given within the prescribed time limit.

Grievance redressed mechanism has been set up in NSD Headquarters in accordance with the guidelines of Department of Administrative Reforms and Public Grievances. During the period, 49 Grievances have been received and they have been replied to resolved timely. Regular status reports on disposal of grievances are being submitted to the Ministry of Information and Broadcasting and Prasar Bharati Secretariat.

The accounts of NSD were audited for the year 2011-12 to 2014-15 by DG (Audit) Central Expenditure.

The replies of all the audit objections have been furnished. Except 1 audit objections, all Paras have been settled by DG (Audit), Central Expenditure, Government of India. Rest of the Paras will be settled in the next audit.

In line with the green initiatives of the Centre and its vision on Electric Mobility, All India Radio has shifted its entire fleet to Electric vehicles for all its transportation needs. Chief Executive Officer of Prasar Bharati Sh. Shashi Shekhar Vempati and Director General of All India Radio Sh. N Venudhar Reddy flagged off a fleet of 26 Electric Vehicles at Akashvani Bhawan in New Delhi on 2nd December, 2021.

In what can be seen as a small but important contribution towards realising the environmental goals of India, this is the second largest fleet of electric vehicles to be deployed in Delhi.



Chief Executive Officer of Prasar Bharati Sh. Shashi Shekhar Vempati and Director General of All India Radio Sh. N Venudhar Reddy flagged off a fleet of 26 Electric Vehicles at Akashvani Bhawan in New Delhi on 2nd December, 2021.



#### ix. PERSONNEL AT NSD:

AT NSD HQs: News Services Division has a sanctioned strength of 459 posts. Out of this, 284 posts are lying vacant in various cadres of NSD. The multiple activities of NSD: AIR are however being managed by engaging contractual staff or casual assignees as per policy/guidelines issued by the Prasar Bharati Secretariat.

AT THE RNUs: Regional News Units have a total sanctioned strength of 97 Indian Information Service (IIS) officers in different grades, out of which 18 posts are vacant.

#### x. LIBRARY:

NSD also maintains a Library which has 15,940 books. The library subscribes to about 24 newspapers and 62 magazines. The library caters to the staff of NSD mainly news editors/ correspondents etc., for news operations it is using the library software "E-Granthalaya" developed by NIC to maintain a repository of books.

#### xi. Expansion & Innovation:

NSD: AIR undertakes thematic communication plans for major campaigns like, *COVID19 Janandolan and Vaccination Programme, Independence Day, Ek Bharat Shreshtha Bharat, Rashtriya Ekta Divas, IFFI 2021, Swachh Bharat Mission, Assembly and By-Elections, etc.*

In addition to coverage through bulletins and news magazine programmes as well as talks and Current Affairs Programme, NSD, AIR has adopted a radio plus strategy. Campaigns are, thus, undertaken on several Social Media Platforms. All broadcast content is posted online. Web-only exclusive content is also uploaded. Graphics, Video, Audio and Interactive Content like quizzes are shared with dedicated and campaign-specific hash tags to increase visibility.

#### xii. Important coverage (1st April 2021 to 31st March, 2022):

##### a) Assembly & Local Body Elections

NSD: AIR extensively provided wide coverage of general election to the legislative assembly of five states and one UT including West Bengal, Tamil Nadu, Kerala and Puducherry as well as by-elections to local bodies of various States from Headquarters at Delhi and from Regional News Units located all over the country. News items with voice-casts and sound-bites covering the election process, including electioneering, polling and counting of votes along with the Declaration of results were put on air through the three major news bulletins each in English and Hindi broadcast from the News Services Division, New Delhi. In addition to the coverage, Discussion and News Magazine Programmes were mounted. Apart from this, other Indian languages and Regional News Bulletins also carried the elections news and launched special discussion programmes.

##### b) Azadi Ka Amrit Mahotsav

To commemorate the completion of 75 years of Independence of Nation on 15th August, 2022, the Government launched Azadi Ka Amrit Mahotsav (AKAM). NSD: AIR has mounted special programmes to celebrate the Azadi Ka Amrit Mahotsav. India@75 quiz is being conducted twice in a week in the news bulletins. Name of the winners are announced in the news next day and a certificate and memento is being given to the winner. Regional News Units are running AKAM quiz weekly in their respective regional bulletins and various programmes on the theme of 75 years of Independence. A Special Daily Programme, Azadi Ka Safar with Air News/Azadi Ka Safar Akashwani K Saath is being broadcast in all prime time bulletins. In addition to this, NSD also broadcasts Programmes like Azadi Ka Safar, Dharohar, Aparajita, Nishan, Azadi Ke Tarane and Unsung Heroes, as part of Azadi

Ka Amrit Mahotsav celebrations.

### c) India's participation in the Tokyo Olympics 2021

AIR News broadcast special reports on the profiles of India's prominent contenders at the "Tokyo Olympics 2021". Special discussions were held in the programme "Surkhiyon Mein" with sports personalities. An Olympics quiz was organised with AIR News daily in Sportscan programme in July 2021. Daily Sportscan with focus on Tokyo Olympics and India's medal prospects was broadcast. After the spectacular performance of the Indian contingent, programmes and Talk Shows were held with the medalists. The RNUs also carried out the same exercise in their respective regions. Social Media Unit of NSD: AIR gave wide publicity using videos and hash tags.

### d) Response to COVID-19 Pandemic

News Services Division of All India Radio and its 46 Regional News Units provided extensive coverage to create awareness on COVID-19 and various measures being under taken by the government. Latest updates and daily briefings by the government authorities were prominently carried in News

Bulletins, Special Programs and Social Media at Headquarters. Expert advices, live phone of experts in response to people's queries, myth busters, fake news alerts, positive news, ground reports, vox-pop on how the citizens are utilizing time at home, celebrity appeals to maintain social distancing, hand sanitation and use of face masks and useful/important messages etc. were broadcast at regular intervals in main news bulletins, special programmes and social media at headquarters. Similarly, 46 Regional Units of All India Radio also carried the same messages in their bulletins and discussion programmes, giving prominence to local situation.

### A LIST OF ACTIVITIES DURING COVID 19 INCLUDES-

- New COVID-19 awareness bulletins & programmes: special COVID-19 bulletins in English and Hindi- 30 minutes each in the morning, day and the evening (8-9 AM, 2-3 PM, 8-9 PM) broadcast by NSD: AIR with AIR news correspondents from headquarters and RNUs in the field along with the experts in the studio.
- Duration of hourly bulletins increased from 5 minutes to 10 minutes.
- Corona Jagrukta Series: Over 30 live phone-ins of 50 minutes duration each between medical experts and general public organized to raise awareness about COVID19 and dispel the myths.
- Infobytes- corona- Kya Kehte Hain Visheshagya: Daily Infographics with Sound Bites of experts on all social media platforms.
- Special discussion programs: More than 60 talk shows of over 50 hours duration organized to raise awareness.
- Expert speaks: Audio messages by prominent medical experts from AIIMS, Delhi in bulletins daily about dos and don'ts, need to stay at home during lockdown.
- Mythbusters: Audio messages by top physicians busting myths about COVID-19 with respect to nutrition and health.
- Fake News Alerts: News stories busting misinformation and fake news.
- COVID-19 case updates and scientific developments.
- Ground Reports: situation updates, availability of essential services, no need to panic, distribution of ration and food, community kitchens to feed needy and poor in States & UTs, relief camps for migrant workers, transport of food items and goods, sufficient supply of medicines, arrangements for PPEs, quarantine locations, contact tracing etc.

- Positive News: Exclusive Interviews with recovered patients, vox pop keeping happy, healthy, positive & engaged, family & friends support network, self-isolation & quarantine.
- Audio Promos: Audio spots on hand washing, social distancing, stay home- stay safe, direct messaging through audio spots for village pradhans and sarpanches on raising awareness, dos and don'ts and precautions with respect to migrant workers & those on quarantine.
- With the lockdown confining majority of the frontline news personnel of NSD and its 46 RNUs to their homes, the prevailing situation brought the best out of them. Extended work hours, work from home and restrictions on mobility did not bog down them. Serving citizens through news bulletins and discussion-based programmes preoccupied their minds, despite the difficulties faced by them.

#### e) Special COVID-19 Programmes by Regional News Units:

##### COVID-19 JANANDOLAN

S. No.	RNU	Special Programs in Regional Languages
1.	RNU Bhopal	Ghar par Rahiye, Akashvani Suniye
2.	RNU Raipur	Corona se Jung, Janata Ke Sung
3.	RNU Jaipur	Rajasthani Vishesh Samachar on COVID
4.	RNU Mumbai	Corona Vritt Vishesh
5.	RNU Kolkata	Corona Clinic, Jelay Jelay Lockdown
6.	RNU Guwahati	PRATIRODH: Live Phone in Fact Check Program
7.	RNU Itanagar	COVID-19 par Dainik Jankari
8.	RNU Chennai	COVID-19 Fact checks with doctors and experts
9.	RNU Vijaywada	Corona Vyakhyawali

#### Audio Spots: Every Bulletins begins with a simple message of 3 steps to Stay Protected from COVID- 19

- Hindi & English Audio spots on 3 simple steps to stay protected from COVID- 19 developed by NSD, AIR translated in regional languages and used by RNUs. Shared with Railway Ministry for Broadcast at Railway Stations.
- Audio spots on 'Mask Nahin Toh Tokenge' being used as break in major bulletins.
- Creative from MoHFW on COVID-19 Jan Aandolan being used widely.
- Banner of COVID-19 Jan Andolan placed at NSD, AIR and its 46 RNUs.
- COVID-19 Jan Andolan pledge taken by NSD, AIR and its 46 RNUs.
- Sound bites of Prime Minister on 3 steps to stay protected from COVID- 19 used widely.
- Sound bites of social influencers being used in every bulletin in respective languages.
- Special discussion organized on importance of COVID-19 JANANDOLAN by NSD, AIR and its 46 RNUs.
- Disseminated & posted on the Social Media- Twitter.

#### f) COVID-19 vaccination publicity

NSD: AIR and its 46 RNUs have been creating awareness on the Government of India's Free Vaccination Programme, through its Bulletins, News Magazine Programmes, Talk Shows and Social Media Platforms. The news content includes Daily Headline Stories on the progress of the vaccination



drive, Public Service Message (broadcast at the start of each bulletin) urging listeners to get vaccinated and also encourage public to get inoculated, and highlighting the benefits of Made-In-India Vaccines, Addressing vaccine hesitancy and busting myths on the efficacy and safety of the vaccines, through discussions and talk shows with doctors and clinicians from India's premier medical institutions/hospitals.

#### **g) 100 Crore Vaccine Dose Milestone**

As India achieved a historic milestone of administering the 100 crore doses of COVID vaccine, NSD: AIR, its 46 RNUs and Social Media Platforms gave wide coverage to the statements made by the country's top leadership, led by the Prime Minister, Shri Narendra Modi, and views of Governors/CMs, Vaccinators, Frontline Workers and General Public in their bulletins, news magazine programmes talk shows and social media platforms. NSD: AIR and its 46 RNUs also broadcast sound-bites of the Prime Minister, Union Ministers, Governors, State Ministers, Director AIIMS, Regional Directors of AIIMS, Scientists, Experts, Beneficiaries and Frontline Workers in all prime time bulletins and social media platforms.

#### **h) Coverage of Parliament Sessions**

Wide coverage was given to the Winter and Budget Sessions of Parliament. Prominent coverage was also accorded to the President's Address to the Joint Sitting of Parliament and Union Budget 2022-2023.

#### **i) Ideas that transformed India-20 years of Good Governance**

Under the dynamic leadership of Prime Minister Shri Narendra Modi, the vision of new India is taking shape with the nation making tremendous progress in all areas. In order to highlight the achievements, NSD: AIR mounted a 21-day special campaign under which theme based stories/ special programmes on various themes were broadcast from 17th September, 2021 onwards. News stories and/or voice casts on the specific theme were broadcast in primetime bulletins and news-based programmes- Aaj Savere and Parikrama. 4 themes were constant - *Janbhagidari/Sabkasaath Sabkavikas, Sabkavikas, Sabkaprayas/ Use of Technology/ Flexibility* - which were reflected in the narrative on 20 years of Sushashan. A special programme titled, "Karmyogi Narendra Modi" on life and times of Prime Minister Narendra Modi was broadcast on 17th September, 2021 by NSD: AIR and AIR Kendra's In Regional Languages/Dialects.

#### **j) Pariksha Pe Charcha 2022**

NSD: AIR and its 46 RNUs give a wide coverage to the Prime Minister's Pariksha Pe Charcha 2022. Promo spots on the annual interaction among the Prime Minister, Students and Teachers were broadcast in prime time bulletins and news magazine programme. Special series "Pariksha Pe Charcha- 2022" in which sound bites of students were aired in bulletins and video testimonials of the students sharing their experiences of Pariksha Pe Charcha-2021 were displayed on social media platforms.

#### **k) IFFI 2021**

AIR NEWS accorded extensive coverage to IFFI - 2021. Ground reports from the AIR special correspondent based in Panaji and IFFI Desk at NSD HQs were broadcast in bulletins and news magazine programmes as well as amplified through social media platforms with a dedicated hashtags - #iffi52. Special talk shows were also organised at NSD: AIR and its 46 RNUs.

#### **l) Indian Toy fair 2021**

NSD: AIR conducted spot news coverage of the events related to Indian toy fair- 2021 in news bulletins/

news magazines programmes/social media platforms in regional languages also. Bites and interviews of participants of the fair and eminent toymakers were carried in bulletins. The social media wing of NSD, AIR and RNUs gave wide publicity on Tweets and Facebook. Link of the newly launched website was published on all social media platforms. Special programmes and talk shows were conducted at the headquarters and regional levels as well, including expert discussions and interviews on the related theme.

#### **m) Aatmanirbar Bharat Abhiyan**

Prominent coverage was given to the Prime Minister's address to the nation, with a special focus on publicizing the salient features of Atma Nirbhar Bharat Abhiyan. This mission aimed at encouraging consumption and use of swadeshi goods and services to realize a self-sufficient India, especially during the COVID-19 pandemic. The salient features of the programme were given wide publicity in Bulletins, Talks Shows, Discussions and Social Media Platforms.

#### **n) 152nd Birth Anniversary of Mahatma Gandhi**

Effective publicity is being done at NSD and its 46 RNUs in regional languages for the 152nd Birth Anniversary of Mahatma Gandhi. Places of historical importance related to Mahatma Gandhi and his contribution covered and highlighted by NSD, AIR and RNUs in bulletins and or news based programmes daily during this period in their bulletins and or programmes.

Main News bulletins of English & Hindi News Room and at RNUS started with a quote of Mahatma Gandhi under the titled "Bapu Ki Baat". Main news bulletins of NSD and at RNUs closed with Bapu's favourite Bhajan "Vaisnav Jana To...." spot news coverage of all related events, especially on the eve and day of the anniversary was undertaken successfully.

#### **o) Coverage of 7th International Yoga Day**

NSD: AIR and its 46 RNUs mounted a special theme-based coverage of the events and activities related to the International Day of Yoga, IDY-2021, through its news bulletins, news magazine shows and discussion-based programmes in 92 languages/dialects.

News stories publicising IDY-2021 theme – "Yoga For Wellness" due to the COVID-19 pandemic, generating awareness about activities related to the main event held on 21st June, 2021 were broadcast. Prime Minister's address to the nation on IDY-2021 was relayed on the entire network of AIR. The main event was live streamed. Messages of the President of India, Vice President of India, Union/State/UT Ministers, key politicians and famous celebrities were carried in the bulletins. RNU correspondents filed ground reports all through the day on the major IDY-2021 events held. The Talk and Current Affairs unit of NSD Headquarters led the RNUs in organising talk shows and discussions on the health benefits of yoga, especially during the COVID-19 crisis. The discussions also highlighted yoga as India's cultural heritage gift to the world, notably at this time of the pandemic.

#### **p) Poshan Abhiyaan**

Interviews & Phone-In programmes were carried out in local languages with Anganwadi & Asha workers. The programmes focused on the height, weight, diet and vaccination / what to eat, mother and child health and Tandhuruost Balak. Programmes raising awareness about nutrition were broadcast. Special programmes were broadcast on Poshan Vatika & Nutri gardens highlighting the role of nutritional trees & medicinal plants. Programme yoga for nutrition made for specific groups Eg. School children, adolescent girls etc. NSD: AIR also carried out distribution of nutrition kits in Sukadi in Gujarat, Panjiri in Punjab, Sattu in Bihar, Chikki was distributed in 250 high burden districts. NSD also organized block wise community kitchens for children with severe undernourishment.



### q) Mann Ki Baat

The Prime Minister's Mann Ki Baat address to the nation every month was covered in all major news bulletins, including regional languages bulletins. Live webcasting on NSD's website was also done. Special programme on the Prime Minister's address to the nation in 'MANN KI BAAT' was also broadcast in the talks and Current Affairs slot. RNUs of NSD: AIR covered 'MANN KI BAAT' in its 488 bulletins, and 265 FM headlines in 77 languages and dialects. Also, RNUs gave wide publicity on their respective Social Media platforms by tweeting in their regional languages. Apart from the traditional broadcast, live webcasting, tweet and updates on social media platforms was also done for the PM's monthly address to the nation. Exclusive graphics and success stories based on examples cited by Hon'ble Prime Minister in his speech are broadcast on the same day.

Ground-level positive and inspiring stories were procured from RNUs for forthcoming episodes of the Prime Minister's monthly Radio broadcast.

### r) Bangladesh Liberation War

AIR News accorded extensive coverage to the golden jubilee celebrations of Bangladesh Liberation Wars ground reports from the AIR special correspondent based in Dhaka and AIR news correspondent from NSD HQS accompanying President on his three-day official visit to Bangladesh were broadcast in bulletins and news magazine programmes as well as amplified through Social Media platforms with a dedicated Hashtags - #VijayDiwas #MaitriDiwas #BijayDibos. Special talk shows were also organised at NSD: AIR and its 46 RNUS.

**A special interview with Dr. Muntassir Mamoon, eminent historian and former Head of the 'Bangabandhu Chair' of Dhaka University on India and Bangladesh historical civilizational and cultural ties was also broadcast by NSD in March 2021.**



Pr. DG (News) AIR, NV Reddy, welcomes eminent historian, Dr. Muntassir Mamoon at NSD HQs, Delhi.





Pr. DG (News) AIR, NV Reddy, welcomes eminent historian, Dr. Muntassir Mamoon at NSD HQs, Delhi.

### s) Coverage of Cyclone & Flood

Prominent coverage about rescue and relief operations by the Central Government agencies, Indian Navy, Army, Air Force, Coast Guards, NDRF and state governments etc. On severe cyclonic storms which hit some states during the year 2021.

Extensive coverage including update on flood situation, update of weather information/prediction shared by Indian meteorological department, rescue and relief operations by various agencies during the flood was also adequately covered by NSD and RNUs.

### t) Floods & Lightning

In view of the directions from the high level meeting of the empowered Group-8 about the situation of floods, lightening and seasonal vector borne diseases that frequent broadcasting of disaster warnings issued by the meteorological department and important precaution to be taken during such events, following actions were taken by NSD: AIR and RNUs especially those affected by floods and lightening.

- News stories related to natural disasters and their impact has been broadcast.
- Audio Spots on precautions to be taken during floods and lightening have been broadcast by RNUs especially in Assam, Bihar and Uttar Pradesh
- Flood situation reports and warnings have been highlighted with the inputs from the local met offices.
- NSD has broadcast sound-bites of NDMA and Met Office Experts on how to take precautionary measures
- RNUs have used these stories in their bulletins.
- Special interviews with Local Met Office and SDMA has been conducted and utilized by RNUs hit hard by these calamities.
- These elements have been amplified by our website and social media platforms

### u) Independence Day 2021

Broadcast of News events related to Independence Day celebrations across the country and abroad by NSD and its RNUs. Special emphasis was given on the announcement by the Hon'ble Prime Minister – Atmanirbhar Bharat Campaign aimed at encouraging consumption and use of Swadeshi goods and services to realize a self-sufficient India, especially during the COVID- 19 pandemic. Ground reports on different themes broadcast in addition to Talk Shows on Independence Day. NSD broadcast of special programmes to mark the starting of 75th Year of Independence.

### v) Ek Bharat Shreshtha Bharat

News Services Division (NSD: AIR) and its 46 Regional News Units (RNUs) gave wide coverage to events related to Ek Bharat Shreshtha Bharat (EBSB) and allied topics: National Integration, National Unity in bulletins, news magazine programmes, talk shows and through social media platforms. NSD undertook extensive social media dissemination on all platforms.

### w) Coverage of Swachh Bharat Mission

Spot News Coverage of various activities relating to Swachh Bharat Mission including Swachh Bharat Pakhwada of various ministries were made. Special programmes, talk shows were also conducted.



Union Minister of State for Information & Broadcasting Dr L. Murugan along with CEO, Prasar Bharati, Sh. Shashi Shekhar Vempati and Pr. DG (News) NSD: AIR, Sh. N Venudhar Reddy participates in the Clean India Programme in the premises of All India Radio, Delhi on the occasion of Gandhi Jayanthi, 2021.



### **x) 7th Year of Pradhan Mantri Jan-Dhan Yojana (PMJDY)**

NSD: AIR devised a media action plan in August for wide publicity of the successful implementation of PMJDY. NSD: AIR, and its 46 RNUs covered 28 States and 08 Union Territories to publicise the achievements of the Government of India under PMJDY via primetime bulletins and news based programme- Aaj Savere and Parikrama. RNUs broadcast news stories and/or voice casts of PMJDY beneficiaries. AIR and RNUs organised talk shows with experts on the progress and success of the PMJDY. Social media/ website provided pre publicity promo tweets, photos, news and sound-bites on its platforms. Common tagline and hash tag for all activities related to PMJDY were utilised at these platforms.

### **y) Important Visits and Meetings**

Prominent coverage was given to the live events of Hon'ble President, Vice President and Prime Minister. The Hon'ble Prime Minister participated in several high profile meetings crucial to national foreign relations. For these, NSD broadcast regular news coverage including live inputs in bulletins. Live coverage on Youtube, Website and Facebook was also undertaken.

Coverage starts from pre-meeting curtain raisers, leading up to comprehensive reporting of all events and engagement in the schedule. Ground reports in world news, news magazine programmes, Aaj Savere and Parikrama, as well as thorough analysis in talks and discussion programmes also take place.

### **z) Ground Reports**

In order to provide factual information, at the grass root level, about the implementation of various welfare schemes and programmes of the government, ground reports are being broadcast daily in all the major bulletins. The bites of welfare schemes' beneficiaries across the country were also included in the ground reports. All the 46 RNUs also broadcast ground reports in the respective regional languages. The beneficiaries of all the major flagship schemes of the government were interviewed and the voice bites of the beneficiaries were broadcast in the bulletins. The ground reports were shared on social media platforms, including the NSD website for wider reach.

### **aa) Khelo India Games**

NSD: AIR and its 46 RNUs give a wide coverage to the Khelo India national winter games held in Gulmarg in the Union Territory of J&K. Ground reports from AIR, Srinagar Correspondent, sound bites of organisers and players/ winners were broadcast in prime time bulletins and news magazine programmes.

### **bb) Exclusive Interviews**

NSD: AIR organised interviews with the High Commissioners and Ambassadors of several countries, including France, Australia, Poland, Sweden, Kazakhstan and Uzbekistan. The interviews focussed on discussing India's relations with these countries in a range of areas. These interviews were broadcast in the "World News" programme and "Spotlight" show of Talk & Current Affairs Unit.

### **cc) G20 and COP26**

NSD: AIR accorded a special coverage of the Prime Minister address at the G20 Summit in Rome and COP26 Summit at Glasgow. Ground report from AIR special Correspondent accompanying the Prime Minister was broadcast in all bulletins from the NSD Headquarters and its 46 RNUs. Special discussions were also organised by the Talk & Current Affairs Unit of NSD and by its RNUs.



**dd) SAMVIDHAN DIVAS**

Constitution Day/ Samvidhan Diwas related activities were covered significantly in all bulletins and discussion based programmes with a special focus on Fundamental Duties and Rights of Citizen. RNUs also gave detailed coverage to the events highlighting significance of the Day. Social Media platforms also posted events related to the Day and carried statements of prominent government functionaries on the significance of the Day. Pledges on the Constitution Day were administered to the staff both at headquarters and RNUs.



Shri Akash Luxman Addl.DG (News),(Admin & RNUs), Dr. Atul Kumar Tiwary, Addl. DG (News) (NR), lead the Preamble reading at NSD: AIR Headquarters on Samvidhan Diwas, 2021.

### ee) Year End Series

Special News Stories highlighting achievements and analysing programmes/schemes of Central Government Ministries under the theme "Sabka Saath, Sabka Vikas, Sabka Vishwas, Sabka Prayaas" broadcast from 5th December, 2021 in major bulletins at NSD HQs and its RNUs.

- **Operation Ganga**



Special News Stories and discussion programmes highlighting Government of India's efforts for evacuation of Indian students/nationals from war-hit Ukraine.

- **World Radio Day**



Live Open Forum with PDG (News) Shri N Venudhar Reddy, on the topic: Credibility of All India Radio, On The Occasion Of World Radio Day, on FM Rainbow, 102.6 Mhz on 13.02.22.



**ff) Special Activities**

- **Welfare Activities**

- The Internal Complaint Committee (ICC) to redress the grievances of women employees exists in NSD. A separate rest room for the women employees has also been earmarked. Guidelines issued by the government for welfare of SC/ST/OBCs, minorities and persons with disabilities are being followed strictly.

- **WORKSHOPS**

- Four orientation workshops were organized in Chennai, Guwahati, Kolkata and Thiruvananthapuram by respective Regional News Units (RNUs) in March 2021 before the State assembly elections.



Pr. DG (News) NSD: AIR, Sh. N Venudhar Reddy speaks at the Orientation workshop for Part-Time Correspondents of Prasar Bharati, in Chennai, Tamil Nadu.

The idea was to hone up the skills of teams at RNUs and apprise them about the nature of the coverage, Do's and Don'ts, Model Code of Conduct, coverage of election manifestoes and rallies of various political parties etc. State Chief Electoral Officers, Principal Director General (News) and Additional Director General (News) were addressed in the gathering.





Pr. DG (News) NSD: AIR, Sh. N Venudhar Reddy and DG, Doordarshan Sh. Mayank Kumar Agrawal address the orientation workshop for Part-Time Correspondents on the coverage of Assembly Elections, 2021 in Kolkata, West Bengal.

### **NSD: AIR organised English/ Hindi newsreaders workshop in September 2021.**



Senior News Reader, Mrs. Minoti Chatterjee addresses the Workshop for English News Readers at NSD: AIR Headquarters, Delhi.

A workshop on “Sexual harassment of women at work place” was conducted on 24.12.2021.



Smt. Vartika Sharma, Senior lawyer, Central Administrative Tribunal, Delhi speaks at the Workshop on ‘Sexual Harassment of women at Work Place’ at NSD: AIR Headquarters, Delhi.

## G. AUDIENCE RESEARCH WING:

With the changing mass communication scenario, Audience Research has occupied the centre stage. World over, almost all the big media organizations have been doing in-house audience research in one form or the other or ‘Market Research’ in marketing parlance as no media organization can afford to put their scarce resource at stake without knowing the potential audience (consumers) and market for their media content. Besides, they are also subscribing to syndicated research done by the various media and market research organizations. The secret behind the success of private TV and Radio channels lies in their capability to feel the pulse of audience through continuous audience research and to design and modify the programme content including presentation accordingly.

All India Radio has been the pioneer in this field. It has a wide network of Audience Research Units across the country operational since 1946. It provides programme feedback to programme producers to plan, design, and modify the programmes according to the needs, tastes, and aspiration of the target audience. Apart from this, programme ratings/listenership data are provided to sponsors, advertisers, and marketers to fulfill their commercial objectives. Audience Research Unit also functions as data bank and reference section for the organization. All India Radio has been the pioneer in this field. It has a wide network of Audience Research Units across the country operational since 1946. It provides programme feedback to programme producers to plan, design, and modify the programmes according to the needs, tastes, and aspiration of the target audience. Apart from this, programme ratings/ listenership data are provided to sponsors, advertisers, and marketers to fulfill their commercial objectives. Audience Research Unit also functions as data bank and reference section for the organization.



During the year 2021-22 from 1st April, 2021 to 31st March, 2022 the following audience research activities/ studies were carried out:

- Compilation of material related to All India Radio (AIR) for the Annual Report of Prasar Bharati-2020-21.
- Compilation of material related to AIR for India Year Book-2022 to be published by Ministry of Information and Broadcasting.
- Compilation of material related to AIR for the Annual Report of Ministry of Information and Broadcasting-2021-22
- Telephonic Feedback Survey on COVID-19 Pandemic Broadcast from All India Radio, Cuttack-2021.
- Telephone Survey on Mahishasurmardini by All India Radio, Kolkata.

## H. SALES INFRASTRUCTURE OF AIR:

The Sales infrastructure of the AIR comprises of the Sales Divisions (erstwhile CRDs), Sales Centers (erstwhile CBS centers) and the CBU (erstwhile CSU). The four Sales Divisions are situated at Delhi, Mumbai, Bengaluru and Kolkata. The Sales Center, Delhi is part of the Sales Division, Delhi. The Central Billing Unit (erstwhile CSU) is situated at Mumbai. CBU/CSU is primarily responsible for the execution and billing of the pan India campaigns of the AIR. In addition to the above it also maintains all the records pertaining to the Registered and Accredited Agencies. The Pan India Sales Center network of AIR is as follows:

	Headed by	SC Under zone
1	ADG (Content Ops) North zone	1. SC Jaipur 2. SC Chandigarh 3. SC Srinagar 4. SC Kanpur
2	ADG( Content Ops)West zone	1. SC Mumbai 2. SC Bhopal 3. SC Ahmedabad
3	ADG (Content Ops) South zone	1. Chennai 2. Thiruvananthapuram 3. Bengaluru 4. Hyderabad
4	ADG( Content Ops) East zone	1. Kolkata 2. Patna 3. Cuttack

Government Departments, Corporate firms and the PSUs are the clients of AIR. They utilize the AIR platform for the promotion of their products, services and in case of Government Departments for creating public awareness on the social issues and for information about the various schemes.

“Kisan Vani” and “Kisan Ki Baat” are the two major programmes funded by the Ministry of Agriculture and Family Welfare, which are produced by the AIR and broadcast over its Pan India Network. Numerous other sponsored programmes are also carried over the AIR network which contributes significantly to the revenue.



**Overall revenue targets and the revenue generated by the AIR Sales in the past three years are summarized in the table below:**

<b>AIR NET REVENUE FROM LAST THREE FINANCIAL YEARS</b>						
<b>S.No</b>	<b>F.Y.</b>	<b>Target</b>	<b>Revenue</b>		<b>Total Revenue</b>	
			<b>Government</b>	<b>Non Government</b>	<b>Amount ₹</b>	<b>Achievement in %</b>
1	2019-20	6,00,00,00,000	2,03,99,02,286	1,01,23,90,604	3,05,22,92,890	50 %
2	2020-21	3,32,02,00,000	1,46,32,16,307	59,55,08,097	2,05,87,24,404	61 %
3	2021-22	3,21,00,00,000	1,61,00,96,982	70,79,31,712	2,31,80,28,694	71 %



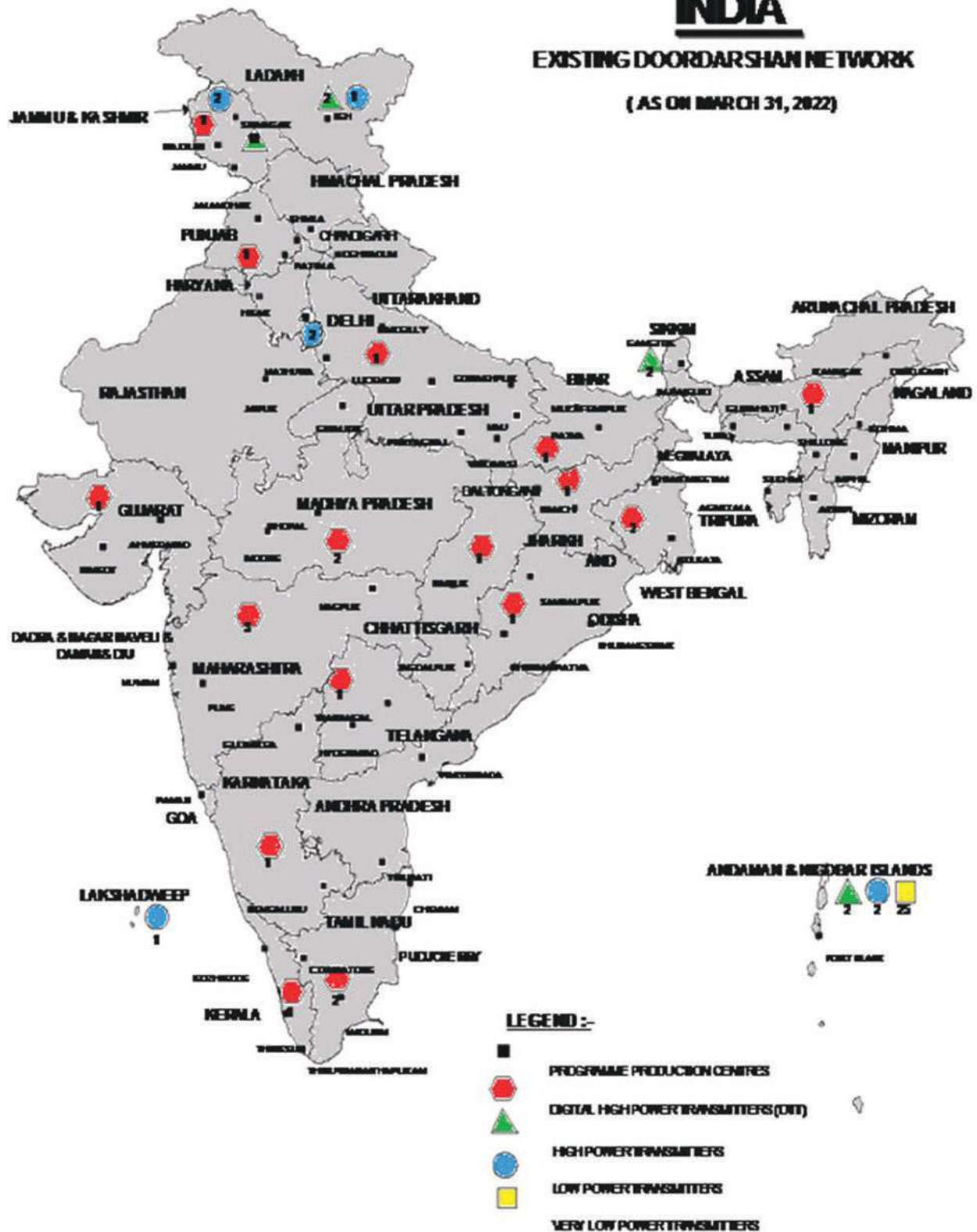
सत्यम् शिवम् सुन्दरम्

**DOORDARSHAN**

# INDIA

## EXISTING DOORDARSHAN NETWORK

(AS ON MARCH 31, 2022)





## CHAPTER 7

### Existing Doordarshan Network

**DOORDARSHAN : FACTS AT A GLANCE (as on 31.03.2022)**

Item	Nos.
Satellite Channels	
National/International	08
Regional Language Satellite Services Channels (RLSSs) and State Network Channels	28
<b>Total</b>	<b>36</b>
Studio Centres	
Major Studio Centres	20
Other Studio Centres	46
<b>Total</b>	<b>66</b>

#### No. of Transmitters (as on 31.03.2022)

	Primary Channel	News Channel (DD News)	DD 1 Regional Transmitters	DTT
HPTs	04	10	10	23
LPTs	03	01	02	00
VLPTs	19	06	00	00
TRP	00	00	00	00
<b>Total(78)</b>	<b>26</b>	<b>17</b>	<b>12</b>	<b>23</b>



सत्यम् शिवम् सुन्दरम्

## DOORDARSHAN

### A. Introduction

From an experimental service at Delhi in September 1959, Doordarshan over the years has grown to become one of the leading TV organizations of the world. Doordarshan has a vast network of 66 Studio centres and 338 terrestrial transmitters of varying power spread across the length & breadth of the country. In addition, Doordarshan is providing free-to-air DTH service. For catering to the need of in-house Programme production, there are 66 Studio centres in the country. These include 21 major Studio centres at state capitals, and 45 other Studio centres located at various places in the country. State-wise list of Studio centres is given at **Annexure-I**.

In view of modern broadcasting trends, Analog Terrestrial Transmitters are being phased out, accordingly number of Terrestrial Transmitters in Doordarshan Network has reduced to 78 (as on 31.03.2022). State-wise list. of transmitters is given at **Annexure II**.

For satellite communication, Doordarshan has adopted DVB-S and DVB-S2 standards with MPEG-2 and MPEG-4 compression technologies. Doordarshan is presently operating 36 Satellite channels. Details are given at **Annexure III**.

### B. Organizational Structure

Doordarshan is headed by a Director General who is assisted by Additional Director Generals in Programme, Administration and Finance Wings; and an Engineer-in-Chief in the Engineering Wing. News Wing is headed by a Director General (News).

Director General, Doordarshan, is responsible for policy formulation, planning and development, infrastructure and technology up gradation, budgetary planning and control, human resource management; overseeing operations and maintenance activities, etc.

### C. Present Technical Infrastructure

#### Major Technological Upgradations

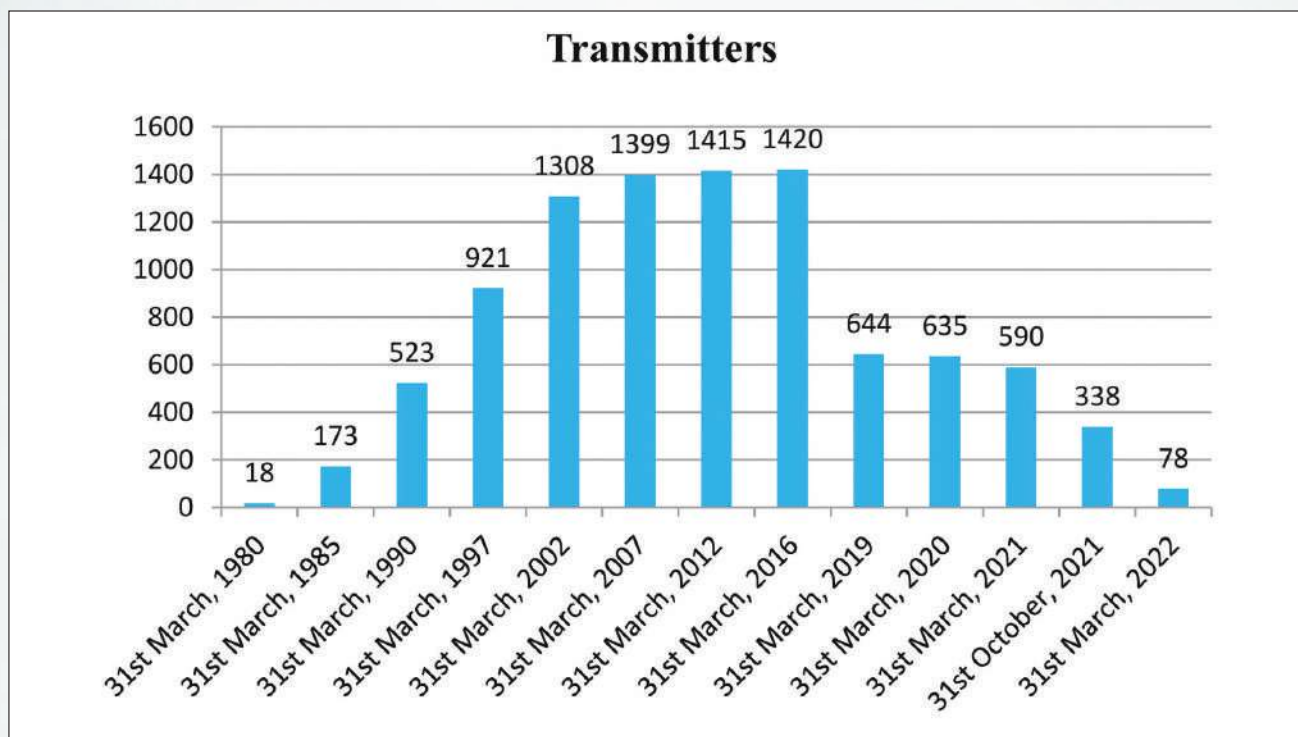
Over the years, Doordarshan has not only expanded its network throughout length and breadth of the country but also inducted new technological developments in the field of TV broadcasting from time to time through its various Plan schemes. Out of the 66 Studio Centres, 62 have already been made fully digital. The remaining 4 Studio Centres are Analog. Growth of DD network over the years is shown below:

#### 1. Present Technical Infrastructure

In view of modern broadcasting trends, the Analog Terrestrial TV (ATT) Transmitters carrying only one channel have lost their relevance. The signals of “DD FreeDish” can be received in the country with the help of small sized low cost dish receive units. An Inter Disciplinary Committee (IDC) was set

up in 2017 to review the continuation of Analog Terrestrial Transmitters. As per the recommendation of IDC and approval of Prasar Bharati Board, the obsolete Analog Terrestrial Transmitters are being phased out. Accordingly the number of Terrestrial Transmitters in Doordarshan Network has reduced from 338 (as on 31.10.2021) to 78 (as on 31.03.2022) thereby 260 nos. of ATTs have been closed during the same period.

### Status of Analog Transmitters



### D. Significant developmental activities during this year are:

- HD upgradation of existing Studios of DD News, DDK Delhi & CPC Delhi to enhance the studio production capability in High Definition.
- Creation of separate PCR of Presentation Studio for DD News for better utilization of the studio.
- DD DTH Expansion by Upgradation of existing 2 Compression chain. Capacity of DD DTH Platform has been expanded from 112 SDTV Channels to 128 SDTV Channels.
- HPT at Himbotingla (Ladakh) has been commissioned for better terrestrial coverage in border areas.

### Major projects under implementation which are likely to be completed during current financial year:

- Provision of Automated Playout Facility for DD Bharati Channel. This system will facilitate HD capable automation and seamless 24X7 transmission.
- Provision of High Definition Multi-camera Mobile Production Facility (EFP Van) for DDK Dehradun. The High definition Multi-camera Mobile Production Facility (EFP Van) facilitates enhancement in Production quality of OB Programmes including VIP coverages / live telecast / recordings.



- c. HPTs at Patnitop & Green Ridge (J&K) have been installed for better terrestrial coverage in border areas.
- d. Setting up of HPTs (two nos.) at Rajouri (J&K) for better terrestrial coverage in border areas.
- e. Modernization of Earth station at 11 locations (Kolkata, Bhubaneswar, Lucknow, Ahmedabad, Chennai, Thiruvananthapuram, Bhopal, Jaipur, Jalandhar, Jammu & Shimla) to make them spectrum efficient. All equipment except OFC Link & Uplink PDA have been provided. Existing services of Earth Stations at Ahmedabad, Chennai, Thiruvananthapuram & Bhopal have been migrated to upgraded earth stations.
- f. Distribution of DTH receive sets (1,20,000 nos) in Remote, Tribal & LWE areas.
- g. Provision of File based workflow facility at DDK Hyderabad.
- h. Provision of Automated News Production System at News HQ, Delhi.
- i. Tower strengthening work at Gangtok (Sikkim).
- j. As part of Modernization, Augmentation & Replacement of Satellite Broadcast equipment, the Earth station at Shimla and Jaipur have been upgraded to spectrum efficient system. The services of Earth Stations have been migrated to new setup.
- k. Post Production facility at Raipur, Ranchi and Dehradun supplied as part of Expansion of TV Channels. It will enhance post production capabilities for 24 hours Channels.

**Following Projects are under various stages of implementation:**

- a) 24x7 Integrated News Production Facilities at DDK Shimla.
- b) Provision of Automation Play-out Facility at DD India.
- c) Setting up of HPTs at Patnitop, Green Ridge & 2 no. of HPTs at Rajouri (J&K) for better terrestrial coverage in border areas.
- d) SITC of Uplink Antenna System at 7 locations (Kolkata, Bhubaneswar, Lucknow, Ahmedabad, Chennai, Thiruvananthapuram and Chandigarh) for better efficiency & reliability.
- e) Distribution of DTH receive sets (1,20,000 nos.) so that people in Remote, Tribal & LWE areas will be able to receive DD DTH Signals.
- f) Procurement of LTO for archiving the content at DDK Raipur, Ranchi and Dehradun in Digital form.
- g) Upgradation of Earth Station Pitampura (C-Band) from 10 channels to 14 channels for better efficiency and reliability.
- h) As part of Modernisation and Digitalization of Studios, Procurement of 2 M/E HD Digital Production Switcher at 4 locations (Lucknow, Mumbai, Kolkata and Raipur) which will help production of programs in HD quality.
- i) End-to End File based Workflow facility at Hyderabad. It will help seamless transmission/recording without need of physical media.
- j) Procurement of Multi Camera Mobile Production facility (EFP van) for Dehradun. The High definition Multi-camera Mobile Production Facility (EFP Van) facilitates enhancement in Production quality of OB Programmes including VIP coverages / live telecast/ recordings.

- k) Tower Strengthening work at Gangtok for mounting DTT antenna in future which will help transmitting multiple channels and better transmission quality.

### E. Free-to-air DTH “DD Free Dish”

Doordarshan launched its free-to-air DTH service “DD FreeDish” (Earlier DD Direct+) in December, 2004 with a bouquet of 33 TV channels. Capacity of DTH Platform was subsequently augmented to 59 TV channels. DTH signals can be received anywhere in the country (except Andaman & Nicobar Islands) with the help of small sized dish receive units. For A&N Islands, DTH service in C-band with a bouquet of 10 channels was started with effect from September, 2009. Upgradation of Doordarshan’s DTH Platform “DD FreeDish” from 59 to 104 channels completed in Dec, 2014 which was later increased to 112 SDTV Channels. Further upgradation of DD’s DTH platform up to 128 TV channels has been completed as part of approved 3-Years (2017-20) Extension Scheme of Doordarshan.

Presently free-to-air DTH Service of Prasar Bharati “DD FreeDish” is carrying more than 150 TV channels including 51 educational channels free of cost without any monthly subscription. List of DD Free Dish channels has been placed at **Annexure-V**.

Installation, testing and commissioning of iCAS developed by Ministry of Electronics & Information Technology in DD Free Dish DTH Platform has been completed. 10 Indian Set-Top-Box manufacturers have been empanelled to sell/ distribute iCAS enabled DD Free Dish Set-Top-Boxes. Details are available on the website [www.doordarshan.gov.in](http://www.doordarshan.gov.in) and [www.prasarbharati.gov.in](http://www.prasarbharati.gov.in)

### F. Digitalization of Terrestrial Transmitters

As a part of 11th & 12th Plan projects, 63 DTT Transmitters were approved to be set up in different parts of the country in a phased manner. In the first phase, 19 DTT Transmitters one each at Delhi, Kolkata, Mumbai, Chennai, Patna, Ahmedabad, Raipur, Lucknow, Bhopal, Guwahati, Indore, Bengaluru, Jalandhar, Ranchi, Cuttack, Aurangabad (Mah.), Hyderabad, Thiruvananthapuram & Srinagar have been commissioned and are relaying 5 DD channels namely, DD National, DD News, DD Bharati, DD Retro & DD Kisan/ Regional. Further expansion of digital transmitters is dependent upon availability of funds and sanction of scheme in future plans.

Second Digital Terrestrial TV Transmitter (DTT) has been commissioned at Delhi, Mumbai, Kolkata & Chennai.

Locations of 23 DTT Transmitters are given at **Annexure-IV**.

At present, though the service is primarily targeted for fixed/ home televisions, it can also be received on android based OTG enabled portable/ Mobile handsets by attaching DVB-T2 Dongles and Mobile apps for the purpose without any data charges in a limited area.

Prasar Bharati is currently exploring options based on Next Gen broadcasting techniques for seamless mobile reception before further expansion of DTT Network. Accordingly...

Prasar Bharati has entered into an Memorandum of Understanding (MoU) with IIT Kanpur to develop Next Generation Broadcast solution/roadmap for Digital Terrestrial Broadcasting consistent with emerging standards such as 5G Broadcast.

Sanction for the Proof of Concept (PoC) of Next Gen Broadcasting has also been conveyed to IIT Kanpur. The PoC of Next Generation Broadcasting model is under process. Evaluation of this PoC will pave the way for selection of appropriate Next Generation Broadcast Technology and roadmap for digital broadcasting.

## G. High Definition TV (HDTV)

Doordarshan's migration to HDTV started with a Pilot project on HDTV in 2007 and provided Electronic Field Production (EFP) Van and HDTV ENG Camcorders and Edit Suite at Delhi. The HD EFP van was used extensively during Commonwealth Games 2010.

During 11th Plan, Multi-camera HD studio production facilities have been set up & Multi-camera mobile facility for outdoor production equipped with 10 HD Cameras provided at Delhi & Mumbai. ENG based field production, Post-production and Preview facilities provided at 4 Metro cities besides setting up of Playout facility at Delhi. Multi-camera mobile facilities equipped with 8 HD Cameras for outdoor production have been provided at Chennai and Kolkata. One High Definition Channel i.e. DD National HD is available in terrestrial mode in Delhi, Mumbai Kolkata & Chennai by Digital Terrestrial TV Transmitter.

As part of 12th Plan schemes, Multi Camera Studio Production facilities in HDTV format has been setup at CPC, Delhi. Multi Camera Mobile Production facility in HDTV format has been provided at Delhi. HDTV Uplinking facility is available at DDK, Delhi.

Three HD Channels i.e. DD National HD, DD News HD & DD India HD are available in satellite mode, while DD National HD & DD News HD are available on DD DTH Platform.

As part of 3 Year (2017-20) Extension Scheme of Doordarshan, upgradation of Studio centre from SD to HD has been completed at DDK Delhi, DD News & CPC Delhi for migration of all 7 Channels originating from Delhi.

## Human Resource Development

Due to COVID-19 pandemic, courses scheduled from April 2021 to October 2021 could not be conducted. However about 1533 Doordarshan Engineering officers have been provided training in 51 webinars conducted during April 2021 to March, 2022.

## H. Coverage of Important Events

In spite of COVID-19 pandemic, more than 238 important events have been covered live by Doordarshan during April, 2021 to March, 2022 by using OB/ EFP Vans. Major events covered live by Doordarshan are given at **Annexure-VI**.

## I. National/ International Channels



### DD National - the Flagship Channel

- DD National provides a healthy mix of entertainment, informative and educative content. In the satellite mode, it is available round the clock.
- DD National has covered various events from different parts of the country, especially those highlighting the government's flagship programmes with live broadcasts. Besides these, DD National also telecast events of national importance, programmes on anniversaries of important personalities etc; during the period.





Launch of “Rag Rag Mein Hai Ganga: Season” 2<sup>nd</sup> August, 2021

- DD National airs live telecast of Prime Minister's addresses to enable a wide cross-section of people in the country to see and listen to the Hon'ble Prime Minister of India and empower them with updated information. DD National also telecasts special programmes of social relevance and for creating awareness on a host of issues.
- DD across its network has mounted special campaigns on Azadi ka Amrit Mahotsav to commemorate 75 years of India's independence.

As usual, the year closed with the telecast of a special New Year's Eve programme produced and telecast by DDK Mumbai on December 31, 2021. Channels of Doordarshan Network have also taken steps to increase and strengthen its media presence on various Social Media Platforms like YouTube,



Twitter. Doordarshan Network is broadcasting Educational Content for students in the present menace of pandemic due to COVID19.

Besides telecast of Yoga Day celebration, Independence Day celebration, Republic Day celebration, Beating the retreat etc., during this financial year 2021-22, some other important programmes telecast



Live telecast of passing out parade from officers training academy, Gaya, December, 2021



Message to the Nation by Hon'ble President of India Shri Ram Nath Kovind on The Eve of Republic Day, 2022.





Beating The Retreat From Vijay Chowk New Delhi,2022

on the channel are:- 1857 The Beginning, Chandrashekhar Azad, Pt. Ram Prasad Bismil, The unknown Freedom Fighters, Ashfaq Ullah Khan (all in documentary form), Live telecast of passing out parade from officers training academy, Gaya, December,2021, Making of Porus, Mein Hu Lata - Programme on Lata Mangeshkar, Jesht Sangeetkar - Gayak Bappi Lahiri (in the Bhavpurna Shradanjali), Sri Bala Anjaneya Swamy Temple - Bhoomi Poojan live from Tripuati Temple, Tarane Purane - Nari Shakti special on International Women's Day, and documentary on 100 Saal Viswas Ke - Ayurveda and Unani Tibbiya College & Hospital etc;.



## Content Sourcing

In 2021 Content Sourcing Section, DG: DD experienced a year of significance success and progress to showcase quality Contents to the viewers. Following programmes telecast during the period:-

Commissioning of Programme “Swaraj”. A special project of 75 episodes titled “Swaraj” has been awarded to commemorate 75 years of India’s Independence.

Out of 277 suo-moto proposals received under DAP, proposals of 4 production houses were shortlisted for commissioning.

Programmes 'Porus' and 'Bal Krishna' are acquired and being telecast on Doordarshan under Revenue Sharing Mode. The acquisition of another new programme 'Shaheedon Ki Gali (tentative title) is also in process.

Total 251 proposals are received and under process for acquisition of off the shelf contents under 'Policy Guidelines for acquisition of Licensed Ready-Made Audio-Visual Content'. These proposals are under scrutiny.

Production of 'Yoga Anthem' and new year eve programme 'Aum'. Programme 'AUM', comprising of soulful singing by legendary singer Sh. Kailash Kher, was commissioned for telecast on New Year Eve.

## Telecast of Feature Films on Special Occasions

1. Hindi Feature Film “Babasaheb Ambedkar” on Birth anniversary of Dr. B. R. Ambedkar.
2. To commemorate 75th Independence Day of the Nation, 8 Hindi Feature Films on patriotic theme were telecast from 08.08.2021 to 15.08.2021. Five films namely Hamara Tiranga, Mangal Pandey 'The Rising', 'Sardar', 'Hindustan Ki Kasam', and 'Tiranga' were telecast on DD National and three films namely Chapeker Brothers, Veer Savarkar and Krantiveer, were telecast on DD Retro Channel.
3. Two Patriotic Hindi Feature Films namely Raazi and Force-2 and five Documentaries namely 1857-The Beginning, Poorna Swaraj, India Wins Freedom, Merger of Princely States- A challenge to the Nation and Netaji were telecast on the occasion of Celebration of “Azadi Ka Amrit Mahotsav” (75th year of India’s Independence, between 28th august 2021 to 29th august 2021).
4. Film Adi Shankaracharya (With Hindi dubbed version) was telecast on DD national. The same was also telecast on DD Bharati in Sanskrit Language (with English Subtitles), and on DD Podhgai (with Tamil subtitles).
5. Hindi Feature Film 'Manikarnika' was telecast on birth anniversary of Rani Lakshmi Bai.
6. Two Patriotic Films namely 'Force -2' and 'Hamara Tiranga', and Six Documentaries namely 1857-The Beginning, Chandra Shekha Azaad, Pt. Ram Prasad Bismil, The Unknown Freedom Fighters, Ashfaaq Ullah Khan, and a Song for Birsa, were telecast to commemorate the Republic Day 2022.

New Policy for Acquisition of Hindi Feature Films New policy guidelines for acquisition of Hindi Feature Films formulated.



### DD News

DD News was launched as a separate channel on 3 November, 2003. It is a multi-lingual satellite news channel having footprint available across the country. DD News is currently producing news content in Hindi, Sanskrit and Sign languages. The channel does over 18 hours of LIVE transmission including telecast of more than 30 news bulletins in Hindi, Urdu and Sanskrit languages. Besides, this DD News has 31 Regional News Units, which are making bulletins in regional languages and are being telecast in respective Regional Kendras. DD News also makes bulletins for DD Urdu, DD Kisan and the regional GEC channels of DD Network in the States show.

The channel migrated to High Definition Platform in the month of October, 2020. DD News and the Regional News Units went out of their way to keep the public informed of every step taken by the Government and to clear any rumours and misconceptions/fake news that were being propagated by other platforms. DD News and its Regional News Units had to come up with innovative news broadcasting practices keeping in sync with the COVID-19 protocols to ensure safety of those involved in the news broadcasting operations.

#### News Gathering

- Own Correspondents in HQs and RNUs.
- Stringers and part-time correspondents of AIR
- Agencies (Reuters, ANI)
- International partners (e.g. other national broadcasters, Asia vision Network (AVN)/ ABU, FSN).
- Prasar Bharati Correspondent in Dubai, Colombo, Beijing, Dhaka and Kathmandu.

In DD News, news inputs are received from across the country, including remote areas, through the latest satellite-based technologies, together with DSNG Vans/ OB Vans, and through file internet/ cellular mobile based technologies, such as TVU Backpacks and File Transfer Protocols (FTP). DD News collects majority of its news from the following sources:

- Correspondents are also regularly sent out from Delhi and RNUs to cover news events and developmental and human-interest stories in different parts of the country.
- DD News has been sending correspondents to cover VVIP visits abroad, launch of mega flagship programmes, General and State elections and such other major happenings.

#### Accomplishments

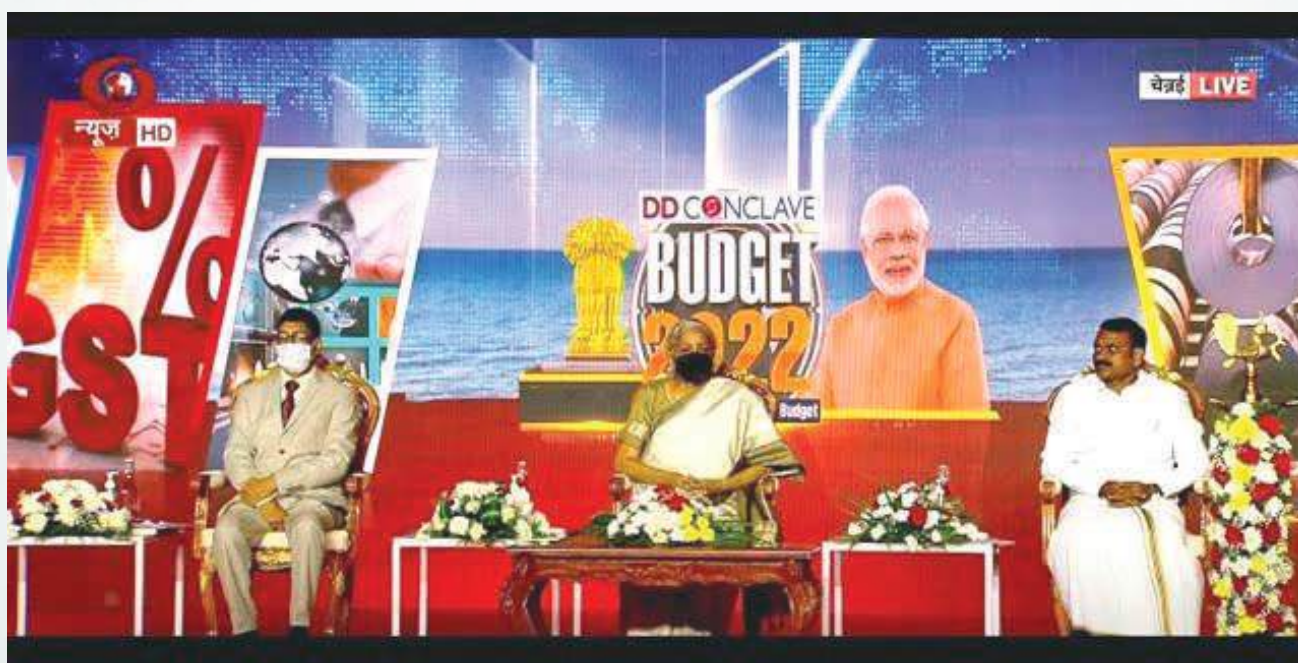
Restructuring the format and content of the channel is a significant and ongoing process at the DD News. Several new programmes on various issues including covid-19 have also been introduced in the recent past. Some of the main programmes being telecast are mentioned below:

- DD News Conclave, Desh ki baat- DD News ke Sath- is a series of seven Conclaves on identified themes hosted and telecast by DD News. The episodes were focused on- 'Changing Jammu & Kashmir and Ladakh' with participation of Hon'ble MoS PMO Dr. Jitendra Singh, Social Empowerment with participation of Hon'ble Social Justice and Empowerment Minister Dr. Virendra Kumar, Vishwa Guru Banta Bharat with participation of Hon'ble Minister for External



Affairs, Dr. S. Jaishankar, Cooperative Federalism, Reimagining Disaster Management and Youth power - from Sports to Start ups with messages of Hon'ble MIB Anurag Thakur and Hon'ble Commerce Minister Piyush Goyal.

- Sewa Samarpan Sushashan Ke 20 Saal -A series of 20 episodes of programme Sewa Samarpan Sushashan Ke 20 Saal, showcased the theme of Vадnagar se Vishwamanch Tak, Ghar Ghar Jal, Gram Swaraj and Cooperatives, Ek Bharat Sreshtha Bharat, Swastha aur Sashakt Bharat, Swachhta aur Jalvayu Suraksha, Digital India, Aspirational Districts and Good Governance, Prosperity to Poor, North East Development, Jan Nayak Pradhan Sevak, Ease of Living, Smart Bante Shahar, Agriculture and Farmers Welfare, Changing J&K and Ladakh, Disaster Management, Foreign Policy, Yuva Shakti, Divyangjans and Sewa Samarpan ke 20 Saal were showcased.
- DD conclaves- DD News organized a total of eight DD conclaves during January to March 2022 which included seven on UP Assembly Election and one on Uttarakhand Assembly Election, namely 'Kya Bole UP' and 'Chunavi Rann Uttarakhand' respectively. The programme gave an open forum to all political parties' leaders to present their views on various issues. Hon'ble Chief Minister of UP Yogi Aditya Nath, Hon'ble Chief Minister of Uttarakhand Shri Pushkar Singh Dhami, Hon'ble Deputy CM of UP Shri Keshav Prasad Maurya, Hon'ble Union Ministers- Shri Rajnath Singh, Shri Nitin Gadkari, Shri Anurag Singh Thakur, Shri BK Verma, Shri Mukhtar Abbas Naqvi, Shri Gajendra Singh Shekhawat, Shri Prahlad Joshi, Shri Sanjay Balyan, Former CM of Uttarakhand Shri Ramesh Pokhriyal Nishank, Former CM of Uttarakhand and Congress leader Shri Harish Rawat, Samajwadi Party leader Shri Chandra Pal Singh Yadav, National Secretary of BSP Shri Satish Chandra Mishra, Kisan Leader Shri Rakesh Tikait and other prominent leaders participated in conclaves at Lucknow, Dehradun, Meerut, Bareilly, Jhansi, Prayagraj, Gorakhpur and Varanasi.
- DD Conclave : Budget 2022- DD News organized a conclave on Union Budget 2022 in Chennai to highlight the announcement and vision of budget 2022. Hon'ble Union Finance Minister Nirmala Sitharaman, Hon'ble Union Minister Anurag Singh Thakur and Hon'ble MoS for Information and Broadcasting Dr. L Murugan participated in the programme.





- Tokyo Olympic- Tokyo Olympic was extensively covered by DD news with special programmes – Tokyo Olympic #Cheer4India, Bharat@ Tokyo 2020, Tokyo 2020: Jazba Jeet Ka etc. DD News and DD India telecast focused story on a media campaign to encourage people for participating in MyGovOlympics Quiz.
- MeraHaq: Mera Haq is the regular show which discusses the rights of beneficiaries in various schemes of the Government.
- Aapda ka samna: A weekly show on Disaster management programme focused on various disasters including Soil erosion, Coastal area, Fire, Flood etc.
- Cabinet Ke Bade Faisle: DD News network telecast many programmes on Key initiatives of the Government- including live telecast of the press briefings of Cabinet Decisions with Sign Language interpretation and special programmes “Cabinet Ke Bade Faisle”, to discuss the same with experts.
- Year Ender- DD News mounted series of Year Ender programmes on various subjects like, Health, Economy, Defense and Space, Sports, Local Is Global, Agriculture etc during Dec-21 to Jan.22.
- Address at the webinars on positive impact of Union Budget 2022, Participation in 21st India – Russia Annual Summit, National statement at the Summit for Democracy, special address at the World Economic Forum’s Davos Agenda, laid the foundation stone of Ganga Expressway in Shahjahanpur, Keynote address at the national launch ceremony of 'Azadi Ke Amrit Mahotsav Se Swarnim Bharat Ki Ore', Telephonic conversation with Vladimir Putin, President of Russia, Volodymyr Zelenskyy, President of Ukraine and others, Interaction with stakeholders involved in Operation Ganga, Participation at the 5th BIMSTEC Summit, Summit of Quad leaders, 2nd India-Australia Summit, 14th India-Japan Annual Summit.

### Technical Infrastructure

The 24x7 DD News & DD India channel have, at Delhi, its national newsroom and four studios. The newsroom works round the clock. Newsroom operations have been upgraded with the state of the art Quintal Automation System and Servers having non-linear video edit features at the Editors’ Desks. DD News has been launched in High Definition format also from 3rd December, 2018. For satellite based news gathering from different parts of the country, there are 17 DSNG vans stationed in different States which have been converted to High Definition. Over and above, mobile connectivity based High Definition backpack equipment are deployed in places when / where DSNG vans are not available or cannot be deployed.

DD News shares, free of cost and without logo, feed on major happenings and exclusive overages, whenever it is felt that a social or public purpose is being served. Other channels also often patch to DD News for live coverages of major events, especially PM’s events.

### DD News and DD India are available on various platforms:-

- Satellite
- DTH
- Mobile app
- Social Media platform-You tube, face book, twitter
- DD News website-<http://ddnews.gov.in>

## Internet and Social Media

The English Twitter handle of DD News @DDNewsLive was launched in January, 2013 and is being followed by more than 3.4 Million people and the number is growing, by each passing day. A new Twitter handle in Hindi language @DDNewsHindi was started in January, 2014 and the number of its followers is nearing 1.1 Million. Similarly, Facebook Page of DD News is being liked by almost 20 lakh people while almost 22,30,506 people are following the FB page.

A dedicated YouTube Channel <http://www.youtube.com/ddnews> was launched in February, 2013. Presently the YouTube channel of DD News has over 4.4 Million subscribers.

DD News Mobile App has been enabling the people to access the news and current affairs. Live bulletins, latest news and popular videos. More features are being added in stages. New version of this app will be launched soon.

**DD News, besides as a television channel, can be accessed through the following means:-**

- a. Website
- b. Mobile app
- c. YouTube channel
- d. NIC's live cast channel: <http://webcast.gov.in>

## Regional News Units:

Recently the Regional News Unit at Chhattishgarh and Jharkhand has launched a weekly News Magazine in the local language- Chhattishgarhi and Santhali languages respectively. In the recently formed Union Territory of Jammu & Kashmir, two RNUs are functional at Jammu and Srinagar, whereas RNU Leh functions in the another UT of the region, Ladakh.

The RNUs now telecast 147 News Bulletins, besides Graphic Headlines and Current Affairs programmes in 22 languages/ dialects with a combined telecast time (News and current affairs) of more than 54 hours per day. The RNUs have vast network of over 800 Stringers for news gathering across the length and breadth of the Country.

To incentivize and encourage the Stringers to file more in-depth stories from the field, a Stringers' best story Award Scheme has been announced to confer awards to best performing Stringers on weekly and monthly basis initially and fortnightly and monthly basis since July, 2020.

## 75 years of India's Independence

As part of Azadi Ka Amrut Mahotsav all RNUs are providing prominent coverage of stories on Unsung Heroes, Champions of New India and other capsules on Azadi ka Amrut Mahotsav. Besides, each RNU produced a 30 minute programme on unsung heroes of Indian freedom struggle and associated iconic places in their respective States.

## Prime Minister's Speeches:

All the major speeches made by the Prime Minister at various events are shown by the RNUs with translations in respective regional languages.

## District News

With intent to give prominence to local news and content in transmission by Regional News Units, all major RNUs have started a separate segment of District News.

Name of RNU	Date of Launch	Date and time of telecast
Bengaluru	11/17/2021	5 Minutes segment in the 9 PM bulletin everyday
Chennai	10/15/2021	1900--1930 hrs. 30 Min.
Jaipur	11/16/2021	7pm bulletin (5 minutes 15 news from districts)
Jammu	11/21/2021	District Wise News telecasts in all the three Dogri bulletins at 5:00pm, 6:15pm & 7:00pm daily. Duration 4-5 minutes
Kolkata	11/16/2021	10 minutes
Lucknow	10/11/2021	10 am, 30 minutes daily
Mumbai	11/16/2021	2-2.5 Minutes fast district news segment in 1pm and 4.30 pm bulletins. It has been given separate branding जिल्हा झटपट
Shillong	11/1/2021	District news is carried prominently as part of regular news bulletins.
Shimla	11/16/2021	17.15 hrs. ( 15 Minutes)
Thiruvananthapuram	11/8/2021	5 minutes 10-14 news segment included in evening news and also in process to start a 30 min bulletin
Vijayawada	12/6/2021	15 minutes

**Modernization and Computerization: Under modernization plan DD News has done following activities during the period under report:-**

- In August, 2018 all cameras in Studios were replaced with HD Cameras to enable DD News to move to HD telecast.
- New integrated News production system replacing the old one with higher facilities like additional video servers, edit suits storage, LTO based Archiving with HD ready capabilities has been installed & commissioned.
- At present we have 03 operational studios wired in HD configuration along with their PCRs. 01 more PCR is also wired in HD configuration but some more equipment are required to be commissioned to make it fully functional.
- Hiring of 17 Nos. of DSNGs capable of transmitting signals in HD, the HD DSNGs are being made operational one after the other. First such HD DSNG arrived in DD News in March, 2019.
- Prime time Bulletins of DD News, Special Live programs and many other regular programmes are being telecast from a brand-new State-of-the-Art Video Wall Set with graphics and info graphics going in the backdrop.





### DD India

- DD India is a free to air satellite channel that is operational on a 24x7 mode. The channel was launched on 14 March 1995 as DD International. It has been rebranded twice in the past, first as DD World in 2000 and again as DD India in 2002. DD India and DD News channels were completely bifurcated into separate English and Hindi channels in the month of February, 2021.
- After March, 2019 DD India was recognized as English News Channel by BARC. The idea of English News channel is to cater to the International audience as well as domestic viewers of non-Hindi speaking regions of the Country. The channel endeavors to represent India through its content portraying India's emerging economic power, its cultural values, its glorious heritage and its dynamic youth power.
- The DD India Channel has presence on social media, which includes a Face book page, Twitter handles English and a YouTube channel along with Instagram page. The DD India Face book page has 14,398 followers.
- The English Twitter handle of DD India @DD India Live was launched in January, 2016, which became fully functional in 2019, is being followed by more than 71.3k people.
- A dedicated YouTube Channel <http://www.youtube.com/ddindia> was launched recently. Presently the YouTube channel of DD India has over 164K subscribers.
- DD India's Instagram account- <https://www.instagram.com/ddindialive/> was launched on September 2019 and has over 36.8 K followers.
- DD India can also be accessed through the following means:
  - a) Twitter (periscope)
  - b) YouTube channel

### Accomplishments of DD India (April, 2021 – March, 2022)

- Project India's growth story to the world e.g. weekly Program "India Idea" on Startups, Program "Aspirational India" on stories of success.
- Projecting India's leadership on emerging international issues e.g. Program "India at UNSC" highlighting efforts of India at UNSC etc.
- Exhaustive coverage of international visit of VVIPs
- Counter anti-India narrative at global level

### Major Programmes of DD India:-

News on the Hour, World Today, News Connect, Aspirational India, Global Scan: In Conversation, Sports Buzz, Sports 360, Doctor's Chat, The Amazing North East Dairies, In Focus- Program Self-Reliant India.



Evacuation of Indian Students from Ukraine under Operation Ganga

### Sports Events

(a) Tokyo Olympic (b) Euro Cup (c) World Cup Cricket

**Bio Quest-** Special Programs focusing on Covid-19 were broadcast.

Special Coverage on Ukraine – Russia War.

DD India carried in depth and nonstop coverage on Ukraine –Russia crisis. Four reporters were sent to neighbouring country of Ukraine i.e. Poland, Hungary, Romania and Slovakia to cover evacuation of Indian Students from Ukraine under Operation Ganga. MEA Press briefings were taken live on the Ukraine-Russia issue. Governments' efforts on rescuing Indian Students were amply highlighted.



### DD Bharati

DD Bharati channel was launched on 26th January 2002 and re-launched in November 2010 as a niche channel for promoting music, dance, art & culture, health & lifestyle to its viewers with authenticity and showcasing a rare blend of archival and contemporary art forms from its rich heritage collection from the ancient to the modern Indian art & culture.

Important programmes telecast during the period are:- Mausiqui Ek khoj, Uttar Katha, Gora, Boond aur Samudra, Sanyaasi, Forts of India, Ek Prem Katha, Tehreer Munshi Premchand based on his famous novels name Godan & Nirmala, Nachyo Bahut Gopal: A serial on the novel by Padmbhushan Amrit Lal Nagar, Melodies Eight- Musical Series and Comedy Series Golmaal Asptaal.

Sponsored Programmes t/c Jeevan Mullyon Ki Paathshala, total 78 episodes, Telecast from 03-01-2021 & Trails of Ganga total 7 episodes, Telecast from 20-03-2022 to 01-05-2022



Live Telecast done during the period

- The Inaugural Function of Hornbill Festival 2021 at Kohima
- Live telecast of " Kashi Film Mahotsay" at Varanasi U.P.
- Live telecast The 355th Birth Anniversary. Celebration of Sri Guru Gobind Singh ji at Takhat Sri Harimandir ji Patna Saheb.
- Live telecast Makaravilakku Festival from the Famous Sabarimala Temple at Kerala
- Live telecast on Sammakka Saralamma Jatara at Medaram Village Telangana.
- Live telecast Chettikulangara Kumbha Bharani Float Festival 2022 at Malayalam Mavelikkara Kerala
- Live telecast of celebration of Holi Mahotsava from Himachal.



### DD Urdu

DD Urdu was launched on August 15, 2006 as Doordarshan's Urdu Channel with eight hours daily transmission. Later on, the channel became 24x7 with effect from 14th November 2007.

#### Weekly programmes produced in house by DD Urdu:

Sitaron Ke Jahan Se, Guftagoo, Apna Mulk Apna Aaeen, Khawab Hamare Tabeer Bhi Hamari, Yeh hai India, Duniya Mere Aage, Paisa Bolta Hai, Sher-O-Sukhan, Hello Doctor- ,Kuch Lamhe Fursat Ke, Rozgaar Se Kaamiyabi Tak, Kavi Hazir Hai (KH2) and Jankari Se Kamyabi Tak.

#### Special Programmes:

Khawab Hamare Tabeer Bhi Hamari, Kuch Lamhe Fursat Ke, Guftagoo, Duniya Mere Aage, Sher-O-Shukhan, Sitaaron Ke Jahan Se, Yeh Hai India, Kavi Hazir Hai (KH2), Jankari Se Kamyabi Tak.



### DD Sports

DD Sports thrives on live content, which mainly comes from the shared properties under the Sports Act 2007. But as the most deadly pandemic in the last 100 years hit the world, most of the live sporting events got to the grinding halt last year. Gradually, these events returned on track and DD Sports rose back to the occasion in showcasing these events. Innovative style of presentation in terms of state of art studios, online and offline graphics, sign language commentary and simulcast of select contents and shows around them on Prasar Bharati Sports You Tube Channel were some of the major highlights of the content strategy of the channel.



#### Activities on DD Sports during the period:

- Telecast of Tokyo Olympics 2020.
- Sports Authority of India shared the content pertaining to the preparations of the Indian athletes which were showcased on DD Sports channel and uploaded on Prasar Bharati Sports You Tube Channel.
- Three marquee shows were produced by DD Sports and slotted on the channel during the entire event and also slotted on Prasar Bharati Sports You Tube Channel.
- Telecast of Tokyo Paralympics 2020. More than 50 hours of the live content was live-streamed on DD Sports and Prasar Bharati Sports You Tube Channel.
- World Cup T 20 in UAE was showcased on Free Dish platform of DD Sports. DD Sports introduced innovative interactive features in the shows around the event like Public Kaa Kaptaan. Prasar Bharati Sports in a unique synergy model engaged RJs from different All India Centers to produce on an average program of 4 hours on India and other important match days. These shows through online mode were live streamed on Prasar Bharati Sports You Tube Channel and DD Sports apart from the regional AIR stations.
- Prasar Bharati Sports entered into the agreement with NBA wherein the content provided by the latter in terms of the matches and related archival properties are showcased.
- DD Sports social media team slotted live interviews of the major athletes and talk shows pertaining to the topical sporting issues on its platforms with support of Sports Authority of India and Fit India Movement under the aegis of Ministry of Sports and Youth Affairs. Owing to the sustained efforts, the subscription base of Prasar Bharati Sports You Tube Channel has crossed 7 Million figures. The critical mass of 10 Million subscription base is the next target.
- DD Sports is sharing content with DD News and DD India and vice versa, putting its archival content on Prasar Bharati Sports You Tube platform.

#### Major sporting events telecast on DD Sports during 2021-22 are as under:-

##### International Sporting Events

Sl No.	Event	Date of Telecast
1	French Open 2021	12th & 13th June 2021
2	ICC World Test Championship 2021 (1 Test)	22nd June to 26th June 2021
3	Wimbledon Tennis Tournament 2021	10th & 11th July 2021
4	Tokyo Olympic Games 2021	23rd July to 8th August 2021
5	India Tour of Sri Lanka 2021 (3 T20 + 3 ODI)	13th July to 27th July 2021
6	US Open Tennis Tournament 2021	30th August to 12th September 2021
7	ICC T20 World Cup 2021 8 Matches (5 matches featuring Indian Cricket Team + 2 Semi-finals & 1 Final)	17th October to 15th November 2021
8	New Zealand Tour of India 2021 (3 T20)	17th November to 21st November 2021
9	Asian Championship Trophy 2021 Hockey Tournament at Dhaka, Bangladesh	14th December to 22nd December 2021

Sl No.	Event	Date of Telecast
10	India Tour of South Africa 2021 (3 ODI)	19th January to 23rd January 2022
11	Australian Open 2022	25th, 29th & 30th January 2022
12	Winter Olympic Games 2022	4th February to 20th February 2022
13	West Indies Tour of India 2022 (3 ODI + 3 T20)	6th to 20th February 2022
14	Sri Lanka Tour of India 2022 (3 T20)	24th to 27th February 2022

### Domestic Sporting Events

Sl No.	Event	Date of Telecast
1	31st Lal Bahadur Shastri Hockey Tournament at Major Dhyan Chand National Stadium, New Delhi	12th & 13th November 2021
2	57th Nehru Senior Hockey Tournament at Hyderabad	22nd & 23rd November 2021
3	4th Edition of IndusInd Bank Nagesh Trophy 2021 Blind Cricket at Delhi	25th November 2021
4	38th Nehru Sub Junior Hockey Tournament at New Delhi	25th December 2021
5	Syed Modi India International Badminton Championship 2022 at Lucknow	21st to 23rd January 2022
6	BWF World Tour Super 100 Badminton Tournament 2022 at Cuttack	29th & 30th January 2022
7	Tata Maharashtra Open Tennis Tournament 2022 at Pune	5th & 6th February 2022
8	Davis Cup 2022 tie between India and Denmark at Delhi	4th & 5th March 2022



### DD Kisan

Launched on May 26, 2015, DD Kisan is a 24-hour channel exclusively dedicated to the farmers and the agriculture sector. The objective of this channel is to serve the farming and rural community in India and its reach to the remotest parts of the country, to inform and educate the rural populace and work towards creating a holistic environment for sustainable and inclusive growth. A majority of the programmes are produced in-house and some are outsourced. DD Kisan team successfully managed to spread its reach to enhance its viewership by adopting different Social Media Platforms like YouTube, Twitter etc. DD Kisan team also played a vital role to enhance the look and feel of the channel by introducing teasers, capsules, new graphics and updated promos at regular intervals. An average of five hours of fresh content produced & telecast on DD Kisan every day.



DD Kisan team has produced & telecast success stories of almost all Padma Shri awardees (Fourth Highest Civilian Award of India) farmers and beneficiaries' farmers of different schemes of govt. It has covered women farmers along with men farmers to support the gender equality and women empowerment.

Following new programmes have been introduced to focus on farmers and rural population: Mausam Khabar, Mandi Khabar, Badhte Bharat Ka Naya Kisan, Hamare Vanaushadhi Humare Khet, Sarkar Aapke Saath, Apna Pashucikitsak, Krishi Vishes, and Farm Facts. Broad subjects covered in DD Kisan during the period:

- Core Agriculture based programmes
- Commodity information and advisories



- Weather predictions & advisories
- News related to agriculture and allied activities
- Key Government Schemes and their benefits
- Interactive programmes with advice from experts and scientists.
- Programmes on Animal Husbandry, Floriculture, Pisciculture, Bee Keeping etc.
- Health of Livestock
- Programmes on innovation and new technologies in the field of agriculture.
- Programmes on organic farming, medicinal plants and other cash crops.
- Programmes on environment



### DD Retro

Prasar Bharati launched DD Retro on 13th April, 2020 dedicated for telecasting old classics serials of Doordarshan. The channel is free to air and available on DD Free Dish. It is being run from Central Production centre of Doordarshan at Khelgaon, New Delhi. The channel has been added to Doordarshan DTT Service which is available in 19 cities of India. A majority of the programmes are produced in-house and some are outsourced also.

DD Retro is a target oriented channel which includes all age groups and genders. The channel presents inspirational and progressive serials for young generation, Mythological, Comedy and Detective serials, family melodrama, ethnic serials for women, song based programs like Chitrahaar & Rangoli on daily basis.

Hindi Feature/Tele Films are being telecast on weekends from October 2020 onwards. Apart from that patriotic films have been telecast on special occasion of Independence Day.

All programmes are being previewed and re-packaged before telecast. An average of six to seven hours of fresh content are telecast on DD Retro every day. Even during lockdown periods (in 2021), DD Retro Channel telecast fresh contents without fail. All programmes have been promoted through Promos before and during its telecast.

DD Retro Produced special Chitrahaar on different occasions like, tribute to legendary actor Late Dileep Kumar & great singer Lata Mangeskar, Janmashtami and Navratra special.

On the occasion of India's 75th year of independence celebration AZADI KA AMRIT MAHOTSAV, DD Retro channel is showing different programs on History of India's Independence

Some prominent serials showed on DD retro channel are as follows:

For Young generation – Ek Tha Rusty (Serials based on the stories of renowned writer Ruskin Bond), Eklavya & Dhoop Chhaon (Based upon Charls Dickens' novel David Copperfield) Inspirational – Albeli Kahani Pyar Ki (A free-spirited village girl's love story and her struggles), Salaam India (Inspirational story of Indian women) & Major K Kuotsu (Retired - Inspirational story of first female Naga officer in the army).

Azadi ka Amrit Mahotsav –Azadi Ki Kahani, Mashaal, Aazadi Ka Mandir, Shabdyudh & Sangram  
Devotional -Jap Tap Vrat, Sankat Mochan Hanuman, Anant Koti Brhamand Nayak Sai Baba & Shree Ganesh

Interview with Film Stars/Singers/Dancers/Musicians - Kosish Se Kamiyabi Tak

Detective/Crime -Jo Kahunga Sach Kahunga., Karan The Detective & Barrister Roy

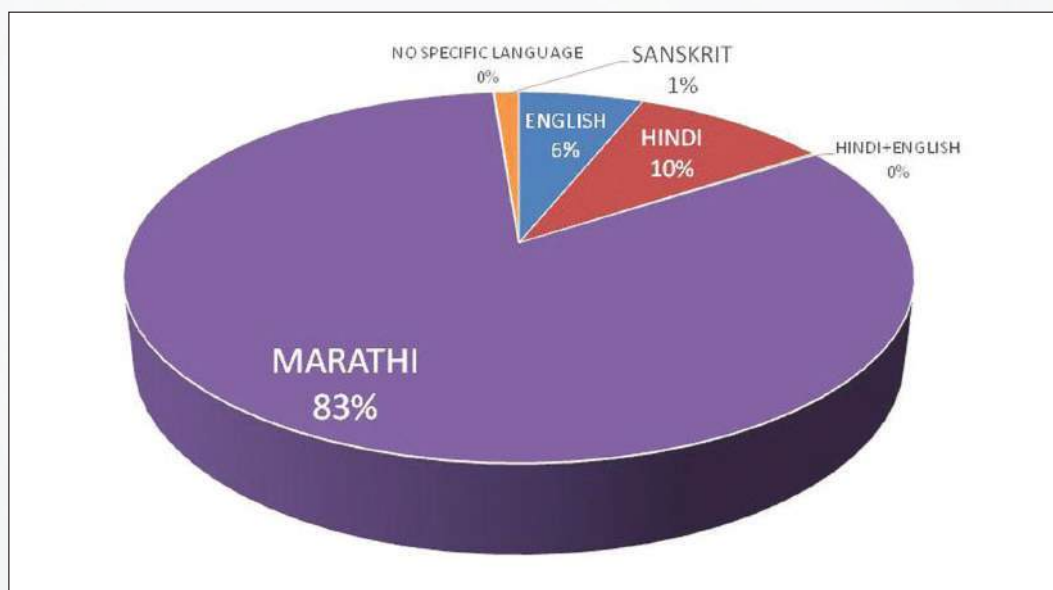
## J. Regional Language Satellite Channels (24x7)



### DD Sahyadri

DD Sahyadri is a 24x7 regional Marathi Channel with terrestrial support from 6 am to 9 am (except Sunday) and 3 pm to 7 pm (All Days). Regional Language Satellite Service in Marathi started from 15th August, 1994. On 5th April, 2000 it started round the clock service. A New Earth Station was commissioned on 4th March, 2020. This channel is major contributor to DD National programmes like Rangoli, Tarane Purane, Retro Songs, National Programme of Music & Dance etc. and its RNU extensively provides input for national events like Budget, Central Schemes.

#### DD SAHYADRI PROGRAMME BY LANGUAGE (1st April'21 to 31st Mar'22)





Two important events were also covered during the period by the channel are Live Telecast on Jaystambh Abhivadan karyakram from Bhima Koregaon Pune and Funeral of Lata Mangeshkar from Shivaji Park.



### **DD Girnar**

DD Girnar started on 01.10.1993 by up linking it from Delhi. However, it was made 24x7 channel from 01.05.2000 and became a Brand Identity from 02.10.2007. Some important programmes telecast during the period are:

Ajar Amar Gujarat on Gujarat State Foundation Day, 117th Birth Anniversary of Padmshree K. K. Shashtri, Swearing in Ceremony of Newly Appointed Chief Minister Of Gujarat from Gandhinagar, Special Programmes on Navratri Festival 2021 "Ma Padharya Mare Angne "Curtain Raiser – Meet The Champions Olympian Neeraj Chopra, Azadi Ka Amrit Mahotsav : Swatantra Sangram Quiz, Live Telecast Of Inauguration Of Kashi Vishwavnath Dham Corridor by Hon'ble PM Sh. Narendra Modi, Special programme On Death Anniversary Of Sardar Patel, drama:- Ekta Bahu Motu Bal Che, Special Programme On Pravasi Bhartiya Divas, TV Report On 2nd National Yogasana Sports Championship Held At Ahmedabad, etc,





Inauguration Of Kashi Vishwavnath Dham Corridor by Hon'ble PM Sh. Narendra Modi



### DD Podhigai

DD Podhigai started functioning from 15.1.2001 with round the clock transmission. During the period, the channel covered Commemoration of 100th year of Madras Legislative council, unveiling of the portrait of former Chief minister of Tamil Nadu Dr. K. Kalagnar Karunanidhi, 100th Death Anniversary Celebrations of Subramanya Bharathiyar at Ettayapuram, Tamil Nadu Soorasamhaaram festival, Karthigai Mahadeepam Festival, Sabrimala Makaravilakku -2022, 175th saint Thiyagarajar Aradhana Festival-, special programmes on Pongal, Live Coverages of Mahashivarathiri celebrations at Isha Yoga Foundation, Coimbatore and Azadi Ka Amrit Mahotsav.



### DD Yadagiri

Doordarshan Saptagiri channel was renamed as DD-Yadagiri at Hyderabad (Telangana) and started functioning from 27.09.2014. This channel is available throughout the country on Doordarshan's free dish. DD Yadagiri, has its own YouTube Channel and Twitter account wherein the content produced are uploaded and publicized.

The programmes produced by DD Hyderabad for "DD Yadagiri" are regional in nature. Apart from 30 series of programmes, several individual episodes have been produced and telecast.

DD Hyderabad has already started digitization of its old analogue contents. More than 10,000 hours of old analogue contents have already been digitized till date. YouTube channel is having 9,200 Videos uploaded and 304,000 subscribers during the period. Some important programmes telecast during the period are:

Ugadi Spl. Nadaswaram, Ramdana Spl. Aadab Hyderabad, Combined Graduation Parade (CGP) Spring Term 2021 Live telecast from AFA, Hyderabad, Bakrid Spl. Aadab Hyderabad "Paym EID ul Adha, Live telecast of the Passing out Parade 2021 of 72nd RR at Sardar Vallabhbhai Patel National Police Academy, Parade Ground, Hyderabad," Amnavari Dasara Saranavaratrulu Mahotsavam, Live Telecast from Kanakadurga Temple, Vijayawada, Srivari Brahmotsavalu Live Telecast from Tirupathi, Spl. Documentary on Late Bharath Ratna Latha Mangeshwar, Hon'ble President of India Ram Nath Kovind Visit to Unveiling of Gold Idol of Sri Ramanujacharya and Live telecast of Bhoomi Pooja and Laying of Foundation in Hanuman Janmasthalama from Thirumala, Andhra pradesh.





### DD Saptagiri

DD Saptagiri Channel was dedicated to Andhra Pradesh people on 27-09- 2014 and started functioning from Vijayawada. Important programmes telecast Live are:- Sakambari Utsavalu – 2021, Sri Vari Salakatla Brahmotsavalu – 2021 and Dasara Saranavaratri Utsavalu – 2021 during the period.



### DD Bangla

Launched on 20th August, 1992, DD Bangla became 24 hours channel from 01st January, 2000. DD Bangla has been playing an important role in preserving and furthering the cultural heritage of Bengal. Some important programmes telecast during the period, on DD Bangla are:

- “Sundor Oi Elo Dare” on the occasion of Bengali New Year,
- Janmodin” on Rabindranath Tagore’s birth anniversary.
- Live telecast of “Shantiniketan Poush Utsav” from ViswaBharati, Shantiniketan.
- “Phire Dekha---2021” and “Pratyasha ---2022” on the occasion of New Year’s eve.
- Live telecast of “Kalpataru Utsav 2022” from Ramakrishna Mission, Cossipore Uddanbati .
- Swami Vivekananda Music Festival at Ramakrishna Mission, Golpark, Kolkata on the occasion Swamiji’s Birth Anniversary and National Youth Day.
- A special prog. “Om Namah Sibaya”--- on Shivratri.
- Live prog.on “Golfgreen Basanta Utsav 2022” and “Rabindra Tirtha Basanta Utsav 2022”.



### DD Punjabi

DD Punjabi is a 24 hours Punjabi channel which is viewed widely in India and other countries through satellite GSAT-17. The channel put out 07 daily live news bulletins in the regional language Punjabi. Cross Channel Publicity is also done on DD Kisan, DD National, DD Bharati and DD Sports regarding DD Punjabi activities.

Social media:- support like WEBSITE, YOU TUBE, TWITTER and FACE BOOK is also used as tools for publicity besides sending programme details for publishing in the Newspapers. Displaying Hoardings in & around DD Building Premises. DD Punjabi is also using Cross Channel Publicity.



The Kendra put out seven daily live news bulletins in the regional language Punjabi. The main bulletins are 08.00hrs, 10.00hrs, 13.00hrs, 17.00 hrs 18.30hrs, 21.30hrs and News headlines with graphics at 15.00hrs. It is also producing additional programmes on news based and current affairs like Khas Khabar Ik Nazar, Ajj Da Masla, Haftawaar Gatividhian Te Samikhya and Sargarmian providing a resume of the political and developmental activities of the State of Punjab.



Inauguration of Jallianwala Bagh Amritsar, Punjab by Hon'ble PM



Feature on “Guru Teg Bahadur Ji” (In Connection with Guru Teg Bahadur Ji 400th Janamparv)





Opening of Kartarpur Corridor in Virtual Mode by Hon'ble PM



### DD Kashir

DD-Kashir as a separate Regional Language satellite channel was inaugurated on 06-06-2000. It has terrestrial support through high power transmitter (HPTs) located in the UT and is also on DTH platform of Doordarshan. The time-slot for Dogri Programme (Programmes from Jammu Region) has been increased from half an hour per day to 1 hour 30 min. per day and time slot for Ladakh region has also been increased from half an hour per to 1 hour per day. It has also increased the frequency of the Programme on local Folk Theatre/Art, namely "Band-e-Pathar", to promote the dying Art/Culture of the region as well as the telecast of Kashmiri Mushaira from quarterly to monthly basis.

On completion of commissioning of 104 programmes under reconsideration scheme of DD-Kashir, 48 programmes are available for telecast of 241 episodes on DD-KASHIR Channel to showcase episodes the culture of Jammu & Kashmir region through Fiction & Non-Fiction programmes.

Five CPG programmes titled "Kashmirnama", "Dateline Kashmir", "Kashmir Now", "Pakistan Reporter", "Sharhad Ke Do Rukh" are being telecast on DD Kashir Channel to counter the of Cross Boarder propaganda.

DD Kashir has also started a new Musical programme, "Kala Aur Kalakar" for singer and another one "Ubhartey Gulokar", in collaboration with Academy of Art and Culture, Govt. of J&K, to promote young budding artists of the region.

DD Kashir is producing a programme “Awaam Ki Awaaz”, address to the people by Hon’ble Lt. Governor, UT of J&K every month, which is scheduled to telecast on every 3rd Sunday of every month. DDK Srinagar is the first Kendra to produce such series in the line of “Mann Ki Baat”.

The frequency of the Programme on local Folk Theater/Art, namely "Band-e-Pathar" has been increased for telecast on DD-Kashir Channel

DD Kashir has produced a series of documentary on different and unexplored Tourist Spots of Kashmir Valley in collaboration with J&K Tourism Department.

DD Kashir has produced an event “AIR SHOW” organized by Indian Air Force and Govt. of UT of J&K over the famous Dal Lake of Srinagar.

The frequency of the telecast of Kashmiri Mushaira has also been increased from quarterly to monthly basis on DD-Kashir Channel.

DD-KASHIR has also started a new Musical programme, named as "Kala Aur Kalakar and another one "Ubhartey Gulokar", which is in collaboration with Academy of Art and Culture, Govt of J&K, to promote young budding artists of the region.

DDK Srinagar has also conducted audition process for Empanelment of Fresh Anchors for DD Kashir, to engage the unemployed youth talent of J&K with this organization.

The "Good Morning J&K" is a very popular and channel-driven show of DD-KASHIR and appreciated by the audience.

DD-Kashir Channel has increased the time-slot for Dogri Programme (Programmes from Jammu Region) from half an hour per day to 1 hour 30 min per day. Accordingly, time slot for Ladakh region has also been increased from half an hour per day to 1 hour per day.

DDK Srinagar has also produced the event "Kargil Vijay Divas", celebrated at Kargil War Memorial by Indian Army.

DD-Kashir has also covered and telecast Major/VVIP events LIVE in connection with the visits of Hon'ble President of India, Hon'ble Union Home Minister, Hon'ble Finance Minister, Hon'ble Minister of I&B, so on and so forth, to the J&K.



### DD Odia

DD-Odia started functioning from 2nd, October, 1993 as DD-5. It was made a 24-hour channel on 01st, April, 2001. The Channel has a programme-mix of News, Agriculture, health, literary works of eminent writers of the State, folk music and dance, art and craft, tourism and festivals. DD-Odia provides Satellite support to DDK, Sambalpur and DDK, Bhawanipatna six days a week with three hours of programmes to each Kendra.

During FY 2021-22 some important programmes telecasts on DD-Odia are : Car Festival of Lord Jagannath from Puri, Sital Sasthi (Sacred Marriage Ceremony of Lord Shiva & Devi Parvati) from Sambalpur, Parbana Bela (Celebration of Dussehra in Twin City of Cuttack & Bhubaneswar along





Konark Festival, 2022

with different parts of Odisha), Dance & Music Festivals organised annually in Odisha like Konark Festival, Mukteswar Dance Festival, Raja Rani Music Festival, Dhauli-Kalinga Mahotsava etc.



### DD Malayalam

DD Malayalam from its inception in 1985 has made its presence felt across the length and breadth of the country. The Kendra has programme production facilities at Thiruvananthapuram, Thrissur and Calicut. Kendra started a new News based programme “World This Week” from 06th June, 21. In April, 2021, Kendra started a new serial “Om Namah Shivaya” and from September, 21 Live Music based Programme – Koottinoru Pattu started on Every Monday to Friday.

Besides this some important programmes telecast from the kendra during the period are:

- Onam Special Programme “ Ottakku Padunna Pookuzhil” (4 Episode)
- Report on Vayalar Award 2021
- Sabarimala Visheshangal.
- Special Programme Azadi Ka amruth Mahotsav
- Report on Aattukal Pongala



### DD Chandana

The Regional Language Satellite channel of Karnataka was launched on 15th August, 1991 and it became a 24 hrs Channel from 1st January, 2000. Later on it was renamed as Chandana. A New digital Earth Station was installed and commissioned on 28.12.2018. Kendra telecast programmes in Urdu, Tulu, Konkani, Kodava, English and Hindi. During the period DD Chandana has increased its social media activity on its different platforms. During 2021-22, DD Chandana introduced some new programmes ,as mentioned below:

- Sit Com (Chandada Harate)
- Mareyada Manikya –Kannada songs based programme on Eminent Sandalwood Personalities
- Literary Guru
- Guest of the Week
- Skill Development (Koushlaya Karnataka)
- Start up Champions
- Azad Ki Amrut Mahotsav



### DD Assam

DD North-East was commissioned on 01-11-1990 and finally launched on 15th August, 1994. It became 24 hours channel from 27th December, 2000. DD NorthEast was renamed as DD Assam and formally launched by Hon'ble I&B Minister on 04th August, 2020.

During the period, DD Assam has mounted various programmes like programme on Mawlynnong village located in the East Khasi Hills of Meghalaya known as cleanest village in Asia, Ambubachi and Mahajobs' 2021 held at Kamakkhya Temple, Guwahati. A special programme Swagatam,2022 telecast on the eve of New Year Eve and Barshanta 2021 (Yearly News Round-up), produced and telecast Documentary on Doodh Nath Ashram and Sibsagarar Kriyar Itihas, Live telecast of inaugural ceremony in connection year long programme on 400th birth anniversary of Bir Lachit Borphukan and Pathar Nat Mela 2022. DD Assam telecast 19th Convocation of Tezpur University; attend by Hon'ble President of India Sri Ram Nath Kovind.





### DD Arun Prabha

DD Arun Prabha originating from Doordarshan Kendra Itanagar was dedicated to the nation on 9th February 2019. The channel is equipped with state of the art facilities including a Digital Satellite News Gathering unit to provide live converges from remote areas for 24X7 telecast. The play out facility and the earth station established at DDK Itanagar ensure seamless transmission of DD Arunprabha.

The Channel USP is to attract young people of North East with contemporary entertainment source embedded with informative contents in their language/dialects for the benefits of Doordarshan viewers of the North East.

The channel has also produced some in-house programmes in different genres such as call of the wild, Cuisines of North East, STRUM: Bands of North East etc. DD is in the process of improving the content and look and feel of the channel in due course.

Some important programmes telecast during the period:

Virus Dost (Daily Soap), Shillong Holiday Home (D/S), Golmaal Aspatal (Comedy serial), Lal Rekha (D/S), Sadak Ka Super Star (Reality Show), Jatak Katha (Mythology), Tales of Lamas (Mythology), Melodious Eight (Travelogue), 7th Yak Mela at Lubrang, Arunachal Pradesh, programme on ICAR, Basar, Arunachal Pradesh, Wearing of Ziro Valley, A programme on Padmashree Guru Tulku Rimpoche, Statehood Day Celebration -2022, Kaj-Kapin – A Ritual, Nyokum Festival of Nyishi and National Rafting Championship-2022 in Arunachal Pradesh.



Chief Minister Pema Khandu and Union Minister Kiren Rijiju inaugurated 7th Yak Mela in Lubrang, West Kameng district (Nov; 21).





### DD Rajasthan

DD Rajasthan, a 24x7 Hindi Regional language Channel came into existence on 1st August, 2013 and started telecasting programmes from 15th August, 2013. It is available on DD Free dish of Doordarshan.

During the period 2021-22, Live U setup was made successfully operational for News. New Hardware for FTP has also been installed and put up in use with open source software file zilla for News. Doordarshan Kendra Jaipur has many popular, programmes in its itinerary, like morning show “Suprabhat Dharti Dhora Di” special programme series before invited audience “Mehfil”, Health Magazine “Swasthya Desh” etc. One of its weekly quiz programme “Prasnotary” has its mention in the LIMCA book of records, which is continuing for more than 25 years and has completed more than 800 episodes. Besides the above TV Report on Jaipur Literature Festival & Spl. Prog. on Rajasthan Diwas- Dhora walo Desh telecast in March, 2022.



### DD Bihar

DD-Bihar, the 24x7 Regional language Satellite Channel was launched on 01.05.2013. It continued expanding its horizon, across the country since its launch as a satellite channel. Most of the Programmes telecast are in the language of Hindi(60.0%) Bhojpuri(25.0%), Maithili(13.0%), and Urdu(2.0%). Shatabdi samaroh of Bihar Vidhansabha Bhawan was telecast from the Kendra during the period, besides programmes on Tilika Manjhi, Guru Nanak Jayanti- 2021, live telecast of passing out parade from officers training academy, Gaya and some Nepal centric programmes.



### DD Uttar Pradesh

DD Uttar Pradesh, a 24x7 Regional language Channel came into existence on 16th August, 2013. This 24 hour channel covers genres like folk music, light music, play, talk show, quiz and other programmes. Inauguration of Doordarshan Gorakhpur Earth Station- 03.12.21. To follow COVID protocol activities in the month of April'21, May'21 and June'21, programmes related to pandemic were telecast to make



people aware about it. Some important programmes telecast during the period:

- Inauguration of “Mission Health” Season-5-
- Inauguration of Saryu Canal Project by Prime Minister
- Inauguration of Kashi Vishwanath corridor by Prime Minister
- Foundation stone of Ganga Express way by Prime Minister
- Inauguration of Kanpur Metro Project by Prime Minister
- Oath Ceremony of newly constituted Assembly Ministers of U.P. Government
- Kitna Badla U.P.” DD Conclave Lucknow, inauguration by Shri Anurag Singh Thakur, Minister of I & B



### DD Madhya Pradesh

DD MP Channel was launched on 20th October, 1992 as one hour regional Channel to promote the diverse and rich culture of Madhya Pradesh. Subsequently it was made 04 hour regional channel and on 25.06.2013 it was converted into a 24 hour regional language channel. New OB Van has been provided and New News Server installed for News during this period at the Kendra.

Some important programmes telecast during the period:

- Live telecast of Chhatisgarh Vidhan Sabha question hours.
- Telecast of programme on International Women’s Day on 08th March, 2022.
- Coverage of different sports activities organized in the State by different Sports federation.
- Telecast of documentary based on the traditional craft of MP i.e. Bagh Print.



### DD Chhattisgarh

DDK Raipur was commissioned in the year 1977. 24x7 transmission started with regional transmission of 3.00 pm to 7.00 pm and rest clean feed relay of DD News from 01st April, 2020. Later on this 24x7 transmission started with a loop play of 04 hours regional transmission for five times from 07th September, 2020. From 01.01.2022 transmission of DDK Raipur started only on Digital Terrestrial Transmission.

Regional News Unit, Raipur produced many stories on flagship programmes of Central Government, specially programmes being implemented in LWE/ Maoist areas of the state. This not only helps to make people aware about the Government schemes and programmes, but also to rebuild confidence in government machinery among rural masses of these areas.

For maximum viewership of our bulletins and programmes, all News bulletins and programmes are uploaded in youtube, twitter and facebook.

During April, 2021 to July, 2021 most of the programmes telecast from the Kendra was based on the health issues pertaining to COVID-19. From August, 2021 onward Kendra began to telecast other programmes for viewers such as Bastar Anchal Se, Special Programme:- Shakti Upasana Parva, Navratri, Special Programme:- Aazadi Ka Amrit Mahotsav, Surila Safar:- Lata Mangeshkar Ji Shradhanjali, Special Programme:- Parikarma (International Women's Day), Special Programme:- Holi Vishesh Karyakaram- Holi Faag Nritya Geet, Hamar Chhattisgarh:-Bastar Ka Laoh Shilp Kala.



### DD Uttarakhand

Doordarshan Kendra, Dehradun was started functioning on 12th August, 2001 as an interim setup at Tapovan, Dehradun in a building of State Govt. From 1st April, 2020 DD Uttarakhand started its 24x7 services. Most of the programmes telecast from this Kendra are in regional/local languages i.e. Garhwali, Kumauni, Jaunsari and Rang. Programme Hamri Maati Pani telecast from the Kendra is very popular among viewers, having high viewership on Youtube platform. During the period DD Uttarakhand you tube channel has more than 2.53 lakh subscribers.

In-House programmes produced by the Kendra during 2021-22:

Hello Doctor (Live), Hello Uttarakhand (Live), Sarokar (Live), Hamare Mehmaan (Live), Jeevan Shailly (Live), Azadi ka Amrit Mahotsav- Azadi ke Gumnam nayak, Hamri Maati Pani, Lok Sangeet/ Geet Sangeet, Travelogue, Rozgar Samachar, Filmy Tarane, Bhakti Sangeet, Classical Music/Dance, Uttarkhand Diary, Sahityaki/ Sahitya Yatra, Kheti Pati, Kavighosti, Shabash Uttarakand, Kanooni Salah and Gaon Yatra.





### DD Jharkhand

Doordarshan Kendra, Ranchi was commissioned on 25th September'1984. On 2nd April'2002, the Kendra started telecasting Regional News as well as it became a regional unit with its coverage area extending to entire Jharkhand. From 1st April, 2020 DD Jharkhand started 24x7 transmissions.

Besides general programme DD Jharkhand produce and telecast tribal centric programme such as:-

- Santhal Diary different development issues related to tribal are taken up, Documentary on legendary and patriotic tribal leaders such as, Birsa Munda, Sidho-Kanho, Tana Bhagat, Telanga Khariya Bhahid Poto, Budhu Bhagat and telecast of special programmes on Birsa Munda Jayanti, and Karma and Sarhul festival of the state during the period.
- Azadi Ka Amrit Mahotsava under which programmes on different issues have been telecast.
- Special programmes on the occasion of Birth & Death anniversary of great personalities have been telecast.

### K. State Network channels (24x7)

During COVID-19 pandemic, 8 Regional Channels (Non 24X7)i.e. DD Himachal Pradesh, DD Haryana, DD Goa, DD Mizoram, DD Tripura, DD Meghalaya, DD Manipur & DD Nagaland started 24x7 satellite service from DDKs - Shimla, Hisar, Panaji, Aizawl, Agartala, Shillong, Imphal & Kohima started functioning from the respective places.



### DD Himachal

Doordarshan Kendra Shimla was commissioned on 7th June, 1995, The Kendra from the year 2014-15 is carrying regional programme every Monday to Saturday from 3:00 P.M. to 7:00 P.M. and on Sunday from 6:30 P.M. to 7:00 P.M. Transmission of DD-Shimla is now on Home Channel Stream available on DD Free Dish 24x7 and is known as DD Himachal.

Major Activities of the Kendra including major initiatives & achievements during the year 2021-22 are:- Special Cultural programme held at Gaiety Theatre, Shimla, Special Musical programmes "Himkalash" & "Himachalo-Ra-Nazara", and Live telecast of function organized by HP Government at Peter Hoff, Shimla to mark the important landmark on becoming first state in the country where first dose of COVID-19 Vaccine has been administered to 100% eligible adult population, Live telecast of Inauguration Ceremony of OPDs at AIIMS Bilaspur, Himachal Pradesh, A series of programme titled "Azadi Ka Amrit Mahotsav" programme on Freedom Fighters, Live Telecast of Sujampur Tihra, Hamirpur Holi Mahotsav & Cultural programme.



Minister of I & B at Sujanpur Tihra, Hamirpur Holi Mahotsav, 2022.



### **DD Meghalaya**

Doordarshan Kendra, Shillong was commissioned in the year 1993. The 1KW transmitter was then upgraded to 10KW transmitter for DD (National) which was commissioned into service on 09.02.2004. During the COVID19 pandemic in 2020 it was made 24x7 channel. Some important programmes telecast during the period are:

Chad Sukra, Behdienkhlam Festival, Jowai, Nongkrem Dance Festival, Smit, Wangala Dance, Cherry Blossom Festival, Winter Fest and Midnight Festival



### **DD Goa**

The Kendra was elevated to PGF status in June, 1990 with the telecast of local programmes for duration of 30 minutes from Monday to Friday. Duration of the Local transmission increased to 3 hours from October, 2014. Doordarshan Panaji started its full time transmission on Free Dish platform from 9th March 2019. It was also rechristened from DD Panaji to DD Goa.

It has complete digital setup for processing the base band signal for satellite communication and has been upgraded in the year 2013. It is now used for 24x7 DTH satellite transmission by uplinking DTH Todapur, Delhi.



Most of the programmes are telecast in Konkani and Marathi. The channel is also on Social media platform like Instagram and Facebook, These platforms are used widely to popularize in-house programmes. Youtube is also used as an alternative platform for live streaming of local content. From October 31, 2021 the terrestrial service has been discontinued.

The Regional News Unit (RNU) generates 3 regional news bulletin in Konkani at 1600 hrs, 1700 hrs and 1830 hrs daily from Monday to Sunday covering various news stories from North & South districts of Goa.

Kendra telecast 60th Liberation Day Celebration of Goa in December, 2021 besides telecasting Special feature on Goan Freedom Struggle to mark the occasion of Azadi Ka Amrut Mohatsav.

DD Goa produced number of documentaries during the period. 52nd International Film Festival Of India (IFFI) was covered live in November, 21



52nd International Film Festival of India (IFFI)





### DD Haryana

DDK Hissar came into existence on 01.11.2002. Initially 1.15 hours transmission was started from this Kendra which was gradually increased in phased manner. With effect from 02.04.2020, 24x7 hours transmission has been started from DD-Hisar, out of which 4 hours i.e. from 03.00 PM to 07.00 PM is in regional transmission and for the rest of time PBNS is linked. Channel name was changed from DD-Hisar to DD-Haryana w.e.f. 26.01.2021. The channel is on the platform of DD free Dish (DTH). X'mission-3pm to 7pm daily /after that DD News w.e.f. 14.01.2022. International Gita Mahotsav 2021, Saras Mela Kurukshetra, TV Report on Suraj Kund Mela 2022.



Inauguration of Suraj Kund Mela 2022

## DD Nagaland

A regional language satellite channel launched on 15 August 1992, which became 24 hrs channel from the month of April, 2020 by utilizing the DD News/DD India streams(07:00 to 03:00 p.m), along with Local Transmission of 03:00 to 07:00 p.m. It is supported by Doordarshan studios in Kohima and Dimapur. It has entertainment serials, infotainment programmes, news & current affairs, social programmes and film programmes as its major content. The most important programme of the state, i.e; Inaugural function of Hornbill Festival at Naga Heritage Kisama was telecast live by DD Nagaland.



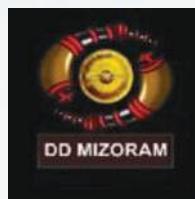
Inaugural function of Hornbill Festival



## DD Tripura

Inaugurated on 20th November 1992 with half an hour transmission. The channel started its 24 hrs. transmission from 21st January, 2021 and the nomenclature was changed to DD Tripura. The channel telecast its transmission in two languages namely Bengali and Kokborok in 60:40 ratio. Kendra telecast local news bulletin both in Bengali and Kokborok besides telecast of programmes on Health, festivals and anniversaries, Awareness programmes, skill development, Govt. Policy, sports, entertainment, agriculture etc;. LIVE coverage of the Hon'ble Prime Minister's visit to Tripura and coverage of the Visit of Hindi Parliamentary Committee members and representatives in Tripura was done during the period.



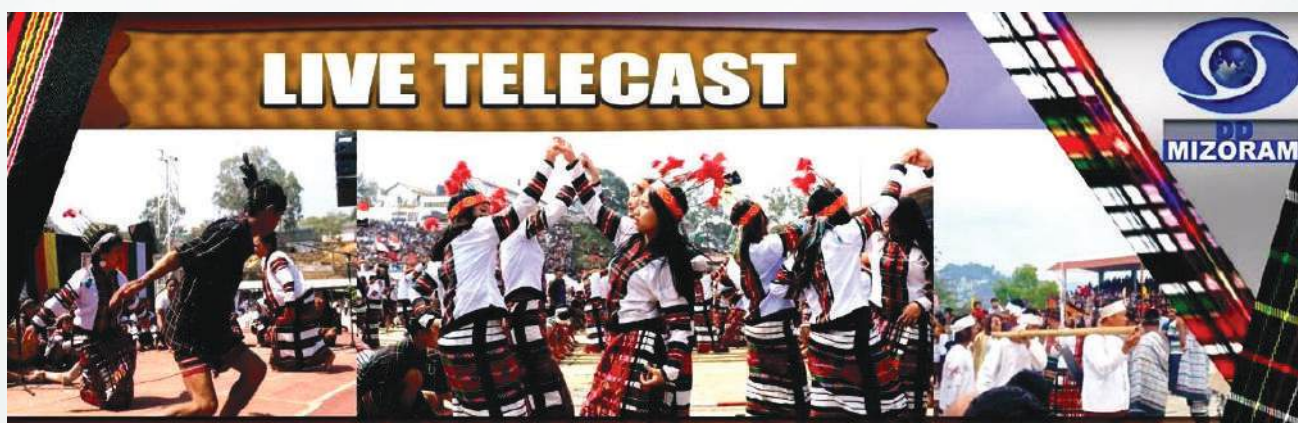


### DD Mizoram

DD Aizwal started functioning with local transmission for 01 hour from June, 1995. It was made 24x7 channel on 2nd April, 2020 and renamed as DD Mizoram with local content programme telecast of 09 hrs duration between 12:00 noon to 9:00 PM, and the rest are filled up with programme patching to DD India/ Home Channel. DD Mizoram transmission signal is being carried out on terrestrial and satellite mode and the signal is also carried on DTH Platform for 24 x7.

Kendra live programmes are given live streaming on its you tube channel. All fresh programmes are given publicities through social media like whatsapp, Facebook, Tweeter, Instagram etc. with an attractive design of templates. Talent Booking System (TBS) for the channel has been introduced from April, 2021.

During these period DDK Aizawl in collaboration with Art & Culture Deptt Govt. of Mizoram managed to organize Virtual State Level Drama Competition 2021- 2022. Virtual Live telecast of Chapchar Kut Festival 2022, Winter Festival 2021, Assembly Session, Fire Prevention week 2022 Graced by Hon'ble Chief Minister.



Chapchar Kut Festival 2022



### DD Manipur

The office cum studio complex of DDK, Imphal and DD-2 (Metro) channel was inaugurated on 23rd December, 1995. From April 2020, DD Manipur has been converted provisionally into 24x7 channels by utilizing the DD News/DD India streams. The channel has also strong presence on the social media platform with around 2.23 lakh (as on 09/03/2022) subscribers on You tube as on date, which is the highest among AIR & DD Kendras in the north-eastern region. Kendra has also received the Silver



Award from YouTube in 2021 (2.23 lakh subscribers as on 09/03/2022). Manipuri is the main language of telecast. Some important programmes telecast during the period are: Live Coverage of Hon'ble Prime Minister Narendra Modi's visit to Manipur, Monsoon Session of 11th Manipur Legislative Assembly, Hakshelgi Paojel (Live phone-in programme on healthcare) and Legal Hints (Live phone-in programme on legal awareness).

## L. Other Sections of Doordarshan

### i. Doordarshan Commercial Service

This wing interacts with various advertising agencies for selling of air time. For online billing Broadcasting Automated Scheduler (BATS) was introduced in place of manual billing for clients. Total Revenue earned during FY 2021-22 is as under:-

Revenue for the Year 2021 - 2022		
	2021 - 2022	
	Total Revenue (including GST) (Rs. In Crore)	Net Revenue (Excluding GST) (Rs in Crore)
Revenue earned 2021 - 2022	1221.40	1035.52

### ii. Public Outreach Service (POS) erstwhile Development Communication Division (DCD):

Keeping in view, the communication needs of Govt. Depts./ministries/PSUs, Development Communication Division (DCD) was established in March, 2001 to function as a single window marketing division and a production house with innovative development communication model. It offers turn-key solutions covering all aspects of media planning, programme production, scheduling and impact evaluation. Development Communication Division provides a single window facility for:

- Marketing of Doordarshan airtime and production capability
- Consultancy and customized media planning
- Production of programmes in countrywide station in regional languages; and
- Feedback and research surveys to the clients

### Campaigns telecast during 2021-22:

Various campaigns i.e. Polio Sub National Immunization Day for 7 days. Family Planning and 60 second spot ICC T20 World Cup 2021 of Ministry of Health and Family Welfare.

- Telecast of Activities for 7th International Day of Yoga (IDY) campaigns on International Day of Yoga of Ministry of Ayush.
- Telecast of spot of 7 days in respect of Ministry of Minority affairs.
- Telecast of 25 minutes documentary film of Border Road Organization of Department of Headquarter Directorate General Border Road on DD Regional Kendras.
- Telecast of 50 second spot on Jal Jeevan Mission in respect of Department of Water Resources Ministry of Jal Shakti on DD Regional Kendras.
- Laptop Branding, scrolls of Jago Grahak Jago campaign of Ministry of Consumer Affairs has been telecast on Doordarshan.
- Awareness campaign on food safety issues of Food Safety & Standards Authority of India through various modes have been telecast on Doordarshan, National and various Regional Networks.
- Special campaigns (Thunderstorm and Lighting, Cyclone, Heat Wave, Urban Flood, Flood, Earthquake, Landslide and Cyclone (Pre-NE Monsoon) Disaster) of NDMA have been telecast

on Doordarshan in the year 2021-22 on DD Regional Channels.

- Special Scroll Message for IEPF Ministry of Corporate Affairs are being telecast on Doordarshan Network including the Regional Channels to create awareness and educate the investors about fraudsters and unreal return on investments.
- Ministry of Food Processing Industry (FPI) initiated a special campaign as well as the programme on Pradhan Mantri Kisan Sampada Yojna as a special flagship campaign.
- Special Scroll Message for SC/ST Hub, NSIC, Ministry of MSME are being telecast on Doordarshan Network including the Regional Channels.
- Telecast of Scroll Message on DD Regional Channels of campaign of Ministry of Animal Husbandry and Dairying on Doordarshan.
- Telecast of Scroll Message on Scrolling of tickers of Digi Saksham on DD Regional Channels of Labour & Empowerment on Doordarshan in the year 2021-22.
- Telecast of 30 second spot on DD News and DD Kisan under the Campaign of Ministry of Animal Husbandry and Dairying on Doordarshan.
- Campaign on prevention of harassment at work Place and Protection (POSH) and Prevention of Domestic Violence against Women have been telecast on DD Network.
- Special campaign on Corona on all the channels of Doordarshan in the prime time as well as in the morning, afternoon and evening time bands to educate and aware the masses about the pandemic on all.
- The telecast of 26-episode series Rag Rag Main Ganga-II was complete successfully on DD National with much appraisal.



- A one Minute animated film on Tele-law for Ministry of Law and Justice has been successfully completed and telecast thereafter.
- Half an hour panel discussion on various natural hazards and climatologically issues entitled 'Apda Se Samna' is going on through DD News. Two episodes were telecast in March 2022.
- Out of the six episode series on Mustard and Rapeseed Farming sponsored by ICAR-DRMR Saver and produced by DDK Mathura, four episodes have been produced and telecast (through DD Kisan) within March 2022.
- Spots were run on Aero India for Ministry of Defense were run successfully on DD Network through DAVP.
- Spots and Scrolls for Ministry of Animal Husbandry, Dairying and Fisheries were successfully run through DD Network.



- Spots were run of PFRDA (Pension Fund Regulatory and Development Authority) under Ministry of Finance were run successfully.
- Running of Spots on DD for Indian Coast Guard were run successfully.
- Spots for Ministry of Health and family Planning on anti-tobacco issues and family planning along with the spots on ICC World Cup were run successfully.
- Scrolls and bugs related to Consumer Affairs were telecast through DD News and DD Regional Channels successfully.
- Mug-branding Scrolls on FSSAI (Food Safety and Standards Authority of India) on DD National, DD News and DD Regional channels were telecast successfully.
- Various spots for NDMA on various meteorological issues and natural disasters have been successfully telecast through DD Network.
- Running of Spots on Income tax were successfully completed through DD Network.
- Spots were telecast on Income Tax through DD Network successfully.
- Various campaigns i.e. Polio Sub National Immunization Day for 3 days, Family Planning, and 30 sec spot 2022 of Ministry of Health and Family Welfare.
- Telecast of 50 sec spot on Jal Jeevan Mission in respect of Department of Water Resources Ministry of Jal Shakti on DD Regional Kendras in the year 2021-22.
- Special campaigns (Cold Wave, Avalanche Disaster) of NDMA have been telecast on Doordarshan in the year 2021-22. on DD Regional Channels for NDMA.
- Telecast of Scroll Message on DD Regional Channels of campaign of Ministry of Animal Husbandry and Dairying on Doordarshan in the year 2021-22
- Special campaign on Corona on all the channels of Doordarshan in the prime as well as in the morning, afternoon and evening time bands to educate and aware the masses about the pandemic on all.

### iii. Corporate Marketing Division

**Media Publicity Division (MPD) is now** Corporate Marketing Division of Prasar Bharati. It is a dynamic unit which undertakes Media and Publicity activities. All form of communication, advertising, outdoor publicity, Press Release, Booklets, Press Conferences etc. are undertaken for publicizing the activities and programmes of Prasar Bharati. Following major activities have been undertaken by the division in recent past.

- Publicity campaign for travelogue Rag Rag Mein Ganga 2, The publicity campaign included execution of Press Release and Outdoor campaign too.
- Publicity campaign for “Free Vaccination for all”, on the occasion of Navaratri, and for Vigilance awareness week.
- Print Advt. regarding E-Auction of Hindi feature films on DD Retro. The advt. was published on PAN India basis.
- Media Partnership of Prasar Bharati with CII Big Picture Summit 2020. This has helped in the branding and advertisement of the organization at the bigger platform.
- Designing of various creative for outdoor promotion outside DD and AIR premises.
- OHH campaign for DD News, AIR and Kya Bole UP at our premises of DD, AIR and various Kendras of UP.
- Replacement of 09 hoarding boxes at the premises of Prasar Bharati & Doordarshan.



- Porus and Balkrishna OHH campaign around DD & AIR premises.
- Printing of collaterals for “Hindi Pakhwada” and posters for “Best Friend Forever” show on DD National.
- Execution of Front page Republic Day advertisement in all the major Hindi newspapers of the Hindi heartland. The campaign created buzz in the market about Republic Day parade.
- Empanelment process for roping in the new Multimedia agency. The new agency M/s Bubna Advertisement was empanelled after due process and approvals.
- Standardization of Brand Logo has been entrusted with National Institute of Designing (NID), Ahmedabad. First round of selection and recommendations regarding logos of Prasar Bharati, Doordarshan and AIR were given by NID in board meeting on 15.03.2022. NID is working on booklet for sending the selected and recommended concepts for all the Visual Identity (PB, DD, AIR, DD Free Dish and NewsonAir).
- DD FreeDish Print campaign for increasing the viewership on PAN India basis
- Doordarshan towers at Pitampura, Delhi and Shimla are being considered for international style illumination and possibility of branding/ promotional activities are being explored.

## DD Archive

### Important Activities in Central Archives (DD) during 2021-22:

- DD Archives has deep archived 24,324 Hrs. of content till date through Media Asset Management system (MAM), out of which 111 Hrs. of content has been archived during the period from 1st April 2021 to 31st March 2022.
- Total 34,232 Hours 34 min. of legacy content has been dubbed/digitized and stored in digital tapes up to 31st March 2022, out of which 1476 Hrs 12 mts. of content has been digitized during the period from 1st April 2021 to 31st March 2022.
- Till now 59,415 Nos. of inventories have been fed in the online Library Management System (LMS) till date, out of which 286 Nos. of entries have been done during the period from 1st April 2021 to 31st March 2022.
- Under Media exchange/National Resource Exchange Pool (NREP) scheme, DD Archives provided 13,213 Hours of contents to various channels viz. DD National, DD Bharati, DD Retro among others in the network. Out of which 1612 Hrs. of content provided during the period from 1st April 2021 to 31st March 2022.

### Summary of DD Archives Activities (2021-22):

Sl.No	Programme Details	2020-21 (1st April 2020- 31st March 2021)	2021-22 (1st April 2021- 31ST March 2022)	Total
1	Content Archived (MAM)	578 Hrs.	111Hrs. 04 Mts.	24,324 Hrs. 04 Mts.
2	NREP	2,500 Hrs.	1,612 Hrs	13,213 Hrs. 07 Mts.
3	Dubbing/Digitization	824 Hrs.	1476 Hrs. 12 Mts.	34,232 Hrs. 34 Mts.
4	Inventory	1,917 Nos.	286 Nos.	59,415 Nos.
5	Metadata	Suspended due to pandemic	--	3,846 Hrs.

### Social Media Activities of Central Archives during 2021-22

- YouTube channel of Prasar Bharati Archives had been created on 01st March, 2017 and the channel has monetised from 20th September, 2018. The Prasar Bharati YouTube channel has reached around 114.6 million viewers, almost 11 million hours watch time & nearly 766.0K Subscribers till now. Total 3,950 videos uploaded till date. Around 34,20,000/- rupees earned till date after monetization.
- During the year more than 35 million views recorded on YouTube. Also 3.4 million hours watch time recorded in the 2021-22.
- More than Rs. 13,40,000/- (in words rupees Thirteen Lakh Fourty Thousand only) revenue added from Prasar Bharati Archives YouTube channel during the year.
- A new YouTube channel 'DD Cinema' was created. Cinema & Telefilms contents are uploaded on this channel. So far, 321 cinema/ telefilms have been made available in the YT channel. During F.Y. 2021-22, 162 Videos were added to this. Due to rare archival content and increased watch time, the channel has been monetized this year.
- Details of the media assets published on Prasar Bharati Archives YouTube Channel in order to enhance the revenue during previous years is given below:-

Channel Name	F.Y	No. of Videos	No of Subscriber	Watch Time (Hrs)	Views	Revenue (In Rs.)
Prasar Bharati Archives	2021-22	815	228.10 K	3.4 M	35.0 M	13,40,000
DD Cinema	2021-22	170	13.37 K	273 K	1762 K	115,890
DD Bharati	2021-22	267	5.4 K	38 K	570 K	9,077
AIR Ragam	2021-22	440	8.19 K	45 K	477 K	19,973

Playlists of important uploads during 2021-22:- Flora & Fauna of India, Tribes of India, Telefilms, Sangrahalaya ke Galiyaron Se, The Green Show, President's Message on the Eve of Independence Day, 75 years of Independence, Tarikh Gawah Hain, Azadi Ki Kahani, Story of Indian Independence Struggle, Radio Autobiography, Sardar Patel (Speeches), Dr. Rajendra Prasad, Liberation of Bangladesh 1971, Republic Day Parade, J.R.D. Tata, Dances of India/ भारत के नृत्य and History & Genesis of Terrorism in Kashmir.

Contents from Prasar Bharati Archives are also uploaded on YouTube pages of Doordarshan National, DD Bharati, AIR Raagam, DD Cinema.

Prasar Bharati Archives has created his page on Facebook, Twitter & Instagram and KOO. The page is regularly promoted the program through posts, stories & Promos. The link of the page is as flow:

Prasar Bharati Archives WEBSITE: <https://archives.prasarbharati.org/>

- Prasar Bharati Archives on FACEBOOK: <https://www.facebook.com/DDArchives/>
- Prasar Bharati Archives on TWITTER: <https://twitter.com/centralarchives>
- Prasar Bharati Archives on INSTAGRAM: <https://www.instagram.com/pbarchives>
- Prasar Bharati Archives on KOO APP: <https://www.koo.com/profiles/pbarchives>

**DD Cinema** YouTube Channel was launched on 15th October, 2020: <https://www.youtube.com/c/DDCinemachannel>, it has around 21K Subscribers. We are currently uploading telefilms, we have uploaded around 257 videos till now.

Prasar Bharati Archives has also created **DD Cinema** page on Facebook, Twitter & Instagram, The page is regularly promoted the program through posts, stories & Promos. The link of the pages is as follows:

- DD Cinema on Facebook: <https://www.facebook.com/Doordarshancinema/>
- DD Cinema on Twitter: [https://twitter.com/DD\\_Cinema](https://twitter.com/DD_Cinema)
- DD Cinema on Instagram: <https://www.instagram.com/doordarshancinema/>
- DD Cinema on Koo App: <https://www.kooapp.com/profile/DDCinema>

### **SALES/REVENUE DURING F.Y. 2021-22**

Sl.No.	From 1st April – 2021 to 31st March 2022	
1	Revenue from Footage sale and Preview of DD content	Rs. 47,00,280/-
2	Numbers of queries are entertained during the period	More than 129 Nos.
3	You Tube Channel Revenue	Rs. 14,56,015

### **M. Audience Research**

Audience Research Unit of Doordarshan with its 19 field units located with Doordarshan Kendras all over the country is involved in Research studies on various aspects of broadcasting since 1976. The contribution of Audience Research Unit during the period is as follows:

- Analysis and reporting of BARC Television Viewership Report on weekly basis and supply of viewership data on request from DD Kendras.
- Preparation of Annual Report of Prasar Bharati: 2020-21 and Ministry of I&B: 2021-22.
- Preparation of Agenda note for signing of Agreement with BARC (Broadcast Audience Research Council) for Statement of Work (SOW) for viewership data in respect of Doordarshan Channels for the FY 2021-22.
- Processing of BARC, EULA (End User License Agreement) for 2021-24.
- Preparation of Minutes of the meeting in respect of Zapr Media Lab & signing of Agreement with Zapr for viewership data in respect of DD News channel during FY 2021-22.
- Coordination with M/s Gracenote and different Kendra for uploading DD EPG.







## PRASAR BHARATI—FINANCE & ACCOUNTS

### PRASAR BHARATI BALANCE SHEET AS AT 31st March 2021

	Sch	Rs	Rs
		For the year ending 31 March, 21	For the year ending 31 March, 20
<b>CORPUS/CAPITAL FUND AND LIABILITIES</b>			
Corpus/Capital Fund	1	3,23,25,94,798	4,45,79,80,027
Reserves and Surplus	2	-	-
Earmarked/Endowment Funds	3	23,04,22,455	21,47,82,528
Secured Loan	4	-	-
Unsecured Loan	5	9,33,39,00,000	9,33,38,70,000
Deferred Credit Liabilities	6	-	-
Current Liabilities and Provisions	7	40,07,73,12,771	37,63,27,33,992
<b>TOTAL</b>		<b>52,87,42,30,024</b>	<b>51,63,93,66,547</b>
<b>ASSETS</b>			
Fixed Assets	8	12,98,98,06,221	14,29,63,92,277
Capital Work-in progress	8	4,91,22,63,716	4,75,17,83,288
Investments (i) Earmarked/Endowment Funds	9	-	-
(ii) Others	10	-	-
Current Assets, Loans and Advances	11	34,97,21,60,087	32,59,11,90,982
Deficit as per Income & Expenditure Account		-	-
<b>TOTAL</b>		<b>52,87,42,30,024</b>	<b>51,63,93,66,547</b>
SIGNIFICANT ACCOUNTING POLICIES	26		
CONTINGENT LIABILITIES AND NOTES			
ON ACCOUNTS	27		
<b>Shashi Shekhar Vempati</b> Chief Executive Officer	<b>Anil Srivastava</b> ADG (B&A)	<b>C K Jain</b> DDG (B&A)	
Place: New Delhi			
Date :			





## PRASAR BHARATI

## INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31st MARCH 2021

	Sch	Rs For the year ending 31 March, 21	Rs For the year ending 31 March, 20
<b>INCOME</b>			
Income from Sales/ Services	12	6,01,60,30,820	11,25,78,44,426
Grants /subsidies	13	28,56,38,59,940	30,46,67,00,000
Funds received for specific purpose	13A	-	23,95,78,257
Fees/subscriptions	14	18,40,246	93,06,220
Income from Investments ( income on investments from earmarked/endow. Funds transferred to Funds)	15	-	-
Income from Royalty, Publications etc	16	-	-
Interest Earned	17	1,05,31,39,232	1,57,15,61,687
Other Income	18	8,82,39,17,226	7,06,53,65,468
<b>TOTAL(A)</b>		<b>44,45,87,87,464</b>	<b>50,61,03,56,058</b>
<b>EXPENDITURE</b>			
Establishment Expenses	19	28,29,47,29,798	29,04,25,23,421
Other Administrative Expenses	20	8,55,56,71,311	8,66,87,44,424
Programme related Expenses	21	3,57,02,53,211	4,86,49,82,970
Satellite & Spectrum Charges	22	1,71,63,48,625	2,14,19,27,692
Expenditure on Grants & subsidy	23	-	-
Interest	24	1,41,37,86,526	1,38,66,87,954
Depreciation	8	2,28,89,36,142	2,50,90,81,139
<b>TOTAL (B)</b>		<b>45,83,97,25,614</b>	<b>48,61,39,47,600</b>
Balance being excess of Income over Expenditure ( A-B)		(1,38,09,38,149)	1,99,64,08,459
Add: Prior period Adjustments & Exceptional items	25	15,55,52,920	63,19,65,602
Add: Balance brought forward from previous year		4,45,79,80,027	1,82,96,05,966
<b>BALANCE BEING SURPLUS/(DEFICIT) CARRIED OVER TO BALANCE SHEET</b>		<b>3,23,25,94,798</b>	<b>4,45,79,80,027</b>
SIGNIFICANT ACCOUNTING POLICIES	26		
CONTINGENT LIABILITIES AND NOTES			
ON ACCOUNTS	27		
<b>Shashi Shekhar Vempati</b> Chief Executive Officer	<b>Anil Srivastava</b> ADG (B&A)	<b>C K Jain</b> DDG (B&A)	
Place: New Delhi			
Date :			

**PRASAR BHARATI**  
**SCHEDULES FORMING PART OF BALANCE SHEET AS AT 31.03.2021**

	Sch	Rs	Rs
		For the year ending 31 March, 21	For the year ending 31 March, 20
<b>SCHEDULE 1- CORPUS/CAPITAL FUND:</b>		-	-
Balance as at the beginning of the year		-	-
Add: Grants-in-Aid received during the year		-	-
Balance Corpus/Capital Fund		-	-
Income and Expenditure Account		3,23,25,94,798	4,45,79,80,027
<b>BALANCE AS AT THE YEAR END</b>	<b>TOTAL</b>	<b>3,23,25,94,798</b>	<b>4,45,79,80,027</b>
<b>SCHEDULE 2- RESERVES AND SURPLUS</b>			
<b>1. Capital Reserve:</b>		-	-
As per last account		-	-
Additions during the year	<b>TOTAL</b>	-	-
		-	-
<b>2. General Reserve</b>		-	-
As per last account		-	-
Addition during the year		-	-
Less: Deductions during the year	<b>TOTAL</b>	-	-
<b>SCHEDULE 3- EARMARKED/ENDOWMENT FUNDS</b>			
Earmarked funds from MHA for Revamping of DD Kashir			
a) Opening Balance of the funds		21,47,82,528	38,60,88,935
b) Add: funds received from MHA		-	6,82,71,850
c) Add: Interest Earned		1,02,20,123	
d) Add: Adjustments		3,53,75,284	
e) Deduct: Expenditure incurred from fund		2,99,55,480	23,95,78,257
f) Closing balance		23,04,22,455	21,47,82,528
Refer Schedule 27 para 29 of Notes to Accounts	<b>TOTAL</b>	<b>23,04,22,455</b>	<b>21,47,82,528</b>
<b>SCHEDULE 4- SECURED LOANS AND BORROWINGS:</b>			
	<b>TOTAL</b>	-	-

**Shashi Shekhar Vempati**  
**Chief Executive Officer**

**Anil Srivastava**  
**ADG (B&A)**

**C K Jain**  
**DDG (B&A)**

Place: New Delhi  
Date :



**PRASAR BHARATI**  
**SCHEDULES FORMING PART OF BALANCE SHEET AS AT 31.03.2021**

	Sch	Rs For the year ending 31 March, 21	Rs For the year ending 31 March, 20
<b>SCHEDULE 5- UNSECURED LOANS</b>			
1. Loan in perpetuity		-	-
2. Central Government - Loans to be converted into Grants		-	-
Capital Loan from Ministry of I&B		2,82,83,80,000	3,81,98,30,000
Repayment of Loans due but not paid		4,87,63,20,000	3,88,48,40,000
Interest free Loan for CWG 2010		1,62,92,00,000	1,62,92,00,000
(Refer Schedule 27, Note 8 to 11 of Notes to Accounts)	<b>TOTAL</b>	<b>9,33,39,00,000</b>	<b>9,33,38,70,000</b>
<b>SCHEDULE 6- DEFERRED CREDIT LIABILITIES:</b>			
			-
<b>SCHEDULE 7- CURRENT LIABILITIES AND PROVISIONS</b>			
<b>A. Current Liabilities</b>			
Advances received- against deposit work		96,06,41,593	89,63,57,346
Deposits, earnest money, caution money/security deposits		1,03,07,16,929	1,05,85,86,705
Interest on Capital Loan		9,65,95,57,074	8,62,01,25,425
Penal Interest On Interest/principal due		1,70,39,13,443	1,32,95,58,566
Other current liabilities -recoveries from salary and wages and others etc.		-	-
Salary accrued for the Month of March		2,06,32,28,802	2,12,03,24,012
Unspent amount of Grant-in-aid & interest thereon (MIB)		3,36,22,814	1,62,05,59,091
For other expenses (including CAG Audit Fee etc.)		3,20,18,71,386	2,64,41,05,348
Remittances to/from HQ/DDOs in transit/reconciliation's		4,08,66,97,935	3,75,72,74,545
(Refer Schedule 27, Note 8, 9, 10,11 & 19 of Notes to Accounts)	<b>TOTAL (A)</b>	<b>22,74,02,49,976</b>	<b>22,04,68,91,038</b>
<b>B Provisions</b>			
For Spectrum/Space Segment expense		15,76,24,87,000	14,28,35,48,500
For Leave encashment and Gratuity		84,56,35,303	74,47,68,379
NPS provisions		2,58,54,035	6,20,34,147
For Statutory liabilities (GST )		70,30,86,457	49,54,91,928
(Refer Schedule 27, Note 20, 25 & 26 of Notes to Accounts)			
	<b>TOTAL (B)</b>	<b>17,33,70,62,795</b>	<b>15,58,58,42,954</b>
	<b>TOTAL (A+B)</b>	<b>40,07,73,12,771</b>	<b>37,63,27,33,992</b>
<div> <div>Shashi Shekhar Vempati Chief Executive Officer</div> <div>Anil Srivastava ADG (B&amp;A)</div> <div>C K Jain DDG (B&amp;A)</div> </div>			
Place: New Delhi			
Date :			



**PRASAR BHARATI**  
**SCHEDULES FORMING PART OF BALANCE SHEET AS AT 31.03.2021**  
**SCHEDULE 8- FIXED ASSETS**

DESCRIPTION		GROSS BLOCK			Depreciation		Net Block	Net Block
	Cost as on 1st April'20	Additions/ Transfers from civil wings during the year 20-21	Deductions/ adjustments transfers/ disposal reclassification during the year 20-21	Cost at the year end 31.03.21	For the year 20-21	Cumulative upto 31.03.2021	As at 31st Mar' 2021	As at 31st Mar' 2020
A. Fixed Assets								
1. Land	3,30,06,954	1,26,430	-	3,31,33,384	-	-	3,31,33,384	3,30,06,954
2. Buildings Others	5,57,85,01,104	61,62,678	-	5,58,46,63,782	11,23,37,039	1,43,23,49,582	4,15,23,14,201	4,25,84,88,561
3. Plant Machinery & Equipments								
a) Studios	26,57,86,42,267	14,64,83,635	-	26,72,51,25,902	24,67,11,509	25,48,07,26,019	1,24,43,99,883	1,34,46,27,757
b) Transmitters	40,16,45,58,041	20,06,05,616	-	40,36,51,63,657	84,19,32,769	38,12,18,37,941	2,24,33,25,716	2,88,46,52,869
c) Machinery/ Equipments	12,46,35,78,064	57,15,08,758	-	13,03,50,86,822	98,85,92,743	8,11,24,56,146	4,92,26,30,676	5,33,97,14,661
d) Electrical Installations	10,00,55,393	25,86,828	-	10,26,42,221	37,56,830	3,63,24,891	6,63,17,331	6,74,87,333
4. Vehicles	18,64,06,193	75,193	-	18,64,81,386	2,24,85,793	13,24,05,849	5,40,75,537	7,64,86,137
5. Furniture, Fixtures	35,40,01,136	1,96,40,540	-	37,36,41,676	1,90,23,929	19,05,13,865	18,31,27,811	18,25,11,200
6. Office Equipments	24,28,23,601	47,11,213	-	24,75,34,814	98,32,501	22,24,08,532	2,51,26,282	3,02,47,570
7. Computers	45,17,96,804	3,04,43,994	-	48,22,40,798	4,42,62,650	41,68,91,359	6,53,49,439	7,91,68,095
8. Other fixed assets Capital Expenditure on various Schemes	9,97,00,62,414	5,200	-	9,97,00,67,614	380	9,97,00,61,653	5,961	1,140
Total of Current Year (A)	96,12,34,31,971	98,23,50,085	-	97,10,57,82,056	2,28,89,36,142	84,11,59,75,835	12,98,98,06,221	14,29,63,92,277
B CAPITAL WORK- IN-PROGRESS	4,75,17,83,288	16,04,80,428	-	4,91,22,63,716	-	-	4,91,22,63,716	4,75,17,83,288
<b>Total(B)</b>	<b>4,75,17,83,288</b>	<b>16,04,80,428</b>	<b>-</b>	<b>4,91,22,63,716</b>	<b>-</b>	<b>-</b>	<b>4,91,22,63,716</b>	<b>4,75,17,83,288</b>
TOTAL	1,00,87,52,15,259	1,14,28,30,513	-	1,02,01,80,45,772	2,28,89,36,142	84,11,59,75,835	17,90,20,69,937	19,04,81,75,565
Previous Year	99,11,64,28,025	1,75,87,87,234	-	1,00,87,52,15,259	2,50,90,81,139	81,82,70,39,694	19,04,81,75,565	19,79,84,69,471

**Shashi Shekhar Vempati**  
**Chief Executive Officer**

**Anil Srivastava**  
**ADG (B&A)**

**C K Jain**  
**DDG (B&A)**

Place: New Delhi  
Date :



## PRASAR BHARATI

### SCHEDULES FORMING PART OF BALANCE SHEET AS AT 31.03.2021

	2020-21	2019-20	For the year ending 31 March, 21	For the year ending 31 March, 20
<b>SCHEDULE 9- INVESTMENTS FROM EARMARKED/ENDOWMENT FUNDS</b>				
1. In Government Securities			-	-
2. Other approved securities			-	-
3. Other			-	-
		<b>TOTAL</b>	-	-
<b>SCHEDULE 10- INVESTMENTS-OTHER</b>				
1. In government Securities			-	-
2. Other approved securities			-	-
3. Others			-	-
		<b>TOTAL</b>	-	-
<b>SCHEDULE 11- CURRENT ASSETS, LOANS AND ADVANCES ETC</b>				
<b>A. CURRENT ASSETS:</b>				
Inventories	12,49,37,564	12,49,37,564		
Deduct: Provision thereof	12,49,37,564	12,49,37,564		
Sundry Debtors- Good	3,84,34,95,345	4,66,83,45,726		
Sundry Debtors- Doubtful	1,12,90,36,349	92,60,10,115		
	4,97,25,31,694	5,59,43,55,840		
Deduct: Provision thereof	1,12,90,36,349	92,60,10,115	3,84,34,95,345	4,66,83,45,726
Cash Balance in hand/Imprest			95,36,851	3,56,11,898
Bank Balance With Scheduled Banks				
on current accounts			4,62,91,16,130	1,26,28,74,322
on Collection accounts			49,25,89,921	1,10,61,96,790
on Deposit account and other FDRs			23,66,26,31,358	24,07,60,08,196
with CP Fund A/c			36,765	1,07,871
		<b>TOTAL (A)</b>	<b>32,63,74,06,370</b>	<b>31,14,91,44,803</b>
<b>B. Loans/advances</b>				
1. Loans/advances				
Staff			9,78,24,498	10,02,75,967
Others-departmental	16,02,54,598	16,02,54,598		
Deduct: Provision	16,02,54,598	16,02,54,598	-	-
2. Advances and other amounts recoverable in cash or in kind or for value to be received			-	-
On capital account			-	-

	2020-21	2019-20	For the year ending 31 March, 21	For the year ending 31 March, 20
Prepayment			-	-
Others			-	-
3. Grants-In-Aid receivable from Ministry of I&B, GOI-Salary			1,07,64,00,000	79,56,00,000
4. Interest Accrued:			-	-
On investments from Earmarked/endowment funds			-	-
On Term Deposits with Scheduled Banks			22,32,93,287	33,02,23,776
Others			-	-
5. TDS & Income Tax			4,69,00,914	6,13,99,262
6. GST (Input Tax Credit)			65,94,77,492	8,91,81,022
7. Deposits with Other Departments			23,08,57,526	6,53,66,152
		<b>Total (B)</b>	<b>2,33,47,53,717</b>	<b>1,44,20,46,179</b>
(Refer Schedule 27, Note 12, 13, 21, 22 & 24 of Notes to Accounts)		<b>Total (A+B)</b>	<b>34,97,21,60,087</b>	<b>32,59,11,90,982</b>

**Shashi Shekhar Vempati**  
Chief Executive Officer

**Anil Srivastava**  
ADG (B&A)

**C K Jain**  
DDG (B&A)

Place: New Delhi

Date :



**PRASAR BHARATI**  
**SCHEDULES FORMING PART OF BALANCE SHEET AS AT 31.03.2021**

		<b>2020-21 (Rs.)</b>	<b>2019-20 (Rs.)</b>
<b>SCHEDULE 12- INCOME FROM SALES SERVICES (INCLUDING TAXES)</b>			
Income from services (Including taxes)			
AIR and DD (Commercial revenue)		6,01,19,84,058	11,17,83,42,664
Deduct: Share of other agencies		2,45,057	56,41,325
Add: Sales of Archival Content		42,91,819	8,51,43,087
<b>TOTAL</b>		<b>6,01,60,30,820</b>	<b>11,25,78,44,426</b>
<b>SCHEDULE 13- GRANTS /SUBSIDIES</b>			
Add: Grants-In-Aid received during the year from Ministry of I&B, GOI-Other than Salary		2,04,79,59,940	3,17,34,00,000
Add: Grants-In-Aid received during the year from Ministry of I&B, GOI-Salary		26,26,66,00,000	28,89,36,00,000
Add: Grants-In-Aid receivable from Ministry of I&B, GOI-Salary		28,08,00,000	-
Deduct: Unspent balance of Grants-in-aid received from Ministry of I&B,GOI-Other than Salary		3,15,00,000	28,34,00,000
Deduct: Unspent balance of Grants-in-aid received from Ministry of I&B, GOI-Salary (SAP)		-	1,31,69,00,000
(Refer Schedule 27, Note 5 & 28 of Notes to Accounts)	<b>TOTAL</b>	<b>28,56,38,59,940</b>	<b>30,46,67,00,000</b>
<b>SCHEDULE 14-FEES/SUBSCRIPTIONS</b>			
Professional/Consultancy services fee		18,40,246	93,06,220
<b>TOTAL</b>		<b>18,40,246</b>	<b>93,06,220</b>
<b>SCHEDULE 15-INCOME FROM INVESTMENTS</b>			
Interest on Fixed Deposits From Earmarked Funds		-	-
<b>TOTAL</b>		<b>-</b>	<b>-</b>
<b>SCHEDULE 16-INCOME FROM ROYALTY, PUBLICATIONS ETC</b>			
<b>TOTAL</b>		<b>-</b>	<b>-</b>



		2020-21 (Rs.)	2019-20 (Rs.)
<b>SCHEDULE 17 INTEREST EARNED</b>			
On Term Deposits with Scheduled Banks		1,04,59,39,485	1,56,02,99,289
On others like employees advances etc.		71,99,747	1,12,62,398
Interest on debtors and other receivables		-	-
(Refer Schedule 27, Note 21 of Notes to Accounts)	<b>TOTAL</b>	<b>1,05,31,39,232</b>	<b>1,57,15,61,687</b>

**Shashi Shekhar Vempati**  
Chief Executive Officer

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**C K Jain**  
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Place: New Delhi  
Date :

**PRASAR BHARATI**
**SCHEDULES FORMING PART OF BALANCE SHEET AS AT 31.03.2021**

		<b>2020-21 (Rs.)</b>	<b>2019-20 (Rs.)</b>
<b>SCHEDULE 18- OTHER INCOME</b>			
A. Other Receipts including Fees from Towers/staff quarters			
a) Income from Towers		94,60,10,768	84,36,80,597
b) License Fees from Staff Quarters		3,95,43,002	3,80,92,102
c) DTH Income		7,63,61,88,487	5,83,57,06,870
d) Others		16,17,63,151	24,65,04,342
	<b>TOTAL (A)</b>	<b>8,78,35,05,408</b>	<b>6,96,39,83,911</b>
B. Profit on Sales/disposal of assets			
a) Owned Assets		2,64,64,142	5,57,99,033
b) Assets acquired out of grants, or received free of cost		12,96,557	1,84,54,081
c) Assets acquired prior to 1.4.2000		1,26,51,119	2,71,28,443
	<b>TOTAL (B)</b>	<b>4,04,11,818</b>	<b>10,13,81,557</b>
(Refer Schedule 27, Note 4 of Notes to Accounts)	<b>Total (A+B)</b>	<b>8,82,39,17,226</b>	<b>7,06,53,65,468</b>
<b>SCHEDULE 19- ESTABLISHMENT EXPENSES</b>			
a) Salaries & Wages		25,94,57,48,481	26,39,37,69,710
b) Allowances and Bonus		28,65,00,473	34,83,07,736
c) Contribution to CPF/NPS		18,86,25,062	20,35,35,884
d) Expenses on Employee's retirement/ Terminal Exp/ Pension etc. (LS & PC)		1,52,17,36,868	1,64,89,17,371
e) Staff Welfare Expenses/Others		3,62,842	2,90,963
f) Reimbursement of Medical Expenses		25,08,89,148	27,39,08,254
g) Provision for Leave encashment and Gratuity		10,08,66,924	17,37,93,503
(Refer Schedule 27, Note 18, 22 & 26 of Notes to Accounts)	<b>TOTAL</b>	<b>28,29,47,29,798</b>	<b>29,04,25,23,421</b>
<div> <div>Shashi Shekhar Vempati Chief Executive Officer</div> <div>Anil Srivastava ADG (B&amp;A)</div> <div>C K Jain DDG (B&amp;A)</div> </div> <div>Place: New Delhi</div> <div>Date :</div>			



**PRASAR BHARATI**  
**SCHEDULES FORMING PART OF INCOME & EXPENDITURE A/C for the year**  
**ended 31 March 2021**

	2020-21 (Rs.)	2019-20 (Rs.)
<b>SCHEDULE 20- OTHER ADMINISTRATIVE EXPENSES</b>		
Electricity and Power	2,16,11,61,456	2,41,54,88,002
Water Charges	4,82,08,250	4,19,42,942
Rent, Rates and Taxes	28,33,58,628	20,67,19,382
Hiring, Running and Maintenance of Vehicles	45,30,51,316	46,79,67,186
Postage, Telephone and Communication Charges	8,96,93,796	10,56,39,155
Printing and Stationery	9,83,78,909	12,25,61,511
Travelling & Conveyance Expenses- Local	18,63,86,476	39,16,98,855
Travelling -Foreign	39,54,920	1,75,90,577
Scholarship Stipends	1,60,97,240	1,60,76,427
Auditors Remunerations	52,75,706	1,57,72,023
Hospitality Expenses	90,63,644	1,94,92,694
Professional Charges (Armed Guards etc.)	38,75,50,386	42,82,31,721
Bad and Doubtful Debts/ Advances Provisions	20,30,26,234	(6,71,40,214)
Advertisement and Publicity	1,38,55,308	1,96,80,971
Bank Charges	11,32,873	14,36,274
Supplies & Material Consumables	21,40,27,328	28,69,79,106
Other Administrative Expenses	1,46,26,88,127	1,08,84,68,313
Minor Works and Machinery Equipments, Tools & Plants	1,16,95,60,100	1,09,35,92,344
Goods and Services Tax (GST)	1,74,92,00,614	1,99,65,47,155
<b>TOTAL</b>	<b>8,55,56,71,311</b>	<b>8,66,87,44,424</b>

**Shashi Shekhar Vempati**  
**Chief Executive Officer**

**Anil Srivastava**  
**ADG (B&A)**

**C K Jain**  
**DDG (B&A)**

Place: New Delhi

Date :

**PRASAR BHARATI**  
**SCHEDULES FORMING PART OF INCOME & EXPENDITURE A/C**  
**for the year ended 31 March 2021**

		2020-21 (Rs.)	2019-20 (Rs.)
<b>SCHEDULE 21-PROGRAMME RELATED EXPENSES</b>			
Royalty		20,62,51,935	37,61,08,658
Payment to UNI/PTI		11,92,82,061	17,76,02,848
Commissioning of Programme Softwares exp.		2,91,61,190	12,25,55,754
Sport Events Expenses		4,35,000	4,29,07,100
Payment to Artists(PP & SS etc.)		1,92,75,87,197	2,29,49,03,150
Other Programme Expenses/Other Ministries		75,93,63,394	68,07,03,444
Common Wealth Games		-	4,69,37,483
Kissan & Arunprabha Channel		52,81,72,434	88,36,86,276
Kashir Channel (MHA)		-	23,95,78,257
	<b>Total</b>	<b>3,57,02,53,211</b>	<b>4,86,49,82,970</b>
<b>SCHEDULE 22- SATELLITE &amp; SPECTRUM CHARGES</b>			
Satellite & Spectrum Charges		1,71,63,48,625	2,14,19,27,692
	<b>Total</b>	<b>1,71,63,48,625</b>	<b>2,14,19,27,692</b>
<b>SCHEDULE 23- EXPENDITURE ON GRANTS, SUBSIDIES ETC</b>			
Expenditure on grants		-	-
	<b>Total</b>	<b>-</b>	<b>-</b>
<b>SCHEDULE 24- INTEREST EXPENSES</b>			
Interest on Loan- Central Government		1,03,94,31,649	1,04,22,35,803
Other Penal Interest etc		37,43,54,877	34,44,52,151
(Refer Schedule 27, Note 8 to 11 of Notes to Accounts)	<b>Total</b>	<b>1,41,37,86,526</b>	<b>1,38,66,87,954</b>
<b>SCHEDULE 25- PRIOR PERIOD ADJUSTMENTS &amp; EXCEPTIONAL ITEMS</b>			
Grant Received from MHA		-	-
Other Income		(30,000)	
Minor Work			39,97,60,138
Interest on Term deposits			34,19,989
Sale of Assets		11,493	
Deposits made out of own funds			3,04,00,000
GST			(2,94,95,000)
Other Expenses		(11,493)	
TDS			(4,03,387)
Interest on Debtors			(2,89,03,417)
Service Tax			(2,75,881)



		2020-21 (Rs.)	2019-20 (Rs.)
Other Receipts		39,37,860	(2,26,34,015)
Interest		(2,57,42,797)	41,91,08,378
RRT Expenses		1,21,48,435	
Penal Interest			(20,43,77,355)
Power Expenses		16,25,45,925	6,53,55,652
Telecom Expenses		19,68,731	10,500
Water		7,24,766	
	<b>Total</b>	<b>15,55,52,920</b>	<b>63,19,65,602</b>

**Shashi Shekhar Vempati**  
Chief Executive Officer

**Anil Srivastava**  
ADG (B&A)

**C K Jain**  
DDG (B&A)

Place: New Delhi

Date :



**PRASAR BHARATI**  
**SCHEDULES FORMING PART OF THE ACCOUNTS**  
**FOR THE YEAR ENDED 31.03.2021**

**SCHEDULE 26- SIGNIFICANT ACCOUNTING POLICIES****1. Method of accounting**

The accounts of the Corporation are prepared under the historical cost convention using the accrual method of accounting. On this basis revenue and related assets are recognised when earned and expenses are recognised when the obligation is incurred.

**2. Inventory Valuation**

Stores and Spares (including machinery spares) are valued at cost.

**3. Fixed Assets**

Fixed Assets are valued at cost less accumulated depreciation.

Fixed assets are stated at transfer amount in respect of assets transferred to Prasar Bharati and the corresponding credit is to "Loan In Perpetuity".

Transfer of Assets by the Central Government are subject to actual valuation and verifications.

In respect of capital expenditure incurred on different Plan schemes undertaken by AIR and DD all related & associated expenses are capitalized.

**4. Method of depreciation**

Depreciation is charged on straight line method at rates computed on useful life of the assets prescribed based on the IMG recommendations. Accordingly, the rates adopted are:

Building	2.00%
Studio, Transmitter, Machinery & Equipments and Other Fixed assets	10.00%
Electrical installation	4.00%
Vehicles	20.00%
Furniture & Fixtures	6.25%
Office Equipments	16.67%
Computers	33.33%

**5. Foreign Currency Transactions**

Transaction in foreign currencies are accounted for at the prevailing exchange rates at the date of transactions.

**6. License Fee and Consultancy fee**

License fee and consultancy fee is recognized when received.

**Shashi Shekhar Vempati**  
Chief Executive Officer

**Anil Srivastava**  
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**PRASAR BHARATI**  
**SCHEDULES FORMING PART OF THE ACCOUNTS**  
**FOR THE YEAR ENDED 31.03.2021**

**SCHEDULE 27- NOTES ON ACCOUNTS & CONTINGENT LIABILITIES NOTES ON ACCOUNTS**

- 1 Prasar Bharati Broadcasting Corporation of India is established as general public utility institution and falls under the category of "Not-for-Profit" Organization. Accordingly, based on Generally Accepted Accounting Practices, and Section-145 of the Income Tax Act, it can follow either cash or mercantile system of accounting. Considering the organization structure and prevalent past practices and the simplicity aspects, cash basis of accounting was being adopted upto 31.03.2005. From 01.04.2005 the accounts are initially compiled on cash basis at field unit level and subsequently converted into accrual basis to the extent possible, based on the information collected from both the Directorates. Prasar Bharati Board, however, decided to give effect to complete switch over from cash to accrual accounting at field units also. In this direction, initially, Prasar Bharati has implemented web based application called Expenditure Monitoring System (EMS) for submitting R&P Account by all field units w.e.f. 01.04.2016. Now, Prasar Bharati is in the process of implementing Centralised Accounting Application across its all field units. The software has been implemented in 20 units. The process of implementation of CAS in rest of the units of Prasar Bharati is in progress.

2 Contingent Liabilities:

Claims against the Entity not acknowledged as debts	Rs.	Nil
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In respect of:

Service Tax	Rs.	14.29 crore
Late fee and interest on Spectrum & Space Segment Charges	Rs.	1874.99 crore
Bank Guarantee encashed for CWG-2010 Activity	Rs.	24.60 crore

Bank Guarantee of ₹. 24.60 crore of M/s SIS Live was invoked and the matter was under arbitration. M/s SIS Live had submitted their claims for ₹. 106.88 crore as per contract, ₹. 24.60 crore towards BG and for damages GBP 9381,098. Out of that, an amount of ₹. 106.88 crore has been included in the liabilities. However, damages claimed by M/s SIS Live were not acknowledged as liability as the Corporation had also lodged a counter claim of ₹. 147.60 crore.

Recently, the Arbitration Tribunal in a joint award dated 27.7.2020 by two of three learned Arbitrators, have given its award directing the respondent i.e. Prasar Bharati to pay an amount of ₹. 65,10,39,562.00 in three out of five different claims made by the claimant i.e. SIS Live along with a simple interest of 9% p.a. with effect from 1.1.2011 till realization of the payment to the claimant. In the meantime, SIS live filed an execution petition in the High Court, Delhi (OM No. 33/2021) for execution of the Majority Award dated 27-07-20 to pay the Principal amount awarded together with interest by Prasar Bharati. Hon'ble High Court passed an order dated 17-05-21 and directed respondent to deposit the entire award amount along with upto date interest with the Registrar General of the Hon'ble High Court. Prasar Bharati calculated the interest and deposited a total of ₹126,33,15,516 (₹ 65,10,39,562 towards Award and ₹ 61,22,75,954 towards

simple interest calculated w.e.f. 01.01.2011 to 12.06.2021 @9% per annum) in the High Court on 9-6-21. The Hon'ble High Court has passed a stay order for onward transfer of the above fund to SIS Live. M/s SIS Live has filed another case (OM No. 555/2020) in High Court, Delhi against the order. Separately, PB has also filed a petition U/s 34 of the Arbitration and Conciliation Act, 1996 (OM No. 217/2021) seeking setting aside of the award passed by the Arbitral Tribunal to the extent it passed a monetary award against PB and rejected the counter claims of PB. The matter is pending at High Court, Delhi.

3. The amount of Fixed Assets transferred at book value to Prasar Bharati by the Central Government is based on Chief Controller of Accounts' letter No. CCA/I&B/2002 dated 3.09.02 and is also subject to physical verification and valuation. The physical verification and valuation of the fixed assets is in process and not completed so far.
4. As the assets are generally disposed-off after completion of its useful life, sale proceed received from disposal of these assets is considered as profit on sale of fixed assets. The value of the assets sold/disposed of during the year has not been removed from the Gross Block of Assets as the details are not readily available at Prasar Bharati Secretariat level.
5. Grants received from Central Government are treated as Income, which together with internal revenue is utilized to meet expenses.
6. Without prejudice to rights, Prasar Bharati had paid an amount of ₹ 178,71,63,705/- to Service Tax Deptt. during the year 2011-12, in response to their demand vide order No.16/RDN/2011 dt. 05.05.2011 for the years 2003-04 to 2007-08. However, as per Management assessment, no amount was payable. In the Order dated 05.03.2018, CESTAT has completely waived off the penalty and instructed Service Tax Department to re-quantify the service tax liability for those years. The Service tax department has quantify the service tax liability and extended the Cum-Tax-Benefit vide their letter no C.No.:IV(16)Hqrs/Adj/GST-South/PB/148/2018 dated 08.01.2020. The Cum-Tax-Benefit extended by the Service Tax Department has not been accepted by Prasar Bharati. Accordingly, an Appeal had been filed before CESTAT on 23-12-2020 and the same was listed on 07-09-2021. The appeal has been registered for hearing.

Since, the whole amount was already charged off in 2011-12, hence the same will be again reflected in the Accounts after the final outcome of the case.

An appeal before CESTAT on 09-02-2021 has also been filed for the case pertaining to the FY 2008-09. The same has also been admitted in CESTAT and was listed on 14-07-2021. The direction of the Tribunal is awaited.

7. Service tax demand of ₹ 3.55 crore vide final order no.50762/2019 dated 20.05.2019 received in Prasar Bharati for the period April 2007 to September 2007. Prasar Bharati has filed the appeal in the Supreme Court. The case was listed in the Supreme Court on 21-01-2021, but the matter is yet to be listed again due to COVID issue.
8. Interest rate on Capital Loan received from Government during 01.04.2000 to 31.03.2006 was 14.5% p.a., during 1.4.2006 to 31.03.2011 was 11.5% p.a. and from 1.4.2011 onwards is 13.5% p.a. The rate of penal interest is 2.5% per annum.
9. Liability towards interest on Loan from MIB has been provided as per the interest rates mentioned at note -8 above.
10. There was a difference of ₹ 30,000/- in the books of MIB & PB in respect of capital loans outstanding against PB. The PB has reconciled the figures with MIB and noticed that it was due





to the rounding of supplementary grants in crore of ₹. The PB maintained figures on actual basis but the loans figures were recorded by rounding off in crores instead of actual outstanding as on 31-03-2010. This resulted into the difference of ₹ 30,000/-. Now, PB has adjusted ₹ 30,000/- through Prior Period Adjustment account in the accounts for the financial year 2020-21.

**Shashi Shekhar Vempati**  
Chief Executive Officer

**Anil Srivastava**  
ADG (B&A)

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Place: New Delhi  
Date :

**PRASAR BHARATI**  
**SCHEDULES FORMING PART OF THE ACCOUNTS**  
**FOR THE YEAR ENDED 31.03.2021**

**SCHEDULE 27- NOTES ON ACCOUNTS & CONTINGENT LIABILITIES NOTES ON ACCOUNTS**

11. Ministry of I&B vide its letter dt. 04.06.2018 had conveyed its in-principle approval, based on the decision of the cabinet, for the conversion of the outstanding loan into Grants-in-aid pertaining to the period 2010-11 to 2012-13 and complete waiver of interest and penal interest on the above outstanding loan. However, the decision of the cabinet for the period from 1.4.2010 to 31.3.2013 is yet to be implemented by the Ministry of I & B. The details of outstanding loan, interest & penal interest thereon as on 31.03.2021 are as follows:

Principal Amount	- ₹	9333900000
Interest	- ₹	9659557074
Penal Interest	- ₹	1703913443
<b>Total</b>	- ₹	<b>20697370517</b>

12. The age-wise break-up of Sundry debtors as on 31.03.2021 is as under:

	2020-21	2019-20
Sundry Debtors-Less than 6 months	Rs. 26,35,17,175	Rs. 45,24,79,436
Sundry Debtors-More than 6 months	Rs. 3,80,73,92,523	Rs. 4,24,98,51,818
Sundry Debtors-Interest on delayed payment	Rs. 1,01,73,69,168	Rs. 89,20,24,586
<b>Total</b>	<b>Rs. 5,08,82,78,866</b>	<b>Rs. 5,59,43,55,840</b>

13. Sundry debtors are inclusive of Service Tax/GST receivable from customers.
14. The doubtful debts exist as on 01-04-2005 (i.e. at the time of change of method of accounting from cash basis to accrual basis) against which legal action had already been initiated for recovery were not reflected in accounts as the extent of doubtfulness is not ascertainable. These debts are accounted for when their collection become certain.
15. There are 74 number of arbitration cases pending as on 31-3-2021 and amount involved is ₹ 327,70,34,860.
16. Keeping in view of uncertainty of collection, Interest on delayed payment is recognized in books of accounts on receipt basis from the financial year 2018-19.
17. Prasar Bharati is exempt from Income Tax as per Clause 23BBH under Section-10 of Income Tax Act.
18. Prasar Bharati's contribution towards Leave Salary and Pension in respect of employees on deemed deputation is charged as expenditure.
19. Audit fee payable to C&AG for auditing Prasar Bharati's Accounts for the year 2020-21 has been provided for ₹ 7,50,000.
20. Provision for Spectrum & Space Segment charges have been provided on estimation basis.
21. Interest on Fixed deposit and flexi deposits of Field offices and on Advances to staff are accounted for as and when received. The quantum of accrued interest cannot be computed due to flexible

tenure and interest rates on CLTD accounts and advances.

22. The payment and recovery of non-interest bearing short term advances to employees are adjusted from Establishment expenditure.
23. Capital Work-in-progress amounting to ₹ 7.65 crore has been capitalized during the year 2020-21.
24. Provision of ₹ 16.02 crore and ₹ 12.49 crore in respect of "Other Departmental Loans/Advances" and "Inventories" respectively under Current Assets had been provided during the year 2014-15 as item/ party wise details of these are not available and the amount was being carried forward.
25. Provision for contribution towards NPS and interest thereon as on 31.03.2021 is ₹. 2.58 crores. This provision represents the Employee and Employer's contribution and interest thereon which has not yet been transferred to National Securities Depository Ltd. (NSDL) though the amount has been kept in separate bank Account. Out of this, ₹.1.75 crore have been transferred to NSDL up to 6.09.2021 and efforts are being made to transfer the remaining amount involved in all legacy cases to NSDL in due course.
26. The provision for Leave Encashment and gratuity payable to employees recruited by Prasar Bharati on or after 05.10.2007 have been provided for in the books of accounts on the basis of actuarial valuation reports. The liabilities have been calculated as per 'CCS Pension Rules 1972'. The details of provision made up to the financial year 2020-21 is as follows:
 

Gratuity	- Rs. 38,75,23,522
Leave Encashment	- Rs. 45,81,11,781
<b>Total</b>	<b>- Rs. 84,56,35,303</b>
27. The payment instruments amounting to ₹ 95,97,410 received for hiring of slot over DTH platform during the year 2013-14 were not actually realized due to fraudulent instruments. The matter is subjudice. The same has been accounted for as prior period income and provision equivalent to full amount has been made during the year 2018-19.
28. The unspent amount of Grants-in-aid payable to the Ministry has been shown separately as current liabilities.
29. As per the advice of CAG, the amount received for specific purpose has been shown separately in Schedule 3 as earmarked fund.
30. In Receipts & Payments Accounts, the revenue share paid to other agencies has been shown under 'Programme Expenses'.
31. Amount of advance received against deposit work has been revised due to the reconciliation of the Remittance Heads.
32. The amount receivable as Grants-in-aid salary has been shown separately as current assets

**Shashi Shekhar Vempati**  
Chief Executive Officer

**Anil Srivastava**  
ADG (B&A)

**C K Jain**  
DDG (B&A)

Place: New Delhi  
Date :



## Receipt & Payment Account for the year 2020-21

(Figures in Rs.)

S. No.	Receipts	AIR	DD	PB	Total
<b>I.</b>	<b>Opening Balances</b>				
	Cash in Hand	183756	355458		<b>5,39,214</b>
	Bank Balance				
	(i) In Current A/c				
	Salary A/c	108797874	152035686	30109762	<b>29,09,43,322</b>
	Expenditure A/c	592314946	234275552	145340502	<b>97,19,31,000</b>
	(ii) Fixed Deposit/CLTD A/c	997557842	156999374	22921450980	<b>24,07,60,08,196</b>
	(iii) C.P.Fund/NPS A/c	0		107871	<b>1,07,871</b>
	(c) Imprest A/c	5246479	29726205	100000	<b>3,50,72,684</b>
	(d) Receipt A/c	1025503026	45377356	35316408	<b>1,10,61,96,790</b>
<b>II.</b>	<b>Grants Received from Govt of India</b>				
	(a) Capital Plan	0	0	1212775000	<b>1,21,27,75,000</b>
	(b) Revenue Non Plan				
	(i) Other than Salary	0	0	617500000	<b>61,75,00,000</b>
	(ii) Salary	0	0	23494900000	<b>23,49,49,00,000</b>
	(iii) Other Ministries/Depts.	0	0		
<b>III.</b>	<b>Inter Current A/c transfer by PB</b>				
	(a) Funds received from PB				
	(i) Salary A/c	12967852000	13142241000	2627000	<b>26,11,27,20,000</b>
	(i) Other Admin A/c	6163584013	7996129877	211387883	<b>14,37,11,01,773</b>
	(b) Other stations/Kendras	285467274	236287636	17284969651	<b>17,80,67,24,561</b>
	(c) CPS/NPS	12891981	23678039	10000000	<b>4,65,70,020</b>
	(d) HBA and Other Advances	15084876	3198000		<b>1,82,82,876</b>
<b>IV.</b>	<b>Interest Received</b>				
	(a) On Bank Deposits(FDR)	71441550	23425350	1076870638	<b>1,17,17,37,538</b>
	(b) Loans & Advances				
	(i) From Employees	2440104	3289181		<b>57,29,285</b>
	(ii) Interest on Outstanding dues	0			<b>-</b>
	(iii) Others	1012880	457582		<b>14,70,462</b>
	(c) Commercial Receipts	16069	446946		<b>4,63,015</b>
<b>V.</b>	<b>Other Income</b>				
	(a) Rent/LF for Qrs.	26912005	12630997		<b>3,95,43,002</b>



S. No.	Receipts	AIR	DD	PB	Total
	(b) LF for Towers				
	(i) LF (exclusive of service Tax / GST)	413096356	384542906		79,76,39,262
	(ii) Service Tax on Rent of Towers	76126950	72244556		14,83,71,506
	(c) Profit on sale/disposals of Assets				
	(i) Own Assets	17603702	8860440		2,64,64,142
	(ii) Assets acquired from Govt. Grants	131906	1164651		12,96,557
	(iii) Assets acquired prior to 1.4.2000	9781468	2869651		1,26,51,119
	(iii) Others	26314660	19858281		4,61,72,941
<b>VI.</b>	<b>Income from Sales</b>				
	(i) Commercial Receipts (excluding Service Tax/ GST)	2161566321	3459650926		5,62,12,17,247
	(ii) Service Tax/ GST	389293669	622834274		1,01,21,27,943
	(b) Sale of CD/ VCD				
	(i) Sale of CD/ VCD (exclusive of VAT/ Sales Tax/ GST)	816208	2822402		36,38,610
	(ii) VAT/ Sales Tax/ GST	146499	506710		6,53,209
	(c) DTH Services				
	(i) DTH Service Charges (exclusive Service Tax/ GST)		6471345327		6,47,13,45,327
	(ii) Service Tax/ GST		1164843160		1,16,48,43,160
<b>VII.</b>	<b>Income from Services</b>				
	(a) Professional/ Consultancy Services				
	(i) Service Charges (excl. Service Tax/GST)	696759	893888		15,90,647
	(ii) Service Tax/ GST	164857	84742		2,49,599
<b>VIII.</b>	<b>Others Receipts</b>				
	(a) Security Deposit/ Earnest Money	55227593	12935595		6,81,63,188
	(b) Deposit Work	563474337	95959428		65,94,33,765
	(c) Advances to Staff				
	(i) HBA	3586279	418187		40,04,466
	(ii) Car Advances	312887	222046		5,34,933
	(iii) Computer Advances	2298345	49299		23,47,644



S. No.	Receipts	AIR	DD	PB	Total
	(iv) Motor Cycle/Scooter Advances	403670	38525		4,42,195
	(v) Other Advances	36706	127784	980	1,65,470
	(d) Others/Refund of TDS	76046112	43228646	1360	11,92,76,118
<b>IX</b>	<b>FDR</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>-</b>
	<b>Total Receipts</b>	<b>26,07,34,31,959</b>	<b>34,42,60,55,663</b>	<b>67,04,34,58,035</b>	<b>1,27,54,29,45,657</b>

**Shashi Shekhar Vempati**  
Chief Executive Officer

**Anil Srivastava**  
ADG (B&A)

**C K Jain**  
DDG (B&A)

Place: New Delhi  
Date :



## Receipt & Payment Account for the year 2020-21

(Figures in Rs.)

	Payments	AIR	DD	PB	Total
<b>I.</b>	<b>Establishment Expenditure</b>	13284352666	13297580797	10238002	<b>26,59,21,71,465</b>
<b>II.</b>	<b>Administrative Expenditure</b>	3379122547	2913896651	96476109	<b>6,38,94,95,307</b>
<b>III.</b>	<b>Programme Expenses</b>	1204987146	2388960004	79728587	<b>3,67,36,75,737</b>
<b>IV.</b>	<b>Inter Current A/C transfer of Funds</b>				<b>-</b>
	(i) To Prasar Bharati	3828554049	12394489476	10000000	<b>16,23,30,43,525</b>
	(ii) To Other stations/ kendras etc	274724469	313861179	40575470788	<b>41,16,40,56,436</b>
	(iii) To IEBR (HBA)	4868500			<b>48,68,500</b>
	(iv) To Recovery of CPF/ NPS	2558224	3027495		<b>55,85,719</b>
<b>V</b>	<b>Expenditure on Fixed Assets</b>	570736651	571000933	1092929	<b>1,14,28,30,513</b>
<b>VI</b>	<b>Refund of Surplus Money/ Loans</b>				
	(i) To Prasar Bharati	335188112	242420183	20300	<b>57,76,28,595</b>
	(ii) To Govt. of India	4108676	61606385		<b>6,57,15,061</b>
<b>VII</b>	<b>Finance Charges (Interest)</b>				
	(i) To Prasar Bharati				
	(b) Other loans				
	(c) Others				
<b>VIII</b>	<b>Other Payments</b>				
	(a) Refund of SD/EM	68780961	26752003	500000	<b>9,60,32,964</b>
	(b) Exp. On deposit works	524609597	70539921		<b>59,51,49,518</b>
	(c) Advances to staff				<b>-</b>
	(i) HBA	600000	2396590		<b>29,96,590</b>
	(ii) Car Advances				<b>-</b>
	(iii) Computer Advances	950500	1018000		<b>19,68,500</b>
	(iv) Motor Cycles/Scooter Advances				<b>-</b>
	(v) Other Advances	53149	25000		<b>78,149</b>
	(d) Service Tax/GST	560036803	1551865752		<b>2,11,19,02,555</b>
	(e) Sales tax/VAT				<b>-</b>
	(f) Income Tax/TDS	8784497	49548	2204377	<b>1,10,38,422</b>
	(g) Bank Charges	783584	341206	8083	<b>11,32,873</b>
	(h) Others			79664203	<b>7,96,64,203</b>



	Payments	AIR	DD	PB	Total
<b>IX</b>	<b>Expenditure against Receipts from Govt. Business</b>				
<b>X</b>	<b>Closing Balances</b>				
	(a) Cash in hand	621100	242911		8,64,011
	(b) Bank Balance				-
	(i) Salary A/C	50597253	166761457	33988655	25,13,47,365
	(ii) OAE (Other Admin expenses) A/C	464572649	219333021	3693863095	4,37,77,68,765
	(c) Fixed deposit/CLTD A/C	1126732720	147809717	22388088921	23,66,26,31,358
	(d) C.P. Fund/NPS A/C			36765	36,765
	(e) Imprest A/C	3870181	4702659	100000	86,72,840
	(f) Receipt A/C	373237925	47374775	71977221	49,25,89,921
	<b>Total Payments</b>	<b>26,07,34,31,959</b>	<b>34,42,60,55,663</b>	<b>67,04,34,58,035</b>	<b>1,27,54,29,45,657</b>

**Shashi Shekhar Vempati**  
Chief Executive Officer

**Anil Srivastava**  
ADG (B&A)

**C K Jain**  
DDG (B&A)

Place: New Delhi

Date :

**Annexure - I****Annexure for Accounts for the year 2020-21**

(Figures in Rs.)

<b>1</b>	<b>Establishment Expenses</b>	<b>AIR</b>	<b>DD</b>	<b>PB</b>	<b>Total</b>
	(a) Salary				
	(i) Salary	12,79,98,15,559	12,81,37,67,316	72,85,683	<b>25,62,08,68,558</b>
	(ii) Wages	0	0	0	<b>0</b>
	(iii) LTC	8,75,88,103	9,86,15,337	0	<b>18,62,03,440</b>
	(iv) Honorarium	22,80,696	1,89,500	0	<b>24,70,196</b>
	(v) Tuition Fee / Children Education Allowance	8,41,22,278	9,25,02,787	0	<b>17,66,25,065</b>
	(vii) Bonus	5,54,06,205	5,44,69,203		<b>10,98,75,408</b>
	(vii) Contribution to CPF/ NPS	10,98,42,904	10,06,41,707	5,36,320	<b>21,10,20,931</b>
	(viii) Leave Salary	2,90,23,483	3,21,30,227	5,85,573	<b>6,17,39,283</b>
	(ix) Pensionary Charges	57,561	51,40,024	0	<b>51,97,585</b>
	(x) Others/Staff Welfare Expenses	2,31,306	1,31,536	0	<b>3,62,842</b>
	(b) Medical Expenses	11,59,84,571	9,99,93,160	18,30,426	<b>21,78,08,157</b>
	<b>Total</b>	<b>13,28,43,52,666</b>	<b>13,29,75,80,797</b>	<b>1,02,38,002</b>	<b>26,59,21,71,465</b>

**Shashi Shekhar Vempati**  
Chief Executive Officer

**Anil Srivastava**  
ADG (B&A)

**C K Jain**  
DDG (B&A)

Place: New Delhi

Date :



**Annexure - II**
**Annexure for Accounts for the year 2020-21**

(Figures in Rs.)

Other Administrative Expenses	AIR	DD	PB	Total
<b>Administrative Expenses</b>				
(a) Domestic Travel Expenditure	7,21,52,509	8,30,20,303	2,28,580	<b>15,54,01,392</b>
(b) Foreign Travel Expenditure	4,88,947	34,65,973		<b>39,54,920</b>
(c) Rent Rates & Taxes				
(i) Normal	6,38,18,658	5,85,88,207		<b>12,24,06,865</b>
(ii) Property Tax	5,72,06,741	3,37,56,786		<b>9,09,63,527</b>
(d) Advertising and Publicity	36,77,060	1,20,69,363		<b>1,57,46,423</b>
(e) Professional Charges				
(i) Armed Guards	22,58,48,347	15,93,81,240		<b>38,52,29,587</b>
(ii) Legal Charges	14,39,989	14,99,481	3,14,980	<b>32,54,450</b>
(iii) Advocate Fee	27,78,752	18,26,919		<b>46,05,671</b>
(f) Office Expenses				
(i) Water Charges	3,16,76,251	1,54,04,852	11,27,147	<b>4,82,08,250</b>
(ii) Postage	44,44,594	26,75,045	44,990	<b>71,64,629</b>
(iii) Telephone				
(a) Mobile	62,72,323	62,45,134	5,43,714	<b>1,30,61,171</b>
(b) Landline	4,80,32,601	2,03,94,939	10,40,456	<b>6,94,67,996</b>
(iv) Contractual /Consultants	12,48,56,603	8,60,51,552	61,71,001	<b>21,70,79,156</b>
(v) Insurance Land & Buildings				-
(vi) Insurance on plant & Machinery				-
(vii) Audit Fee	2,81,277	4,06,149	46,96,400	<b>53,83,826</b>
(viii) Printing & Stationary	4,69,95,886	2,82,52,807	43,05,140	<b>7,95,53,833</b>
(ix) Consumables	9,99,11,545	6,15,83,281	1,03,19,424	<b>17,18,14,250</b>
(x) Local Conveyance	89,05,517	6,58,783	44,650	<b>96,08,950</b>
(xi) News Papers & Magazines/books	1,19,72,311	62,32,430	6,20,335	<b>1,88,25,076</b>
(xii) Arbitration Charges	5,13,704	16,03,325		<b>21,17,029</b>
(xiii) AMC for office equipments	1,58,74,472	32,79,589	76,827	<b>1,92,30,888</b>
(xiv) Others (Misc Expenses)	74,56,348	58,25,532		<b>1,32,81,880</b>
(xv) OE - Payment to Casuals	23,48,49,229	19,93,93,012	3,34,11,691	<b>46,76,53,932</b>
(xvi) OE - IT	2,69,46,880	3,03,39,957	1,40,93,413	<b>7,13,80,250</b>
(g) OTA	11,06,173	6,18,327		<b>17,24,500</b>
(h) Medical	1,07,47,154	98,70,440	2,66,725	<b>2,08,84,319</b>
(i) Stipend and Scholarship	59,53,922	73,93,235	20,35,970	<b>1,53,83,127</b>
(j) Suppliers and Materials	2,82,80,816	1,39,32,198		<b>4,22,13,014</b>

Other Administrative Expenses	AIR	DD	PB	Total
(k) Motor Vehicles				-
(i) Hiring Charges	17,34,26,638	20,04,10,900	1,47,13,434	38,85,50,972
(ii) Fuel Charges	1,93,82,490	98,80,555	8,21,290	3,00,84,335
(iii) Repairs & Maintenance	1,37,03,550	85,02,553	6,15,964	2,28,22,067
(l) Hospitality (OAE)	50,73,804	25,65,222	9,83,978	86,23,004
(m) Power Supply				-
(i) Electricity Charges	1,24,46,18,259	70,95,87,191		1,95,42,05,450
(ii) Fuel charges for Power Supply	8,48,43,108	4,31,86,682		12,80,29,790
(iii) Procurement/Repair of HT /LT Transformer, HT/LT Main Panel, HT Cable, etc	49,89,108	29,09,068		78,98,176
(n) Minor Works				-
(i) Routine	32,01,80,892	17,28,32,775		49,30,13,667
(ii) Special	10,53,47,383	3,27,31,204		13,80,78,587
(o) METP				
(i) Routine	12,20,55,755	16,91,65,685		29,12,21,440
(ii) Special	12,97,63,705	9,89,97,872		22,87,61,577
(p) Other Charges				
(i) Scenic Material	1,11,31,852	4,52,11,262		5,63,43,114
(ii) Property	13,32,715	44,698		13,77,413
(iii) Make up Materials	4,40,782	1,13,401		5,54,183
(iv) Booking of Halls for functions	12,817			12,817
(v) Hiring Studios / Equipments for Studios	2,38,573	88,37,098		90,75,671
(q) Spectrum Charges	92,507	55,51,51,626		55,52,44,133
<b>Total</b>	<b>3,37,91,22,547</b>	<b>2,91,38,96,651</b>	<b>9,64,76,109</b>	<b>6,38,94,95,307</b>

**Shashi Shekhar Vempati**  
Chief Executive Officer

**Anil Srivastava**  
ADG (B&A)

**C K Jain**  
DDG (B&A)

Place: New Delhi

Date :

**Annexure - III**
**Annexure for Accounts for the year 2020-21**

Program Expenses (Plan and non Plan) for the Period : 4-2020 to 3-2021

(Figures in Rs.)

Particulars	AIR	DD	PB	Total
(i) Royalty	8,27,14,002	13,03,91,205		21,31,05,207
(ii) Payment PTI/UNI	8,78,08,707	2,95,23,678		11,73,32,385
(iii) Commissioning of programmes	1,39,33,370	1,12,30,505		2,51,63,875
(iv) Panam /Antriksh satellite Expenses				-
(v) Sports Events Expenses				-
(a) Own Expenses			4,35,000	4,35,000
(b) share paid to other agencies			1,01,82,575	1,01,82,575
(vi) Payments to professionals				-
(a) Artists	27,32,44,011	23,74,46,489	2,66,100	51,09,56,600
(ii) resource persons/Casuals	58,26,20,512	37,11,58,036	76,40,403	96,14,18,951
(vii) Spectrum Charges	28,320	23,73,81,805		23,74,10,125
(viii) J&K Package		2,99,55,480		2,99,55,480
(ix) NE Package		39,63,08,000		39,63,08,000
(x) Other Programmes		4,82,37,730		4,82,37,730
(xi) Commonwealth Games				-
(xii) Kissan Channel	7,39,401	13,11,25,033		13,18,64,434
(xiii) Expenditure related to other Ministries				-
(a) Narrow Casting	497	3,76,06,191		3,76,06,688
(b) Kisan Vani	8,40,84,810	42,12,287		8,82,97,097
(c) Swatch Bharat	4,29,206	1,96,838		6,26,044
(d) Other Schemes / Ministries	47,51,855	23,21,81,289		23,69,33,144
(xiv) Others	3,56,03,938	10,56,40,226	2,68,53,377	16,80,97,541
(xv) Other Programme Expenses(OPE)	1,03,47,528	7,42,11,879	2,47,685	8,48,07,092
xvi) Expenses for VIP Coverage (VIP)		7,17,78,063		7,17,78,063
(xvii) Remuneration/Fees to Contractual	2,38,62,672	19,20,15,994	3,41,03,447	24,99,82,113
(xviii) Professional Charges	48,18,317	4,83,59,276		5,31,77,593
<b>Total</b>	<b>1,20,49,87,146</b>	<b>2,38,89,60,004</b>	<b>7,97,28,587</b>	<b>3,67,36,75,737</b>

**Shashi Shekhar Vempati**  
Chief Executive Officer

**Anil Srivastava**  
ADG (B&A)

**C K Jain**  
DDG (B&A)

Place: New Delhi

Date :



## Annexure - IV

## Annexure for Accounts for the year 2020-21

## Fixed Assets

(Figures in Rs.)

4	Purchase of Fixed Assets	AIR	DD	PB	Total
	(a) Land	1,26,430			1,26,430
	(b) buildings				
	(i) Studio	4,17,74,215	10,47,09,420		14,64,83,635
	(ii) Transmitter				
	(a) Normal	17,80,79,852	2,17,96,303		19,98,76,155
	(b) J&K		35,132		35,132
	(c) NE	5,67,918	1,26,411		6,94,329
	(iii) Office	1,14,450	16,980		1,31,430
	(iv) Others	3,76,278	56,54,970		60,31,248
	(c) Plant Machinery & equipment				
	(i) Normal	17,58,43,545	39,54,63,348		57,13,06,893
	(ii) J&K				-
	(iii) NE				-
	(d) Vehicles				
	(i) OB Vans				-
	(ii) Trucks Jeeps and Vans				-
	(iii) Motor car	67,694	-		67,694
	(iv) Motor Cycles/ Scooter & Three Wheelers	7,499			7,499
	(v) Rickshaw and Cycles				-
	(e) Furniture/Fixtures				
	(i) Cabinets/Almirah etc	14,52,689	1,22,268	1,95,385	17,70,342
	(ii) Air Conditioners, AC plant/ Fridges	29,58,338	5,53,422	19,792	35,31,552
	(iii) Air Coolers	2,36,409	20,502		2,56,911
	(iv) Water Coolers	3,67,362	3,58,178		7,25,540
	(v) Tables/Chairs/Sofas/Carpets	58,37,078	33,42,758	3,65,357	95,45,193
	(vi) Wooden partitions	3,02,840	1,61,731		4,64,571
	(vii) Voltage stablisers/UPS System	2,62,272	58,558		3,20,830
	(viii) Others	19,90,663	7,18,587	3,16,351	30,25,601
	(f) Office equipments				
	(i) Typewriters				-
	(ii) Photocopiers/ Duplicators	12,28,518	1,79,659		14,08,177

<b>4</b>	<b>Purchase of Fixed Assets</b>	<b>AIR</b>	<b>DD</b>	<b>PB</b>	<b>Total</b>
	(iii) Fax machines				-
	(iv) Others	16,39,944	16,63,092		<b>33,03,036</b>
	(g) Computers/Peripherals				
	(i) Computers	1,41,47,811	63,19,838	1,96,044	<b>2,06,63,693</b>
	(ii) Printers	27,99,209	12,59,902		<b>40,59,111</b>
	(iii) Software	2,07,536	1,96,804		<b>4,04,340</b>
	(iv) Others	27,65,449	25,51,401		<b>53,16,850</b>
	(h) Electric installations				
	(i) Electric Machinery	5,40,096	2,65,094		<b>8,05,190</b>
	(ii) Lights/ Fans	2,29,205	1,52,643		<b>3,81,848</b>
	(iii) Switchgear Equipment	71,140	47,195		<b>1,18,335</b>
	(iv) Transformers				
	(v) Electric Wiring & Fitting	3,65,126	53,195		<b>4,18,321</b>
	(vi) Others	6,52,595	2,10,539		<b>8,63,134</b>
	(i) Library Books				-
	(j) Tube well & Water Supply System	1,56,366	45,499		<b>2,01,865</b>
	(k) Arbitration Charges on Capital Assets	5,200			<b>5,200</b>
	(l) Capital Works in progress				-
	(i) Major Works	12,29,05,935	84,89,149		<b>13,13,95,084</b>
	(ii) Misc. works Scheme	1,26,56,989	1,64,28,355		<b>2,90,85,344</b>
	<b>Total</b>	<b>57,07,36,651</b>	<b>57,10,00,933</b>	<b>10,92,929</b>	<b>1,14,28,30,513</b>

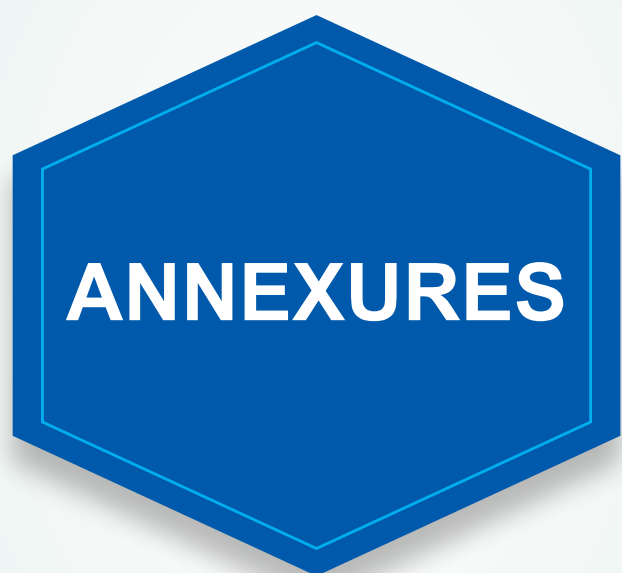
**Shashi Shekhar Vempati**  
Chief Executive Officer

**Anil Srivastava**  
ADG (B&A)

**C K Jain**  
DDG (B&A)

Place: New Delhi

Date :







## Annexure-I

## State-wise list of Doordarshan Studio centres

State/UT	Location
Andhra Pradesh	Vijayawada
	Tirupati
Arunachal Pradesh	Itanagar
Assam	Dibrugarh
	Guwahati
	Silchar
Bihar	Patna
	Muzaffarpur
Chhattisgarh	Jagdalpur
	Raipur
Goa	Panaji
Gujarat	Ahmedabad
	Rajkot
Haryana	Hissar
Himachal Pradesh	Shimla
Jharkhand	Ranchi
	Daltonganj
Karnataka	Bengaluru
	Gulbarga
Kerala	Kozhikode
	Thiruvananthapuram
	Trichur
Madhya Pradesh	Bhopal
	Indore
	Gwalior
Maharashtra	Mumbai
	Nagpur
	Pune
Manipur	Imphal
Meghalaya	Shillong
	Tura
Mizoram	Aizawl
Nagaland	Kohima

State/UT	Location
Odisha	Bhubaneswar
	Bhawanipatna
	Sambalpur
Punjab	Jalandhar
	Patiala
Rajasthan	Jaipur
Sikkim	Gangtok
Tamil Nadu	Chennai
	Coimbatore
	Madurai
Telangana	Hyderabad
	Warangal
Tripura	Agartala
Uttar Pradesh	Allahabad
	Bareilly
	Lucknow
	Gorakhpur
	Mau
	Varanasi
	Mathura
Uttarakhand	Dehradun
West Bengal	Kolkata
	Shantiniketan
	Jalpaiguri
A & N Islands	Port Blair
Chandigarh	Chandigarh
Delhi	Delhi
	Delhi (CPC)
Puducherry	Puducherry
Jammu & Kashmir	Srinagar
	Jammu
	Rajouri
Ladakh	Leh



## Annexure – II

## State-wise no. of transmitters (As on 31.03.2022)

Sl. No.	State /UT	No. of Transmitters (As on 31.03.2022)													
		Primary Channel (DD 1)				News Channel (DD News )				Regional Channel				DTT	
		HPTs	LPTs	VLPTs	Trp	TOTAL	HPTs	LPTs	VLPTs	TOTAL	HPTs	LPTs	VLPTs	TOTAL	HPTs
1	Andhra Pradesh					0				0				0	
2	Arunachal Pradesh					0				0				0	
3	Assam					0				0				0	1
4	Bihar					0				0				0	1
5	Chhattisgarh					0				0				0	1
6	Goa					0				0				0	
7	Gujarat					0				0				0	1
8	Haryana					0				0				0	
9	Himachal Pradesh					0				0				0	
10	Jharkhand					0				0				0	1
11	Karnataka					0				0				0	1
12	Kerala					0				0				0	1
13	Madhya Pradesh					0				0				0	2
14	Maharashtra					0				0				0	3
15	Manipur					0				0				0	
16	Meghalaya					0				0				0	
17	Mizoram					0				0				0	
18	Nagaland					0				0				0	
19	Odisha					0				0				0	1
20	Punjab					0				0				0	1
21	Rajasthan					0				0				0	
22	Sikkim	1				1	1			1				0	
23	Tamil Nadu					0				0				0	2
24	Telangana					0				0				0	1
25	Tripura					0				0				0	
26	Uttar Pradesh					0				0				0	1
27	Uttarakhand					0				0				0	
28	West Bengal					0				0				0	2
29	A. & N. Islands	1	1	19		21	1	1	6	8				0	
30	Chandigarh					0				0				0	

Sl. No.	State /UT	No. of Transmitters (As on 31.03.2022)													
		Primary Channel (DD 1)				News Channel (DD News )				Regional Channel				DTT	
		HPTs	LPTs	VLPTs	Trp	TOTAL	HPTs	LPTs	VLPTs	TOTAL	HPTs	LPTs	VLPTs		TOTAL
31	Dadra & Nagar Haveli and Daman & Diu					0				0				0	
32	Delhi					0				0				0	2
33	Jammu & Kashmir	1				1	8			8	9	2		11	1
34	Ladakh	1	1			2					1			1	
35	Lakshadweep		1			1				0				0	
36	Puducherry	0				0				0				0	
	Total	4	3	19	0	26	10	1	6	17	10	2	0	12	23
	Total No. of Transmitters – 78														

## Annexure – III

## Details of Doordarshan Satellite channels (as on 31.03.2022)

<b>All India Channels (7)</b>	DD National *	DD News*	DD Sports
	DD Bharati	DD Urdu	DD Kisan
	DD Retro		
<b>Regional Channels (24x7) (21)</b>	DD Malyalam	DD Chandana	DD Yadagiri
	DD Podhigai	DD Sahyadri	DD Girnar
	DD Odia	DD Kashir	DD North East
	DD Bangla	DD Punjabi	DD Rajasthan
	DD Bihar	DD Uttar Pradesh	DD Madhya Pradesh
	DD Saptagiri	DD Arunprabha	DD Uttarakhand
	DD Jharkhand	DD Chhattisgarh	Tripura
<b>Regional Channels (Non 24x7) (7)</b>	DD Himachal Pradesh	DD Meghalaya	DD Nagaland
	DD Haryana	DD Goa	
	DD Mizoram	DD Manipur	
<b>International Channel (1)</b>	DD India HD		

Note: \* DD National, DD News & DD India Channels are also available in HD # w.e.f 02.04.2020 as an interim measure, the up-linking of these 7 Channels are being done round-the-clock (24X7).



**Annexure – IV**
**Locations of 23 DTTs**

S. No.	State / UT	Location of 23 DTTs
1	Assam	Guwahati
2	Bihar	Patna
3	Chhattisgarh	Raipur
4	Gujarat	Ahmedabad
5	Jammu & Kashmir	Srinagar
6	Jharkhand	Ranchi
7	Karnataka	Bengaluru
8	Kerala	Thiruvananthapuram
9	Madhya Pradesh	Bhopal
		Indore
10	Maharashtra	Mumbai*
		Aurangabad
11	Odisha	Cuttack
12	Punjab	Jalandhar
13	Tamil Nadu	Chennai*
14	Telangana	Hyderabad
15	Uttar Pradesh	Lucknow
16	West Bengal	Kolkata*
17	Delhi	Delhi*

\* Mumbai, Chennai, Kolkata & Delhi have 2 DTTs each.

## Annexure – V

### Details of 51 Educational Channels available on DD Free Dish STBs on Satellite GSAT- 15, 93.5 E

Brief		
TS-7	TS-8	TS-9
<b>Freq (MHz)</b> <b>U/L-14390</b> <b>D/L - 11590, Pol.-V</b> <b>S.R. -29.5 MSps, FEC - 3/4</b>	<b>Freq (MHz)</b> <b>U/L-14470</b> <b>D/L -11670, Pol.-V</b> <b>S.R. - 29.5 MSps, FEC - 3/4</b>	<b>Freq (MHz)</b> <b>U/L-14350</b> <b>D/L- 11550, Pol.-H</b> <b>S.R.- 29.5 MSps, FEC - 3/4</b>
117. DD SWYAM Prabha 1	134. DD SWYAM Prabha 18	151. DD Vande Gujarat 1
118. DD SWYAM Prabha 2	135. DD SWYAM Prabha 19	152. DD Vande Gujarat2
119. DD SWYAM Prabha 3	136. DD SWYAM Prabha 20	153. DD Vande Gujarat 3
120. DD SWYAM Prabha 4	137. DD SWYAM Prabha 21	154. DD Vande Gujarat 4
121. DD SWYAM Prabha 5	138. DD (SWYAM Prabha 22	155. DD Vande Gujarat 5
122. DD SWYAM Prabha 6	139. DD eVidya 1	156. DD Vande Gujarat 6
123. DD SWYAM Prabha 7	140. DD eVidya 2	157. DD Vande Gujarat 7
124. DD SWYAM Prabha 8	141. DD eVidya 3	158. DD Vande Gujarat 8
125. DD SWYAM Prabha 9	142. DD eVidya 4	159. DD Vande Gujarat 9
126. DD SWYAM Prabha 10	143. DD eVidya 5	160. DD Vande Gujarat 10
127. DD SWYAM Prabha 11	144. DD eVidya 6	161. DD Vande Gujarat 11
128. DD SWYAM Prabha 12	145. DD eVidya 7	162. DD Vande Gujarat 12
129. DD SWYAM Prabha 13	146. DD eVidya 8	163. DD Vande Gujarat 13
130. DD SWYAM Prabha 14	147. DD eVidya 9	164. DD Vande Gujarat 14
131. DD SWYAM Prabha 15	148. DD eVidya 10	165. DD Vande Gujarat 15
132. DD SWYAM Prabha 16	149. DD eVidya 11	166. DD Vande Gujarat 16
133. DD SWYAM Prabha 17	150. DD eVidya 12	167. DD DigiShala

**Annexure - VI**
**Major events covered live by Doordarshan**

Sl. No.	Event	Place	Date of Telecast
1	Mahakumbh	Haridwar	12/04/2021 & 14/04/2021
2	VC of Hon'ble PM	Ambedkar Univ, Ahmedabad	14/04/2021
3	Birth Anniversary of Dr Ambedkar	Dadar, Mumbai	14/04/2021
4	Elections 2021 West Bengal	Various laces in West Bengal	Daily
5	Swearing in of CJI	Rashtrapati Bhawan	24/04/2021
6	Passing Out Parade & Piping Ceremony	Chennai (TN)	29/05/2021
7	Conclusion of Dandi Yatra by Hon'ble Vice President.	Dandi	04/06/2021
8	Passing out parade of IMA Dehradun	IMA Dehradun	12/06/2021
9	Passing out Parade at officers training Academy	Gaya Bihar	12/06/2021
10	Combined Graduation Parade Hyderabad	Air Force Academy Hyderabad	19/06/2021
11	Launch of Mega vaccination drive with Hon'ble PM Address	7LKM and 28 locations Pan India	20/06/2021
12	International Yoga Day 2021 with Hon'ble PM address	7 LKM and 28 locations Pan India	21/06/2021
13	VC of Hon'ble PM with PAN INDIA Engg. Colleges	Chennai (TN), Dehradun, Faridabad, Greater Noida, Hyderabad	24/06/2021
14	Shahi Snan	Lord Jagannath Puri Odhisha	24/06/2021
15	Visit Of Hon'ble President to UP	Safdarjung Railway station Delhi	25/06/2021 to 29/06/2021
16	Digital India VC of Hon'ble PM	Various Places in UP, Bihar ,MP Shillong, Telangana, Himachal Pradesh	07/01/2021
17	Swearing in of council of ministers	Rastrapati Bhawan	07/07/2021
18	Car Festival	Puri & Jagannath Ahmadabad	12/07/2021
19	Return Car festival function	Puri	20/07/2021 to 23/7/2021
20	Hon'ble PM VC with family of Indian Contingent to Tokyo Olympics	Pan India	13/07/2021
21	Hon'ble PM Visit to Varanasi	Varanasi	15/07/2021
22	Hon'ble PM VC in Gujarat	Two locations	16/07/2021
23	Investiture ceremony of BSF	Vigyan Bhawan Delhi	17/07/2021
24	Interaction with Guests for Olympics 2020	National Stadium New Delhi	23/07/2021
25	Hon'ble President visit to Drass on The occasion of Kargil Diwas	War memorial DRASS Leh	25/07/2021 & 26/07/2021
26	PM's Man Ki Baat Episode 79	10 Locations PAN India	25/07/21





Sl. No.	Event	Place	Date of Telecast
27	Visit of Hon'ble Home Minister	Shillong & Guwahati	25/07/21
28	Hon'ble PM Interaction with IPS Probationers Virtual Mode	Hyderabad	31/07/2021
29	Visit of Hon'ble Home Minister	Lucknow, Mirzapur,	01/08/2021
30	Hon'ble PM VC with beneficiaries of PM Gareeb Kalyan Yojna	Varanasi (UP), Kushinagar (UP), Jhansi(UP), Saharanpur, UP & Sultanpur (UP)	05/08/2021
31	Passing Out Parade of IPS Batch	Hyderabad	06/08/2021
32	Hon'ble PM VC with Beneficiaries of PM Gareeb Kalyan Yojna	Satna(MP), Hoshangabad (MP), Niwari(MP) & Burhanpur(MP)	07/08/2021
33	PM VC with beneficiaries of PM Kissan Yojana	Imphal, Kasganj(UP), Ratnagiri (Maharashtra), Pulwama (J&K)	09/08/2021
34	Satellite Launch	Sriharikota (TN)	12/08/2021
35	Hon'ble PM VC	3 Locations Uttarakhand, TN & Jhansi	12/08/2021
36	IDC 2021	Delhi	15/08/2021
37	Facilitation of Medalist of Olympic 2020 by Hon'ble President	Rastrapati Bhawan	14/08/2021
38	VVIP Telecast by News on IDC from 15 Locations	PAN India	14/08/2021 & 15/08/2021
39	Sadaiv Atal Floral Tributes	Delhi	16/08/2021
40	Last Rites of Ex CM UP	Lucknow & Bulandhshehar	22/08/2021 & 23/08/2021
41	Panchayati Raj in Leh and Srinagar	Leh & Srinagar	27/08/2021 & 29/08/2021
42	Visit of Hon'ble President to UP	Gorakhpur, Ayodya	28/08/2021 to 29/08/2021
43	Inauguration of Jaliawalah Bagh by Hon'ble PM In Virtual Mode	Amritsar Punjab	28/08/2021
44	Launch of Fit India2.0 App Sports Minister	National Stadium New Delhi	29/08/2021
45	Janamastmi	Dwarka (Gujarat) Mathura 2 Locations	30/31/08/2021
46	Oath to Judges by CJI	Supreme Court Delhi	31/08/2021
47	Hon'ble PM VC with Iskon Temple	Mayapur Kolkata	01/09/2021
48	VC of Hon'ble PM	Peterhoff Hotel Shimla	06/09/2021
49	Presentation of Colour to Naval Aviation and diamond jubilee of INS Hansa by Hon President	Goa	06/09/2021
50	Inauguration of Emergency Landing Field by Hon'ble Defence minister and Min of Surface transport	Barmer Rajasthan	09/09/2021
51	Facilitation of Paralympic athletes by Hon'ble PM	7 LKM Delhi	09/09/2021

Sl. No.	Event	Place	Date of Telecast
52	PM VC with Sardar Dham	Ahmadabad	11/09/2021
53	Visit of Hon'ble President to Prayagraj	Prayagraj(UP)	11/09/2021
54	Visit of Hon'ble President to Shimla	Shimla	16-20 Sept 2021
55	Visit of Hon'ble PM to Aligarh	Lodha Village Aligarh UP	14/09/2021
56	Sewa Samarpan Abhiyan by Hon'ble PM	12 locations PAN India	17/09/21
57	Interaction with PM in program at Goa Medical College	Goa	18/09/2021
58	Visit of MIB to LEH in connection with 1st Himalayan Festival	Leh	24/09/2021
59	Visit of MIB to LEH in connection Interaction with Youth	Leh	24/09/2021
60	Inauguration of DD & Air Transmitter By HMIB	Hemutngla, Kargil	25/09/2021
61	State Govt Function at Shimla	Shimla	25/09/2021
62	National Cooperative Conference	IG Stadium Delhi	25/09/2021
63	Fly Past Srinagar	Dal Gate Srinagar	26/09/2021
64	Visit of Hon'ble Vice President to Jaisalmer	Jaisalmer Rajasthan	27/09/2021
65	Interaction with Farmers by Hon'ble PM	7LKM & 12 Locations PAN INDIA	28/09/2021
66	17th Formation day of NDMA	MEA Bhawan Delhi	28/09/2021
67	PM VC on Jal Jeevan PAN India 11 Locations	PAN INDIA	02/10/2021
68	Flag Rally by HM at Red fort	New Delhi	02/10/2021
69	152 Anniversary of Mahatama Gandhi	New Delhi	02/10/2021
70	Floral tributes to Lal Bahadur Shastri	New Delhi	02/10/2021
71	Visit of Hon'ble Vice President to Srimanta Sankardev Kalakshetra at Guwahati	Guwahati Assam	03/10/2021
72	Urban Conclave Hon'ble PM Visit to Lucknow	Lucknow	05/10/2021
73	Hon'ble PM Visit to Rishikesh	Uttarakhand	07/10/2021
74	Air Force Day Hindon	Ghaziabad(UP)	08/10/2021
75	State Visit of PM of Denmark	Rastropati Bhawan	09/10/2021
76	Ramleela at Ayodhya	Ayodhya UP	06/10/2021 to 15/10/2021
77	Durga puja	Kolkata WB	06/10/2021 to 15/10/2021
78	Ram Leela at Mysore	Mysore	15/10/2021
79	NHRC Foundation Day by Hon HM	Vigyan Bhawan Delhi	12/10/2021
80	Gati Shakti by Hon'ble PM in Pragati Maidan	Delhi	13/10/2021



Sl. No.	Event	Place	Date of Telecast
81	Hon'ble PM VC in Surat	Delhi	15/10/2021
82	Hon'ble PM Message at DRDO Bhawan	Delhi	15/10/2021
83	Hon'ble HM Visit to Port Blair 2 Locations	Port Blair	15/10/2021 to 17/10/2021
84	Hon'ble PM Visit to Kushinagar	UP	20/10/2021
85	Visit of Hon'ble President to Patna	Patna	21/10/2021
86	Hon'ble PM Visit to Siddhartha Nagar	UP	25/10/2021
87	Hon'ble PM visit to Varanasi	UP	25/10/2021
88	100 Crore Mile Stone of COVID Vaccinations	Pan India 18 Locations	20/10/2021 to 21/10/2021
89	Police Commemoration Parade Chanakyapuri	Delhi	21/10/2021
90	Hon'ble PM Visit to Pravasi Bhartiya Bhawan Chanakyapuri	Delhi	21/10/2021
91	VC of Hon'ble n PM at two locations in Goa	Goa	23/10/2021
92	Visit of HM to Jammu	Jammu	24/10/2021
93	Raising Day of ITBP Greater Noida	UP	24/10/2021
94	National Film Awards by Hon Vice President at Vigyan Bhawan	Delhi	25/10/2021
95	Visit of HM to Kewadia	Kewadia Gujarat	31/10/2021
96	Visit of Hon'ble President to Bhawnagar Gujarat	Bhawnagar, Mahua Gujarat	29/10/2021
97	Visit of Hon'ble President to Ashram Mahuvar Gujarat	Mahuva Gujarat	29/10/2021
98	Passing Out Parade of NDA Khadakwasla	Pune Maharashtra	29/10/2021
99	Visit of HM & MIB to Lucknow	UP	29/10/2021
100	Visit of HM to Dehradun Two Locations	UK	30/10/2021
101	Visit of Hon in of women & Child development to NSG HQ Delhi	Delhi	30/10/2021
102	Visit of HM to Kewadia	Kewadia Gujarat	31/10/2021
103	Floral Tributes to Sardar Patel Delhi	Delhi	31/10/2021
104	Visit of HM to Sardar Patel Birth Place	Gujarat	31/10/2021
105	Visit of HM to Amul Anand Gaon	Gujarat	31/10/2021
106	Deepothsav	Ayodhya UP	03/11/2021
107	Kali Puja Dakshineswar Temple	Kolkata WB	04/11/2021
108	Hon'ble PM Visit to Kedarnath and interaction with 12 Jyotilingum, 4 Dhams & Adi Shankaryacharya	Kedarnath & PAN India	04/11/2021 & 05/11/2021
109	Civil Investiture Awards	Delhi	08/11/2021 & 09/11/2021



Sl. No.	Event	Place	Date of Telecast
110	Commencement of Governors Conference at Rastrapati Bhawan	Delhi	11/11/2021
111	Passing out parade of IPS officers hyderabad	Telangana	12/11/2021
112	Lal Bahadur Shastri Hockey at National Stadium	Delhi	12/11/2021 to 13/11/2021
113	Dhyan Chand Award & Khel Rattan Awards Rastrapati Bhawan	Delhi	13/11/2021
114	Visit of HM to Varanasi	UP	12/11/2021 to 14/11/2021
115	Inauguration of University of Azamgarh	UP	14/11/2021
116	Hon'ble PM Visit to Bhopal -2 Locations	MP	15/11/2021
117	VC of Hon'ble PM	Ranchi	15/11/2021
118	Hon'ble PM VC in Agartala (2 Locations)	Tripura	14/11/2021
119	Hon'ble PM Visit in CAG Bhawan	Delhi	16/11/2021
120	Hon'ble President visit to Vidhan sabha in Shimla	HP	16th to 19th November 2021
121	Hon'ble President visit to Chandigarh	Chandigarh	16/11/2021
122	Hon'ble President Visit to Bhiwani	Haryana	17/11/2021
123	Hon'ble PM Visit to Sultanpur (2 Locations)	UP	16/11/2021
124	HM Visit to Nellore & Tirupati	AP	14/11/2021
125	Opening of Kartarpur Corridor in Virtual Mode by Hon'ble PM	Punjab	17/11/2021
126	Hon'ble PM Visit to Mahoba	UP	18/11/2021
127	Hon'ble PM Address in Ashoka Hotel	Delhi	18/11/2021
128	Guru Parv Sultanpur Lodhi	Punjab	19/11/2021
129	Swachh Sarvekshan' in Vigyan Bhawan on 20th November, 2021	Delhi	20/11/2021
130	IFFI at Goa	Goa	20/11/2021 to 28/11/2021
131	Passing out parade and Piping ceremony Chennai	TN	20/11/2021
132	Visit of FM to Jammu	J& K	23/11/2021
133	Defence Investiture Awards at Rastrapati Bhawan	Delhi	22/11/2021 & 23/11/2021
134	HM VC in Manipur	Manipur	22/11/2021
135	Hon President Visit to Kanpur 2 Locations	UP	24/11/2021 & 25/11/2021
136	Bhumi Pujan for Jewar Airport	Jewar (UP)	25/11/2021
137	Blind Cricket at Arun Jaitley Stadium	Delhi	25/11/2021



Sl. No.	Event	Place	Date of Telecast
138	Constitution Day at Vigyan Bhawan attended by Hon'ble PM & President	Delhi	26/11/2021 & 27/11/2021
139	PM Man ki Baat Episode 83	10 Locations Pan India	28/11/2021
140	President Visit to Haridwar & Rishikesh	Uttarakhand	28/11/2021 & 29/11/2021
141	Konarak Festival	Konarak, Orrisa	1/12/2021 & 2/12/2021
142	Hon'ble PM Address at Parliament Library Building	Delhi	30/11/2021
143	BSF Raising Day Parade	Jaisalmer Rajasthan	05/12/2021
144	Inauguration of Earth station and three FM stations in UP	Gorakhpur	03/12/2021
145	Hon'ble PM Visit to Dehradun	Dehradun	04/12/2021
146	INDO Russia Summit	Hyderabad House Delhi	06/12/2021
147	Hon'ble PM Visit to Gorakhpur	Gorakhpur	07/12/2021
148	Hon'ble President visit to Mumbai	Mumbai	06/12/2021
149	Hon'ble President visit to Mumbai	Mumbai	07/12/2021
150	Hon'ble PM Visit to Balrampur UP	Balrampur (UP)	11/12/2021
151	Hon'ble President visit to Mumbai	Mumbai	08/12/2021
152	HUMAN Rights day	Vigyan Bhawan Delhi	10/12/2021
153	IMA Passing Out Parade	Dehradun	11/12/2021
154	Hon'ble PM Program in Vigyan Bhawan	Vigyan Bhawan Delhi	12/12/2021
155	Hon'ble PM Visit to Varanasi 3 Locations	Varanasi	13/12/2021 & 14/12/2021
156	Martyrs Day Parliament	Parliament Delhi	13/12/2021
157	Swarmin Vijay Parv(Opening)	India Gate	12/12/2021
158	Sarmin Vijay Parv (Closing)	Parade ground Delhi	14/12/2021
159	Floral Tributes War Memorial Delhi	War memorial Delhi	16/12/2021
160	BSF Function with Hon'ble PM as Chief Guest	Sushma Swaraj Bhawan	16/12/2021
161	Hon'ble PM Visit to Shahjahan pur UP	Shahjahanpur UP	18/12/2021
162	Hon'ble PM Visit to Goa	Goa 3 Locations	19/12/2021
163	Hockey League Khelo India	National Stadium, Delhi	16/12/2021 to 21/12/2021
164	Hon'ble PM Visit to Prayagraj	Prayagraj(UP)	21/12/2021
165	Hon'ble PM Visit to Varanasi	Varanasi 2 Locations	23/12/2021
166	Hon'ble PM Visit to Haldwani	Haldwani UK	24/12/2021
167	Kalpataru Utsav	Ram Krishna Mission Kolkata	01-01-2022
168	Visit of HMIB in Uttarakhand	UK	03-01-2022
169	Hon PM Visit to Feroz Pur	Punjab	05-01-2022

Sl. No.	Event	Place	Date of Telecast
170	Hon PM VC with Cancer Institute Kolkata	Kolkata	07-01-2022
171	Passing Out Parade of BSF officers Gwalior	Gwalior MP	08-01-2022
172	DD Conclave Lucknow	Lucknow	07/1/2022 & 8/1/2022
173	Guru Parv	Patna Bihar	09-01-2022
174	Ekadesi Festival	Chennai	13/1/2021
175	Makaravilaku Festival Sabirimala	Kerala	14/1/2022
176	Ceremonial Shifting of Amar Jawan Flame to War Memorial	National War Memorial Delhi	21/1/2022
177	Army Day 2022	Parade Ground Delhi Cantt	15/1/2022
178	Sagar Arti	Puri (Odisha)	17-01-2022
179	Arunachal Pradesh Day	Itanagar	20/01/2022
180	Saint Thiyagara Aradhana Festival	Thiruvaiyaru	22/1/2022
181	Prakaram Diwas India Gate Lawns	India Gate Delhi	23/1/2022
182	Netaji's Birthday	Netaji Bhawan, Kolkata	23/1/2022
183	Republic day coverage	Chennai	26/1/2022
184	RDC Jammu	ParadeGround Jammu	26/1/2022
185	Hon PM NCC Rally	Parade Ground Delhi Cantt	28/1/2022
186	Beating The Retreat 2022	Rastrapati Bhawan Vijay Chowk Delhi	29/1/2022
187	Martyr Day	Raj Ghat, Gandhi Smriti Delhi	30/1/2022
188	Hon PM Manki Baat	Pan India	30/1/2022
189	Ceremonial Procession of Hon President to Parliament for Budget session	Rastrapati Bhawan Vijay Chowk Delhi	31/1/2022
190	Union Budget 2022	Rastrapati Bhawan Vijay Chowk Delhi	01-02-2022
191	DD CONCLAVE	Meerut (UP)	03-02-2022
192	Filling of Nomination by CM of UP	Gorakhpur	04-02-2022
193	Visit of PM in Hyderabad 4 Locations	Hyderabad	05-02-2022
194	DD CONCLAVE	Dehradun	07-02-2022
195	Cremation of Lata Mangeshkar	Mumbai 2 Locations	06-02-2022
196	Janmat 2022	Goa	11-02-2022
197	President Visit to Mumbai	Raj Bhawan Mumbai, Ratnagiri Mumbai	11&12 -02-2022
198	PM Rally in Bareilly	Bareilly UP	11-02-2022
199	Media Briefing at BJP HQ	Delhi	12-02-2022
200	DD CONCLAVE	Bareilly UP	12-02-2022
201	PM Visit to Meerut(UP)	UP	12-02-2022





Sl. No.	Event	Place	Date of Telecast
202	Visit of Vice President & President to Muchintala, Hyderabad	Hyderabad	12/01/2022 & 13/02/2022
203	DD Conclave	Jhansi UP	16/02/2022
204	PM Rally in Jalandhar	Jalandhar Punjab	14/02/2022
205	Sattelite Launch Shrihari kota	Tamil Nadu	14/02/2022
206	PM Rally in Pathankot	Pathankot (Punjab)	16/02/2022
207	PM Visit to Sant Ravidas Mandir Karol Bagh Delhi	Delhi	16/02/2022
208	PM Rally Fazilka	Fazilka (Punjab)	17/02/2022
209	Inauguration of Rail line 5 & 6 at Thane Maharashtra by Hon PM in Virtual Mode	Thane Maharashtra	18/02/2022
210	VC of Hon PM with students of Asian College of Technology Chennai	Chennai	18/02/2022
211	Naval Fleet review	Vishakapatnam (AP)	17/02/2022 to 21/2/2022
212	PM Rally Unnao	UP	20/02/2022
213	Conclave 2022	Prayagraj	24/02/2022
214	PM Rally in Imphal	Imphal	22/02/2022
215	Conclave 2022	Gorakhpur	26/02/2022
216	Hon President visit to Kamakhya Temple Guwahati & Kalakshetra Guwahati	Guwahati Assam	25/02/2022
217	Visit of Hon President to Tezpur University	Tezpur Assam	26/02/2022
218	Third anniversary of National War Memorial	Delhi	25/02/2022
219	Milan Diwas Indian Navy Vishakapatnam	Vishakapatnam (AP)	26th to 27th Feb 2022
220	Man Ki Baat Episode 86 ,11 Locations Pan India	Pan India	27/02/2022
221	Hon PM VC with Guwahati for Gati Shakti	Guwahati Assam	28/02/2022
222	Conclave 2022	Chennai(TN)	28/02/2022
223	Hon PM Visit to Chanduli(UP)	UP	03-03-2022
224	Hon'ble PM Rally in Varanasi	UP	05-03-2022
225	Hon'ble PM Visit to Pune (five Locations)	Pune Maharashtra	06-03-2022
226	Hon'ble PM Visit to Gujarat Road Show & Gram Panchayat Sammelan Ahmedabad	Ahmadabad	11-03-2022
227	Hon'ble PM Visit Rastriya Rakha University ,Gandhi Nagar	Gandhi Nagar	12-03-2022
228	Khel Mahakumb Gujarat	Ahmadabad	12-03-2022
229	Visit of Hon'ble HM in Jammu for CRPF Day	Jammu	19/03/2022

Sl. No.	Event	Place	Date of Telecast
230	Arrival of Hon'ble PM of Japan APAN	Delhi	19/03/2022
231	Bilateral Talk Indo Japan Hyderabad House	Delhi	19/03/2022
232	Departure of Hon'ble PM of Japan	Delhi	20/03/2022
233	Inauguration of Biplabi Bharat Gallery at Victoria Memorial Kolkata by Hon PM in Virtual Mode	Kolkata	23/03/2022
234	Presentation of color to INS Valsura JamNagar	Gujarat	25/03/2022
235	Hon President Visit to Haridwar	Haridwar	26/03/2022 & 27/03/2022
236	Hon PM Man Ki Baat Episode 87 11 Locations	PAN India	27/03/2022
237	Hon PM VC with Chattarpur	MP	28/03/2022
238	Hon PM VC with Martua Mela West Bengal	West Bengal	29/03/2022

## Annexure - VII

### Major Projects Undertaken by CCW during 2021-22 for AIR & Doordarshan Circle:

#### I SE(C)-I New Delhi:

##### Amounts in Lakhs

S. No.	AIR /DD/ Other Media/ Deposit Work	Name of Work	A/A & E/S with date	Status
1.	AIR	Strengthening of Border areas (New Scheme) 12 plan. Construction of FM Transmitter at Maharajganj, UP.	Rs. 111.45+98.00	Building work complete in all respect. ADG NZ requested for taking over. Physical progress 100%
2	AIR	Construction of 10 KW FM Transmitter at Sultanpur, UP	Rs. 294.74 C-247.15 E-47.59	Building handed over. Physical progress 100%
3	AIR	Construction of 10 KW FM Transmitter at Etawah, UP	210.16 C- 179.79 E-30.37	Building handed over. Physical progress 100%

#### II Circle: SE(C)-II New Delhi

##### Amounts in Lakhs

S. No.	AIR /DD/ Other Media/ Deposit Work	Name of Work	A/A & E/S with date	Status
1	AIR	Construction of 20 nos. Hostel Accommodation for AIR staff at AIR Complex, Srinagar J&K (Balance work).	253.36 C-225.83 E-27.53 Dt. 26/6/19	Physical Progress – 75%
2.	Deposit Work	Construction of balance work of kitchen and dining hall including development of site, road work, retaining walls, sump well, drainage, sewerage and water supply system at JNV Budgam (J&K).	120.92 dt.19.01.19	Physical Progress - 95%.



### III Circle: SE(C)-III New Delhi

#### Amounts in Lakhs

S. No.	AIR /DD/ Other Media/ Deposit Work	Name of Work	A/A & E/S with date	Status
1.	AIR	Construction of 10 KW FM Transmitter along with Studio Facilities for AIR LPT Site Kotputli (Rajasthan).	230.30 Lakhs (Civil - 193.31 & Elect - 36.39 Lakhs)	Physical Progress - 40%

### IV Circle : SE(C) Guwahati

#### Amounts in Lakhs

S. No.	AIR /DD/ Other Media/ Deposit Work	Name of Work	A/A & E/S with date	Status
1.	AIR	1 Kw FM Tr. at Tamenglong	Digital survey-0.58 (27.08.2018) Barbed Wire fencing-1.63 Toilets-9.98 Septic tank-2.39 Total - C-14.58 E-0.00 T-14.58	Work completed on 15-03-2022.  Physical Progress - 100%
2.	AIR	1 KW FM Tr. at Namsai	C-0.26 (12.12.18) C-188.03 E-28.05 T-216.34 (04.11.19)	Physical Progress - 10%

### V Circle : SE(C) Kolkata

#### Amounts in Lakhs

S. No.	AIR /DD/ Other Media/ Deposit Work	Name of Work	A/A & E/S with date	Status
1.	AIR	Re-Construction of Random Rubble Masonry wall at the back side of T- B S/Qtr. At AIR, Gangtok. SH : C/o plum concrete retaining wall & RCC drain at AIR S/Qtr complex in Gangtok.	44.590 Dt. 23/01/2019	Physical Progress - 100%  Work Completed on 17/02/2021.



## VI Circle : SE(C) Mumbai

### Amounts in Lakhs

S. No.	AIR /DD/ Other Media/ Deposit Work	Name of Work	A/A & E/S with date	Status
1.	AIR	Construction of Tr. bldg with limited production facility for setting up of 10KW FM, at Ratlam(M.P) Under 12th Plan. ( a ) S.H : C/o Tr. bldg, office building, under ground sump well, internal road and path, W/S & S/I and drainage etc i/c Electrical installation	Rs. 179.52 dated 10.12.2018 173.02 ( C ) 6.50 ( E )	Building Works completed and handed over to Zonal Office. Development Works: commenced, Road Work completed.  Physical Progress - 100%
		(b) S. H : C/o Guide walls for Rainy season Nalah, Filling works for storm water control		Physical Progress - 90%
2.	AIR	Design, Supply, Erection, Testing and commission (DSETC) of 100 M Self Supporting Lattice Steel FM Tower including foundation work and provisions of mountings for installation of VHF FM Antenna etc., for AIR at RATLAM (MP).	Rs.193.13 dated 21.09.2020 188.89 ( C ) 4.24 ( E )	Physical Progress - 10%
3.	AIR	Design, Supply, Erection, Testing and commission (DSETC) of 100 M Self Supporting Lattice Steel FM Tower including foundation work and provisions of mountings for installation of VHF FM Antenna etc., for AIR at REWA (MP)	Rs.193.13 dated 21.09.2020 188.89 ( C ) 4.24 ( E )	Physical Progress - 10%
4.	Other Media	A/R & Maintenance of FD Complex SH : Maintenance of the lawn in FD Complex, peddar road, Mumbai-26	Rs. 91,44,091/- dt.21.07.2020 Corresponding provision for this work 21,30,850/-	Physical Progress - 75%
5.	Other Media	Modernization and Renovation Studio I & II sound proof door, steel rack, wood wool board, drainage swimming pool, G.I. railing, floor and ceiling repairing of misc. work at FTII, Pune.	Rs. 41,86,606/- Dt 04.12.2020	Physical Progress - 100%

S. No.	AIR /DD/ Other Media/ Deposit Work	Name of Work	A/A & E/S with date	Status
6.	Other Media	Construction of Auditorium cum Knowledge centre under Upgradation and modernization of FTII Pune.	Rs. 28,10,19,200/- dt. 24.03.2017	Physical Progress - 90%
7.	Other Media	Construction of girls hostel for 128 students at FTII Pune	Rs. 12,06,88,600/- dt 09.01.2019	Physical Progress - 60%
8.	Other Media	Modification of main gate at entrance of FTII.	Rs.26,25,126/- 09.07.2019	Physical Progress - 100%
9.	Other Media	Making facility for setting up of Audio and Video QUALITY Control Lab at Ph-II, NFAI, MIT College Road, Pune.	Rs. 42,59,521/- Dt. 08.04.2021	Physical Progress - 100%



## DETAILS OF IMPORTANT COVERAGES, BROADCAST AND RADIO REPORTS FOR THE YEAR 2021-22 (1st April, 2021 to 31st March, 2022):

### A. Important Live Coverages:

1. Live broadcast of the Hon'ble Prime Minister, Shri Narendra Modi's interaction with students, teachers and parents at 'Pariksha Pe Charcha - 2021' programme on 7th April, 2021 via video conferencing.
2. Live broadcast of the release of Hindi translation of the book 'Odisha Itihaas' written by 'Utkal Keshari' Dr.Harekrushna Mahtab by Hon'ble Prime Minister, Shri Narendra Modi on 9th April, 2021 from Ambedkar International Center, Janpath, New Delhi.
3. Live broadcast of the commentary of the Principal Shahi Snan of Kumbha Mela-2021 falling on the day of 'Baisakhi' i.e. 14th April, 2021.
4. Live broadcast of the address by Hon'ble Prime Minister, Shri Narendra Modi to the Association of Indian Universities' 95th Annual Meet and National Seminar of vice-Chancellors on 14th April, 2021 via video conferencing.
5. Live broadcast of the launch of by distribution of e-property cards under the 'Swamitva' scheme and conferment of the National Panchayat Awards - 2021 on 24th April, 2021 on the occasion of the 'National Panchayati Raj Day' by the Hon'ble Prime Minister Shri Narendra Modi.
6. Live broadcast of the function of release on the 8th installment of financial benefit and interaction with the beneficiary farmers via video conferencing on 14th may, 2021
7. Live broadcast of the keynote address by the Hon'ble PM on the occasion of **2583rd vesak** - International Buddha Purnima Diwas on 26th May, 2021.
8. Live broadcast of a function organised on the occasion of World Environment Day and participated by Hon'ble PM, Shri Narendra Modi via video conferencing on 5th June, 2021.
9. Live broadcast of the Hon'ble Prime Minister's address to the nation on 7th June, 2021.
10. Live broadcast of the event 'Customized Crash Course Programme for COVID-19 front-line workers' launched by the Hon'ble Prime Minister, Shri Narendra Modi on 18th June, 2021 via video conferencing.
11. Live broadcast of the commentary of the lead event on 21st June, 2021 addressed by the Hon'ble Prime Minister, Shri Narendra Modi on the occasion of the International Day of Yoga.
12. Live broadcast of the Hon'ble PM's interaction with the participants of the 'Toycathon-2021 on 24th June, 2021.
13. Live broadcast of the Hon'ble PM's interaction with beneficiaries of 'Digital India' on 1st July, 2021 on the occasion of Digital India Campaign.
14. Live broadcast of the Hon'ble Prime Minister's address on the occasion of National Doctors Day on 1st July, 2021.
15. Live broadcast of the Hon'ble PM's address at 'Co-Win Global Conclave' on 5th July, 2021.

16. Live broadcast of the swearing-in ceremony of new ministers inducted into the Union Council of Ministers on 7th July, 2021.
17. Live broadcast of the off-tube commentary of All India Radio, Cuttack on the festival of Chariot 'Rath Yatra of Lord Jagannath' from Puri, Odisha on 12th July, 2021.
18. Live broadcast of Hon'ble PM's interaction with Olympics- bound Indian athletes on 13th July, 2021.
19. Live broadcast of 'BSF Investiture Ceremony' on 17th July, 2021.
20. Live broadcast of Hon'ble PM's address and interaction with IPS probationers at Sardar Patel National Police Academy on 31st July, 2021.
21. Live broadcast of function to launch Digital Payment Solution 'E-Rupi' by Hon'ble PM on 2nd August, 2021.
22. Live broadcast of programme to release next instalment of (Pradhan Mantri Kisan Samman Nidhi) PM - Kisan by Hon'ble PM on 9th August, 2021.
23. Live broadcast of UN Security Council open debate on 'Enhancing Maritime Security- a case for International Cooperation' chaired by Hon'ble PM on 9th August, 2021.
24. Live broadcast of the launch of Ujjwala-2.0 by the Hon'ble PM and the interaction with the beneficiaries on 10th August, 2021.
25. Live broadcast of the Hon'ble PM's address at CII (Confederation of Indian Industry) Annual General Meeting on 11th August, 2021.
26. Live broadcast of National Youth Awards function and send off ceremony for Tokyo – 2020 Paralympics Bound Indian Team by Hon'ble Union Minister Shri Anurag Thakur on 12th August, 2021.
27. Live broadcast of the Hon'ble PM's interaction with the members of Self Help Groups in a programme "Atmanirbhar Naarishakti Se Samvaad" on 12th August, 2021.
28. Live broadcast of the running commentary of Fit India Freedom Run 2.0 from 7.30 AM onwards on Friday, the 13th August, 2021.
29. Live broadcast of the running commentary of the Flag Hoisting Ceremony and live broadcast of the address to the Nation by the Hon'ble Prime Minister Shri Narendra Modi from the ramparts of Red Fort, New Delhi on Independence Day.
30. Live broadcast of Hon'ble PM Sh. Narendra Modi's interaction with the Tokyo 2020 Paralympics bound Indian Contingent on 17th August, 2021.
31. Live broadcast of Parliamentary outreach programme for the empowerment of Panchayati Raj Institutions of the Union Territory of Ladakh on 27th August, 2021.
32. Live broadcast of the event to dedicate the renovated complex of Jallianwala Bagh Memorial to the Nation by programme "Azaadi Ka Amrit Mahotsav" by Hon'ble PM on 28th August, 2021.
33. Live broadcast of Shri Krishna Janmashtami Mahotsav on 30th August, 2021 from Shri Dwarkadheesh temple, Mathura.
34. Live broadcast of Parliamentary outreach programme for the empowerment of Panchayati Raj Institutions of the Union Territory of Jammu & Kashmir on 31st August, 2021.



35. Live broadcast of the Hon'ble Prime Minister's address on the occasion of the 125th birth anniversary of Srila Bhaktivedanta Swami Prabhupada Ji on 1st September, 2021.
36. Live broadcast of the function to confer the National Awards to Teachers by the Hon'ble President of India on 5th September, 2021.
37. Live broadcast of the Hon'ble PM's address at the Inaugural Conclave of 'Shikshak Parv' on 7th September, 2021.
38. Live broadcast of the function to launch the Sansad TV on 15th September, 2021.
39. Live broadcast of the inauguration of the Defence Offices Complexes by the Hon'ble PM on 16th September, 2021.
40. Live broadcast of the Hon'ble PM's address to the United Nations General Assembly on 25th September, 2021.
41. Live broadcast of the Hon'ble Prime Minister's address on the occasion of the launch of Pradhan Mantri Digital Health Mission on 27th September, 2021.
42. Live broadcast of the Hon'ble PM's address and his interaction with the farmers on the occasion of Dedication of 35 Crop Varieties to the nation on 28th September, 2021.
43. Live broadcast of the launch function of Swachchha Bharat Mission 2.0 & AMRUT-2 by the Hon'ble Prime Minister, Shri Narendra Modi on 1st October, 2021.
44. Live broadcast of the Vayo Naman Programme and the presentation of Vayoshreshtha Samman Awards from Vigyan Bhawan, New Delhi in the presence of the Hon'ble Vice President of India Shri M. Venkaiah Naidu on the occasion of 'International Day of Older Persons' on 1st October, 2021.
45. Live broadcast of the 'Sarva Dharma Prarthana Sabha' held at Gandhi Samadhi, Rajghat, New Delhi on 2nd October, 2021.
46. Live broadcast of 'The Sarva Dharma Prarthana Sabha' & "Devotional Music" organised by the Gandhi Smriti and Darshan Samiti, Tees January Marg, New Delhi on 2nd October, 2021.
47. Live broadcast of the launch function of 'Pan India Legal Awareness And Outreach Campaign' in the presence of the Hon'ble President Of India and the Hon'ble Chief Justice Of India on 2nd October, 2021.
48. Live broadcast of the Hon'ble PM's interaction with the Gram Panchayats and Pani Samitis on 2nd October, 2021
49. Live broadcast of the event to dedicate 35 PSA Oxygen Plants established under 'PM CARES', to the nation by the Hon'ble PM on 7th October, 2021.
50. Live broadcast of the function to launch Indian Space Association by the Hon'ble Prime Minister on 11th October, 2021.
51. Live broadcast of the Foundation Day Function of National Human Rights Commission (NHRC) addressed by the Hon'ble PM on 12th October, 2021.
52. Live broadcast of the launch of PM Gatishakti – National Master Plan for Multi Model Connectivity by the Hon'ble PM on 13th October, 2021.
53. Live broadcast of the Hon'ble PM's interaction with the CEOs & Experts of Global Oil and Gas Sector on 20th October, 2021.



54. Live broadcast of the Hon'ble PM's keynote address delivered on the occasion of Abhidhamma Day at Kushinagar, Uttar Pradesh on 20th October, 2021.
55. Live broadcast of the 67th National Film Awards Presentation Function on 25th October, 2021 in the presence of the Hon'ble Vice President of India, Shri M. Venkaiah Naidu.
56. Live broadcast of Composite Programme on the Floral Tribute Function and Pledge Taking Ceremony on the occasion of National Unity Day on 31st October, 2021.
57. Live broadcast of Civil Investiture Ceremonies held at Rashtrapati Bhawan, New Delhi on 8th & 9th November, 2021 in the presence of the Hon'ble President of India.
58. Live broadcast of the event to launch two Customer Centric Schemes of RBI by the Hon'ble PM on 12th November, 2021.
59. Live broadcast of Janjatiya Gaurav Diwas Celebrations at Bhopal in the presence of the Hon'ble PM on 15th November, 2021
60. Live broadcast of the Hon'ble PM's address on the occasion of first Audit Diwas on 16th November, 2021.
61. Live broadcast of the All India Presiding Officers' Conference held at Shimla from 17th November to 18th November, 2021.
62. Live broadcast of the Hon'ble PM's address at first Global Innovation Summit of Pharmaceutical Sector on 18th November, 2021.
63. Live broadcast of the opening and closing ceremonies of the 52nd International Film Festival of India held at Panaji, Goa.
64. Live broadcast of the Hon'ble PM's programme 'Rashtra Raksha Samarpan Parv' in Jhansi on 19th November, 2021.
65. Live broadcast of the Defence Investiture Ceremonies held at Rashtrapati Bhawan on 22nd & 23rd November, 2021.
66. Live broadcast of the Foundation Stone Laying Ceremony of Noida International Airport on 25th November, 2021 by Hon'ble Prime Minister Sh. Narendra Modi.
67. Live broadcast of the inauguration of function of 2-day Constitution Day celebrations by Hon'ble Prime Minister Sh. Narendra Modi organized by the Supreme Court of India on 26th November, 2021.
68. Live broadcast of the closing ceremony of 52nd International Film Festival of India (IFFI-2021) on 28th November, 2021.
69. Live broadcast of a function on the occasion of International Day of Persons with Disabilities on 3rd December, 2021 in the presence of Hon'ble President of India, Sh. Ram Nath Kovind.
70. Live broadcast of the Hon'ble PM's programme regarding Inauguration and Laying down of Foundation Stone of Multiple Projects in Dehradun on 4th December, 2021.
71. Live broadcast of the Inaugural & Valedictory Sessions of the Centennial Celebrations of Public Accounts Committee of Parliament on 4th & 5th December, 2021
72. Live broadcast of NHRC Programme on Human Rights Day i.e. 10th December, 2021 at Vigyan Bhawan, New Delhi in the presence of the Hon'ble President of India, Shri Ram Nath Kovind.
73. Live broadcast of the Hon'ble PM's address to the depositors on 12th December, 2021.



74. Live broadcast of a programme to pay Floral Tributes to the martyrs of Parliament attack in 2001.
75. Live broadcast of the Hon'ble PM's address to the farmers during the Valedictory Session of National Agro Summit on 16th December, 2021.
76. Live broadcast of a Programme Of Participation "Participate In The Homage & Reception Ceremony Of Swarnim Vijay Mashaals At National War Memorial" on 16th December, 2021 by the Hon'ble Prime Minister, Shri Narendra Modi At National War Memorial On The Occasion Of Vijay Diwas On 16th December, 2021.
77. Live broadcast of the Hon'ble PM's address at the All India Mayors' Conference in Varanasi on 17th December, 2021.
78. Live broadcast of the 58th Raising Day Function of SSB on 20th December, 2021.
79. Live broadcast of a programme regarding year-long celebrations of birth centenaries of inspirational scientists and paying homage to the founders of Indian Science at Vigyan Bhawan, New Delhi on 22nd December, 2021 in the presence of the Hon'ble Vice President of India.
80. Live Broadcast of release of the 10th installment scheme of financial benefit under 'Pradhan Mantri Kisan Samman Nidhi (PM-KISAN)' by the Hon'ble Prime Minister, Shri Narendra Modi on 1st January, 2022 via video conferencing.
81. Live broadcast of the inauguration of the 25th 'National Youth Festival' by the Hon'ble Prime Minister, Shri Narendra Modi on 12th January, 2022 in Puducherry via video conferencing.
82. Live broadcast of the Army Day Parade held at Cariappa Parade Ground, New Delhi on 15th January, 2022.
83. Live broadcast of the Hon'ble Prime Minister, Shri Narendra Modi's Interaction with the start-ups from different sectors via video conferencing on 15th January, 2022.
84. Live broadcast of special address 'STATE OF THE WORLD' at the World Economic Forum's Davos Agenda by the Hon'ble Prime Minister, Shri Narendra Modi on 17th January, 2022.
85. Live broadcast of the keynote address by the Hon'ble Prime Minister, Shri Narendra Modi at the National Launch Ceremony of 'Azadi Ka Amrit Mahotsav Se Swarnim Bharat Ki Ore' – an initiative of Brahma Kumaris dedicated to 'Azadi Ka Amrit Mahotsav' via video conferencing on 20th January, 2022.
86. Live broadcast of the Investiture Ceremony of 'Subhash Chandra Bose Aapda Prabandhan Puraskar' held at India Gate War Memorial in the presence of the Hon'ble Prime Minister, Shri Narendra Modi on 23rd January, 2022.
87. Live broadcast of the Hon'ble Prime Minister, Shri Narendra Modi's interaction with the awardees of 'Pradhan Mantri Rashtriya Bal Puraskar' (PMRBP) via video conferencing on 24th January, 2022.
88. Live broadcast of 12th 'National Voters' Day' function addressed by the Hon'ble Vice President of India, Shri M. Venkaiah Naidu held on 25th January, 2022 via video conferencing.
89. Live broadcast of the running commentary of the Republic Day Parade and Cultural Pageant-2022 on 26th January, 2022.
90. Live broadcast of the Prime Minister's NCC Rally - 2022 from NCC Parade Ground, New Delhi on 28th January, 2022.

91. Live broadcast of the address by the Hon'ble President of India, Shri Ram Nath Kovind to the members of both the houses of Parliament on 31st January, 2022.
92. Live broadcast of the various programmes on the occasion of the 74th death anniversary of Mahatma Gandhi and Martyr's day.
93. Live broadcast of Hon'ble Prime Minister, Shri Narendra Modi's address on 30th National Commission for Women (NCW) Foundation Day Programme on 31st January, 2022.
94. Live broadcast of the presentation of the Union Budget (including Railways) in the Lok Sabha by the Union Finance Minister on 1st February, 2022.
95. Live Broadcast of ICRISAT Golden Jubilee celebration programme on 5th February 2022.
96. Live broadcast of the inauguration of 'Statue Of Equality' in comemoration of 1000th birth anniversary celebrations of Sri Ramanuja Acharya on 5th February, 2022.
97. Live broadcast of commentary on the funeral of Late Legendary Singer Bharat Ratna Lata Mangeshkar, on 6th Feburary, 2022.
98. Live broadcast of the inaugural address at The Energy & Resources Institute's (TERI) World Sustainable Development Summit by the Hon'ble Prime Minister, Shri Narendra Modi on 16th February, 2022.
99. Live broadcast of the review the Indian Naval Fleet as part of the 'President's Fleet Review' (PFR) by the Hon'ble President of India, Shri Ram Nath Kovind at a ceremonial event in Visakhapatnam, Andhra Pradesh on 21st February, 2022.
100. Live broadcast of the 53rd Raising Day Function of Central Security Force (CISF) held on 6th March, 2022 at CISF Campus, Indirapuram, Ghaziabad in the presence of the Hon'ble Home Minister, Shri Amit Shah.
101. Live broadcast of the Hon'ble Prime Minister's address on 'International Women's Day', at Women Saint's Camp at Dhordo, Kutch on 8th March, 2022 via video conferencing.
102. Live broadcast of the function organised to present 'Nari Shakti Puraskars' on the occasion of International Women's Day by the Hon'ble President Of India, on 8th March, 2022.
103. Broadcast of the Hourly News Bulletins on the occasion of counting and declaration of results for the Legislative Assembly Elections of Punjab, Manipur, Goa, Uttarakhand and Uttar Pradesh on 10th March, 2022.
104. Live broadcast of the 3rd edition of National Youth Parliament Festival at the Central Hall of Parliament House, New Delhi on 10th & 11th March, 2022.
105. Live broadcast of the Hon'ble Prime Minister, Shri Narendra Modi's address on the Valedictory Function of 96th Common Foundation Course at Lal Bahadur Shastri National Academy of Administration (LBSNAA) on 17th March, 2022.
106. Live broadcast of the Civil Investiture Ceremonies held at Rashtrapati Bhawan, New Delhi in the presence of Hon'ble President of India, Shri Ram Nath Kovind on 21st & 28th March, 2022.
107. Live broadcast of the inauguration of Biplobi Bharat Gallery by the Hon'ble PM on the occasion of 'Shaheed Diwas' on 23rd March, 2022.





## B. Other Important Coverages/Broadcasts

1. Broadcast of 'Mann Ki Baat' – Hon'ble PM's address to the people of India on different issues/ topics (every month broadcast).
2. Broadcast of various programmes regarding voter awareness, motivational messages for better voter turn out through compering and interviews with Election Commissioners of respective states during the elections in the states of Puducherry, Kerala, West Bengal, Tamil Nadu, Assam, Goa, Manipur, Uttarakhand and Uttar Pradesh.
3. Party Political Broadcast of recognized National & Regional Parties during Assembly elections were broadcast.
4. Broadcast of a programme of tributes to legendary Indian classical vocalist, late Pandit Rajan Mishra on 26th April, 2021.
5. Broadcast a programme of tributes to legendary sitar artiste, late Pandit Debu Chaudhuri on 1st May, 2021.
6. Broadcast of an interview with Professor P.P Diwakaran on 'History of Indian Mathematics' on 7th June, 2021.
7. Broadcast of the recording of the Hon'ble PM's keynote address at the UN Conference on Desertification, Land Degradation & Drought' on 14th June, 2021.
8. Broadcast of the recording of the Hon'ble Prime Minister's keynote address at the 5th edition of 'VivaTech' - A Global Tech Event on 16th June, 2021.
9. Broadcast of an Archival Interview of the Legendary Indian Athlete Late Milkha Singh on the 19th June, 2021.
10. Broadcast of a programme of tributes to the legendary actor Late Shri Dilip Kumar on 7th July, 2021.
11. Broadcast of the recording of the Hon'ble Prime Minister's address on the occasion of the 'World Youth Skills Day' on 15th July, 2021.
12. Broadcast of discussion on "Issues Before Parliament" on 18th of July 2021.
13. Broadcast of recording of proceeding of Question Hour in Parliament (Monsoon Session) starting from 19th July, 2021.
14. Broadcast of Hon'ble President of India's address to the nation on the eve of Independence Day.
15. Broadcast of Hon'ble Union Defence Minister of India's message for Indian Army on the eve of Independence Day.
16. Broadcast of the Science Serial on Artificial Intelligence titled 'Aane Wala Kal' (Hindi) & 'Welcome Tomorrow' (English) from 5th September 2021.
17. Broadcast of a message by the Hon'ble Home Minister, Shri Amit Shah on the occasion of 'Hindi Diwas'.
18. Broadcast of the recording of the Hon'ble PM's address at the Plenary Session of SCO Council of Heads of State on 17th September, 2021.
19. Broadcast the special dawn programme 'Mahishasur Mardini' on the occasion of Mahalaya, on 6th October, 2021.

20. Broadcast of a message by the Chief of Air Staff on the occasion of Air Force Day.
21. Broadcast of the recording of the Hon'ble Prime Minister, Shri Narendra Modi's video message delivered earlier at the Joint Conference of Central Vigilance Commission (CVC) & Central Bureau of Investigation (CBI) at Kevadia, Gujarat on 20th October, 2021.
22. Broadcast of the two programmes related to 100 crore vaccination doses - "Lakshya Ki Ore" and "100 Crore Covid Vaccinations Ka Safar" on 21st October, 2021
23. Broadcast of the Hon'ble PM's 'Address To The Nation' on 22nd Oct, 2021.
24. Broadcast of a programme on the occasion of Public Service Broadcast Day.
25. Broadcast of the address of the concluding session of the Conference by Hon'ble PM Shri Narendra Modi on 'Creating Synergies for Seamless Credit Flow and Economic Growth' on 18th Nov, 2021.
26. Broadcast of the recording of the Hon'ble PM's address delivered at 'Inaugural Sydney Dialogue' on 18th Nov, 2021.
27. Broadcast of the Hon'ble PM'S address to the Nation on 19th November, 2021.
28. Broadcast of programmes 'Sansad Ke Samaksh Mudde' & 'Issues Before Parliament' on 28th Nov, 2021.
29. Broadcast of #AIRNxt (for 52 weeks) as part of the celebrations of 'Azaadi Ka Amrit Mahotsav' from 28th Nov, 2021 across the country in all major languages and dialects.

**Broadcast of recording of the proceedings of the Question Hour in Parliament (Winter Session of 2021).**

- Broadcast of interview with the Director General of Border Security Force, Sh. Pankaj Kumar Singh in connection with its 57th Raising day of BSF.
- Broadcast of a message by the Chief of the Naval Staff Admiral R. Hari Kumar on the eve of Navy Day i.e. on 3rd December, 2021.
- Broadcast of the recording of the Hon'ble PM's address delivered at 'Inaugural Infinity Forum' on 3rd December, 2021.
- Broadcast of the recording of the Sardar Patel Memorial Lecture delivered by the Late Chief of Defence Service General Bipin Rawat to pay respect to the departed soul on 10th December, 2021.
- Broadcast of a special programme on the eve of Vijay Diwas.
- Broadcast of a special programme entitled "India's Victory in 1971 & Liberation of Bangladesh" to commemorate the 50th anniversary of India's victory over Pakistan in 1971 on the eve of Vijay Diwas.
- Broadcast of an interview with the Director General of SSB on the eve of SSB's Raising Day i.e. on 19th December, 2021.
- Broadcast of a message of the Chief of the Army Staff (COAS) General Manoj Mukund Naravane on the eve of the 74th Army Day i.e. 14th January, 2022.
- Broadcast of a programme of tributes to legendary Kathak dancer, Late Pandit Birju Maharaj on 17th January, 2022.
- Broadcast of the Hon'ble President of India, Shri Ram Nath Kovind's address to the nation on the eve of the REPUBLIC DAY-2022.



- Broadcast of two special programmes - Sansad Ke Samaksh Mudde (in Hindi) and Issues Before Parliament (in English) before the commencement of Budget Session in the Parliament on 30th January, 2022.
- Daily broadcast of recording of the proceedings of the Question Hour in the Parliament in Budget session.
- Broadcast of the speech delivered by Hon'ble Prime Minister on 6th February 2022 on the occasion of inauguration of the 'Statue of Equality' in commemoration of 1000th Birth Anniversary Celebrations of Sri Ramanuja Acharya.
- Broadcast of programmes in connection with 'World Radio Day 2022' on 13th February, 2022. Live Open Forum on FM Rainbow AIR Delhi
- Broadcast of the recording of the Hon'ble Prime Minister's address delivered at a webinar on positive implementation of Union Budget- 2022 on the topic "Smart Agriculture" on 24th February, 2022.

### C. Radio Reports

1. Broadcast of a Comprehensive Radio Report on the functions held during the Hon'ble President of India's visit to Chennai on 2nd August, 2021.
2. Broadcast of a Consolidated Radio Report on the Hon'ble PM's visit to Kedarnath, Uttarakhand on 5th Nov, 2021.
3. Broadcast of daily Radio Report from 21st November to 27th November, 2021 of the 52nd International Film Festival of India held at Panaji, Goa.
4. Broadcast of a Radio Report on 5th December, 2021 on BSF Raising Day Function.
5. Broadcast of a Radio Report on the occasion of Vijay Diwas on 16th December, 2021.
6. Broadcast of a radio report on 'Beating The Retreat' ceremony on 29th January, 2022.



## Annexure - IX

### DETAILS OF EXTERNAL SERVICES OF ALL INDIA RADIO GOING ON AIR AT PRESENT

Service	Language	Duration	Timing	Available on Which Platform
World Service –I East Asia, West Asia and East Africa	Arabic Transmission-I	1Hr	1100-1200Hrs	15030Khz(SW), News On Air App, DD Free Dish
	Arabic Transmission-II	2Hr	2300-0100Hrs	9620Khz(SW), News On Air App, DD Free Dish
	Chinese Transmission-I	1Hr & 30Mts	0515-0645Hrs	13795Khz(SW), News On Air App, DD Free Dish
	Chinese Transmission-II	1Hr & 30Mts	1600-1730Hrs	13795Khz(SW), News On Air App, DD Free Dish
	Indonesian	1Hr	0700-0800Hrs	13710Khz(SW), New On Air App, DD Free Dish
	Persian Transmission -I	1 Hr & 30Mts	0930-1100Hrs	15030Khz(SW), New On Air App, DD Free Dish
	Persian Transmission-II	1Hr & 30Mts	2130-2300Hrs	9620Khz(SW), New On Air App, DD Free Dish
	Tibetan Transmission-I	1Hr & 30Mts	0630-0800Hrs	9875Khz(SW), New On Air App, DD Free Dish
	Tibetan Transmission-II	1Hr & 30Mts	1615-1745Hrs	11590Khz(SW), New On Air App, DD Free Dish
	Swahili	1Hr	1745-1845Hrs	15030Khz(SW), New On Air App, DD Free Dish
World Service-II Europe	French	1Hr	0100-0200Hrs	9620Khz(DRM), New On Air App, DD Free Dish
Neighbourhood Service-I	Baluchi Transmission-I	1Hr & 30Mts	0830-1000Hrs	9950Khz(SW), New On Air App, DD Free Dish
	Baluchi Transmissi On-II	1Hr	1800-1900Hrs	9950Khz(SW), New On Air App, DD Free Dish
	Dari Transmission-I	1Hr 30Mts	1000-1130Hrs	9950Khz(SW), New On Air App, DD Free Dish
	Dari Transmission-II	1Hr & 30Mts	1900-2030Hrs	15030 Khz(SW), New On Air App, DD Free Dish



Service	Language	Duration	Timing	Available on Which Platform
Afghanistan-Pak Region	Urdu Transmission-I	3Hr & 45Mts	0930-1315Hrs	1071Khz(DRM), New On Air App, DD Free Dish
	Urdu Transmission-II	2Hr	1500-1700Hrs	1071Khz(DRM), New On Air App, DD Free Dish
	Urdu Transmission-III	3Hr & 45Mts	2115-0100Hrs	New On Air App, DD Free Dish
	Pashto Transmission-I	1Hr & 30Mts	1000-1130Hrs	11560 Khz (SW), New On Air App, DD Free Dish
	Pashto Transmission-II	1Hr & 30Mts	1800-1930Hrs	11560 Khz (SW), New On Air App, DD Free Dish
	Punjabi Transmission-I	1Hr	0500-0600Hrs	New On Air App, DD Free Dish
	Punjabi Transmission-II	1Hr & 30Mts	1730-1900Hrs	1071Khz (DRM), New On Air App, DD Free Dish
	Seraiki	30Mts	1700-1730Hrs	1071Khz (DRM), New On Air App, DD Free Dish
	Sindhi	30Mts	0630-0700Hrs	New On Air App, DD Free Dish
Neighbourhood Service-II South and South East Asia	Maitree Service (Bangla) Transmission-I	8Hr & 30Mts	0600-1430Hrs	594Khz (Sw), New On Air App, DD Free Dish
	Maitree Service (Bangla) Transmission-II	8Hr & 30Mts	1530-0000Hrs	594Khz (SW), New On Air App, DD Free Dish
	Burmese	1Hr	0845-0945Hrs	11560Khz (SW), New On Air App, DD Free Dish
	Nepali Transmission-I	1Hr & 30Mts	0715-0845Hrs	11560Khz (SW), New On Air App, DD Free Dish
	Nepali Transmission-II	1Hr & 30Mts	1430-1600Hrs	11560Khz(SW), New On Air App, DD Free Dish









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