

PRASAR BHARATI

ANNUAL REPORT-2008-2009



आकाशवाणी

प्रसार भारती
PRASAR BHARATI
आवाज भरत की



दूरदर्शन



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दूरदर्शन

CHAPTER I

PRASAR BHARATI – THE CORPORATION

Prasar Bharati (the Broadcasting Corporation of India) is the public service broadcaster in the country, with All India Radio and Doordarshan as its two constituents. It came into existence on 23rd November, 1997, with a mandate to organize and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting in the country.

Objectives

The major objectives of the Prasar Bharati Corporation as laid out in the Prasar Bharati Act, 1990 are as follows:

- To uphold the unity and integrity of the country and the values enshrined in the Constitution;
- To promote national integration;
- To safeguard citizens' rights to be informed on all matters of public interest by presenting a fair and balanced flow of information;
- To pay special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health & family welfare and science & technology;
- To create awareness about women's issues and take special steps to protect the interests of children, aged and other vulnerable sections of the society;
- To provide adequate coverage to diverse cultures, sports and games and youth affairs;
- To promote social justice, safeguarding the rights of working classes, minorities and tribal communities.
- To promote research and expand broadcasting faculties & development in broadcast technology.

The Prasar Bharati Board

The Corporation, is governed by the Prasar Bharati Board, which comprises a Chairman, an Executive Member (Chief Executive Officer), a Member (Finance), a Member (Personnel), six part-time Members, a representative of the Ministry of Information & Broadcasting and the Directors General of All India Radio and Doordarshan as ex-officio Members. The chairman is a part time member with three years tenure. The executive Member has a tenure of five years, subject to age limit of 65 years. Member (Finance) and the Member (Personnel) are whole time members with six year tenure, subject to the age limit of 62 years.

The Prasar Bharati Board meets at least six times in a year.

The Members of the Board

During the period, the composition of the Prasar Bharati Board was as follows:

1.	Chairman	:	Shri Arun Bhatnagar (from 01.05.2008)
2.	Executive Member (CEO)	:	Shri B.S.Lalli
3.	Member (Finance)	:	Sh. A.K. Jain
4.	Member (Personnel)	:	Shri.V. Shivakumar
5.	Representative of the Ministry of I&B	:	Shri Uday Kumar Verma Additional Secretary,
6.	Six Part-time Members	:	Shri R.N.Bisaria Smt. Mamta Shankar Dr. Sunil Kapur George Verghese Shri Sunil Dang (from 13.10.2008) Lt.General,(Red.) Utpal Bhattachrya (from13.10.2008)

Organisation Structure:

The Prasar Bharati Board functions at the apex level ensuring formulation and implementation of the policies of the organization and fulfillment of the mandate in terms of the Prasar Bharati Act, 1990. The Executive Member functions as the Chief Executive Officer (CEO) of the Corporation. Officers from different streams working in the Prasar Bharati Secretariat assist the CEO, Member (Finance) and Member (Personnel) in integrating actions, operations, plans and policy implementation as well as look after the budget, accounts and general financial matters of the Corporation.

Prasar Bharati Marketing offices located at centres such as Mumbai, New Delhi, Kolkata, Chennai, Bangalore, Jalandhar and Hyderabad look after all marketing activities of both All India Radio and Doordarshan.

Prasar Bharati also has a unified vigilance set up at the headquarters, headed by a Chief Vigilance Officer.

The Director General heads the Directorate General of All India Radio and the Directorate General of Doordarshan.

ALL INDIA RADIO

Director General, All India Radio is responsible for the overall administration of the entire Akashvani network consisting of 232 stations and 374 broadcast transmitters of which 149 are MW (Medium Wave), 171 FM (Frequency Modulation) and 54 SW (Short Wave) transmitters as on 1.04.2009. In the performance of the duties of the Director General, the following officers assist:

Programme Wing:



Launch of SMS Based Services for Listeners of AIR

The Deputy Directors General (DDGs) in the headquarters and in the regions look after all matters relating to programming and content creation. These officers belong to the Programme cadre of All India Radio. The offices of the regional DDGs are located at Delhi and Chandigarh (Northern Region), Mumbai and Ahmedabad (Western Region), Lucknow and Bhopal (Central Region), Kolkata (Eastern Region), Guwahati (North Eastern Region), Chennai (Southern Region –I) & Bangalore (Southern Region-II).

Audience Research Wing

There is a Director (Audience Research) to assist the Director General in carrying out surveys of Audience Research on the programme b'cast by various stations of All India Radio. Audience Research unit of DG: AIR is supported by Six Dy. Directors (AR) at the Regional Mobile Units located at Shillong, Kolkata, Chennai, Mumbai, Delhi & Allahabad and 38 Audience Research Units spread over the entire country. This is perhaps the largest Media Research Organisation in the world.

Engineering Wing:

Engineer –in-Chief, All India Radio is the Engineering Head of AIR network. Assisted by Chief Engineer, he is responsible for planning, design, operation & maintenance of the total technical infrastructure of AIR including the radio broadcast development. E-in-C operates through the Engineering Headquarter and the Planning & Development Unit in the AIR Directorate, Zonal Chief Engineers and Engineering Heads of various AIR stations. The Zonal Chief Engineers offices are located at Mumbai, Kolkata, Guwahati, Chennai and New Delhi. E-in-C is also responsible for radio broadcast, research & development and training of engineering staff. The Civil Construction Wing (CCW), also headed by a Chief Engineer, looks after the civil construction activities. The CCW also caters to the needs of Doordarshan.

Administration & Finance

A Deputy Director General (Administration) assists the Director General on all matters of general administration. A Director looks after the Engineering and Programme administration of All India Radio. Deputy Director General (Finance) assists the Director General on financial matters. He also functions as the Internal Financial Adviser and is supported by a Finance Advisory Cell.

A Deputy Director General (Security) assisted by Assistant Director General (Security) look after security and safety of AIR installations, transmitters, studios, offices, etc. These officers also look after the security needs of Doordarshan.

SUBORDINATE OFFICES:

News Services Division

The NSD is responsible for news bulletins and news based programmes broadcast on different channels of AIR with in the country and abroad. It puts out over 512 news bulletins daily in 87 languages/ dialects (Indian and foreign) for a duration of over 50 hours from its headquarters in New Delhi and 44 Regional News Units (RNUs) across the country.

External Services Division

The External Services Division of All India Radio broadcasts in 27 languages – 16 foreign and 11 Indian languages. These services are radiated for an aggregate duration of 72 hours daily and are projected to over 100 countries.

Transcription & Programme Exchange Service

The Transcription and Programme Exchange Service, headed by a Director, looks after exchange of programmes among stations, building and maintenance of sound archives and marketing of select archival recordings. It also looks after the marketing of archival tapes and CDs.

Research & Development

The functions of the Research Wing include Research and Development of equipment required by AIR and Doordarshan, investigation and studies relating to AIR and Doordarshan. It is also responsible for development of prototype models of R&D equipment for limited use field trials in the network of AIR and Doordarshan. A Chief Engineer heads the R&D Wing.

Central Store Office

The Central Stores Office located at New Delhi performs functions relating to procurement, stocking and distribution of engineering stores required for the maintenance of technical equipment at All India Radio Stations.

Staff Training Institute (Programme)

Staff Training Institute (Programme) was established in 1948 at Delhi as an attached office of DG, AIR, and New Delhi. It was declared as a subordinate office with effect from 01.01.1990. Staff Training Institute (Programme) at Delhi and Bhubaneshwar alongwith five other Regional Training Institutes (Programme) at Ahmedabad, Hyderabad, Lucknow, Shillong and Thiruvananthapuram imparts training to all the programme and Administrative cadres of AIR and Doordarshan.

Staff Training Institute (Technical)

Staff Training Institute (Tech.) at Delhi caters to the training needs of engineering personnel. Regional training institutes have also been set up at Bhubaneshwar, Shillong & Mumbai to augment the training facilities.

The institute at Delhi was established in 1948 and has since grown into a center of excellence for technical training in electronic media. A well-organised Library and a Computer center with advanced multi-media equipment are available as part of the institute.

Sanctioned strength & new posts sanctioned In All India Radio as on March-2008

Wing	Sanctioned	Vacant
Programme	6915	3033
News Wing	223	53
Engineering	6140	1282
CCW	1457	172
Administration		
(i)	813	240
(ii) AIR Station & DD Kendras	<u>10927</u>	<u>1903</u>
Total	<u>26475</u>	<u>6683</u>

DOORDARSHAN

Doordarshan, a public Service Broadcaster, is one of the largest Television Networks in the world. It started its service on 15th Sept., 1959 at Delhi with the transmission of Educational and Development programmes on experimental basis. Second Television center was started at Bombay in 1972 and later Doordarshan Television service was expanded to other places. The rapid expansion of DD started in 1984 with almost every day a transmitter was installed in the Country. Doordarshan is presently operating 31 TV channels besides free-to-air DTH service and has a terrestrial network of 66 Studios and 1414 transmitters installed throughout length & breadth of the country. In terrestrial mode, Doordarshan coverage is available to about 92.2% population of the country.

Director General is the head of Doordarshan who is assisted by Deputy Director Generals in the programme wing, Engineer-in-Chief in Engineering Wing, additional Director General (A&F) in Administration and Finance Wing and additional Director General (News) in News and Current Affairs Wing.

Programme Wing:

Like All India Radio, Deputy Directors General (DDGs) looks after all aspects relating to programme conceptualization, production and acquisition at national, regional and local level. They are assisted by Directors/Deputy Directors (Programmes). These officers belong to programme cadre of Doordarshan.

News Wing:

The News Wing of Doordarshan is responsible for procurement, editing and production of all news and current affairs programmes broadcast on Doordarshan Channels at the national and regional level. Director General (News) heads the News wing of Doordarshan.

Engineering Wing:

Engineering wing is headed by Engineer-in-Chief. He is assisted by the Chief Engineers and Directors at Directorate and the zonal offices which are located at Delhi, Mumbai, Kolkata, Chennai and Guwahati. Engineer-in-Chief is responsible for overall maintenance of technical activities including planning, system design, project implementation, operation and maintenance, human resource and training.

Administration & Finance Wing

The Administration & Finance Wing of Doordarshan is headed by Additional Director General (ADG), who also functions as Internal Financial Advisor and he assists the Director General on all matters of general administration, personnel management, budget & plan coordination and finance. ADG is assisted by the DDGs/ Deputy Directors of administration and finance.

CHAPTER II

PRASAR BHARATI – PUBLIC SERVICE BROADCASTER

The goal of Public Service Broadcasting (PSB) is to meet community needs, which exist beyond traditional geographic and institutional boundaries. Today, Prasar Bharati through All India Radio (AIR) and Doordarshan (DD) provides maximum coverage of the population and is one of the largest terrestrial networks in the world. In a country, where the illiteracy rate is high, this medium has a great potential to inform, educate and entertain people. The immense social responsibility of the Prasar Bharati-AIR and DD is consonant with the potential of the network as it reaches vast masses of the people throughout the country. Over the years, Doordarshan and All India Radio true to their role as public broadcasters have been engaged in multifarious activities. At this time of radical change, we must keep the best of what we do and reinvent the rest. The future promises to be exciting and challenging for all. With the move into digital age, public broadcasting is in the forefront of using new technology to provide better service and programmes to an even wider and more diverse community. A national service planned, developed and operated by the Prasar Bharati presently touches the lives of millions each and everyday, providing the highest quality experience in cultural and performing arts, information and public affairs documentaries and educational programming.

The goal of Public Service Broadcasting the world over is to make needed information available at doorsteps of everyone. It should be wide ranging in its appeal, reliable, entertaining, instructive and informative serving only one master – its public. It strives to engage all communities through broadest of thought provoking programmes and outreach projects. It channelises the information and ideas that improve communities socially, culturally and economically.



All India Seminar on
Public Service
Broadcasting

Prasar Bharati – Policy Initiatives

The Prasar Bharati Board held six meetings during the year 2008-09 (i.e. 83rd to 88th), in which a number of policy and administrative decisions were arrived at. The decisions were aimed not only at fulfilling the public service mandate of the organisation but also enabling it to meet challenges posed by the competitive scenario as well as rapid technological changes. Some of the significant decisions taken during the year are given here under:

- During the 83rd meeting, the board noticed that the Doordarshan News channel had shown improvement, however to raise its level to that of the best in international Public Service Broadcasting, proficient and experienced anchors were required to be hired. Considering the emergent need, the Board approved creation of 34 slots of anchors-cum-correspondents in Doordarshan News to be hired through BESIL and adjustment of their performance.

- For production of documentaries on various Public Service themes, Prasar Bharati had entered into an agreement with a not-for-profit organization, Public Service Broadcasting Trust which was valid upto 31st March, 2009. During 84th meeting, the Board extended the term of the agreement for a further period of 5 years for production of documents/films concerning social and public issues with 75% budgetary support on the production expenses.
- India is the host country for the 19th Commonwealth Games which are being held from 3rd to 14th October, 2010 in Delhi. Prasar Bharati is the host Broadcaster of the mega sporting event which is responsible for all broadcasting activities both of "Radio" and "Television" required for the production of the World Feed video and audio signals. This is the first time when production and transmission of Commonwealth Games will be entirely in the High Definition Television Format (HDTV). The Board in its 86th & 87th meeting reviewed the preparatory work undertaken by the Host Broadcaster.
- In its 85th and 88th meetings, the Board made selection of DG:AIR and DG:DDn, which were lying vacant for quite a long time.

Progressive use of Hindi in Prasar Bharati Secretariate

*Hindi Fortnight Prasar
Bharati Secretariate*



- Hindi Section of Prasar Bharati Secretariate is engaged in implementation of the policy on official language.

The following activities are regularly done by the Hindi Section:-

- To prepare Hindi Version of Annual Report of Prasar Bharati.
- Prepare Hindi Version of Audit Report.
- Translation of Parliamentary Questions.
- Prepare Hindi Version of Accounts Reports.
- Prepare Hindi Version of other reports and returns as and when assigned.
- Replies of applications under RTI Act prepared in Hindi.
- Prepare Quarterly / Half Yearly / Yearly progressive reports in Hindi.
- Agenda and minutes are held regularly, minutes of these meeting issued and implemented.
- Hindi translation of correspondence covered under section 3(3) of OL Act.

- Organising Hindi workshops regularly.
- Imparting training in Hindi, Hindi Shorthand / Typing through Hindi Teaching Scheme.
- Organizing Hindi day / fortnight etc. and holding Hindi Competitions.



*Radio, Kashmir, Jammu
Hindi Debate
Competition*

- Hindi Translation of Parliamentary Standing Committee – Questionnaire on Information Technology.
- Upload the Unicode software in all the computers of Prasar Bharati Secretariate.
- Organizing all other activities for progressive use of Hindi as and when asked for.

Apart from above, a Hindi book library has also been opened in the Sectt. It contains around 350 Hindi books. Apart from this some rules / reference books are also kept. The library gets 5 Hindi / English news papers and 3 magazines. Employees can avail facilities for both, library readings as well as book issue.

CHAPTER III**THE YEAR AT A GLANCE**

Prasar Bharati remained focused on its objectives and functions as laid down in section 12 of the Prasar Bharati Act, 1990. During the year 2008-09 All India Radio and Doordarshan accomplished major tasks in programming and technological areas in tune with their mandate. The highlights of the activities and initiatives during the year with particular reference to the objectives and functions of the Corporation are briefly described.

ALL INDIA RADIO**Programme activities:**

1. Regular publicity is being given to Governments Flagship Programme Covering 12 Themes viz. (1) Sarva Siksha Abhiyan, (2) Mid-day Meal Scheme, (3) Rajiv Gandhi Drinking Water Mission, (4) Total Sanitation Campaign, (5) National Rural Health Mission, (6) Integrated Child Development Services, (7) National Rural Employment Guarantee Scheme (8) Jawaharlal Nehru National Urban Renewal Mission. (9) Implementation of Scheduled Tribes And Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006, (10) Programmes For Minority Welfare, (11) Programmes for Workers in Unorganized Sector and (12) Rehabilitation Policy and Law.
2. Regular publicity is being given to National Common Minimum Programme on each of the following thrust areas viz., 1. Employment Opportunities, 2. Agriculture Growth, 3. Education, 4. Health, 5. Women and Children, 6. Food and Nutrition, 7. Panchayati Raj, 8. SCs and STs, 9. Social harmony and Welfare of minorities, 10. Industry, 11. Infrastructure Development, 12. Development of J&K, North East and Border States. Special mention can be made of the publicity given to schemes such as Employment Guarantee Scheme, etc., formulated by the various central Ministries/Departments.
3. The year 2008 was declared as the Year of Planet Earth by UNESCO. Befitting the occasion, Prasar Bharati signed an MOU with Vigyan Prasar to broadcast a 52 episode science serial 'Dharti Meri Dharti' in 19 languages from 117 stations spread across the country from January to December, 2008.
4. Sardar Patel Memorial Lecture in English was organized in New Delhi on 13th October, 2008. Dr. Rajendra K.Pachauri, Eminent Environmentalist delivered the lecture on the subject "Enlightened Governance for Sustainable Development". Its recording was broadcast on national hook-up on 31st October, 2008 on the occasion of the birth anniversary of Sardar Patel.
5. Dr. Rajendra Prasad Memorial Lecture in Hindi was organized at Kolkata on 22nd November, 2008. Dr. Kedarnath Singh, Eminent Poet delivered the lecture on the subject "Bhartiya Sahitya Kya Hai – Visheshitya Aaj Ki Kavita Ke Sandarbh Mein". Its recording was broadcast on the national hook-up on 3rd December, 2008 on the occasion of the birth anniversary of Dr. Rajendra Prasad.

6. Sarva Bhasha Kavi Sammelan was held on 16th January, 2009 at Bhubaneshwar in which eminent poets of different Indian languages recited their poems.
7. Akashwani Annual Awards are given every year in different categories of programmes and for technical excellence to bring out the best from the staff working at various AIR stations and installations. Awards are also given every year to the programmes based on Public Service Broadcasting and Gandhian Philosophy to commemorate the first visit of Mahatma Gandhi to Broadcasting House, AIR, and New Delhi on 12th November, 1947. The presentation Ceremony of these awards for the year 2007 was held at Lucknow on 28th February, 2009.

COVERAGES

- Live broadcast of the Inaugural Session of "India – Africa Forum Summit" held at Vigyan Bhawan, New Delhi on 08.04.2008.
- Live broadcast of "The India's Global Agro Industries Forum Summit 2008" addressed by The Prime Minister Dr. Manmohan Singh held at Vigyan Bhavan, New Delhi on 10.04.2008.
- Live Broadcast of the Prime Minister's Address to the National Convention of the Chairpersons of the Zilla Parishads and the Intermediate Panchayats from Burari Ground, Delhi on 10.04.2008
- Radio Report on the Inaugural Session of the National Convention of the Chairpersons of the Zilla Parishads and Intermediate Panchayats
- Broadcast of the recording of speech delivered by the Prime Minister, Dr. Manmohan Singh to the Joint Session of the National Assembly of Bhutan on 17.05.2008
- Prime Minister, Dr. Manmohan Singh's address to the Nation on 04.06.2008. (In the context of price hike of petroleum products)
- Radio Report of the Balshree Award Function held at Rashtrapati Bhawan on 11.06.2008
- A Special Programme of Tributes in memory of Field Marshal S.H.F.J. Manekshaw on 27.06.2008
- Direct relay of the function on the release of the North Eastern Region Vision –2020 Document by the Prime Minister Dr. Manmohan Singh from Vigyan Bhawan, New Delhi on 02.07.2008
- Direct Rely of the Proceedings of the Confidence in the Council of Ministers from Lok Sabha, Parliament House on 22.07.2008
- Report on the Closing Session of " e-India 2008" organised by the Centre for Science Development and Media on 31.07.2008
- Broadcast of the recording of speech delivered by the Prime Minister Dr. Manmohan Singh in the Inaugural Session of 15th SAARC SUMMIT held in Colombo, Sri Lanka on 02.08.2008

- Following programmes were broadcast in celebration of Independence Day 2008:
 - (i) Hon'ble President Smt. Pratibha Devisingh Patil's Broadcast to the Nation on the eve of Independence Day on 14.08.2008 in English and in Hindi. Regional language versions were also broadcast by concerned AIR Stations.
 - (ii) Live Running Commentary simultaneously in Hindi and English on the National Flag Hoisting Ceremony and live broadcast of Address to the Nation from the ramparts of Red Fort, Delhi by Hon'ble Prime Minister Dr. Man Mohan Singh.
 - (iii) Radio report on the various functions organised to mark the Independence Day.
- Direct relay of the Inaugural function of Prof. Hiren Mukherjee Memorial Parliamentary Lecture on 'Demands of Social Justice' by Prof. Amartya Sen, Nobel Laureate from Parliament House on 11.08.2008.
- Live broadcast of the Unveiling Ceremony of the Statue of Shaheed Bhagat Singh by the Hon'ble President Smt. Pratibha Devi Singh Patil from Parliament House on 15.08.2008.
- Running commentary of Shri Krishna Janmotsav from Mathura on 24.08.2008.
- Curtain Raiser on 54th National Film Award Function on 01.09.2008.
- Live Broadcast of the 54th National Film Award Function from Vigyan Bhawan, New Delhi on 2.09.2008
- Live Broadcast of Round Table Discussion on "Strengthening Parliamentary Democracy" from Parliament House Annexe on 04.09.2008
- Direct Relay of the Presentation Ceremony of the National Awards for Teachers from Vigyan Bhawan on 05.09.2008.
- Direct relay of the International Literacy Day Function organised by the National Literacy Mission from Vigyan Bhawan, New Delhi on 08.09.2008.
- Radio Report on the International Literacy Day Function held at Vigyan Bhawan on 08.09.2008.
- Broadcast of Message by the Union Home Minister Shri Shivraj Patil on the eve of Hindi Diwas on 13.09.2008.
- The recording of Prime Minister Dr. Manmohan Singh's Address delivered in the United Nations General Assembly in New York, USA on 27.09.2008.
- Live broadcast of the launch of Chandrayaan – I Spacecraft from Satish Dhawan Space Centre, Sriharikota on 22.10.2008

- Live coverage of the Launch of DVD in Seven parts “Guru Maneyo Granth” (Selected Shabads Celebrating 300 years` anniversary of Guru Ta Gaddi – 1708 to 2008) on 24.10.2008
- Radio Report on the Visit of Prime Minister Dr.Manmohan Sindh to Nanded in connection with the 300 celebrations of Guru Ta Gaddi Diwas of Shri Guru Granth Saheb on 30.10.2008
- Radio Report on the various functions to mark the Death Anniversary of Smt. Indira Gandhi on 31.10.2008
- Live Broadcast of the 2nd Round Table discussion on ‘Strengthening Parliamentary Democracy’ from Parliament House Annexe on 01.11.2008
- Radio Report on the functions and address by the UN Secretary General Mr. Ban Ki Moon during his New Delhi visit on 01.11 2008
- Radio Report on the 3rd Convention of Central Information Commission on 05.11.2008
- Curtain Raiser on the 28th India International Trade Fair at Pragati Maidan, Delhi on 13.11.2008
- The recording of Prime Minister Dr. Manmohan Singh’s Address at the Inaugural Session of the BIMSTEC Summit delivered at Vigyan Bhawan, New Delhi on 13.11.2008.
- Direct relay of the Inagural Function of the South Asian Conference on Sanitation from Vigyan Bhawan, New Delhi on 18.11.2008
- Live broadcast of Inaugural Ceremony of 39th International Film Festival of India at Panji, Goa on 22.11.2008.
- Broadcast of message of Hon’ble Chief Justice of India on the eve of “LAW DAY” on 25.11.2008
- Live Running commentary on the funeral of the former Prime Minister Late Shri Vishwanath Pratap Singh from Allahabad on 29.11.2008
- Prime Minister, Dr. Manmohan Singh’s Address to the Nation on 29.11.2008 (in the context of the Mumbai terrorist attack.
- Live broadcast of the Closing Event of the 39th International Film Festival of India held at Panaji, Goa on 02.12.2008
- Live broadcast of the presentation Function of the National Awards for the Empowerment of Persons with Disabilities on the occasion of “International Day of Persons with Disabilities” by the President of India, Smt. Pratibha Devi Singh Patil from Vigyan Bhawan, New Delhi on 03.12.2008.

- Live broadcast of Nirmal Gram Puraskar Function Held at Pune on 08.12.2008.
- Live Broadcast of the function to pay Floral Tribute to the Martyrs who sacrificed their lives during terrorist attack on Parliament on 13.12.2001 from Parliament House on 13.12.2008.
- Coverage of the function to mark National Energy Conservation Day on 14.12.2008.

State Assembly Elections:

- Party Political Broadcasts were duly organised for the State Legislative Assembly Elections for Karnataka (May, 2008) and Delhi, Madhya Pradesh, Chhattisgarh, Mizoram, Rajasthan and J&K (November – December, 2008) as per the Guidelines of the Election Commission of India. Special composite live programmes on results of the Karnataka State Legislative Assembly Elections were broadcast on 25.05.2008. A similar programme on State Legislative Assembly Elections for Delhi, Madhya Pradesh, Chhattisgarh, Rajasthan and Mizoram was broadcast on 08.12.2008. Another such programme on the results of J&K State Legislative Assembly Elections was broadcast on 28.12. 2008.

Special Programmes/Coverages from January to March 2009

1. Publicity to Agriculture Debt Waiver and Debt Relief Scheme 2008 for farmers announced by the Union Finance Minister in his budget speech 2008-2009.
2. Coverage of Pravasi Bharatiya Diwas 2009. Held at Chennai from 7th to 9th January 2009. (Curtain Raiser, Inaugural Session, Valedictory Session)
3. Direct Relay of Thyagaraja Music Festival 2009 from Thiruvayyur 15th Jan, 2009.
4. Wide publicity to Integrated Low Cost Sanitation Schemes of M/o Housing & Urban Poverty Alleviation.
5. Radio report on Birth Anniversary of Netaji Subhash Chandra Bose on 23rd January 2009.
6. President Smt. Pratibha Devi Singh Patil's address to the nation on 25th January 2009 on the eve of Republic Day.
7. Recording of Sarvabhasha Kavi Sammelan organized by AIR broadcast on 25th January 2009.
8. Direct Relay of the Republic Day Parade and Cultural Pageant from Rajpath on 26th January 2009.
9. Direct Relay of the Last Rites of the late former President Sh. R.Venkataraman from Ekta Sthal, New Delhi and tributes programmes in his memory on 27, 28 & 29th January, 2009.

10. 60th year of Indian Republic.
11. Radio report on 61st Anniversary of Martyrdom day of Mahatma Gandhi on 30.01.09.
12. National Girl Child Day 24th January, 2009.
13. Tribute programme in the memory of renowned Hindi Poet Lt.Sh. Sudeeep Banerjee (11.02.09)
14. Direct relay of President's address to the Joint Session of Parliament (12.02.09), Presentation of Interim Rail Budget (13.02.09) and Interim General Budget. (16.02.09)
15. Direct Relay of unveiling ceremony of the statute of Chatrapati Sahu Ji Maharaj in the Parliament House.
16. Report on National Science Day on 28th February 2009.
17. Report on Presentation ceremony of the Akashvani Annual Awards function 2009 held at Lucknow (28.02.09)
18. Report on Central Industrial Security Force Raising Day function.
19. Meteorological Day.
20. National Productivity Week- 12th to 18th February-2009. Theme 'Prosperity through Productivity'.
21. National Safety Day, 4th March 2009.
22. Live Phone in programmes. Topics covered were 'Right To Information Act' (19.01.09), 'Women's Rights'(02.03.09) , ' Consumer Rights' (09.03.09)
23. 1st March, 2009 International Childrens Day of Broadcasting. Theme of the year - Unite for Children-Tune into Kids'.
24. IMPPC—Core Committee on Price Rise, etc.
25. Special programmes on Rights of Persons with disabilities, training programmes, participation in cultural recreation, liaison and reports.
28. AAM ADMI BIMA YOJNA- media strategy
29. Publicity of task force for giving recommendation on the subject of convergence and coordination of Government programmes for gender equality and fighting social evils.
30. 'Bharat Mein Hai Vishwas'. (Developmental activities)

Welfare And Development Of Schedule Caste And Schedule Tribes-

Wide publicity is being given to various schemes of Government, constitutional rights, legislative rights, Government's efforts for upliftment of SC/ST.

BRIEF DESCRIPTION OF THE IMPORTANT NATIONAL EVENTS, FESTIVALS, ANNIVERSARIES ETC. THE PERIOD FROM 1ST JANUARY 2009 TO 31ST MARCH 2009

New Years Day, Animal Welfare Fortnight, Army Day, Republic Day, Beating Retreat Function, Martyrdom Day, Oil Conservation Day, Blind Welfare Week, National Science Day, International Women's Week National Safety Day, World Forestry Day, World Meteorological Day, World Theatre Day, Birth Anniversaries Guru Gobind Singh and Guru Ravi Das, Death Anniversaries of Mahatma Gandhi and Maulana Abdul Kalam Azad.

Festivals:-Lohri, maker Sankranti/Pongal, Basant Panchami, Muharram, Mahashivratri, Holi.

President Smt. Pratibha Devi Singh Patil's address to the nation on the eve of Republic Day Sarva Bhasha Kavi Sammelan 2009 on the eve of Republic Day.

Direct relay of the culture peagent and parade from Saluting Base Rajpath on Republic Day-2009

Budget Session (Including Direct Relay of Rail & Union Budget)

Sports Events

Science Serial – "Sitaron Se Aage" - a 54 episode Serial on astronomy from January 2009 to commemorate International Year of Astronomy.

International Relations

International Relations Unit of DG; AIR remained active in carrying out and coordinating various activities/commitments relating to foreign in nature concerning All India Radio.

During the period, IR unit coordinated the participation of the many officials of All India Radio/Prasar Bharati in the international events held abroad.

- 1) Mrs. Medha Kulkarni, Programme Executive, CBS, AIR, Mumbai participated in the AIBD/RCI Regional Workshop on Radio Co-production on Cultural Diversity & Migration held in Kuala Lumpur, Malaysia from 10th to 12th March, 2008.
- 2) Shri Baljeet Singh Lalli, DG;AIR/CEO Prasar Bharati's participation in the National Association of Broadcasters-2008, Electronic Media Show and its associated conferences held from 14th -17th April, 2008 at Las Vegas, USA
- 3) Participation of AIR's two producers, Ms. Meenu Khare, Programme Executive, AIR, Lucknow, Sh. P.L. Das, Programme Executive, AIR, Sambalpur in the 9th

International Radio Festival of Iran, held from 18th to 22nd May, 2008 in Isfahan, Iran.

- 4) Participation of Sh. Padmalochan Das, Programme Executive, AIR, Sambalpur in the award presentation ceremony held during the CBA General assembly in Nassau, Bahamas in February 2008 for receiving the award his programme entry in the category of 'Science Reporting and Programming' titled 'Kemiti Rakhiba Bundae Pani' (The Drop that Counts) which bagged first prize in the category.
- 5) Three foreign language experts of External Services Division, All India Radio visited the regions concerned with their languages of broadcast in a foreign country with the objective of language familiarisation with the purpose of improving the quality of broadcast in foreign languages.
- 6) Shri Sivakumar Viswambharan Nair, Programme Executive, CBS, AIR, and Thiruvanthapuram participated in the Refresher Course organized by Radio Netherland Training Centre (RNTC), on "Using Educational Media to Engage Children, Young People and Women in Development" held in Hanoi, Vietnam from 3rd to 14th November 2008.
- 7) Shri Baljeet Singh Lalli, CEO Prasar Bharati's participation in the 45th ABU General Assembly and Associated Meetings held at Bali, Indonesia from 22nd November to 25th November.

Co-productions:

All India Radio maintained good relations with other broadcasting organisations across

the world. In this process, All India Radio, Delhi and Deutsche Welle Radio, Germany carried out a joint radio co-production in October 2008 on 'Renewable Energies' an international-series. In which one Deutsche Welle producer and one AIR producer participated and produced a documentary on various techniques and alternate sources of energy being encouraged in India for saving energy.



Demonstrating Running Commentary of Non-Sport events (RTI-Ahmedabad) At Adalaj (Ahmedabad) Step-Well

- Several AIR stations participated in the ABU's Project of creating awareness on 'Global Warming and Climate Changes', on June 21, 2008 (Summer Solstice Day) through a special campaign launched through radio to spread an awareness on this vital issue.
- Under the Cultural Exchange Programme Agreements (CEP) signed between Govt. of India and different countries, the IR Unit coordinates exchange of radio programmes with broadcasting organizations of different countries. There are 41 countries at present with whom Government of India has live 'Cultural Exchange Programmes Agreements' concerning Radio/broadcasting. Programmes on Bulgarian Music broadcast over AIR Delhi on the occasion of Bulgaria's National and Independence Days were well noticed.

- Bi-lateral Cooperation: Many high-level delegations from many visited AIR during the period with the aim to explore avenues for better cooperation with AIR/Prasar Bharati. Many organisations in other countries have also shown interest in AIR's broadcast content to use the same in their networks.
- AIR participated in the radio programme series of Radio Television Hong Kong (RTHK)-Radio-4, titled 'Music beyond Borders'. The month of September was assigned as the 'Month of India' by RTHK. All India Radio contributed variety of music from its rich archives for the programme through Indian Consulate in Hong Kong.
- Participation in the International Radio Competitions: IR Unit continued its efforts towards participation of AIR productions in international radio competitions held abroad and providing chance to the hard work and efforts put in by the AIR producers in producing good programmes at international platforms. Radio entries were called from different AIR stations, screened at the Directorate and good programmes were sent to many international competitions like AIBD Awards 2008, ABU Prizes 2008, CBA Awards 2009, International Grand Prix Radio Competition (URTI) 2008, 9th International Radio Festival of Iran, Prix Italia 2008 and Turquoise 2008.

Awards won at the international radio competitions in 2008.

*Diamond Jubilee
Ceremony AIR, Cuttack*



- Programme produced by Sh. Padmalochan Das, PEX, AIR Sambalpur, titled 'Janiba Ame Kama Kariba' (Think Globali, Act Locally) bagged the first prize in of Children Programmes in the 9th Radio Festival of Iran held from 17th to 23rd included a cash prize of 2000 Euro, a trophy to Iran for participation in the festival.
- Sh. Padmalochan Das, also bagged CBA-UNESCO Award for 'Science Reporting and Programming' for his Oriya radio programme, 'Kemiti Rakhiba Bundae Pani' (The Drop that Counts). Shri Das was invited by the CBA to attend the award presentation ceremony during its General Conference at Nassau, Bahamas in February 2008.
- Shri Biju Mathew, Programme Executive, AIR, Devikulam won ABU-MAE Project Awards programme. The Project aims to provide small awards of USD1000 to help motivate and underwrite the development and production of local television and radio programming on HIV / AIDS and related issues in Asia-Pacific region.
- AIR , Sambalpur's entry 'Our Home, The Planet Earth (Ei Pruthibi, Ama Needa)' produced by Dr. Hrushikesh Panda got the 'Radio Special Commendation' certificate in ABU Prize 2008 competition.
- AIR Kurnool's team comprising N. Sudhakara Reddy, Producer, and Dr K. Vijaya

(Co-Producer), and Sri K. Ramanjaneyulu (Technical Assistant) has won the 'CBA UNESCO Award for Science Reporting' for their entry "Favour Begets Fortune" that was sent for the 2009 CBA Awards. The winning programme is a feature on how to achieve good output without using chemical pesticides.

- The mike-publicity given for the Commonwealth short Story Competition 2008 by All India Radio helped five amateur Indians writers to win the prestigious Commonwealth Short Story Award 2008.
- Besides the above-mentioned achievements, IR unit ensured that all the time bound assignments, correspondences, inputs or comments sought on various IR related issues by various Ministries and departments and by international organisations were materialized in time and as per the requirement.

ENGINEERING ACTIVITIES



BES Expo-2009

- FM Transmitter at Leh (J&K) was commissioned.
- Existing 100 KW MW Transmitter at Najibabad has been replaced by a 200 KW MW Transmitter incorporating state-of-the art technology.
- As a part of J&K special Package for boosting border coverage, new Station with 1 KW MW Transmitter at Padum in Kargil region was commissioned.
- Digital Captive Earth Stations at Leh, Varanasi, Rohtak, & Aurangabad have been commissioned. New Uplink stations at Dehradun and Silchar are under implementation
- Direct to Home (DTH) Service through the Ku Band of Prasar Bharati:
- 21 Radio Channels including Radio Kashmir are now available countrywide through the Ku band DTH platform of Prasar Bharati (DD+), benefiting the listeners all over India.

AIR News –on-Phone Service:

'AIR News' is also available on phone. The listeners can listen on telephone latest new highlights in Hindi and English by just dialing a specific telephone number at any time from anywhere in the world. AIR 'News on Phone Service' is now available at 14 places i.e. Delhi, Mumbai, Chennai, Patna, Hyderabad, Ahmedabad, Jaipur, Bangalore, Thiruvananthapuram, Imphal, Lucknow, Raipur, Guwahati, and Shimla.

New Initiatives

Digitalisation All India Radio is laying thrust on modernization and digitalization of

existing network. Digitalisation of programme production facilities , uplink & downlink facilities is in progress to ensure good quality convergence-ready content, which will also support interactive radio. This will be followed by digitalization of transmitters.

Computer Hard Disc based recording, editing and playback system has already been provided at 76 AIR stations and is under implementation at 61 stations. Provision of Hard Disc Based System at 48 major stations of All India Radio is also currently in progress. Requisition for 564 Nos. of workstations had already been placed on DGS&D and the systems are likely to be delivered and networked at these stations shortly. Procurement of other items like sound card and servers is also in different stages of implementation and the entire scheme is likely to be functional during 2008.

Downlink facilities are being digitized in phases. 115 stations have been provided with the facility during the year 2007-08. Procurement for other stations is under process.

Phase-II of Special Package for J&K - Additional Diesel Generators and UPS for existing AIR stations and FM Transmitters are being provided under Phase-II of Special Package for J&K to further strengthen the Captive power supply. This will help in ensuring continuity of broadcast service during power supply failures and also during emergency or natural calamity.

Phase-II of North East Package –

Phase-II of special package for improvement and expansion of AIR set up in North East region including Sikkim and Island Territories is under implementation. The package includes –

1 KW FM stations – 19 Nos.

1. Arunachal Pradesh	:	Daporjio, Anini, Bomdila, Changlang, Khonsa
2. Assam	:	Karimganj, Luming, Goalpara
3. Manipur	:	Ukhrul, Tamenglong
4. Meghalaya	:	Cherrapunjee in lieu of Dawki
5. Mizoram	:	Tuipang, Chemphai,, Kolasib
6. Nagaland	:	Wokha, Zunheboto, Phek
7. Tripura	:	Udaipur, Nutan Bazar

Out of 19 numbers of FM stations with 1 kW FM transmitters, sites have been taken over at ten places at Bomdila, Changlang, Khonsa, Daporijio, Goalpara, Champhai , Tuipang, Nutan Bazar , Udayapur and Tamenglong. Sites at Kolasib, Karimganj and Phek are being handed over shortly by State Government.

Construction of boundary wall /security fencing at Udayapur and Nutan Bazar is in progress. Sanction of Estimates for boundary wall / security fencing in respect of sites acquired at Champhai, Tuipang, Goalpara, Khonsa, Bomdila, Daporijio, and Changlang are under process.

Biggest Shortwave transmitters in Asia



Demand note for Lumding is under process. Demand note for Ukhrul is awaited from the State Government.

Sites for Cherrapunjee (in lieu of Dawki), Anini, Wokha and Zuneboto are to be identified.

Order placed for procurement of 1 KW FM Transmitters. LC opened and transmitters are likely to be received by Dec., 2008.

- (ii) Silchar 5 KW FM Tr. and Gangtok-10 KW FM Tr. - Civil works are in progress and FM transmitters are under procurement.
- (iii) 100 W FM relay centres at 100 places - List of places have been finalized. Installation is complete at 15 places and at other places it is expected to be completed during the current year.
- (iv) Chinsurah - 1000 kW MW transmitter - Order placed.
- (v) Kavaratti – 10 KW MW Tr.- Procurement of transmitter is under process.
- (vi) Digital Satellite News Gathering Systems /MSS terminals – Procurement of Equipment is under process.
- (vii) Implementation of Phase II is likely to be completed by 2009-10.

Computerization of AIR stations and offices is in progress to facilitate online exchange of information and improvement of efficiency.

Permanent Studios with digital equipment & Computerised Hard Disc Based work stations for recording, dubbing, editing & playback facilities etc. are being provided at AIR Leh, Mysore, Jaipur, & Tawang.

Activities of 'AIR Resources':

AIR has started "**AIR RESOURCES**" as one of its commercial arm to provide consultancy and turnkey solutions in the field of broadcasting. Its present activities include the following:

- It is providing turnkey solutions to IGNOU in setting up FM Transmitters for their Gyan-Vani stations at 40 places in the country. Infrastructure like land, building and tower has also been leased out to Gyan-Vani stations.
- 26 Gyan-Vani stations are already operational and their operation & maintenance has also been undertaken.
- Infrastructure i.e. land, building & tower has also been given on rental/license fee basis to private broadcasters at 4 cities for 10 FM Channels as part of Phase-I scheme of the Ministry of I&B. Agreement of sharing of this infrastructure under Phase-II of

the scheme proposed in 87 cities for 245 FM Channels has been signed with all the private broadcasters. Agreement has also been signed with private broadcasters for setting up of Interim set ups in six cities i.e. Delhi, Kolkata, Bangalore, Chennai, Hyderabad & Jaipur. Infrastructure has also been rented out to Mobile Service Operators.

- 'AIR Resources' has earned revenue of about Rs. 47.97 crores during the year 2008-09.

Research & Development

The Research Department is engaged in Research and Development work for incorporating state-of-art technology in Radio & Television Broadcasting. It is a premier National R&D institute involved in broadcast engineering. Following activities were undertaken during the year.

1. Achievements during the period April 08 to Marh.09

(i) Telemetry system for Medium Wave Transmitters

Research Department has developed a remote monitoring and control (Telemetry) system for Medium Wave (MW) transmitters. Both hardware and software parts of systems, developed by R&D, have already been tested at AIR, Rohtak 20 kW Harris transmitter. Installation work for the Telemetry system for 20 kW MW transmitter at AIR Kota has also been completed.

(ii) FM Antenna

Development of high power FM transmitting antenna for power rating 20kW to 40kW has been undertaken.

iii) Propagation studies and investigation

The following investigations were carried out:

An extensive reception survey of AIR and foreign transmitters in MW, SW and FM band was carried.

Propagation study to investigate the shrinkage (if any) in the coverage area in medium wave (MW) transmitters during day time.

(iv) Acoustic Test & Measurement

Research Department has vast R&D experience in the field of acoustic engineering. The part of instrumentation of laboratory has recently been upgraded. The laboratory has been carrying out various acoustic measurements of AIR stations, testing and evaluation (NRC, STC, FIIC etc) of acoustic materials including evaluation of electro-acoustic transducers viz. microphones and speakers in accordance with existing national and international standards. The department has planned to carry out acoustical testing for collecting latest sound absorption data to study the acoustical performance of synthesized & woolen Carpets carpets.

During the year 2007-08, an amount of Rs. 1, 70,000 was received from various firms against testing charges of various acoustic material/transducers. In current year also

more than 1.40 lakhs has been collected against test and evaluation charges from more than 30 manufacturers/suppliers of acoustic material in the country.

A study was undertaken to investigate problems related to Sound Proof Metal Doors being used in AIR studios. One such measurement has already been carried out on newly constructed AIR studios at Raipur. Further three more measurements are to be made at AIR stations in Agartala, Kohima and one in Orissa to study the problems faced in construction and later on maintenance of metal sound proof doors.

(v) Experiment Digital Radio Transmission (DRM)

Digital Radio Broadcasting (DRM) will rejuvenate MW and SW broadcasting by delivering digital quality multiple audio channels. As a pilot project, a 250 kW SW transmitter available at High Power Transmitters, Khampur, Delhi was modified for DRM transmission. The following studies and investigations were carried utilizing this experimental DRM transmission Reception of tropical (NVIS) broadcasting in SW band Reception of DRM transmissions over long distances Studies carried out on 26 MHz DRM LOC for local Radio.

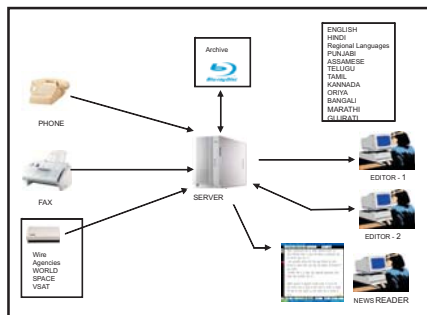
(vi) FM-DARC Billboard Application

Software has been developed in Visual Basic at transmitting end for sending text messages, bitmaps and icons to be displayed on electronic LED Billboard. The data transmission from AIR FM Gold 106.4 MHz has been going on continuously for one year. The data signal received on billboard has been tested for satisfactory reception up to 55km radial distance from transmitter in all directions. The system was displayed in Cable & Broadcast (I), IETE, and BES (I) Exhibitions. Live demonstration of text and picture transmission via FM Gold (106.4MHz) was made on electronic LED display and data projector respectively. The billboard was also displayed at Akashwani Bhawan continuously for one month while receiving data from FM Gold.

(vii) Telemetry system for FM Transmitters

Research Department has taken up the installation of Remote Control & Monitoring of 10KW FM transmitter installed at Shankracharya hills, Srinagar. The commissioning of the system was carried out, the system tested from the Control Room and working satisfactorily.

Multilingual News Automation System for Regional News Units of AIR.



This system has been developed by Research Department for AIR to capture news from News agency wires, process them for making news bulletins, reading the bulletins on air by news reader and archiving. Due to recent development in technology, the News agencies have started distribution of News through World Space and VSAT terminals. Research Department has taken up the work of integration of

Multilingula News Automation

news received through World Space receiver and VSAT receive terminals. Integration of English news through World Space receiver is almost complete and further work is under progress for Hindi news. Simultaneous work is also taken up for integration of news through VSAT receiver.

2. Activities planned during the period Jan.2009 to March 2009

The following work/projects are envisaged during the remaining period of the year:

(i) Experimental Digital Radio Transmission (DRM)

More intensive studies investigations related to DRM SW propagation and network planning will be carried out.

(ii) Emergency Warning Broadcast System (EWBS)

Further developmental work on Emergency Warning Broadcast System (EWBS) will be taken up in coordination with National disaster Management Authority (NDMA).

(iii) FM Telemetry System

The Telemetry system for FM transmitter at Kurseong is ready for installation. System will be installed after the completion of studio transmitter link (lease line/telephone line). Telemetry system for Aizawl, Gangtok, Silchar and Tura is under finalization in lab and will be taken up for production for MW Harries 20 KW MW transmitters.

Progressive Use of Hindi

Each and every Section/Unit and AIR Stations/Offices made their sincere effort to comply with the Official Language Policy of the Union and increase the progressive use of Hindi during 2008-09. As a result, all the documents coming under the purview of section 3(3) of the OL Act were issued in Hindi-English bilingual form only. In addition to this, all letters received in Hindi and all Appeals/Representations signed in Hindi were replied to in Hindi alone. Thus 100% compliance of the Statutory Obligations continued to be ensured this year too.

Quarterly meetings of the Official Language Implementation Committee were organized under the Chairmanship of the Administrative Head and progress reviewed, in every quarter.

Hindi Day was observed on 14th September and Hindi fortnight organized with a unique step put forward by the Directorate, this year by honouring officials from AIR Stations/Offices and the Headquarter who made their specific contribution to increase the effective use of Official Language Hindi within their jurisdiction.

During the period under review, one special award has been introduced for AIR Stations/Offices located in the North East region and Sikkim adjudged the BEST for Implementation of Official Language Policy of the Union, increasing number of awards from 01 to 02 for the 'C' region, without curtailing the existing awards for regions 'A' and 'B'. These Official Language honours are conferred on the occasion of Akashwani Annual Award,

substantiating the efforts of All India Radio to place the Official Language Implementation at part with the main activities.

Hindi magazines brought out by AIR Stations/Offices have all along been making sustained efforts to comply with the Official Language Policy of the Union, which has been appreciated by the Hon'ble Committee of Parliament on Official Language during their inspections from time to time.

Reservation for SCs/STs/OBCs

Prasar Bharati has taken all requisite measures for implementation of reservation for SCs/STs/OBCs. All relevant policy directions and instructions issued by nodal Ministries/Departments for giving reservation and other benefits to SCs/STs/OBCs in Government services and personnel matters were circulated to all the offices and field units of AIR for necessary compliance. Liaison officers for SCs/STs/OBCs oversee implementation of statutory instructions for safeguarding the interest of the concerned staff. Special Recruitment Drive to fill up Backlog vacancies reserved for SC/ST as on 1.7.2004 was initiated in pursuance of OM No.36038/2004-Estt (Res) dated 5.8.2004.

Public Grievances and Redressal Mechanism

Grievances redressal and access mechanism has been set up at the station level, Zonal Headquarter level and Central Headquarter level in accordance with the guidelines of Department of administrative reforms public grievances. Information and facilitation counters setup at all offices of AIR. Regular status reports on disposal of grievance are submitted to the Ministry of I&B. In the year 2008 forty two staff grievances and four public grievances were received in AIR out of which twelve staff grievances and two public grievances were disposed off. Remaining cases are under process.

Implementation of Right to Information Act

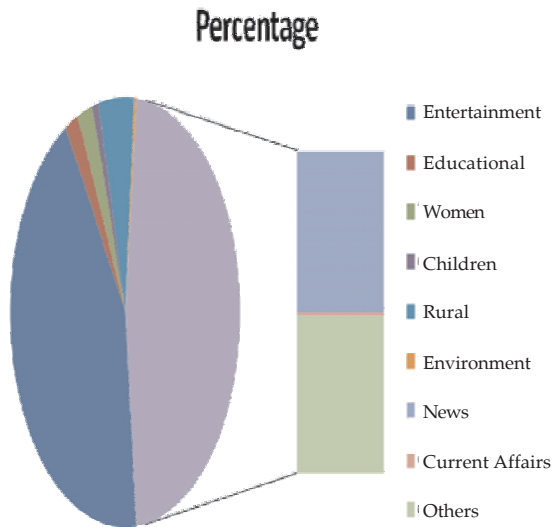
All AIR Stations have broadcast a number of programmes in difference formats to inform the people regarding various provisions of the Right to Information Act in order to empower people and to contribute to transparency and accountability in governance. Programme Heads of all AIR Stations have been asked to highlight the salient feature of this Act in the programme. This Act has also been covered under Flagship Programme since September, 2008. AIR will continue with the publicity of this Act in future also.

In AIR 44 CPIOs and 6 Appellate Authorities in Directorate and 295 CPIOs and 20 Appellate Authorities at field level has been designated for implementation of RTI Act. In the year 2008 (from 1.4.2008 to 30.11.2008) 279 RTI applications were received and were replied within the stipulated time. 63 appeals were received by the appellate authority during the year 2008 (from 1.4.2008 to 30.11.2008) and all were disposed off.

Transmission time devoted to various programme categories

Primary Service: All India Radio

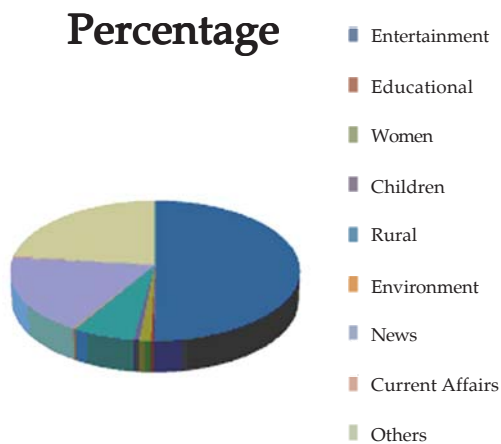
During the year 2008 the pattern of programme composition of broadcast from Primary Channel of the Regional Stations of All India Radio was as follows:-



Programme Category	Percentage
Entertainment	42.9
Educational	1.9
Women	2.1
Children	0.9
Rural	4.9
Environment	0.3
News	23.7
Current Affairs	0.3
Others (Sports, Industrial workers, Minority language, dialects, senior citizens)	23.0

Local Radio Stations: All India Radio

The percentage of programme composition of broadcast from Local Radio Stations of All India Radio was as follows: -



Programme Category	Percentage
Entertainment	50.1
Educational	0.3
Women	1.2
Children	0.6
Rural	6.4
Environment	0.2
News	17.9
Current Affairs	0.3
Others	23.0

Analysis of programmes – source wise: All India Radio

Programme Source	Percentage
In-house programmes & Commissioned programmes	99.07
Sponsored programmes	0.93
Acquired programmes	—

Utilisation of production facilities in terms of actual utilization of studio hours

All India Radio

During the period from 1st April, 2008 to 31st March, 2009 more than ninety percent of the programmes broadcast by the All India Radio were produced in-house. This was ensured by optimum utilization of the studio facilities.

Utilisation of various transmission facilities in terms of transmission hours

The average per month utilization of AIR Transmission facilities in terms of transmission hours during the year 2007-08 was as follows:-

- | | |
|-------------------------------|---------------|
| (1) Medium Wave Transmitters: | 52, 179 hours |
| (2) Short Wave Transmitters: | 18, 862 hours |
| (3) FM Transmitters: | 64, 997 hours |

Extension of terrestrial coverage for Akashvani achieved during the year area-wise and population – wise Terrestrial coverage area-wise for All India Radio was 99.79% and population-wise 99.14% as on 31st March-2009.

DOORDARSHAN

Major initiatives and achievements by different channels and sections of Doordarshan during 2008-09 are as under:

PROGRAMME INITIATIVES AND ACHIEVEMENTS

TV coverage of “Commonwealth Youth Games 2008”

Third Commonwealth Games were held at Pune during 12th – 18th October, 2008. 1300 athletes from 71 nations / territories from Commonwealth fraternity countries participated in various sporting events: Athletics, Badminton, Tennis, Table Tennis, Shooting, Wrestling, Boxing, Swimming & Weightlifting. Doordarshan as Host Broadcaster covered all the above events besides opening & closing ceremonies.

PSBT/UNESCO - Best Documentaries on different Social issues, produced by eminent directors are being telecast every Sunday at 11:00 am to 12:00 noon from 15/01/2006 onwards regularly on DD Bharati Channel

Regional Doordarshan Kendras:

Developmental activities during 2008-09

All Doordarshan Kendras generate programmes in their respective regional languages.

The Regional Language Satellite Service and Regional State Networks broadcast wide spectrum of programmes covering developmental news, serials, documentaries, news and current affairs programmes to communicate with the people in their own language. Programmes in regional languages are available in the respective states, terrestrially during the regional window of DD National and the clock on the Regional Languages Satellite Channels across the country.

DD-Girnar

The channel was named DD-Girnar from September 15, 2008. It covers an area of 86% and a population of 87% which is a 24 hours channel with terrestrial support from 1500 hrs. to 2000 hrs. The channel reaches 18, 60,000 households as per IRS study in 2006. The channel reach for DD-Gujarati (DD-Girnar) is 29.1 and share is 2-3% in All TV homes.

- The Kendra introduced three new live phone-in programmes viz. Health, Women's empowerment & financial issues.
- The phone-in programme on Right to Information was extended to one hour from 30 mts.
- The Kendra recorded and telecast 30 episodes "Gandhi Katha", life and work of Gandhiji with songs and bhajans by noted Gandhian, Shri Narayan Desai.



Garba, the traditional Dance from different regions of Gujarat.

- Talk-shows "Drishtikon", an open platform for intelligentsia to discuss contemporary issue and "Samay na Sakshi" which chronicle contribution of leading citizens to public life.
- The Kendra has produced six episodes of Indian Classics in-house.
- Programmes on Earthquake resistant construction and Fishing on high seas have bagged DD Awards for 2007-08.
- The annual programmes of Rathyatra, Janmashtami and Kite Festival were covered live/ deferred live mode.
- Nine part series on Navratri Festival was telecast.

It has successfully established its credentials as a production house by undertaking production of a 13 part quiz programme on environment issues for the Gujarat Ecology Commission.

Sahyadri Channel

Received Sahyadri Navratna Puraskar in April, 2008

Telecast of Special Documentary on 75 Years of Marathi Feature Film in May, 2008

Live Telecast of International Robocon Contest in August, 2008

Live Telecast of 3rd Commonwealth Youth Games, Pune in September, 2008

Telecast of Guru-te-Gaddi Nanded Sahib (300 Years of Guru Granth Sahib) in October, 2008

Received Navjyoti Sahyadrichya Awards with UNICEF in November, 2008

Holding of Krishi Sanman Sohala by DDK: Mumbai in January, 2009

Live Telecast of Mumbai Marathon in January, 2009

Received Hirkani Awards for women's empowerment in February, 2009

Received Sahyadri Manik Award in March, 2009

Hold National Robocon Contest, at Pune March, 2009

Sh. Vishwanath Karad of M.I.T., Sh. Narendra Jadhav-Vice Chancellor Pune University, Sh. B.S. Lalli-CEO Prasar Bharati & Sh. Vijay Bhatkar-Computer Scientist while lighting the lamp



A player in action



The Stadium and Robocon Pitch



The Entusiastic Audience

Special Introduced Programmes in 2008-09

- Sindhi Programmes
- Programme for NRIs
- Maza Zilla (My District – Documentary on Districts in Maharashtra)
- Maharashtra Weekly (Weekly Activities in Maharashtra with the help of State Government)
- Bharat Nirman & Bharat Mein Hai Vishwas (Flag ship programmes)
- Amrut Vel – prog. on Marathi literature & famous Marathi writers. Information about newly introduced books in Marathi language
- Sahyadri Saptahiki Weekly Summary of Sahyadri Programmes.
- Increase in the duration by 5mts of morning & afternoon News Bulletins in Marathi.

Sahyadri activities during terrorist attack

Mumbai City was on Gun Point on 26th November night till 29th November morning. It makes all citizens alert about terrorists Doordarshan is no exception. A meeting of Security Officers of Doordarshan Kendra and other Senior Officers took place in Kendra only with Intelligence Bureau to review security measures.

During these three days period the special News Bulletins were telecast at 11.00 AM, 12.00 Noon and 4.00 PM with regular Five News Bulletins.

In programme DDK Mumbai had telecast Public interest short quickies like Salam Mumbai, Aphava pasaravu naka (do not spread rumors) at regular interval.

A special "Lokmanas" programme in which State Government authorities were invited to discuss the Public Problems and a special programme on Terrorist Attack were produced during this period.

DDK Mumbai had also telecast programmes to Boost Moral of citizens and how to take precautionary action.

Bharat Mein Hai Vishwas

Sahyadri channel has produced a special programme on national integrity "**Bharat Mein Hai Vishwas**" for National Network. It was dedicated to India and nearly about 100 visuals were included in the programme.

Programmes on Naxality

Sahyadri channel has produced number of programmes to counter Naxal activities in Maharashtra including tribal welfare and concerts based on tribal culture, music and dance.

New Year Eve Programme

Sahyadri channel has produced New Year Eve programme for National Hook Up. The theme was "**Naye Chaand Ki Nayee Subah**" as India had successfully launched its PSLV C7 on moon.

DD Awards 2009

Mumbai Doordarshan has bagged 3 DD Awards this year.

1. Shri Ravideep, Programme Executive of the Kendra received the award in the category of Best Literary Adoption of acclaimed work for his telefilm "Samander Ki Rani" based on Abhimanyu Unnath's short story 'Aankhon Mein Jwar Bhata'.
2. Shri Vijay Bhingarde, Graphic Artist in the 'Animation' category for imaginatively conceived montage of ABU Robocon 2008 organised by DD at Pune on 31st August 2008. Animation designed by him represented a creative mix of tradition & modern technology – alphabets of word Robocon were used to construct a pyramid to achieve a target. This was his seventh award in DD Annual Awards.
3. Shri Jayu Bhatkar, Programme Executive has got award for Krishi Ratna Sohala arranged by Sahyadri channel. The awards were given to felicitate best farmers in State and to motivate them to produce more crops.

From 2008, Sahyadri - the only channel has started one another event Sahyadri Krishi Ratna Award. The award was given to Best Farmer for using fertilizer & modern technique thereby increasing its productivity.

SAHYADRI MANIK AWARDS 2009

Under the Golden Jubilee year of Doordarshan Sahyadri channel had organized an event "Sahyadri Manik Awards". The awards were given to in-house producers for making programmes under SFC scheme. There were 42 categories for which awards were given. Smt. Smita Jaykar, famous Marathi Actress was honoured on the occasion.

During the year 2008 – 2009, Doordarshan, Kolkata has received two Doordarshan Annual Awards entitled "**Kabi Pranam**" (Musical Documentary category) and "**Dasabhuj**" (Screen-play category).

Following are the achievements of Doordarshan, Kolkata during 2008–2009 containing details of programmes, facts, events etc.

DD Bangla

Doordarshan, Kolkata commenced telecast on 9th August, 1975 and DD Bangla was launched on 20th August, 1992. It became 24 hours channel from 1st January, 2000 and from then onwards there has not been any looking back and with steady strides Doordarshan, Kolkata has covered several milestones in the sphere of Public Service Broadcasting.

Programmes

A special programme on "**Barsho Baran**" (Bengali New Years Prog.) Was telecast on 15.04.08.

A special programme on noted Film Director Satyajit Roy titled "**Tuli-O-Rekhay**" telecast on 02.05.2008 at 20.00 p.m.

A special programme exploring different walks / dimension of Shri Satyajit Roy's life "**Aparajita Satyajit**" on 04.05.2008 at 12.05 p.m.

Live coverage programme "**Kavi Pranam**" from Jorasanko and Rabindra Sadan on Grand Stand Basis on Birth Anniversary of Kavi Guru Rabindranath Tagore on 08.05.2008 at 06.30 a.m.

"**Parampara**" (prog. on an eminent veteran singer Shri Ramkumar Chattopadhyay with his family) was telecast on 19.05.08.

A programme on "**Laws on Environmental Pollution**" in Aain Adalat was telecast on 03.06.08 at 20.25 p.m.

A special programme on veteran actor Shri Soumitra Chattopadhyay after receiving national Award "**Soumitra Aajo**" on 15.06.08 at 12.05 p.m.

A TV report on '**Lifetime Achievement Award**' of the Government of India on the occasion of 60th year of Independence to renowned film director Shri Tapan Sinha on

20.06.08 at 21.10 p.m., conferred by the Governor of West Bengal in the presence of Shri Priya Ranjan Dasmunshi, Minister for Information & Broadcasting, Govt. of India.

A special programme on **“Geetanjali” Sanskriti Utsav**” with recitation by noted film personality Javed Akhtar and Sabana Azmi on 26.06.08 at 18.00 p.m.

“Doordarshan Aajo” – a special programme on Doordarshan, Kolkata on its 33rd Foundation Day on 09.08.08 at 20.00 p.m. featuring renowned artistes of different fields.

“Are Women Independent” – on the spot study of Women’s self-help group in Muslim village of Basirhat, on 13.08.08.

A documentary on Sri Aurobinda and freedom movement of India **“Biplaber Panchti Bachhar”** on 15.08.08 at 21.10 p.m.

A current affairs programme on **“Shingur Paristithi”** (situation of Shingur) in Yukti Takko programme on 06.09.08 at 20.00 p.m.

Special programme on **“Mahalaya”** on 28.09.08 at 05.00 a.m.

Live telecast from Belur Math during the Durga Puja from 06.10.08 to 10.10.08.

A special programme on Captain Indrani Singh (First Asian Lady to fly with Air-bus) **“Megher Deshe Rajkanya”** on 17.10.08 at 09.25 a.m.

Live phone-in programme on **“National Food Security Mission in West Bengal”** in ‘Krishi Darshan’ programme on 23.10.08 at 17.30 p.m.

A programme on the activities of JBNSTS (Jagadish Bose National Science Talent Search) in the **‘Bijnan Jignasa’** (science programme) on 09.11.08 at 15.00 p.m.

A special programme on **“14th Kolkata Film Festival”** on 10.11.08 at 18.00 p.m. (Live telecast from Nandan).

A programme on **‘Rights of the Disabled’** on 02.12.08 at 20.25 p.m.

Live Telecast of Hon’ble Prime Minister Dr. Manmohan Singh to Viswabharati, Shantiniketan on the occasion of the Annual Convocation of the University on 06.12.08 at 12.05 p.m.

A programme on **‘Yuba Divas’** (Youth Day) on the occasion of Swami Vivekananda’s Birth Day in ‘Youth Adda’ programme on 12.01.09 at 20.00 p.m.

Live phone-in programme on **“Diseases & Prevention of Live Stock Through Vaccination”** in ‘Krishi Darshan’ programme on 24.02.09 at 17.30 p.m.

- Live telecast from Kamar Pukur on the occasion of **‘Birth Anniversary of Sri Ramkrishna Paramahansa Dev’** on 26.02.09 at 08.25 a.m.

DD-Saptagiri

This Kendra telecast ‘Muvvala Savvadi’ a classical dance contest to motivate the young

and upcoming artists. This weekly programme (Sunday 8.30 pm) has a brief documentary made on life stories of legendary dance exponents. Doordarshan –Saptagiri stood first in showing ways and means to farmers in getting good yield. It introduced a quiz programme entitled Rythe Raju on every Tuesday at 6.00 pm. The Kendra telecast a music programme entitled ‘Ganagandhrvam’ on every Friday at 8.00 pm. It has been introduced to encourage singing in the style and in order to keep the classical music alive. Kavi Sammelan’ entitled ‘BAPU NEEKU JOHARLU’ was arranged by DD-Saptagiri, Hyderabad before invited audience at Tummalapallivari Kshetraiah Kalakshetram, Vijayawada on 16.2.09 from 6.00 pm onwards to memorise the services of Father of our Nation to the country. The Kendra persuaded the A.P.State Government to start a fiction based daily serial ‘Intinta Santhosham’. This is first of its kind. The Kendra arranged Live telecast of ‘Samskritikotsavam’ - cultural programme before invited audience at Warangal. The Kendra telecast Live important coverages such as Tirumala Srivari Brahmotsavalu, Tungabhadra Pushkaralu, Srisitaram Kalyanam from Bhadrachalam, Annamacharya Jayanthi Utsavalu from Tallapaka, Ganeshnimarjanam and Mahasivaratri Celebrations from Vemulavada.

It received 15th prestigious TV Nandi Awards constituted by Government of Andhra Pradesh. In addition to this award the Kendra received two DD annual awards for the year 2008 - One for Muvvala Savvadi produced by Smt Y.Sailaja, Asst.Station Director and another for Women Empowerment –News story produced by Sri Emani Krishna Rao, News Correspondent.

DD-14 (Jaipur)

Regional terrestrial services for Rajasthan were started in July 1987 with origination of 30 mts. programme per day. Doordarshan Kendra Jaipur is the only programme centre in Rajasthan. At present the Kendra originates four hours transmission per day from Monday to Saturday and 90 mts. transmission on Sunday. Thus, weekly transmission comes out to be 25 hours 30 mts. The reach of DD-1/DD-14 (Jaipur) is 79.3% by population and 72.4% by area. As regards DD-News, it covers 36.1% population and 13.2% area of the state. The programme sourcing is In-house and sponsored. Apart from other programmes, the Kendra originates two news bulletins- one in Hindi for duration of 15 mts. per day and the other in Rajasthani for a duration of 10 mts. Per day. The Kendra received Doordarshan Annual Awards in five different categories i.e. (i) Video Editing (Bhartayan) (ii) Wild Life and Environment (Krishi Darshan), (iii) Merit Award for the programme ‘Kalyani’ continuously for the fifth year and two awards for graphics i.e. one for Graphics and the other in spot category for the fourth consecutive year. The programmes based on rural development, agriculture and horticulture namely-Krishi Darshan, Chaupal, Kheti-bari, Nirmal Gram and Baghvani have established a new mark of popularity. Alongwith rural development departments like agriculture, horticulture and animal husbandary, the institution like UNICEF has also extended hands towards Jaipur Doordarshan so that knowledge of its activities and schemes may reach up to every corner of the state. Under the classics programme series ‘Katha Sarita’, the Kendra has produced two tele-films (i) ‘Neeli Jheel’ based on the story written by litterateur Kamleshwar and (ii) ‘Savitri No.2’ based on the story written by Dharan Veer Bharati. The programmes like Vikas Darpan, Khuli Charcha and Bharat Nirman have been produced by the Kendra with a view to give publicity to various government schemes and the efforts made by Central Government to control price-rise. Kendra is now equipped with News automation system. It was inaugurated by Union

Information and Broadcasting Minister Shri Anand Sharma. Director of the Kendra apprised Shri Sharma about different aspects and needs of the Kendra including restart of RLSS. Appreciating the programmes and its technical quality, Shri Sharma also expressed his consent regarding the need of 24 hours “

Aravali channel

A special programme was organized by Jaipur Doordarshan on the occasion of its establishment. Apart from the renowned litterateur and artists of the state, well-known and established story writer Dr. Surya Bala and senior Broadcaster Shri Jasdev Singh were especially invited on this occasion. Dr. Surya Bala highly appreciated telefilm ‘Saza-yafta’ based on herself written story. Most popular quiz show ‘Prashnottari’ has entered in its 16th year. 340 episodes of the quiz show have been telecast till now. The programme has already got place in the Limca book of Records in the year 2003 and every year it is being marked. The Kendra produced 22 episodes of ‘Akhil Bhartiya Sangeet Pratiyogita’. These were also telecast on National Network, DD-Bharti and DD-India.

Podhigai Channel:

Doordarshan Podhigai Channel has to compete with nearly 23 private channels in the state of Tamil Nadu. In view of this, channel has to face stiff competition. Retention of viewership base remains a tough proposition for this channel. The mushrooming of channels in the State of Tamil Nadu had its impact on the TRP ratings. This in turn, has resulted in the moving away of patronage in the sponsored programmes and consequent reduction in the generation of revenue through this source. In the light of this situation, the channel is facing a formidable challenge in the creation of software for the time slots through in house sources. Only 65.5 percent of the total transmission hours of this Kendra is being filled through in house components. As the sponsors are not so interested to come with their serials, this Kendra has forayed into the area of serial production with in-house source. Besides this, talk shows, magic shows, music shows, interview with film personalities and celebrities from all walks of life, business news have been introduced. Due to the introduction of new programmes and also owing to the special efforts taken by the staff to improve the sets for all the programmes, the viewers base has begun to show upward trend of 4.3 in the TAM rating for the digital C&S category. Apart from the newly introduced programmes to offer entertainment content to the viewers, this channel telecasts public service programmes with zeal to convey the messages on agriculture, health, women, child care, flagship schemes of the Government. With a view to disseminate information on cultural and religious festivals to larger audience, 16 Live Telecasts were organized during the year.

DD-Punjabi

1. Van Mahotsav was celebrated in the Kendra in collaboration with Pingalwara Amritsar during which a seminar on the importance trees in the present context was discussed & highlighted.
2. The DD Satellite channels anniversary was celebrated on 05/08/2008 during which a special programme was organized in the presence of invited audience.
3. DD Foundation Day was celebrated at the Kendra by holding a seminar and a special musical programme.

4. A special live programme was organized at Sri Anandpur Sahib in connection with 300 years of Guruta Gaddi Diwas of Guru Granth Sahib on 28.08.2008. Highly renowned Kirtani Jathas recited shabads from holy Guru Granth sahib which mesmerized the sangat with the godly impact of gurbani recitation. DDK planned & produced one hour programme which was telecast on New Year Eve i.e. 31st December, 2008. The programme was recorded before the invited audience in the open air theater of DD on the set which constituted the rural/ village backdrop.

Release of DVD/VCD-
on Guru Maniyo
Granth



5. A special function was organized in DD Studio to launch the Punjabi version of special programme Guru Manyo Granth produced by DDK Jalandhar under the guidance of CEO, Prasar Bharati. The programme was telecast live on regional service

6. A special programme of seven episodes on the occasion of 300 Guruta Gaddi Diwas was planned & produced by the Kendra under the guidance of CEO Prasar Bharati. The Hindi version of the programme was telecast from the National hookup from 24.10.2008 to 30.10.2008 at 08:30PM. The Punjabi version of the programme was telecast from DDK Jalandhar from 05.01.2009 to 11.01.2009 at 07:30PM.

A special programme was organized in connection with 8th DD Annual Awards on 04.03.2009 before the invited audience. Hon'ble DG Smt. Aruna Sharma graced the occasion as the Chief Guest and distributed the awards alongwith other celebrities like Joy Mukherjee, Parikshit Sahni, Dr. Dilip Kaur Tiwana, Nek Chand Saini, Rajeshwari Sachdeva, Varun Wadola & Lekh Tondon, etc. Edited version of the programme was telecast from DD-I at 09:30 to 12:30PM on 15.03.2009 which earned a big amount of revenue for the organization amounting to Rupees one Crore Ten Lacs.

DD-6 (Oriya)

Cultural Programme "Bande Utkal Janani" telecast on **Utkal Divas** highlighting the Rich Culture & Tradition of Orissa on 01.04.2008.



Famous "Rath Yatra" of Lord Jagannath from Puri The Three Chariots & the Devotees on Bada Danda, Puri

- Special Programme **“Mo Odissa”** on 01.04.2008 to mark the Completion of Round the Clock transmission of DD-6(Oriya) RLSS Channel.
- Telecast of 5-minutes duration programme on **NREGS** under Flagship programmes on weekdays from 01.04.2008 on regular basis. and **“Bharat Nirman”** on the Flagship Programmes in Magazine Formats on every Friday at 6.30 PM from 06.06.2008.
- Telecast of Programmes on Most Prevalent Diseases in **“Sanjibani”** in the first week of February/2009 on DD-6 in a series to observe **“Health Week”** and to create awareness among the viewers.

The following programmes were introduced on DD-6(Oriya), the RLSS Channel :

- a. Matira Manisha (Son of the Soil : Achieving Uncommon things by a common man in the midst of hardship) – Friday 8.30 PM
 - b. Amari Sebare (A bridge between Public Service Provider & the Consumer) – Wednesday 8.02 PM
 - c. Dharohar (On State’s Rich Heritage) – Monday 8.30 PM
- Programme **“Kalyani”** received the UNFPA- Laadli Media Awards for Gender Sensitivity 2007 by Population First as the Best Issue-based Infotainment Programme in Oriya (Electronic Media) at Kolkatta on 18.04.2008.
 - DDK:Bhubneshwar received the **“Rajiv Gandhi Sadbhabana Award-2008”** for Best Performance in Regional Transmission of the Year-2008 by Rajiv Gandhi Forum, Orissa at Bhubaneswar on 21.05.2008.

The Kendra also received the following Doordarshan Annual Awards 2008 in a special function organized at Jallandhar on 04.03.2009.

- a. **Best Doordarshan Kendra -2008**
- b. Health Magazine Prog. **“ Kalyani ”** got the Best Entry in Kalyani Category
- c. Doc. **“ Asha”** got the Best Entry Award in Docu-drama Category
- d. Prog. **“ Maa Hin Amara Sara Duniya”** got the Best Entry Award in Women Prog. Category

DD North-East

The Kendra as its commitment to the people of Assam, as a Public Service Broadcaster organised live show with selected audience participations, titled ‘MURCHANA’ with eminent literary figures, musicians, poets, artists etc and is very popular with the viewers. Another Reality Show ‘Sambhawana’, a talent hunt programme in the field of Music and Dance among Children was quite remarkable and acclaimed by all.

This Kendra is successfully producing ‘Kalyani’ and ‘Narrowcasting’ programmes and are appreciated by viewers as they could derive benefits in innovative farming crop pattern, seed bed management, piggery, Pisciculture etc. Crop Seminar was organised successfully on 08-03-2009 at Agriculture Research Centre, Shillongoni, Nagaon, with the help of Agriculture Department, Govt of Assam.

It received ‘Best Kendra Award’ for the year 2007-08.

The Kendra has organized a series of Phone-in-Live Programme in collaboration with Assam State Aids Control Society. Apart from discussion, it also has inputs like music/

songs based on the theme of AIDS. Telecast of programme on Flagship including a magazine 'Bharat Nirman' has been appreciated by different sections of society.

DDK: BHOPAL



Presentation of Cultural Programme at DDK Bhopal on Lokseva Prasaran Divas

The Studio of Doordarshan Kendra Bhopal was commissioned on 20th October 1992 as a Regional Kendra. The Kendra telecasts programmes catering to the tastes and needs of all sections of society in local dialects and folks. All these programs are informative, educative and full of entertainment such as 'Jara Suniye' based on AIDS awareness, women's prog. 'Samajhdar Nari', a musical innovative prog. - 'Gata Rahe Mera Dil', 'Vikas Gatha'- an exclusive program based on Public Service Broadcasting. Janmanch (Talk Show) is based on current affairs and important issues. The total transmission are of the Kendra is 25 hrs 30 min per week. Besides these programs, DDK has covered smoothly the Assembly Elections & Parliamentary Elections and recordings of National Polical Parties

during this period. Moreover, the regular coverage of annual Khajuraho Dance Festival for DD Bharati, Live coverage of major sports events like National Badminton Championship and Indian Open International Table Tennis Tournament are the main features of this Kendra. Last but not least, State & Centre Govt. developmental schemes based programmes for the welfare of minorities, tribes and other section of the society 'Vikas Ki Ore' and 'Naye Daur' are telecast from this Kendra.



Presentation of Cultural Programme at DDK Bhopal on Foundation Day

DDK:IMPHAL

DDK, Imphal originates programmes in Manipuri language daily from 5:30 pm to 8:00 pm. It is also a major programme contributor for the North East Satellite Channel i.e. DD-13 which originates from Guwahati. The Kendra tries to cater the infotainment requirement of the state of Manipur. Programme of the Kendra entitled "KALPANA" was awarded best dance entry in the Vth DD-Annual Award 2008. Another entry of the Kendra "THE BEAR" was selected as one of the best in the teleplay category.

DDK: RAIPUR

In order to highlight the schemes of Govt., special programmes were produced regularly for the public at large during this period in the Regional Network Service. Programme "Bharat Nirman" started on 6th June 2008 and "Bharat Mein Hai Vishwas" started on 19th January 2009. These programmes were most popular and appreciated by wide range of viewer. Special Programme on the occasion of Foundation Day of Doordarshan on 15th September was arranged for invited audience. For better viewer-ship Krishi Darshan programmes are being telecast between 7.30pm and 8.00p.m. In the Prime time band. Publicity

to Kalyani Programmes was given through Hoardings not only at Primary Health Centres and Kalyani Clubs but also in prominent places of different cities. A programme entitled "Janwani" was also recorded inviting Hon'ble Chief Minister of Chhattisgarh and Congress State President outside the Studio for telecast in the DD News Channel.

DDK:GULBARGA

A programme on Rural Development 'Chavadi' has been started. This is based on the performance of Gram Panchayat in providing various amenities to the village. Crop Seminars on various topics are conducted at regular intervals for the benefit of the farmers. Out of this one seminar was unique, where some farmers were made juries. They questioned scientists on their contribution about improving the food production and passed verdicts on their performance and suggested thrust areas. Special documentaries were telecast on the University Digital Library and on Communal Harmony. Special Electoral Awareness programmes were telecast to educate the public on various aspects of the electoral process.

DDK:LUCKNOW

DDK: Lucknow turned 34; it was 1975's, 27th November that this Kendra started beaming programmes. For this special day a variety of programmes were served before the invited audience (26th Nov., 2008) that cheered them a lot. The Kendra experimented the assembly of modern poets & lyrics on one platform and the programme entitled "**Badal Ko Ghirte Dekha**" (26th July' 2008) was organized before the invited audience on the occasion of sawan. During the year under review as many as 53% of the total duration of regional programmes telecast from this Kendra were from the In-house category. To mark the occasions of Parsaran Diwas/Hindi Diwas a seminar entitled "**Bhasha Aur Media**" (13th Sep.' 2008) was organized in the DD-Studio. In view of strengthening our bond with the public, the Kendra celebrated Children's Day and organized Art & Painting competition "**Bhadhai Patra Banao Pratiyogita**" at the Kendra's. The theme of the event was 'Environment Conservation' that aired on the eve of "**Bal Divas**" (13.11.08) To promote Urdu poetry "**Kul Hind Mushayra**", "**Sham-e-Gazal**" and "**Bazm-e-Qawwali**" were organized from 20-22nd Feb.'2009 before the invited audience. To mark the colour festival 'Holi', Kendra telecast two special presents "**Falgun Ke Meet**" (25.02.2009) & "**Falguni Bahar**" (11.03.2009) before the invited audience. Under the DD-Annual Award Scheme this time a In-house Promo mounted for Kalyani "**Sabke Mann Ko Bhati hai**" was adjudged as the Best one while another programme meant to create awareness on T.B. (Kalyani-I) got the honor of merit for nomination under the DD Award 2008. This apart, the Best House Journal Award conferred for the "**Drishti Shrishti**" (no.9) during the year under review.

DDK:PATNA

Doordarshan Kendra, Patna was inaugurated on 13.10.1990 as an interim set up covering a Government quarter located at Chajjubagh, Patna. Adjacent area was demarcated for the construction of full-fledged Studio. The new Studio building with all Modern equipments and accessories was finally inaugurated on 15.03.1996. Initially, Doordarshan Kendra, Patna started its programmes having 45 minutes duration with the News bulletin in Hindi for

duration of 15 minutes. A five minutes Urdu News bulletin started in 1992, which increased to ten minutes in the year, 1993. A Satellite link with all the transmitters of Bihar was established in 1994. The commercial service at Doordarshan Kendra, Patna was introduced in 1995. The new studio complex at Chhajjubagh, Patna started working in March, 1999. The major language of telecast is Hindi. Besides this Doordarshan Kendra, Patna is telecasting programmes in Urdu and Maithili and other dialects of the state i.e. Bhojpuri, Magahi, Angika and Bajjika.

DDK: THIRUVANANTHAPURAM

A day long workshop on media and development was organized at Trivandrum on 12th November, 09 to commemorate the Public Service Broadcasting Day, in which Editors/ Reporters of the Print and Electronic Media participated. The programme was inaugurated by Dr. Prabhat Patnaik, Vice Chairman of the State Panning Board. Dr. Thomas Issaac, Finance Minister of the State was also present. A series of pre election interactive programme with invited audience and representative from major political groups was held at Trivandrum, Kochi and Calicut. A six hour special Gazal programme was organized at Levi hall, Trivendrum on 30/10/08. Famous Gazal singers like Reghuram Krishnan, Playback singer Gayatri, Amritha Suresh, Jyoti Santosh etc. participated in the programme. A two day cultural programme Engane Nee Marakkum was arranged at Town hall Auditorium, Thalassery, Kannur District (northern part of Kerala). The programme was a tribute to the great legendary film musician K.Raghavan Master. More than 50 film songs by him were presented by eminent payback singers of the state. A four hour Hindi film music state show was conducted jointly by Doordarshan and Mehboob Orchestra, Kochi at Mattancherry Town hall, Ernakulam on 31st July, 2008 to commemorate the death anniversary of legendary playback singer Mohammed Rafi. A Hindi film music stage show Ek Pyar Ki Nagma was conducted at Town hall, Kozhikode on 23rd March, 2008. More than 35 Hindi Golden duets were presented by eminent playback singers on the state. In connection with the Holy Ramzan month, Doordarshan Kendra, Trivandrum had conducted a stage show Id Nila at Vadakara_ at Municipal Town hall at Vadakara on 29th August, 2008. Prominent art forms of Malabar, like Oppana, Kolkali, Aranamattu, Popular Mappila songs were presented in the musical culture evening.

DDK: LEH

The Doordarshan Kendra, Leh situated at an attitude of 11500 ft above sea level came into existence to meet the great aspiration of the people of Ladakh in the year 2002. The main focus of the Kendra is to promote great cultural heritage of this unique place besides highlighting the developmental activities, eradication of social evils, to promote arts and sports and to highlight the importance of preservation of forests and its flora and fauna. 90 percent of the programme is devoted to people of Ladakh in Ladakhi language and remaining 10 percent is targeted to armed forces and civilians belonging to outside Ladakh. Since this Kendra has no News Wing to put day to day events and news of this region, this Kendra is beaming a programme entitled "Ladakh Dairy" in a week to give information to viewers about the current socio- cultural activities including events and developmental programmes of armed forces under Sadbhavana programme.

Some of the main programmes which were produced by the Kendra during the year 2008-2009 are as under.

Seminar on 150 th Anniversary of 1857 war of independence	12-05-08
T.V. Report on the Inauguration of F.M. Transmitter and satellite up-link studio at AIR, by the Chief Minister of J&K Sh/ Gh. Nabi Azad and C.E.O Prasar Bharati Sh. B.S. Lali	29-05-08
A.T.V report on the Inauguration of 200KW Transmitter at AIR, Kargil and Bharat Nirman Yojna.	2-06-08
T.V Report on Ladakh Festival, 08	2-09-08
Health and food security : International Conference at DIHAR (FRL)	8-09-08
T.V. report on Singay Khabab Sindhu Darshan Festival	13-06-08
Seminar on Spirit of Buddhism organized by DDK, Leh. Commemorating the golden jubilee celebration of center institute of Buddhist studies	30-05-08

DDK: SHILLONG

Achievements of the Kendra:

- (i) The 96th session of Indian Science Congress which was held in North East India for the First time in the Meghalaya capital Shillong and inaugurated by the Prime Minister of India, Dr. Manmohan Singh and attended by the scientific community from India and abroad was telecast live in the National & Regional Network.
- (ii) A Multi camera setup recording of a concert performed by the world famous Vienna Chamber Orchestra held on the occasion of 60th years of Indo-Austrian Diplomatic initiative brought laurels for the Kendra from music critics.
- (iii) The Regional Folk Music Concert organized by All India Radio Shillong , which featured the top artists of the Region was also recorded in a multi camera set up and telecast on the same day. Another Light music Concert featuring renowned artists of Meghalaya and organized by All India Radio Shillong was also recorded in a multi camera set up and telecast immediately.
- (iv) The Kendra also mounted an extremely well packaged and innovatively created All Shillong Inter School Quiz Programme entitled "Excellence Quotient" which ran for 13 episodes and participated by more than 3 dozens schools. The programme got huge appreciation from all the local dailies for such a creative venture being taken up for the first time by the Kendra.
- (v) City Scan daily News based programme produced by DDK, Shillong which was started on 1st July 1997 has completed 12 successful years in 2008 and is running successfully without an RNU in the state capital. It is also worth mentioning that

after Guwahati it is Shillong whose City Scan stories get maximum representation in the Daily North East News bulletin telecast from Guwahati and the State Scan which is telecast in DD News every day in the morning at 10.30 am. From July 2008 City Scan is being telecast live daily at 7.00pm & 7.45 pm respectively in both Khasi & English version

- (vi) From September 2008, the Kendra has started its Regional Transmission providing a major fillip to the viewing of programmes by the people of Meghalaya. DDK Tura and other HPTs & LPTs are also down linking the daily News based programme.

DDK:TURA

The Kendras has done Sadbhavana a special programmes on 02nd October 2009 which has been widely appreciated by the press and public.

- a) A Special New Year Programmes on 01.01.09 was organized and recorded in the studio of the Kendra.
- b) Unity and diversity (Folk festival) on 31.03.09:- the kendra has organized and recorded the programme in the studio alongwith outdoor recording done in the remote places of garohills .

DDK: HISSAR

Kendra had produced a 55 minutes special programme on '**Saang**' (Folk Drama)—Cultural Heritage of Haryana on New York Eve under the title 'Virasat-2009' before audiences on open lawn which was dramatized by renowned and eminent artists of Haryana. For the first time in India, the Nirmal Gramin Puraskar was distributed in Hisar by the Hon'ble President of India Smt. Pratibha Devi Singh Patil, and the function was telecast live by this Kendra without any interruption. It produced and telecast an archival documentary on Hon'ble Chaudhary Ranbir Singh Hooda, a legend freedom fighter and the only alive Member of Drafting Committee of Indian Constitution who has passed away recently. During the year 2008 in Sirsa and some parts of Haryana, communal tension created between followers of 'Dhan-Dhan Satguru' (a religious Organization lead by Satguru Ram Rahim Singh ji, Headquarter at Sirsa) and Sikh people on a religious issue. During this period, Doordarshan Hisar telecast impartial and positive News to overcome the breaking out of communal riots. In the year 2008 RNU Hisar has extensively covered the Vidhan Sabha by Election of Adampur, Indaree and Gohana seats.

DDK: RAJKOT

The Kendra has planned and telecast two significant Programmes, namely: A variety entertainment programme entitled 'Saptarang' was telecast on Doordarshan Foundation Day. A special live Phone-in Programme was telecast on the importance of Law and Order during Lok Sabha Elections 2009 with the District Collector and D.C.P. Rajkot

DDK:NAGPUR

The year 2008-09 has been very special for Doordarshan Kendra, Nagpur during which Kendra earned revenue much more than the given target. At one stroke the Kendra earned Rs. 10,00,000/- through the production of the serial '**Jeevan Disha**' for Maharashtra Livestock Development Board. Considering the size of the Kendra & the facilities available

this is an outstanding achievement. Other important productions by the Kendra is as follows :

Adivasi Lok-kala Mahotsav :

A cultural programme based on tribal folk Art of Vidarbha region entitled as "Adivasi Lok-Kala Mahotsava – 2009" was organized for invited audience on 4th February, 2009 in the premises of DDK, Nagpur. This programme was jointly produced by Doordarshan Kendra, Mumbai as well as Nagpur in which Ghoda dance of Bhandara, Dandar & Dadariya dances of Gondia and Karsad & Madia dances of Gadchiroli districts were presented by the artists specially selected from these regions.



*DDK, Nagpur
Programme Entitled
"Adivasi Lok-Kala
Mahotsav"*

Man-Vedh :

A musical programme based on Devotional songs and hymns written by the saints of Maharashtra was organized in the premises of DDK, Nagpur in front of the invited audience on 5th March, 2009. The melodious hymns, based on the concept status of mind & its purity, left the audience spell bound. This programme was telecast in the local channel of Nagpur DDK on 10-03-2009.

Saudamini :



*DDK, Nagpur
Programme Entitled
"Saudamini"*

Nagpur Doordarshan celebrated the International Women's Day by organizing a very special programme for the women entitled as "Saudamini" on 25th March, 2009. In this programme four down trodden women who fought with their adverse circumstances and emerged as winners in the society, were felicitated in front of the invited audience at the hands of celebrities. Vishakha Dable, a coolie at

Nagpur Railway Station, Gauri Prapanche, a milk-maid, Pragya Raut, a caretaker & adoptor of mentally challenged children and Meera Badwaik, mother of six daughters & who is spreading message of "Girl Child a boon & not wrath" were felicitated on this occasion. Sindhutai Sapkal, the noted social worker from vidarbha but based at Pune, was the chief guest. Many cultural items depictive women power were also presented by the artists, that were praised by all.

Zankar Saptakhanjericha:

Rashtrasant Tukdoji Maharaj is considered as the most revealed saint of the rural masses through his simple Songs & melodious Khanjeri Bhajans. This year happens to be the birth centenary year of Rashtrasant Tukdoji Maharaj. DDK, Nagpur, on the occasion of Birth centenary year of Rashtrasant Tukdoji Maharaj organized programme on 22nd January, 09 at the historical place, Ramtek, which has got special meaning in life of Rashtrasant Tukdoji Maharaj. This programme pulled rural audience in huge number of around 4,000 people and was 3 hrs. non stop show of education enlightenment and entertainment.

DDK: COIMBATORE

This Kendra was ready during 2003 itself. The virtual functioning although started from January, 2007 only, after having remained locked up for four years without utilization, productivity and revenue. The Kendra's primary pride is in originating 2-1/2 hours of fresh programmes every week truly depicting heritage, history, antiquity, growth and development of this region of Tamil Nadu. The biggest satisfaction of the Kendra is in originating "Agricultural programme" for narrowcast cluster by reaching around 12 Lakh small farmers and another 50 lakh marginal farmers besides agricultural laborers. Such programmes originated had a variety of subject from acqua culture to xytoplasm research happening in Agricultural arena. Some of these programmes have subsequently become subject matter for intense academic discussion among doctoral scholars of Tamil Nadu Agricultural University. In other words Narrowcast programmes originated by DDK, Coimbatore functions as critical engine of agricultural growth.

DDK: ITANAGAR

The emphasis given by DDK Itanagar to make viewers aware of the Public oriented schemes of the Central Government. Kendra mounted more than 10 numbers of programmes on various schemes of flagship Programmes under Bharat Nirman in various format i.e. song picturisation, Documentary, Promo, Field based audience Participatory Programme, &



Studio based interactive Programme, along with Interactive Programme on HIV/AIDS with college & schools students with information commissioner as expert creating awareness between teenagers of the society. Kendra has also mounted lots of special programmes such as on the occasion of Gandhi Jayanti, State Hood Day, and all the

Interactive programme on HIV/AIDS

major festivals of the states like Mopin, Nykum, Dree, Buddha Mahotsava & Christmas etc

DD ANNUAL AWARDS 2008: -

Kendra received awards in 3 different categories as under, for the telefilm 'OYAA' in DD Annual Award 2008, at Jalandhar in March 2008,.

Best telefilms	-	SH. BISWA KUMAR DAS
Cinematography	-	SH. SHISHIR DIXIT
Sound	-	SH. NIKUNJA KALITA (out sourced)

Kendra has successfully managed parliament election with political telecast, special interview with chief election officer and D.G Police, coverage of voting in the state, feeding it to NE news DD Guwahati and Hotswitching with DD news Delhi and Guwahati on the 16.05.09 on the day of counting.

- **Observation of Special days**

Kendra mounted special programmes on the occasion of special days as under:

World AIDS Day	01.12.08
World Day of the Disabled	04.12.08
Republic Day Special Programme	26.01.09
Special Programme on Earth Day on	22.04.09
Special Programme on abashes Dr. Ambedkar Jayanti on	14.4.09
Special Programme Safe Health for all on the eve of World health Day on	06.04.09
Special Programme on Buddha Jayanti on	09.05.09
T.V Report on ITBP's civic action programme at Kimin on	23 & 24-01-09
Women Environment Day	05-03-09

DDK:VARANASI

The following programmes have been telecast during the period under consideration:

Sehat – Phone – In :

Health programmes "sehat" phone-in-live is being telecast every Thursday at 5.30 pm. It is In-House sponsored programme.

Seep Ke Moti:

It is a serialized quiz and personality development programme for children of class VI to VII. Total 52 episodes has been produced and is being telecast on every Wednesday at 5.30pm.

Gunjan -2 :

To provide a platform for youth music artist, a music & dance competition was produced last year. It was very successful programme of solo performance and viewers appreciated it very much. This year second part of that programme was produced with duel artists with five segments i.e. Classical Vocal, Classic Instrumental, Light, Folk and Dance.

Tele Serials:

This 26 episodes serial is based on award wining novel written by well known writer and journalist Sh. Bachan Singh. The serial deals with the problem faced by rural journalist. It is a highly prestigious production of DDK, Varanasi and excellent production content wise and technically.

Narrowcasting:

DDK, VARANASI is also producing the Agricultural programme of 30 minutes duration

from Monday to Friday under Narrowcasting mode. Crop seminars were also organized in the field before the invited farmers.

PGF, Vijaywada

PGF, Vijaywada has been producing Narrowcasting Agricultural programmes for the past 5 years. During the year 2008-09, it produces 110 programmes with 400 segments on Agriculture and allied subjects. Some of the important programmes produced during the year are:-

1. "Rasajagathulo Ra Raju"- A documentary on Elapati Raghu Ramaiah., famous stage and film artist honoured with 'Padma Shree' award. Rabinder Nath Tagore had praised him as 'Nightingale of the stage' after seeing his performance in 'Sakuntala' Play.
2. "Gana Gandharvudu"- A documentary on P.Suri Babu a veteran stage and film artist. He was famous Mythological and social plays on stage. His film Mahakavv Kalidas won Hon'ble President's Award.
3. "Prakhyatha Chitrakarudu" – A feature on K.Rama Mohana Sastry, a famous Etching, Dry Point artist.
4. " Sri Kanaka Durga Vaibhavam"- A programme on Goddess Durga Navaratri Celebration at Durga Malleswara Swamy Temple at Vijay wada. Lakhs of devotes visit the Goddess Durga during Dasara Navaratri celebrations.
5. "Mohini Bhasmasura" – A Kuchipudi Ballet.
6. " Gandhi Margam" – A Kavi sammelan in connection with Gandhi Jayanti.
7. " Sankranthi Hela" – A Kavi Sammelan in connection with Sankranthi
8. "Santhi Sourabhalu"- A Kavi Sammelan on Anti Terrorism.

MARKETING INITIATIVES

Prasar Bharati has eight Marketing Division(s) in Mumbai, New Delhi, Kolkata, Hyderabad, Bangalore, Chennai, Thiruvananthapuram, Guwahati, Kochi & Jalandhar with a view to bolster the in-house marketing of programmes on DD-National Network, DD-Regional Kendras, DD-News and various other satellite channels beamed across the country.

The flagship channel of Doordarshan i.e. DD-1 (National) which contributes nearly 55% of the total gross revenues on Doordarshan through programming acquired in various formats such as SFC (Self Finance), Acquisition, Commissioned etc. The bookings of the division for the period April-October, 2007 on DD-National Network stands at Rs. 222.31 crores and depending on the market conditions, the division expects to generate a gross business of around Rs. 380 crores from this channel.

Today over 95% of the inventory on DD-National Network has been mounted under SFC whereby the channel retains the perpetual rights of the software and has to exploit it to generate maximum revenues. The Marketing Division has successfully shouldered the responsibility of booking Rs. 110.804 crores from the inventory mounted under SFC during the period April-October, 2008.

The Marketing Division has been able to market programmes of various genres mounted on the channel including reality shows/game shows such as 'Airtel Desh Ki Awaz', 'Wheel Smart Shrimati', 'Taaza Khelo Gao Jeeto' etc. wherein a host of national brands such as Bharti, Airtel, HLL, Dabur, Emami, Colgate Palmolive, etc. have made substantial investments in the channel. In addition to the entertainment, the programmes also included various elements of womens empowerment, social enlistment etc.

The marketing Division has taken the challenge of the marketing of the 'Katha Sarita' which was a series of episodes featured on classic works of great writers/novelists of India and reproduced on television by several well known producers. The division has booked record revenues of Rs. 2.25 crores on this diverse 'Katha Sarita' series during the period April to October 2008.

The Marketing Division has also been able to market effectively and book revenues on several serials & software mounted on prime time which focused on women's issues and aspiration of women including programmes such as 'Airhostess', 'Astitva Ek Kahani' etc. as well as children's fantasy programme 'Chandramukhi' with gross revenues of Rs. 6.45 crores; Rs. 7.15 crores and Rs. 12.09 crores respectively from each of these programmes.

The Marketing Division has also been successful in marketing international sporting events such as the cricket telecast of Asia Cup in which it has been able to achieve benchmark gross revenues of Rs. 16.109 crores which was in excess of the amount committed in the bid process. In addition, the division has also taken to the market unique events such as Beijing Olympics, 2008; Olympic Torch, Robocon International Championships, Sunfeast Marathon, 08 and Commonwealth Youth Games, 08 and generated investments on these properties from the media market with participation and support from major national & international brands.

The Marketing Division(s) function as nerve centres for generation of business on the properties mounted on the channel from various clients across the country. They are key flashpoints between the entire media market and the programming link to ensure that the best market practices are also taken forward on Doordarshan in a progressive manner.

The Marketing Division(s) also have the responsibility of managing and marketing the channel inventory as well as generating revenues from various public service initiatives undertaken by the channel from time to time.

MEDIA INITIATIVES

Doordarshan has an active Public Relations Division which undertakes Media and Publicity activities. All forms of communication - advertising, direct mailers, press releases etc. are done in publicizing the activities and programmes of Doordarshan. Advertisement for procuring Audio Video Material on the four national Leaders - Mahatma Gandhi, Pt. Jawaharlal Nehru, Indira Gandhi and Rajiv Gandhi, Promotion of DD Urdu Channel and its Technical Parametres, Bharat Ek Khoj, Publicity matters relating to TV and Radio coverage of Beijing Olympics-2008, Publicity/ Advertisement on the Tri Centenary Celebrations of installation of Guru Granth Saheb and release of VCDs and DVDs of Shabad, Tender Notice for inviting Tender from Producers/ Agencies for production of Agricultural News Bulletin and Mandi Bhav Bulletin, Advertisement on Channel Packaging of DD Urdu etc. were publicized all over the country. Installation of Hoardings of special programmes such as,

Guru Maneyo Granth, New Serials such as, Kalpana, Raghukul Reet Sada Chali Aayi, Aye Dil-E-Nadaan and Hoardings of DD Bharati, DD Archives, DD Urdu and DD Sports. Despite strike of technicians in Mumbai, a series of new serials launched on DD and aggressively publicized. In addition to this, DD Website is being regularly updated. PR Units have also been set up in Regional Doordarshan Kendras to receive, examine and to prepare consolidated report regularly.

Innovations in e-governance Project on Doordarshan

With a view to improve the media image of public servants and to create public confidence in governance it was decided to telecast suitable programme/news stories or innovations in governance on Doordarshan channels. These programmes/news stories reflected such path breaking efforts made by public servant at various level of governance, ranging from a forest Guard/ Constable to top level official in the state/ central administration which have worked as catalytic forces and contributed a social change of public well-being. Lal Bahadur Shastri National Academy of Administration Mussoorie was identified such public organisation and its achievements were highlighted in programmes, news/stories. Various capital kendras/RNUs have produced programmes/news stories and achievements of public servant functioning in their respective service zones in various formats like documentaries, features, interviews, etc. These programmes were produced in the principal language of Kendras concerned.

Present Network and Service

Doordarshan presently telecasts programmes on 31 distinct channels, as under:

i.	DD1	-	National Channel
ii.	DD News	-	News Channel
iii.	DD Bharati	-	Enrichment Channel
iv.	DD Sports	-	Sports Channel
v.	DD Rajya Sabha	-	Parliament Channel
vi.	DD Urdu	-	Urdu Language Channel
vii.	Regional Channels	-	11 nos
	Malayalam (Kerala)	Tamil (Podhigai)	Oriya
	Telugu (Saptagiri)	Bengali (Bangla)	Kannada (Chandana)
	Marathi (Sahyadri)	Gujarati	Kashmiri (Kashir)
	North East	Punjabi	
viii.	State Networks	-	12 nos
	Rajasthan	Madhya Pradesh	Uttar Pradesh
	Bihar	Himachal Pradesh	Jharkhand
	Chhatisgarh Haryana	Uttarakhand	Tripura
	Mizoram Meghalaya		
viii.	DD India	-	International Channel
ix.	Gyan Darshan	-	Educational Channel

For in house production there are 66 studio centers equipped with state of the art equipment, functioning in various parts of the country. Satellite uplinking facility is available at all major Doordarshan Kendras. For terrestrial transmission, 1414 transmitters of varying power,

installed throughout the length and breadth of the country, are in operation. These transmitters provide coverage to about 92.2% population of the country.

State-wise No. of Studios and transmitters presently functioning in Doordarshan network in 2008-09 at Annexure A.

DTH Service “DD Direct Plus”

Doordarshan had launched Ku band transmission (free-to-air DTH “DD Direct Plus”) in December, 04 with a bouquet of 33 TV channels. The main objective of this service was to provide TV coverage to the areas hitherto uncovered by terrestrial transmission. With the launch of this service, multi-channel TV coverage has become available in the entire country (except A&N Islands). Capacity of DTH platform was later increased for transmission of 50 TV channels and is being further increased for transmission of 59 channels by improving spectrum efficiency, during 2008-09.

Mobile TV (DVB-H Transmission)

Doordarshan started Mobile TV service (DVB-H transmission) in Delhi in May, 2007, as a pilot project, with a bouquet of 8 TV channels. The transmitter deployed is of 5KW power operating on ch#26 in UHF band, which is installed in Akashwani Bhawan, Parliament Street, New Delhi. The signal can be received on DVB-H enabled mobile phones within a range of about 10-12 Kms from the transmitter location. Number of TV channels in DVB-H bouquet has been increased from 8 to 16 using statistical multiplexing, w.e.f 1st August, 2008. Sixteen DD channels included in the DVB-H bouquet are as under: -

DD National	DD News	DD Sports	DD Bharati
DD Bangla	DD Urdu	DD Punjabi	DD India
DD Chandana	DD Gujarati	DD Malayalam	DD Podhigai
DD Oriya	DD Sahyadri	DD Saptagiri	DD North East

Special package for NE states & Island territories (Phase II)

Following projects, as part of the Special Package approved in May 2006, have since been implemented: -

NE states

- Provision of 25000 DTH sets alongwith TV sets in NE states
- HPT, Kokrajhar (interim set up)
- DSNG units (1 no.) at DDK, Guwahati

Island territories

- HPTs (DD1 & DD News) at Port Blair
- O.B. Van at DDK, Port Blair
- LPT projects – 2 no. and VLPT projects – 16 no. in A&N Islands
- VLPT projects - 13 no. in Lakshadweep

Following projects as part of the above package are under implementation & are generally expected to be completed by around end of 2008-09.

NE states

- i. Upgradation of the Earth Station at Guwahati (for 2 NE channels)
- ii. Augmentation of OB and post production facility at DDKs
- iii. DSNG units – 3 no.

Permanent HPT set up at Kokrajhar (Assam) is expected to be completed during the later half of 2009.

A&N islands

- i. VLPT projects – 5 no.
- ii. Provision of DSNG & additional equipment at Port Blair Studio
- iii. DTH service in C band
- iv. Provision of 1000 DTH receive units & TV sets

Lakshadweep islands

VLPT projects – 2 no.

Special Package (Phase II) for improvement of DD & AIR services in J&K

Special Package (Phase II) for improvement of DD & AIR services in J&K was approved in September, 2007. Major component of Doordarshan is for the Software schemes. Hardware schemes implemented / under implementation are as under:-

- 10000 DTH sets & TV sets have been handed over to the Nodal Officers appointed by the State Government.
- Action for procurement of UPS (40 no.) is in progress.
- Earth station at Jammu has been upgraded to 3+1 configuration utilizing available equipment in the network, as an interim measure. Action for procurement of new equipment for Earth Station at Jammu is in progress.

Training

Doordarshan has been laying emphasis on training of its staff especially in view of fast developments taking place in broadcast technology. During 2008-09 (April 2008- November 2008), 981 engineering officers have been provided training at the various training institutes and by equipment manufacturers. Break up details are as under: -

ST I (T) Delhi	-	516
RSTI (T) Bhubaneshwar	-	183
RST I (T) Shillong	-	14
RSTI (T) Malad	-	66
Equipment Manufacturers	-	172
IIT Kanpur (Short term)	-	30

CHAPTER IV**ALL INDIA RADIO****THE ORIGIN**

Radio broadcasting began in India in the early 1920's. The Radio Club of Bombay broadcast the first programme in 1923. This was followed by the setting up of a Broadcasting Service that began broadcasting on 23rd July 1927 on an experimental basis in Bombay and Calcutta, under an agreement between the then Government of India and a private company called the Indian Broadcasting Company Ltd. When this company went into liquidation in 1930, Indian State Broadcasting Service under the Department of "Controller of Broadcasts" was constituted. The Indian State Broadcasting Service was renamed as All India Radio in June, 1936. All India Radio also came to be known as Akashvani in 1956.

When India attained independence in 1947, AIR had a network of six stations and 18 transmitters. The coverage was 2.5 % of the area and just 11% of the population. AIR today has 232 radio stations and 374 transmitters and its coverage extends to 91.79 % by area and 99.14 % by population. Operating in a multi-cultural, multi-linguistic country like India, AIR broadcasts in 24 languages and 146 dialects, in its home service. In External Services, it covers 27 languages including 16 foreign and 11 Indian languages. AIR operates its broadcasting services on Medium Wave, Short Wave and FM. The FM Service uses a larger bandwidth to provide a programme service of high fidelity and lower noise distortion.

Programme Objectives

In its programming and other activities AIR is guided by its motto "Bahujana Hitaya; Bahujana Sukhaya" i.e to promote the happiness and welfare of the masses through information, education and entertainment. To realize its objectives, AIR has evolved a three-tier system of broadcasting – national, regional and local. It caters to the mass communication needs of the people through its various stations spread across the country. They provide music, spoken word, news and other programmes. Local stations meet the area specific needs of the listener.

AIR Channels

All India Radio operates its services through:

- 1 Primary Channels
- 2 Commercial Broadcasting Service (Vividh Bharati)
- 3 FM Channels (Rainbow and Gold)
- 4 Local Radio Station (LRS)
- 5 National Channel
- 6 DTH
- 7 External Services broadcast
- 8 Other niche channels: Amrutha Varshini

PRIMARY CHANNELS

The public service broadcasting arm of AIR, the Primary Channels put out infotainment programmes with the objective of enriching the lives of their listeners. The Primary Channels, broadcast largely on the Medium Wave frequency, follow a composite programming mix. They also promote art and culture with a major emphasis on Indian classical music. Around 40 percent of total broadcast on primary channels comprises music, which includes Classical music, light, folk, film and music of various other languages. News and Current Affairs programmes constitute 20 to 30 percent of the broadcast time. Radio plays and drama, health & family welfare programmes, programmes for women and children, farm and home programmes aimed at empowering rural masses are the other important segments of Primary Channels. These Channels being the most accessible of all the AIR channels, strive to reach their audience in the language most understood by all.

VIVIDH BHARATI

The entertainment channel of AIR, Vividh Bharati service was started in October 1957, with popular film music as its main ingredient. It started accepting commercials from November 1967. Vividh Bharati Service provides entertainment for 15 hours a day. Nearly 85 percent of programming is based on music with film music topping the chart. Classical, folk, light and devotional music are also broadcast. Bulk of the Vividh Bharati programming originates from Mumbai which are also relayed by other Vividh Bharati centres. Regional Vividh Bharati stations also produce and broadcast a few programmes at specified timings in their respective languages. Several programmes of Vividh Bharati are quite popular among the audience. The top ten programmes are "Chitralok(Morning)", "Bhule Bisre Geet", "Chaya Geet", "Hawa Mahal", "Chitralok(Evening)", "Jaimala", "Aap Ki Farmaish", "Triveni", "Sangeet Sarita" and "Manchahe Geet".

FM RAINBOW

All India Radio operates 14 FM Stereo channels in Delhi, Mumbai, Kolkata, Chennai, Bangalore, Panaji, Lucknow, Cuttack, Jalandhar, Tiruchirapally, Kodaikanal, Vishakhapatnam, Hyderabad and Coimbatore. Beside these stations Rainbow Programmes are relayed for certain duration from Kasauli, Shillong, Munssorie, Aligarh, Dharamshala, Bhatinda, Kurseong, Kochi, Pondichery, Vijayavada, Kanpur, Bhadarva, Poonch, Rajouri, Naushera, Radio Kashmir Srinagar, Jammu, and Leh. These channels, called AIR FM Rainbow, are targeted at the urban audience with a refreshingly new style of presentation. Besides music – Hindi, English and regional, the FM Channels also broadcast chat shows, helpline programmes, interactive phone-in programmes etc. The traffic beat and the city weather updates are of particular interests to metro dwellers.

FM GOLD

A composite news and entertainment channel called AIR FM II was launched on 1st September 2001. The channel is on air for 18 hours a day. Operational in Delhi, Mumbai, Kolkata and Chennai, AIR FM-II is now called AIR FM Gold. The programming is a blend of information and entertainment, with one third of its content devoted to news and current affairs. While the hourly news bulletins in Hindi and English originate from Delhi, the FM Gold Channels at the other three centres also broadcast news in respective regional languages. AIR FM Gold is positioned as a Classic Channel with golden oldies, ghazals and light classical music forming part of the entertainment segment.

LOCAL RADIO STATION (LRS)

Local Radio is comparatively a new concept of broadcasting in India. Each of the station serving a small area provides utility services and reaches right into the heart of the community, which uses the microphone to reflect and enrich its life. 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.

NATIONAL CHANNEL

All India Radio offers a 3 tier system of broadcasting, namely National, Regional and Local. National Channel forms the first stage of it. Started on 18th May 1988, the National Channel of All India Radio works as a night service from 6.50 p.m. to 6.10 a.m. the next morning.

Having the whole of India as its zone, the programme complexion of the Channel has been designed to make it representative of the varied cultural mosaic and ethos of the Nation as a whole.

National Channel serves in three languages – Hindi, Urdu and English with vast variety of programmes on Science, Health, Sports, Literature, Humour, Current Social Issues, Cultural Heritage so as to enrich vast knowledge of its listeners. Education, culture and social economic development are the focal points of Vividha programme, broadcast in Hindi and English on alternate days. Similarly an Urdu programme Manzar is broadcast daily. Magazine programmes on economics, science, sports, music and literature are broadcast on regular basis.

In order to involve listeners and ensure their active participation in the programme activities, programmes of their messages/requests are broadcast six days a week including JAI JAWAN for soldiers.

Hourly news-bulletins, alternatively in Hindi and English are broadcast only from the National Channel throughout the night. Whenever the Parliament is in session, National Channel broadcasts recording of the “Question Hour” for the benefit of the listeners.

During the Holy Month of ‘Ramzan’ a special 50 mts. programme “Sahargaahi” is broadcast daily (4.10 a.m. to 5.00 a.m.) in which emphasis is given to human values and Indo-Islamic culture.

EXTERNAL SERVICES

External Services Division of All India Radio ranks high among the External Radio networks of the world both in reach and range covering about 100 countries in 27 languages. An external broadcast of AIR aims to keep the overseas listeners in touch with the ethos of India. The languages in which AIR reaches its foreign audience are English, French, Russian, Swahili, Arabic, Persian, Pushtu, Dari, Baluchi, Sinhalese, Nepali, Tibetan, Chinese, Thai, Burmese and Indonesian. The services in Hindi, Tamil, Telugu, Malayalam and Gujarati are directed at overseas Indians, while those in Urdu, Punjabi, Sindhi, Sairaki, Kannada and Bengali are meant for listeners in the Indian Sub-continent.

The three major services of External Services Division are (a) The General Overseas Service (GOS) in English, (b) AIR External Service in Hindi and (c) AIR External Service in Urdu. The External Services broadcasts follow a composite pattern and generally comprise News and Current Affairs, Review of the Indian Press, Newsreel, and Magazine Programmes on sports and literature documentaries and features, talks and discussions on social, cultural, economic, political and historic subjects. Music is also broadcast in good measure. The ESD also supplies recordings of music, spoken word and other programmes to about 25 foreign broadcasting organizations under the cultural exchange programme. During the period from 1st April, 2008 to 30th November, 2008, extensive coverage was given to all major National and International Conferences, seminars, Symposia etc. in the form of commentaries, radio reports and interviews. Wide coverage was also given to the visits of various Heads of States, Governments and other Foreign Dignitaries to India like Sri Lankan Foreign Minister's visit, Prime Minister of Bhutan, Lyonchen Jigme Y. Thinley's First visit to India and WTO Chief Pascal Lamy's Delhi visit. Wide coverage was given to President Pratibha Patil's visit to Latin American Nations, Prime Minister Dr. Man Mohan Singh's visit to Japan for G-8 Summit and External Affairs Minister Shri Pranab Mukherjee's visit to UAE, Pakistan and China. Important programmes of National as well as International importance like holding of Indian International Trade Fair, 2008 and G-8 Summit Meeting in Japan are some of the events which were covered by different language units of ESD.

TRANSMISSION THROUGH CDs

The External Services Division has started digital transmission from its new set up installed in the New Broadcasting House. All modern gadgets and equipments are being used to attract as many listeners as possible. Introduction of internet broadcasting by All India Radio has enabled its listeners in various parts of the world like USA, Canada, West and South Africa to avail of AIR's services on internet. 24 hrs. Urdu Service of External Services Division is also available on air through DTH.



*Dr. Archana Ojha,
Reader Deptt of History
Kamla Nehru College,
Smita Chandra,
Educationist and
Manjula Taterway, Pex
engrossed in a discussion
for the "FOCUS"
programme in the GOS
section.*

TARGETS:-

1. To project emerging India abroad.
2. To present India's point of view on major issues.
3. To project the countries democratic ideas and its policies.
4. To stimulate interest in Indian art and culture.
5. To serve as a link with Indian Diaspora.

As a "Voice of the Nation", External Services Division of All India Radio has been India's "Authentic window to the world". With growing importance of India in the world, an increasingly important role is envisaged for External Broadcast for times to come.

DTH

On 16th December, 2004 the Prime Minister Dr. Manmohan Singh launched the Direct-to-Home Service of Prasar Bharati – DD Direct Plus. With this, All India Radio entered a new era of satellite broadcasting providing 24 hours service. In the first phase twelve channels of AIR have been made available to the listeners in India and abroad and in second phase eight more channels have been added. The programmes include information and entertainment in equal measure.

AMRUTHA VARSHINI

Amrutha Varshini is a dedicated music channel operational in Bangalore. It aims to promote classical music – both Carnatic as well as Hindustani.

NEWS SERVICES DIVISION

Key Developments

- Launch of 102 additional FM Headline Bulletins from 15 AIR stations across the country.
- Introduction of 8 additional regional news bulletins.
- Extension of duration of 3 regional news bulletins.
- Launching of 4 new news based programmes on FM Gold from Delhi.
- Organizing All India RNU Heads Conference in Delhi in July'2008.
- Making available news updates through SMS.
- Coverage of all important events and VVIP visits.

Coverage of State Assembly Elections of 10 States

The News Services Division, NSD, made a significant progress during the year 2008-09 with regard to expansion of news and News based programmes. With a view to meeting the information needs of the masses in regional languages, NSD undertook many news expansion initiatives during the year and has plans to take many more initiatives in the remaining period of the 11th plan. The total number of bulletins which are being broadcast by NSD and its Regional News Units, RNUs, have increased to 620 from 511 bulletins while the total duration of daily broadcast increased from over 50 hours to 54 hours and 32 minutes in 89 regional languages/dialects as well as Hindi and English. This includes all the 22 language listed in the 8th schedule of the Constitution. Recently a Bhojpuri bulletin of 5 minutes duration has been started from Gorakhpur. NSD Headquarters at Delhi puts out 174 bulletins for a total duration of 22 hrs 7 mts in 34 languages while its RNUs put out 446 bulletins for duration of 32 hrs 25 mts in 74 languages/ dialects on daily basis. Beside News bulletins, numbers of Current Affairs programmes on topical subjects are broadcast on a daily and weekly basis by NSD and its RNUs. These programmes have varying formats such as discussions, interviews, talks, news magazines, analysis and commentaries among others.

News Expansion:

With a view to meet the information needs of the listeners in regional languages, NSD has undertaken many news expansion schemes. More expansion is in pipeline within this year and during the remaining period of 11th Plan.

FM Headline bulletins:

16 additional FM headline bulletins were started in November'2008 from 4 places. Earlier in July'2008 86 additional FM Headline bulletins were introduced from 12 places across the country. With these, the total number of FM headline bulletins increased to 294 from 36 places. This covers not only RNU Stations but also non RNU Stations. This is for the first time that an arrangement has been worked out for news expansion from Non-RNU stations under which the FM headline bulletins to be broadcast from Non-RNU Stations are prepared at the RNU Stations of the State and faxed to Non RNU Stations for broadcast. These headlines are rich in local content and are broadcast on FM transmission mode, which makes them more popular due to superior sound quality.

Additional bulletins from Primary channel:

Efforts are underway to ensure broadcast of major regional bulletins at least in morning, day and evening from all the RNUs. In November'2008, two additional bulletins of five minutes duration each were introduced from Gorakhpur and one from Jaipur. This includes one Mid-day bulletin (1230-1235 hrs) in Hindi at Jaipur and a Bhojpuri (1725-1730 hrs) and a Hindi bulletin (1800-1805 hrs) at Gorakhpur. A morning bulletin was introduced from Shimla in April,08 and Ranchi in July, 08. Another additional bulletin was started from Srinagar at 2305 hrs (5-minute in Urdu) while two Purgee bulletins (1725-1730 hrs & 1930-1935 hrs) were introduced from Kargil to meet the demand of the people of the concerned region. In order to carry more number of news items in bulletins, the duration of morning Assamese bulletin from Guwahati was increased from 5 minutes to ten minutes. Similarly, timing of morning bulletin of Port Blair was also enhanced from 5 to 10-minutes. The timing of morning Hindi bulletin was extended to 10 minutes (0730-0740 hrs) in Indore while in Cuttack the duration of Mid-day (1430-1440 hrs) bulletin has been extended to 10 minutes in the recent past. A biweekly "District news letter" programme has been introduced recently in Srinagar while a daily programme "Tabsara" has been started in Leh. Further expansion of news bulletins and news based programmes from Gangtok, Itanagar, Silchar, Aizawl, Imphal, Raipur and Lucknow are in the pipeline.

News expansion in FM Gold, Delhi:

In order to meet the requirements of urban listeners, the news and news based programmes on FM Gold Delhi have been revamped from August, 2008. This includes introduction of many new programmes including Aaj Savere (0730-0800 hrs), Parikrama (1630-1700 hrs), enhancement of duration of Sports Scan (from 15 to 25 minutes), Global news (2025-2040 hrs) & additional programmes during 2130-2200 hrs including Phone-in programme, Public Speak on every Monday.

New RNUs:

Under the 11th plan, RNUs are to be created at 7 more places i.e. Kupwara/ Kargil (J&K),

Jodhpur (Rajasthan), Vishakhapatnam (Andhra Pradesh), Rajkot (Gujarat), Darbanga (Bihar), Sambalpur (Orissa), Pasighat (Arunachal Pradesh) thereby increasing the total number of RNUs to 51. This is being done to fulfill the pending demands of various regions to strengthen regional news in their States. New RNUs are also proposed at Dharamshala (Himachal Pradesh), Kaddapa (Andhra Pradesh) and Jalandhar (Punjab).

Multi mode news dissemination:

NOP : News on Phone, NOP is a very popular service. The news is updated every hour and listener from any place or part of India can access brief news in English, Hindi & Regional language at any time. At present, this News on Phone (NoP) service is available from 14 places i.e. Delhi, Mumbai, Chennai, Guwahati, Imphal, Hyderabad, Bangalore, Thiruvananthapuram, Patna, Ahmedabad, Jaipur, Lucknow, Raipur and Shimla. In view of the popular response evoked by this service, it has been gradually expanded to new cities in last few years. This service will be further extended to 30 more places in the country under 11th plan. This service is on revenue sharing basis with BSNL/MTNL. In Delhi, major national level news headlines can be heard in Hindi on phone by dialing 1258 by local listeners and 011-23324242 by outside Delhi listeners. Similarly, for listening English news headlines on phone, local listeners can dial 1259 and outside Delhi, listeners can dial 011-23324343.

Website:

*Shri Anand
Sharma(MIB)
at BES Expo-2009*



Latest news in various categories i.e. National, International, Regional, Business, Sports, Science & Technology and Art & Culture can be accessed through NSD Website i.e. www.newsonair.com. Audio of all national bulletins, 40 regional bulletins from 22 Regional News Units (RNUs) in 14 regional languages, 32 language bulletins in 13 languages from NSD headquarters, four newly introduced news based

programmes on FM Gold and various other news based programmes of primary channels are available on the website. The scripts of national bulletins besides regional bulletins originating from various RNUs in different languages including Tamil, Kannada, Marathi, Hindi, Gujarati & English are also available on website. These bulletins are of special interest to Non-Resident Indians (NRIs) who can now access, read and listen to even the local news happening in their respective native States in India while they themselves may be located in any part of the world. Information on weather is also available on the NSD website.

The website has also search and archiving facilities. The text and audio of old bulletins can be assessed through the archives of website. Listeners can also subscribe for RSS (Really simple syndications) feeds, to get the latest news directly on their desktops.



*Shri Anand Sharma & Shri. B.S. Lalli
CEO, PB at BES Expo-2009*

SMS:

National news headlines can now be accessed from any part of the country through SMS

as well. This service was launched from Delhi in May, 2008 and has a very high potential. With the breaking of any news, the contents of SMS are updated. Listeners can now send their questions as well as their feedback to Market Mantra programme through SMS. NSD has also plans to gradually introduce this service across the country for the regional news as well. Mobile users can access news through SMS by going to 'Message' column of their mobile and choosing Text message. By typing 'News' in the text message column, the same may be sent to 5676744 for getting latest news updates in the Inbox column of their mobile.

EDB (Electronic Display Board) :

The service of providing news through EDB has been recently introduced in Chennai in Tamil language. This service is already available in Delhi where round the clock updated news headlines are available in English and Hindi. This service will be expanded soon to most of the RNU cities during the 11th Plan period. The EDBs will be installed at important public places having high public movement such as railway stations, bus stands and airports, etc among others.

Intra-NSD:

An Intra-net service has been started to link NSD headquarters with its 44 Regional News Units (RNUs) and 11 non-RNU stations located in different parts of the country. This creates a two-way communication between them. All the communications from NSD Headquarters are made available on Intra-NSD for access by the RNUs and non-RNU Correspondents. The Intra-NSD is also used by RNUs and its Correspondents for filing stories and voice dispatches to General News Room (GNR) at NSD headquarters as well as for sending other information from time to time. Information sought by the NSD Headquarters regarding administrative matters is also sent to the headquarters by these RNUs through Intra-NSD. The script of regional bulletins is also uploaded by RNUs on Intra-NSD for putting it on the NSD website.

New Format of news bulletins and District News Letter:

New format using sound bytes, environment sound, comments from experts and correspondent dispatches has been introduced in all the major national bulletins as well as regional bulletins to make them more rich and lively. Similarly, on these lines the District News Letter (DNL) Programme has been made more interesting by introducing sound inputs of the field level functionaries and beneficiaries of different government schemes/programmes along with dispatches from Part-Time Correspondents (PTCs).

A new dimension of news has evolved in form of Book reviews, interview with personality of the week, Lok Ruchi Samachar etc in composite news programme like Aaj Savere.

Newsroom Automation:

NSD is undertaking digitalization of all its RNUs as a part of 11th plan. This includes production of all news bulletins including recording, editing and incorporation of sound inputs, through digital mode. Under this plan, the newsrooms of 6 RNUs have been automated. These are Guwahati, Shillong, Tirichy, Shimla, Jaipur and Imphal. Rest of the RNUs is in the process of getting automated. This is an endeavour to create fully digitised and paperless office.

Expanding the Correspondents' network:

No other broadcast organization has such a vast network of news bureaus, correspondents and editors as NSD: AIR has. It has 44 Regional News Units (RNUs) spread across the country with more than 100 full time Correspondents/Editors working in these Units. Besides, there are 11 Non-RNU Correspondents located in different parts of the country. Besides, there are five Prasar Bharati Special Correspondents based abroad at Dubai, Kabul, Dhaka, Kathmandu and Colombo. Realising the importance of local news/news from the grass-root level, NSD has decided to appoint Part-Time Correspondents (PTCs) at every district headquarter in the country where we don't have our regular Correspondents. At present, over 525 PTCs are working for AIR. These PTCs also meet the news requirements of our sister organization i.e. Doordarshan News /DD News. In order to encourage PTCs, 'Best PTC of the Year' Award has been started from this year

Upgrading Of Skills:

In its endeavor to upgrad the skills of its human resources, a two-day special training module for News readers and News Anchors was held in November'08 at Indian Institute of Mass Communication (IIMC), New Delhi. Ten correspondents from NSD and its RNUs participated in a 5-day workshop on "Convergent Journalism" at Staff Training Institute, Delhi from 17th to 21st of November'2008. For the Part-Time Correspondents (PTCs) who are the source of news at the grass-root level for both i.e. All India Radio and Doordarshan, nine(9) Orientation Workshops were conducted by NSD for these PTCs to equip them with latest news related skills at different Regional News Units including Guwahati, Hyderabad, Bangalore, Srinagar, Gorakhpur, Jaipur, Dehradun, Raipur and Chennai. An orientation programme for Newreaders cum Translators was organized. A number of RNU correspondents were deployed for coverage at National and International level as a part of on job training.

Strengthening Regional News:

In order to further streamline the work of news rooms, all the RNUs have shifted from teleprinter based news wires to World space/V-Sat based news wires for receiving news through wire agencies namely UNI and PTI at a faster pace. A National level RNU Heads conference was held in Delhi on 17th and 18th of July' 2008 to address the issues and problems faced by different RNUs. Steps have been taken to meet both the human resources as well as financial requirements of different RNUs.

Style Book:

NSD brought out a new Style book for Radio news. It is a comprehensive compilation of directions in the field of editing, reporting, sound input management and broadcast codes among others. It also contains Do's and Don'ts for radio news professionals.

Visit of Rajbhasha Sub-Committee:

2nd Parliamentary Sub-Committee on Official Language visited NSD in January' 2008 and inspected the use of official language Hindi in day-to-day official work by the officers and staff of this Division. It expressed its satisfaction over the working of this division in official language and gave suggestions for further improvement in this regard.

Parliament Coverage:

At the beginning of each session, a discussion with Members of Parliament (MP) of different political parties is organized by NSD on the subject "Issues before the Parliament" in English and Hindi. During the Parliament Session, 'Sansad Sameeksha' in Hindi and 'Today in Parliament' in English, reviewing the proceedings of the day of both the Houses of Parliament are broadcast. Similarly, reviews of the proceedings of the State Legislatures, whenever they are in Session, are broadcast by the respective Regional News Unit(s). A two-day special Session of Parliament in July 2008 called by the UPA government to seek the trust vote was also given wide coverage.

SPORTS BROADCASTS ON AIR



AIR has provided appropriate and effective coverage to various National and International sporting events held in India and abroad viz. Asia Cup Cricket Series – 2008 in Pakistan from June – July, 08, India – Sri Lanka Cricket Series – 2008 in Sri Lanka from July – August, 08, India – England ODI Cricket Series – 2008 in India from November, 2008.



Beijing Olympic-2008

AIR has also broadcast the Torch Rally of Beijing Olympics – 2008, 29th Olympics- 2008 at Beijing from 8.8.2008 to 23.8.2008, Curtain Raiser of Baton Relay of Commonwealth Youth Games 2008, Live coverage of Baton Relay of Commonwealth Youth Games 2008 from Delhi, Commonwealth Youth Games 2008 in Pune from 12.10.2008 to 18.10.2008.

AIR has also provided extensive coverage to 6th Men's Junior Asia Cup Hockey – 2008 in Hyderabad, 25th Surjit Singh Hockey Memorial 2008 in Jalandhar, Asian Football Confederation Challenge Cup 2008 in Hyderabad and Delhi, 121st Durand Cup Football – 2008 in Delhi.

AIR has also covered Delhi Half – marathon in Delhi & 23rd Pune International Marathon-2008.



Commonwealth Youth Games Pune 2008

During the period January to 31st March, 2009, AIR has provided appropriate and effective coverage to various National and International sports events like -113th Beighton Cup Hockey Tournament at Kolkata, Four Nation Punjab Gold Cup Hockey Tournament at Chandigarh and Chennai Open Tennis Championship.

AIR has also broadcast ball to ball cricket commentary of India-New Zealand Cricket Series-2009 in New Zealand.

INDIAN CLASSICAL MUSIC AND AKASHVANI

Hindustani Music

The following eminent and promising artists were broadcast from April 2008 to December, 2008 in the National Programme of Music and Ravivasariya Akhil Bharatiya Sabha:

Pt. Tejendra Narayan Mazumdar, Pt. Brijnarayan, Suroranjuan (Sarod), Sh. Sanjeev Abhyankar, Kamla Bose, Kamal Bhonde, Minaze Mukherjee, Ram Deshpande, Indu Dhar Nirody, Vidhya Dhar Vyas, Purvi Parikh, Madhuri Oak, Mangal Joshi, Neenaxe Biswas, Ustad Shoukat Hussain, Vid. Shanno Khurana, Neelakshi Juvekar, Sharad Sutavane (Vocal), Mohd. Ahmed (Table), Shaminderpal Singh, Anwar Hussain (Sarangi), Kali Nath Mishra, Suryaksha Deshpande, Vijay Ghate, Soumitrajit, Hetal Mehta (Tabla Solo), Abhijit Banerjee, Amir Mohd., Umesh Chandrakar (Tabla), Mohd. Mohataram Sabri, Harshankar Bhattacharya, Yogiraj Nyke, Poonam Joshi (Sitar), Vaskar Prasad Mukhopadhyaya (Guitar), Sangeeta Shankar (Violin), Fiaz Vasifuddin (Dhrupad) and Kamal Ahmed (Sarangi).

The following artists have been proposed for broadcast in the National Programme of Music/ Ravivasriya Akhil Bhartiya Sangeet Sabha from January, 2008 to March, 2009:

Smt. Bharati Vaishampayan, Smt. Kalyani Deshmukh, Sh. Tushar Datta, Sh. Ratan Mohan Sharma, Sh. Aslam Khan, Smt. Vidya Katagade, Smt. Shubhra Guha, Pt. Jagdish Prasad, Vid. Afroz Bano (Vocl), Sh. Babulal Sharma, Pt. Ronu Majumdar (Flute), Sh. Allaraka Kalavant (Sarangi), Sh. Shantanu Panshikar, Sh. J. Massey (Tabla), Sh. Batuknath Mishra, Sh. Narendra Kumar (Sitar), Pt. Basant Kabra (Sarod) and Sh. Ravi Mohan Bhatt (Violin).

More than 50% of the scheduled artists are upcoming and youngsters, broadcasting for first time on National Hook-up.

AIR introduced regional Folk and Light Music Festival at par with Akashvani Sangeet Sammelan. It will be held on Vasant Panchmi every year featuring eminent artists and will be held at selected venue. The purpose of this regional Folk & Light Music Akashvani Sangeet Sammelan is to project, promote and propagate the rich folk cultural heritage of our country.

AIR music competition is a regular feature of AIR to reach and hunt new talent among youth. For the year 2008 this competition was held at Delhi and Chennai for Hindustani and Karnatic Music respectively during the month of October-November, 2008.

Karnatic Music

*Madurai Shri G.S. Mani-
Vocal, Shri Sorya
Deepti-Volin, Shri M.J.
Raja Kesari-Mridangam
Thiruppur Shri G-
Sridhar Kumar-Khanjira
Trinity music concert
held at
AIR-Tiruchirapally*



The prominent annual feature "National Spring Festival of Folk & Light Music" followed in the first quarter of this year with Kannada Folk Story presented by Shri G.Gururaj and Party, Telugu Folk Songs rendered by Shri Panyam Narasimhulu, a Folk Art Form "Naiyandi Melam" by Melappavoor Shri K. Mayakrishnan

& Party, Kthakali Padangal by Shri Kalanilayam M. Unnikrishnan, Kannada Light Songs by Smt. Majula Gururaj and Kolaattam & Kummi by Smt. S. Rajammal & Party.

Another remarkable festival that closely followed in the early year of the broadcast was the TRINITY MUSIC FESTIVAL. In this festival both young and prominent artists have been featured. Thyagaraja Compositions were rendered by Shri Dileep Kumar (Vocal) and Smt. Manda Sudharani (Vocal) Muthuswamy Dikshitar Compositions by Smt. Sugandha Kalamegam (Vocal) and Thoppur Shri B. Sairam (Vocal), Shyama Sastry compositions by Dr. Hamsini Nagendra (Vocal) and Shri Maharajapuram S. Srinivasan (Vocal).



*Akashvani Sangeet
Sammelan-2008 held at
Chennai*

Another major event was the Akashvani Sangeet Sammelan concerts. This year Akashvani Sangeet Sammelan Concerts were held at 24 Stations all over the country on 20th and 21st September, 2008 featuring artists of both Hindustani and Karnatic Music. Total number of participants excluding accompanying artists was 52. Eminent artist like Shri R. Ganesh and Shri R. Kumaresh (Violin Duet), Lalgudi Shri GJR Krishnan & Smt. Laldgudi Vijayalakshmi (Violin Duet), Kum. Lalita & Smt. Haripriya (Vocal Duet), Smt. S. Sowmya (Vocal) Shri Kadri Gopalanath (Saxophone), Shri V. Kamalakara Rado (Mridangam), Tanjore Shri T.R.Govindarajan (Tavil Solo) and the young artist like Chinnamanur Shri A. Vijaykartikeyan (Nagaswaram), Shri A. Chandan Kumar (Flute) and Ms. R. Madhuri Devi (Veena) from Karnatic music participated in these concerts. The recordings of these concerts were broadcast from 25.10.2008 to 5.12.2008.

A direct relay from Thiruvayaru on the Saint Tyagaraja Aradhana Festival will be broadcast in the month of January in our National Programme of Music followed by live relay of Pancharatna Kirtans in the morning on Pushya Bahula panchami rendered by eminent artists of Karnatic music.

The following eminent and promising artists were broadcast from April,2008 to December, 2008 in the National Programmes of Music and Ravivasariya Akhil Bharatiya Sabha.

Dr. S. Vijayaraghavan (Veena), Shri Adoor P. Sudarsaman (Vocal), Smt. Lakshmi Rajgopalan (Vocal), Palladam Shri S. Venkataramana Rao (Harmonium), Shri Guruvayur Durai (Mridangam Solo), Smt. J. Yogavandana (Veena), Shri B. A. Narayana (Vocal), Shri T.Venugopalan (Flute), Shri Kota Sachidananda Sastry (Hari Katha), Smt. Revathy Murthy (Veena), Smt. Sudha Raghunathan (Vocal), and Smt. Sankari Krishnan (Vocal) and Shri Ayyagari Shyamasundar (Veena). Special programmes on Annamacharya Jayanti and Shri Krishna Janamashtmi were also broadcast in the year under review.

The following artists have been proposed for broadcast in the National Programme of Music/ Ravivasariya Akhil Bhartiya Sangeet Sabha from January,2008 to March, 2009:

Shri T.V.Sankaranayanan (Vocal), Shri Vallabhi Shaik Yakob Sahib & Shri Shaik Bade Sahib (Nagaswaram), Smt. Visalakshi Nityanand (Vocal), Mysore Smt. S. Rajalakshmi (Veena), Kanhangad Shri T.P.Srinivasan (Vocal), Shri M.S.N. Murthy (Vocal), Shri Vankayala Narasimham (Mridangam), Smt. S.Rajeswari (Vocal) and Smt. Chitra Lingam (Veena).

AKASHVANI ARCHIVES

*Narayan Bodas-
Presenting Classical-
Vocal in Akashvani
Sangeet Sammelan-2008
organised by
AIR, Ahmedabad at
Surat*



The Sound Archives of All India Radio can be called as the National Audio Archive of the nation as it is the treasure house of precious recordings of more than 15000 hours of duration containing music and spoken word recordings in different categories. It is the largest library of Indian Music recordings and it possesses more than 12000 tapes of Hindustani, Carnatic and various folk music traditions.

The library preserves a separate collection of Mahatma Gandhi's speeches including the first and the last prayer speeches of Mahatma Gandhi recorded on 11th May 1947 at Sodepur Ashram, Calcutta and 29th January 1948 at Birla House, Delhi respectively. The only broadcast from AIR Delhi on 12th November 1947 is also preserved. AIR Sound Archive preserves speeches of Pt. Jawaharlal Nehru in 3000 analogue tapes.

Other important voice recordings of eminent personalities like Rabindranath Tagore, Subhas Chandra Bose, Dr. B. R. Ambedkar, Sardar Patel, Sarojini Naidu etc. have also been preserved. Apart from this, award-winning radio dramas, features, documentaries etc. and memorial lectures are available in the library. The library contains recordings of all the Presidents and Prime Ministers of India.

Radio Autobiography

In the category of Radio Autobiography we have 252 recordings of eminent personalities from various walks of life. With the guidance of different AIR stations we identify the people of eminence to be recorded and after getting the approval from the Directorate these Radio Autobiographies are recorded.

Central Archive has earned Rs.1, 01,000/- in 2007-08 by disseminating archival recordings. This unit has received 240 new audio recordings in this year and catalogued 630 recordings.

Archives Digital Library

A special project was launched to digitize all Archival recordings in 2001 and the project was completed in 2005. By this Akashvani has become one of the major digital libraries in the broadcasting network with modern tape numbering system in tune with the internationally accepted norms.

Programme transferred into digital medium are approximately 15900 hours. Break up of recordings transferred into the digital format is as follows:-

Prime Ministers's speeches	:	3200 hours
Presidents's speeches	:	1150 hours
Mahatma Gandhi	:	280 hours
Sardar Patel	:	35 hours
Gurudev Tagore and recordings on Tagore	:	175 hours
Radio Autobiography	:	525 hours
Hindustani Classical	:	3000 hours
Carnatic Classical	:	1400 hours
Light Music	:	1000 hours
Folk Music	:	500 hours

At present the accessioning of the new digital library is completed. In the Second Phase of the digitization, which began in 2008, approximately 500 hours of recordings have been digitized. There are approximately 5000 hours of programmes in analog tapes that are to be transferred to the digitized format in the Second Phase of digitization.

Programme Exchange Library

The main purpose of this unit is to exchange good quality programmes among the stations as per their requirements. In PEU library approx. 8000 tapes containing the recordings of music and spoken word programmes are preserved for this purpose.

Besides, containing both music and spoken word items in different Indian languages PEU library is also preserving the Language Lessons in Bangla, English, Gujarati, Kannada, Malayalam, Marathi, Oriya, Sanskrit, Tamil and Telugu. PEU has a separate reference library of Folk and Tribal Music in all principal languages and dialects of our country.

Transcription & Programme Exchange Service has been allotted a fixed chunk between 1100 hrs and 1200 hrs for transmitting programmes to all AIR stations through RN Channel include programmes from Sound Archives, Programme Exchange Library, Radio Serials, Lessons on Languages and on Community Singing Songs, which are received from Community Singing Song cell of Directorate General of All India Radio and outstanding programmes requisitioned by various stations and also contributed by stations (PEU Library).

Programme Exchange Library circulates radio serials to identified radio stations. These radio serials are produced under software development project of PP&D unit of the AIR Directorate. Moreover monthly chain plays produced by the Central Drama unit of the AIR Directorate are also circulated to identify radio stations after being fed through regular RN channel chunk.

Transcription Unit

One of the main functions of this service is to transcribe the recording of speeches delivered by President and Prime Minister and preserves them in the form of volumes in chronological order.

It is obligatory on the part of AIR stations to record all the speeches delivered in public functions by the President and Prime Minister. Tapes containing recording of speeches

along with transcripts are received by T&PES from various concerned AIR stations. The bound volumes of all transcription are prepared and kept in the archive. All the speeches of President and Prime Minister are preserved in the CD form with detailed data entry.

Central Tape Bank.

This unit works as the banker of blank tapes to be supplied to the stations on their demand of programme material. 75,000 tapes are in circulation among all AIR stations for the purpose of exchange of the programmes. The bank supplies blank tapes to the new stations before their commission.

Foreign Programme Unit

The Foreign Programme Unit of the T&PES co-ordinates the exchange of programmes, received from broadcasting organizations across the world. These programmes include wide spectra of topics ranging from Science, Current Affairs, Western Light Classical, Western Pop and Rock to Women and Environment. This unit also coordinates the broadcast of SAARC Audio Visual Exchange (SAVE) Programmes in India. All the hues and shades of listeners' interest are covered in these programmes.

REFURBISHING UNIT

In order to refurbish the vintage music recordings in Archives, this unit was installed some years back with the assistance of United Nations Development Programme. Hundreds of hours of recording of music and recordings of Mahatma Gandhi, Pandit Nehru etc. were refurbished here. At present this unit takes care of the audio quality of the recording being released by AIR and Doordarshan Archives.

RELEASES FROM AIR ARCHIVE: "AKASHVANI SANGEET"

All India Radio got the opportunity to record, broadcast and preserve the rendering of all the major musicians over a period of time. Today it has a rich repertoire of Indian Classical Music both in Hindustani and Carnatic. AIR Archives has started releasing selection from its precious music collections under the banner "Akashvani Sangeet". So far the following albums have been released;

1. Pt. Omkarnath Thakur (Vol.1 & 2)
2. Pt.D.V.Paluskar (Vol.1 & 2)
3. Pannalal Ghosh
4. Ut.Aziz Ahmed Khan Warsi (Vol.1& 2)
5. Musiri Subramania Iyer (Vol.1 & 2)
6. Dwaram Venkataswamy Naidu
7. Semmangudi Srinivasa Iyer
8. M.D.Ramanathan
9. Pt.V.G.Jog
10. Siddheshwari Devi
11. Bhajanavali
12. Alathur Brothers

13. Ariyakkudi Ramanuja Iyenger
14. M.S.Subbulakshmi (vol.1 & 2)
15. Ustad Amir Khan (vol.1 & 2)
16. Pt.Krishan Rao Shankar Pandit
17. Pt.Kumar Gandharva
18. T.Brinda/T.Mukta
19. T.N.Rajaratnam Pillai
20. T.Chowdiah
21. Pt. Nikhil Banerjee
22. Dagar Brothers
23. Ustad Allauddin Khan
24. Begum Akhtar (vol.1& 2)
25. Chembai Vaidyanathan Bhagvatar
26. M.L.Vasanthakumari (vol.1 & 2)
27. Bhim Sen Joshi (vol.1 & 2)
28. Bade Ghulam Ali (vol.1, 2 & 3)
29. D.K.Roy
30. Maharajapuram Santhanam (vol.1,2)
31. T.R.Mahalingam
32. Azadi Ke Geet (vol.1 & 2)
33. Ustad Bismillah Khan (vol.1 & 2)
34. Ramcharitmanas (Sunder Kand)
35. Amarvani
36. Raag Rang (vocal & Instrumental)
37. D.K. Pattammal (vol.1 & 2)
38. Pt. Ram Narayan (vol.1 & 2)
39. Bani Guru Guru Hai Bani (vol.1 & 2)

In addition to this, AIR ventured into a co-branding with ONGC and State Trading Corporation (STC) and produced two and one album for them respectively incorporating selections from Akashvani Sangeet releases.

List of Akashvani Sangeet Releases from Regional Archives

AIR Kolkata

Pankaj Kumar Mullick
Rajeshwari Dutta
Debavrata Biswas
Hemant Mukhopadhyay

AIR Jaipur

Folk songs of Rajasthan – 3 Volumes

AIR Nagpur

Anubhuti, fusion music

AIR Indore

Folk Music (Nimadi & Malwi)

South Archive (Hyderabad)

Voletti Venkateshwaralu – Carnatic Vocal
Devulapalli Lalitha geethalu – Light Songs
Devulapalli Bhakti Geethalu – Devotional songs
Palghat K. V. Narayanaswami – Carnatic Vocal
Madurai Mani Iyer - Carnatic Vocal
P. Kalinga Rao –Kannada Songs
Mysore Anantaswamy – Kannada Songs
Stothra Manjari – Devotional songs
Ramadas Keertanalu - Devotional songs
Narayana Teertha Tarangalu
Surya Stuthi – Devotional songs
Telugu Children Songs
Kanyasulkam – Telugu Drama
Ganapathi – Telugu Drama
Varavikrayam - Telugu Drama
Pandavudyoga Vijayalu - Telugu Drama
Rajani Geethalu
Annamayya Ganamrutham-Annacharya Sankerteertanalu
Annamayya Ganamrutham-Annacharya
Sankerteertanalu
Annamayya Pedarchana -Annacharya Sankerteertanalu
Krupananda Varriyar – Devotional Songs in Tamil
Dr.Seergazhal Govindarajan- Devotional Songs
Light Songs in Malayalam (vol.1)
Light Songs in Malayalam (vol.2)
Tamil Children Songs
Kannada Children Songs
Malayalam Children Songs
Kannada Sugam Sangeet
Purandaradasu Keertanalu
Swathi Thirunal Keertanalu

Besides these new albums, reprints of all earlier albums were also brought out as there had been a good response from the public.

FORTHCOMING RELEASES

Radhika Mohan Moitra- Hindustani Music (Sarod) (Two volumes)
Ustad Amjad Ali Khan – Hindustani Music (Sarod)
Ustad Amjad Ali Khan – Radio Autobiography
Ustad Faiyaz Khan - Hindustani Music
Ustad Ahmed Jaan Thirakuva - Hindustani Music
Balakanda (Ramcharita Manas)
Pandit Kanthe Maharaj - Hindustani Music
Pandit Samta Prasad - Hindustani Music
Smt Hirabai Barodekar - Hindustani Music
Madurai Mani Iyer - Carnatic Music
Palghat Mani Iyer - Carnatic Music
G.N. Balasubramaniam - Carnatic Music
Vadyavrinda
Ustad Bismillah Khan- Shehnai

NEW WEBSITES

In the year 2008-09 a website, containing speeches of National Leaders like Mahatma Gandhi, Pandit Jawahar Lal Nehru, Smt. Indira Gandhi & Shri Rajiv Gandhi, is being designed so that the speeches of these great leaders can be heard by the public all over the world. The website will also contain visual clips of these leaders which are being made available by Doordarshan.

Farm & Home Broadcasts

The commitment of All India Radio to the rural audience dates back to more than 50 years. All stations of All India Radio broadcast Farm & Home programmes directed at rural audience. In fact, special programmes have been designed to cater to the day-to-day seasonal needs of the farming community. To broadcast the latest technology and information for agricultural output is a continuous process of its Farm & Home programme. These programmes not only provide information about agriculture but also create awareness about the ways and means to improve the quality of their lives. The programmes are broadcast daily in the morning, noon and evening. The average duration of Farm & Home broadcast is 60 to 100 minutes per day. Farm & Home programmes also include programmes for rural women, Rural Children and Rural Youth.

The Farm & Home units of All India Radio broadcast composite programmes, which include equal segments of Rural Development Schemes and Hardcore Agriculture programmes. These programmes include hardcore agriculture subjects like animal husbandry, fisheries, agriculture related activities, dry & wasteland agriculture, and also talks about the employment schemes, loans, training facilities, sanitation, health-hygiene and nutrition etc.

AIR has stepped up its Agriculture Broadcast with the launch of an exclusive project 'Mass Media Support to Agriculture Extension' with the title Kisan Vani on AIR from 15th

February, 2004 in collaboration with Ministry of Agriculture to inform local farmers the daily market rates, weather reports and day to day activities in their area at micro level. Presently, 'Kisan Vani' is being broadcast from 96 FM Stations of AIR.

WORKSHOPS

Workshops on Content Scheduling & Monitoring System and Feedback of Kisan Vani Programme were organized with the help of NIC and Audience Research Unit, DG: AIR in different parts of the country.

RADIO KISAN DIWAS



Kisan Vani Workshop at Shimla

Kisan Vani broadcasting AIR stations observes 15th February as "KISAN DIVAS". All 96 Kisan Vani broadcasting stations mount special programmes on this occasion.

FELICITATION OF PROGRESSIVE FARMERS

Ten Progressive Farmers, who got benefitted by the information disseminated by Kisan Vani programmes and later shared their experiences with farmer community, were felicitated by AIR with specially designed certificates.

NATIONAL FOOD SECURITY MISSION

Special programmes on National Food Security Mission were broadcast by Kisan Vani broadcasting AIR stations during NFSM Campaign.

SEED TREATMENT

Instructions were issued from this Directorate to give special emphasis on programmes on seed treatment.

ENVIRONMENT PROGRAMMES

In view of its importance, wildlife and forest conservation is treated by AIR as a challenge and emphasis is given on developmental activities as well as social rituals. All India Radio projects the success of governmental initiatives, which take place in forestry, wildlife conservation and ecological balance. As such, AIR is broadcasting programmes on wildlife and animal care through its various special audience programmes.

In some of our special audience programmes like rural / women / youth & health programmes, AIR has registered audience groups. These members, during invited audience programmes, contribute towards spreading of general awareness on the subject.

All the AIR stations are giving wide publicity to the legal factors on environment and forestry. These programmes are monitored regularly by the Directorate through monthly statements sent by AIR stations.

HEALTH & FAMILY WELFARE PROGRAMMES

The themes covered in regular broadcast of health programmes are – raise in marriage age, delay the first child, space between two children, terminal methods, maternal care, child survival, women empowerment, promotion of inter-spouse communication / male responsibility, neutralizing male preference syndrome, medical termination of pregnancy, promotion of institutional legal provisions, management of reproductive tract infections (RTI) and sexually transmitted infections (STI), Pre-natal Diagnostic Techniques (Regulation and Prevention of Misuse) Act 1994, AIDS, drug abuse, breast feeding, child right, child labour, girl child, disability, T. B. , Leprosy and reproductive child health etc.

RED RIBBON EXPRESS

National AIDS Control Organization launched the Red Ribbon Express train carrying messages on HIV/AIDS which traversed 180 stations across the country. All India Radio has given wide publicity and coverage to the campaign to mobilize listeners to visit the train. News bulletins highlighted the issue and special programmes were mounted to increase the knowledge and awareness among the masses.

WOMEN PROGRAMMES

These programmes 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. These programmes also aim at creating social awareness about the rights and privileges of women through the propagation of legal literacy.

All India Radio strives, through its programmes, to raise the social consciousness of the country in regard to attitude towards women. Different traditional folk forms are used to communicate specially with the rural women audience.

INTERNATIONAL WOMEN'S DAY / WEEK

International Women's Day/Week is observed in March every year with special women's programmes, discussions, talks and

CHILDREN'S PROGRAMMES

All AIR Stations broadcast programmes for children on regular basis. In the programmes addressed to women and general audiences, stress has been laid on programmes regarding health and care of mother as well as children. Programmes dealing with immunization, primary health and education form a regular part of our broadcasts.

Programmes are planned keeping in mind the following action points:

Protection of rights of children, specially, regarding child labour.

Care and support to disabled children.

Care and support to children under difficult circumstances.

Equal status of girls and equal rights to girls.

Universal access to basic education to children and more attention to girl's education.
Awareness towards eco-friendliness.

Providing safe and supportive environment to children.

Improvement in the economic condition of family and self reliant society.

National and international cooperation for better future of a child.

Safe drinking water facility and sanitary means of excreta disposal.

Special programmes focusing on the status and importance of the girl child in various formats such as discussion, compering, talks, short stories, jingles, spots etc. are being broadcast on a continuous basis at regular intervals, throughout the year to create social awareness.

Children's Day is celebrated on November 14th every year with special children activities, stage shows and invited audience programmes.

RADIO DRAMA

60th Anniversary of
Radio Kashmir-Jammu



Many stations of AIR broadcast plays in various languages. Radio adaptations of outstanding novels, short stories and stage plays are also broadcast. Besides original plays, AIR Stations regularly broadcast family dramas with the object of eradicating deep-rooted social evils and blind beliefs prevailing in the society. Serials projecting current socio-economic issues like unemployment, illiteracy, environment pollution, problems of the girl child etc. are also broadcast on a regular basis. The National Programme of play is broadcast on fourth Thursday of every month at 9.30 p.m.

AUDIENCE RESEARCH UNIT

Workshop on 'Kisan-Vani'
at Gangtok Sikkim
19th & 20th March, 2009



The Largest Feedback and Research Support Network In this era of market driven b'casting, it may not be possible for any media organization to survive with out feeling the pulse of their audience and knowing the market. This compelled the media organization, particularly electronic media, to get the syndicated media research done to know the viewership/listenership of their programmes & market potential for them. No b'casting agency can afford to move faster without the viewer ship/listenership data in hand.

The case of radio b'casting is not different, the competition is intensifying day by day due to opening of more and more private radio stations but none of the upcoming radio b'casting

agencies across the country, other than All India Radio, has such a large in-house audience feedback and research support network. The Audience Research units of All India Radio provide instant feedback and research support not only to the in-house programme planners & producers but also to the sponsor, advertisers & marketers.

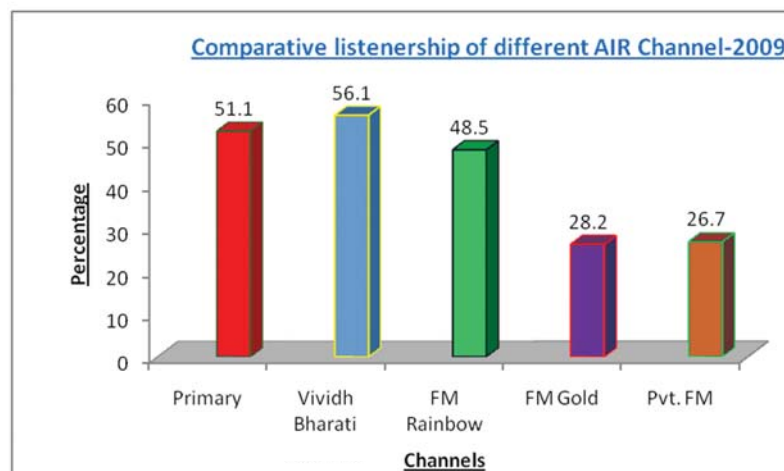
With the changing mass communication scenario, particularly market oriented b'casting; Audience Research Unit of AIR has also reoriented itself. Efforts are afoot to create the ripple of changes & to carve a niche for itself among the sponsors, advertiser & marketers. This is evident from the studies assigned to the Audience Research Units in the recent past by the various agencies.

Sponsored Studies

- i). Impart Assessment study on "Koshish Sunehare Kal Ki" and "Fantastic Four" sponsored by Ministry of Environment & Forests.
- ii). Survey on AIDS control programme "Ini Onu Vidhi Seivom" sponsored by Tamilnadu State Aids control Society (TANSACS).
- iii). Quick feedback on Education Broadcasts – Keli- Kali, Chukki-China & Chinnara-Chukki sponsored by DSERT, Govt. of Karnataka.
- iv). "Kisanvani" Survey sponsored by Ministry of Agriculture, Govt. of India.

Audience Research activities undertaken during 2008-09

- i). Indian Radio Audience Survey FM Rainbow & Gold Channel, 2008 at 18 places across the country.
- ii). Feedback/Impart Assessment Study in respect of Programme. "Koshish Sunehare Kal Ki' and "Fantastic Four" sponsored by Ministry of Enviorenment & Forests at 11 places across the country.
- iii). Study on "Distribution of Community Radio Sets in Arunachal Pradesh (out of Eastern Regional Special Package, Phase-II).
- iv). Survey on AIDS Control programme "Ini Onu Vidhi Seivom" sponsored radio programme on HIV/AIDS by Tamil Nadu State Aids Control Society (TANSACS) conducted at 18 places under coverage areas of 8 AIR Stations.



- v). Survey on Education Broadcast on Keli-Kali, Chukki-Chinna, and chiannara chukka radio programmes sponsored by DSERT, State Govt. of Karnataka.
- vi). Review workshops on Kisanvani programme and online feedback systems conducted at four places across the country.
- vii). Indian Radio Audience Survey 2008 on primary channel 2008 at 64 places across the country has been conducted.
- viii). Study on impact of flagship programmes broadcast from AIR was conducted at 20 places across the country.
- ix) A compendium of All India Radio – 2007 was brought out in 2008.

Museum of Radio and Television

*An Interview with V.
Nirmala, Bharatha
Natyam Exponent*



India's first Museum of Radio and Television has been set up at the Broadcasting House in New Delhi, with the aim of preserving the broadcasting heritage of the country. Opened in 2001, the Museum houses rare manuscripts of plays broadcast long ago, different musical instruments used by the maestros performing in AIR studios, broadcast equipments including different forms of mikes used in the past and even the antique radio sets.

AIR Commercial Service

The onus for generating revenue for All India Radio lies on its commercial set-up. In spite of the fast changing scenario in the field of Radio Broadcasting during the last few years, Commercial Wing of All India Radio through its Central Sales Unit at Mumbai, 15 main Commercial Broadcasting Service Centers located in different parts of the country, 9 Marketing Divisions at Mumbai, New Delhi, Chennai, Bangalore, Hyderabad, Kolkata, Kochi, Thiruvananthapuram & Guwahati have been able to augment the overall commercial revenue of the organization year- after-year along with maintaining its basic identity as a Public Service Broadcaster. One more Marketing Division at Jalandhar has been opened recently.

A prescribed Code of Conduct governs the programmes as well as commercials broadcast on All India Radio. Recently, Clause II (4) of the Code for Commercial Advertising on All India Radio has been amended by adding a proviso, allowing advertisements on radio in the form of spots and jingles on payment of prescribed fees, from political parties/ candidates/other persons during General Elections to Lok Sabha /State Assemblies/ Local bodies during the period when the Model Code of Conduct is in force, subject to pre-broadcast scrutiny by the Election Commission of India / authorities under the Election Commission of India.

While strictly adhering to the Broadcast and Commercial Codes and facing budgetary & staff constraints at almost all the AIR Stations including CBS Centers / Vividh Bharati Stations /FM Channels, Commercial Wing has been able to procure business from major

corporate clients/advertisers as well as Government Departments and the PSUs. Some of the prominent private corporate clients are Hindustan Lever Ltd., Dabur (India) Ltd., Hero Honda, Reliance Group, LG, Airtel, Vodafone and Ranbaxy. From the Government and the Public Sectors, some of our main clients have been the Ministry of Rural Development, Ministry of Agriculture, Ministry of Health & FW, Ministry of Women & Child Development, National Disaster Management Authority, Ministry of Shipping Transport & Highways, IGNOU, Department of Adult Education, Indian Oil, BPCL, BSNL, MTNL, NACO, NHAI, SBI, PNB, IRDA, etc.

To face the emerging competition prevailing in the market, Commercial Wing has revised its tariff card suitably to make it more client-friendly as well as competitive. Besides the package Rates for Primary Channels, Vividh Bharati Channels and FM Channels, some new features have also been introduced in the new Rate Card e.g. Bulk Booking Concession on Primary Channel State Hook-up as well as FM Package rates have also been allowed. To motivate the Advertising Agencies, the minimum slab for annual incentive to agencies has been lowered to 5 lakhs onwards from the existing Rs. 10 lakh onwards. The new Rate Card is effective from 1-4-2008.

Commercial Wing has also extended the existing 1:1 Bonus Schemes for spot-buys bookings on all Primary Channels, Local Radio Stations, FM as well as Vividh Bharati Stations. While monitoring such market-friendly schemes, Commercial Wing is in constant touch with clients / advertisers at all levels so as to convince them to invest their major part of ad-spends on All India Radio, the only medium which covers the entire country. Marketing Divisions and CBS Centers provide cost-effective media plans for their clients giving maximum opportunity of publicity to their products / services within their available budget.

The Commercial Wing of All India Radio has been equally involved with other executive sections/wings of All India Radio in giving support / strategic feed back to the policy makers in the Programme Wing in order to make the radio broadcasts more effective in the current competitive media environment. In fact, the onus for generating revenue for the organization as a whole lies upon the Commercial Wing and undoubtedly it has given good results in boosting the overall revenue of the organization in the last few years.

Year-wise overall Gross Revenue of All India Radio generated through commercials and various other activities are given as follows:

2002-03	Rs.132.25 crore
2003-04	Rs.141.04 crore
2004-05	Rs.156.67 crore
2005-06	Rs.268.83 crore
2006-07	Rs.283.65 crore
2007-08	Rs.289.21 crore
2008-09	Rs.291.59 crore

MARKETING DIVISION

In an effort to step up in-house marketing, Prasar Bharati has set up Marketing Divisions in major cities. The first Marketing Division was established in Mumbai and at present Marketing Divisions are also functional at New Delhi, Chennai, Bangalore, Hyderabad, Kolkata, Guwahati, Kochi & Thiruvananthapuram. Another Division at Jalandhar is also being set up shortly. The Divisions located in Delhi, Mumbai, Kolkata and Chennai are designated as zonal hubs.

Marketing Divisions of Prasar Bharati function as key flashpoints between the entire media market and the programming link to ensure that the best market practices are also taken forward on Radio and Doordarshan in a progressive manner. The Marketing Division in addition to its existing responsibility of managing the marketing exercise of the entire channel inventory has made forays into the marketing of Public Service initiatives executed by the channel programming from time to time.

This year's achievements include successful marketing of different sports events and introducing new Govt. clients over All India Radio such as Ministry of Panchayati Raj, Ministry of Minority Affairs, Department of Land Resources, Ministry of New and Renewable Energy Sources, Deptt. Of N.E.Division (Ministry of Home Affairs) and National Disaster Management Authority. With the continuous and concrete efforts of these divisions, All India Radio alone has been able to earn record-breaking overall revenue of Rs.289.21 crores in the Financial Year 2007-08.

STAFF TRAINING INSTITUTE (PROGRAMME)

Staff Training Institute (Programme) was established in 1948 at Delhi as an attached office of DG, AIR, New Delhi. It was declared as a subordinate office with effect from 01.01.1990. Staff Training Institute (Programme) at Delhi and Bhubaneshwar alongwith five other Regional Training Institutes (Programme) at Ahmedabad, Hyderabad, Lucknow, Shillong and Thiruvananthapuram impart training to all the Programme and Administrative cadres of AIR and Doordarshan.

During the year 2008-09, several focused Workshops for programme personnel have been organised. These include Workshops on 'Micro Marketing', 'Disaster Management', 'Modern Presentation Techniques', 'Voice Culture', 'Art of Anchoring', 'Radio Jockeying', 'Music Appreciation', 'Digital Convergence', 'Presentation Skills', 'Local Radio Stations in Changing Scenario', 'Production of Commercial Spots', 'Decision Making Skills', 'Time & Team Management', 'Station Management', 'Innovative Programmes' and 'Virtual Studio'.

In view of the forthcoming Commonwealth Games in India & the Food Security Mission of Government of India, special series of Workshops entitled 'Sports on Radio' and 'Radio Agri-Vision' respectively were scheduled at our Training Institutes.

For Administrative personnel special focus this year was on 'Computer Training', 'Reservation in Services & Model Calculations', 'Establishment Rules', 'Disciplinary Procedures & Departmental Enquiries', 'Financial Administration', 'Administrative Vigilance', etc. For Group 'D' staff the popular course on 'Attitudinal Change' is continued in addition to Workshops on 'Computer Skills'.

By now Staff Training Institute (Programme) has established itself as a professional trainer for outside agencies. Our Institutes provide 'Programme Production' and 'Voice Culture' training to IGNOU and Indian Airlines respectively. Professional attachments are also open to recognised Institutes and Universities teaching Broadcast Journalism. Specific courses on Programme Format were designed for Maulana Azad National Urdu University, Hyderabad.

In-house Courses:

During the year 2008-09, STI (P) Delhi, STI (P) Bhubaneswar and the five Regional Training Institutes at Ahmedabad, Hyderabad, Lucknow, Shillong and Thiruvanthapuram have conducted 65 courses – 35 Programme courses and 30 Administrative courses. So far, 1003 personnel – 485 Programmers and 518 Administrative officials – of AIR & Doordarshan have been trained. Twenty courses are scheduled between January 2009 and March 2009.

- Training programmes on a campaign mode are being conducted to familiarise AIR & DD programme managers and administrative personnel with the RTI Act, 2005.
- This year, Cross-Zone training experimentation has proved successful in drawing more participants, giving a fillip to the broadcast oriented Workshops.

Coordinated Courses:

STI (P), Delhi conducted 3 courses co-ordinated with Staff Training Institute (Technical), AIR & Doordarshan, Delhi on Hard Disc Based Recording System, Hard Disc Based Audio Delivery System, non-linear Editing & 3D graphics, and about 70 programme personals of AIR & DD are trained.

Vani Certificate Courses:

VANI (Voice Articulation and Nurturing Initiative) Certificate courses for newly selected Comperes, Announcers, Presenters, News readers, Editors and Reporters are being conducted on payment basis at various stations of AIR. Till November 2008, about 1498 candidates have been trained in 97 batches.

The handbook 'VANI' provided on payment, is proving to be helpful to the participants of Vani Certificate Course as a supplementary material.

Outside Courses:

- Prasar Bharati has been giving practical training to the students of Post Graduate Diploma in Radio Prasaran (PGDRP) and Post Graduate Diploma in Audio Programme Production (PGDAPP) as per MoU signed with IGNOU. This year 143 students have been given practical training in 11 batches at 7 AIR Stations.
- Three Workshops in collaboration with Asia pacific Institute for Broadcasting Development (AIBD) were organised in October – November, 2008, for the programme staff of Prasar Bharati.

The Workshop on "HIV/AIDS" and "Quality Children's TV Programme" were exclusively for the programme staff of Doordarshan with some outside participants. The 3rd workshop entitled "Convergent Journalism" was designed for the News Personnel of All India Radio

and Doordarshan. The trainers for all the three were specialists provided by AIBD.

- In addition, many AIR stations have taken students of Radio Journalism from Universities for practical training on payment.

Staff Training Institutes (Technical)

Staff Training Institute (Tech.) at Delhi caters to the training needs of engineering personnel. Regional training institutes have also been set up at Bhubaneswar, Shillong & Mumbai to augment the training facilities.

The institute at Delhi was established in 1948 and has since grown into a center of excellence for technical training in electronic media. A well-organised Library and a Computer center with advanced multi-media equipment are available as part of the institute.

The institute conducts training courses for departmental candidates as well as for candidates of similar foreign organizations. Workshops at different field offices are also held. The institute conducts recruitment examination for direct recruit engineering assistants and also holds departmental competitive examinations for promotions in the subordinate engineering cadres. The regional institutes conduct training courses like use of Computerized Hard Disc Based Recording, Editing & Playback system.

a) Number of staff trained from 01.04.2008 to 31.03.2009

1. STI(T) Delhi	910
2. RSTI(T) Bhubaneswar	172
3. RSTI(T) Malad	71
4. RSTI(T) Shillong	22

b) Number of Courses conducted from 01.04.2008 to 31.03.2009:

1. Inside & Outside Courses conducted by STI(T) Delhi	61
2. Courses conducted at RSTI(T) Bhubaneswar	21
3. Courses conducted at RSTI(T) Malad	07
4. Courses conducted at RSTI(T) Shillong	02



*Sri S. R. Aggarwal, CE
inspecting
AIR, Visakhapatnam in
connection with
Akashvani technical
awards*

c) A special workshop for news officials of AIR & DD under the AEGIS of Prasar Bharati, AIBD & CBA was done in the computer lab of STI(T). Total technical support and facility was provided by STI(T).

d) STI(T) has been awarded IABM Tom McGann Bursary Training award for the year 2008-2009. STI(T) has received this award for the third time, a feat

unaccomplished by any other Institution. Course will be held in Feb-Mar 2009.

- e) International participation: International participants from various countries attended the different courses at STI (T) Delhi, Eleven from BBS Bhutan and four from MBC Mauritius.
- f) Summer Training for Diploma/Degree Engg. Students for four/six weeks were conducted by STI (T) and this was attended by total 160 Engg. Students.
 - (i) Revenue generated by STI (T) Delhi: Rs. 4,24,000/- (as course fee from Engg. Students)
 - (ii) Revenue generated by RSTI (T) Bhubaneswar: Rs. 38, 59,066/-

GROWTH OF AIR TRANSMITTERS

Sl. No.	Name of the State	No. of stations		No. of Transmitters			Coverage details (State Wise)			
							By (MW+FM)		By FM only	
			MW	FM	SW	By Area %	By Population %	By Area %	By Population %	
1.	Andhra Pradesh	13	7	13	1	99	99.5	23.67	26.90	
2.	Arunachal Pradesh	5	5	1	1	57	76	4.86	10.97	
3.	Assam	10	7	5	2	96.7	98.87	36.83	38.05	
4.	Bihar	6	3	4	-	99*	99*	20.5	19.38	
5.	Chhatisgarh	6	3	4	-	93.8	97.35	9.1	13.8	
6.	Delhi	1	5	2	15	99*	99*	90	98.9	
7.	Goa	1	2	1	2	99*	99*	90	90	
8.	Gujarat	8	6	5	-	99*	99*	14.93	36.9	
9.	Haryana	3	1	3	-	99*	99*	39.5	38.85	
10.	Himachal Pradesh	6	2	5	1	52	88.91	48.91	88.03	
11.	Jammu & Kashmir	16	14	8	3	48.05	99.5	10.5	63.1	
12.	Jharkhand	5	2	5	1	99	99	35.09	36.02	
13.	Karnataka	14	5	14	6	96.4	97.3	25.63	36.36	
14.	Kerala	8	4	7	1	99.6	99.8	41.57	45.85	
15.	Madhya Pradesh	16	6	13	1	99.3	99.4	23.74	28	
16.	Maharashtra	20	12	16	2	98.67	98.99	24.3	44.15	
17.	Manipur	1	1	1	1	94.96	98.46	42.13	65.62	
18.	Meghalaya	5	4	2	1	97.5	98.45	46.32	48.12	
19.	Mizoram	3	2	2	1	59.56	73.27	45.71	58.14	
20.	Nagaland	4	3	2	1	81.5	87.67	41.75	43.38	
21.	Orissa	13	8	7	1	98.27	99	13.74	17.76	
22.	Punjab	3	3	3		99	99	55.44	59.97	
23.	Rajasthan	17	8	12	1	94	99	25.36	31.55	
24.	Sikkim	1	1		1	72	95.6	1.05	2.45	
25.	Tamil Nadu	11	9	9	2	99*	99*	53.67	62.41	

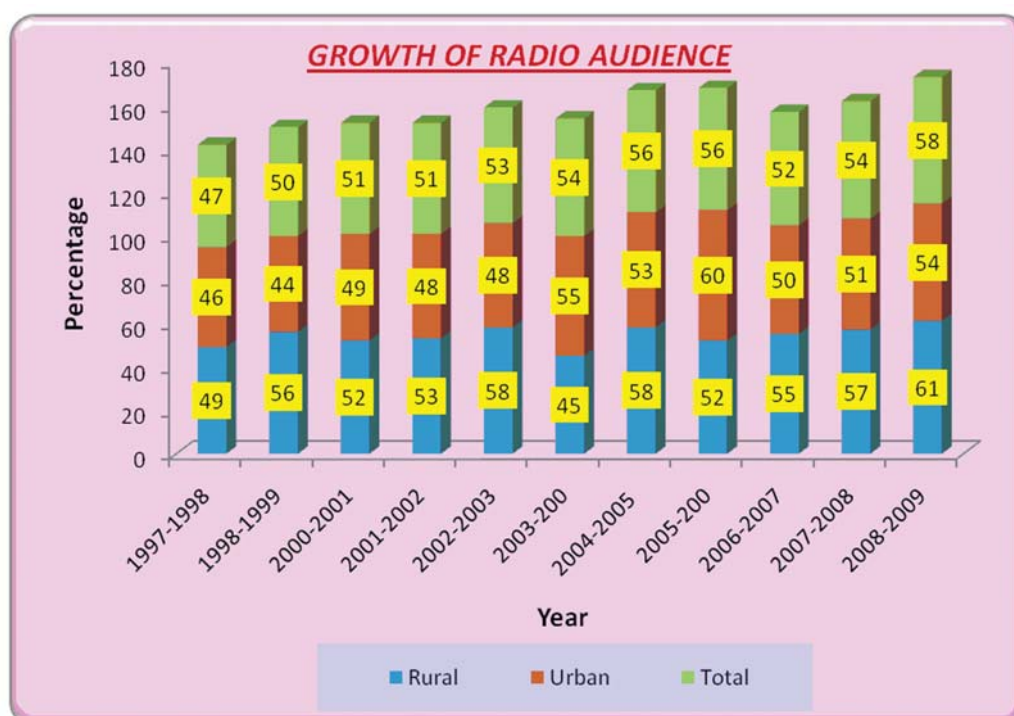
GROWTH OF AIR TRANSMITTERS

Sl. No.	Name of the State	No. of stations		No. of Transmitters		Coverage details (State Wise)			
			MW	FM	SW	By (MW+FM)		By FM only	
						By Area %	By Population %	By Area %	By Population %
26.	Tripura	3	1	3	-	84.31	89	72.89	86.19
27.	Uttar Pradesh	14	11	10	6	99.9	99.9	16.2	22.04
28.	Uttarkhand	6	5	1		52.8	77.37	30.8	46.43
29.	West Bengal	7	6	8	2	99	99	29.49	41.9
30.	Chandigarh	1	-	1	-	99*	99*	99	99
31.	Daman & Diu	1	-	1	-	99*	99*	64.28	61
32.	Pondicherry	2	1	2	-	99*	99*	92.07	93.52
33.	L&M Island	1	1	-	-	99*	99*	00	00
34.	A&N Island	1	1	1	1	99*	99*	36.3	28.00
	Total	232	149	171	54	91.82	99.16	24.55	35.76

GROWTH OF RADIO AUDIENCE

(Percent of Radio Listenership)

Year	Rural	Urban	Total
1997-98	49	46	47
1998-1999	56	44	50
2000-2001	52	49	51
2001-2002	53	48	51
2002-2003	58	48	53
2003-200	45	55	54
2004-2005	58	53	56
2005-200	52	60	56
2006-2007	55	50	52
2007-2008	57	51	54
2008-2009	61	54	58



ALL INDIA RADIO

Facts at a Glance as on 31.04.2009

1. Broadcasting Centres		(232)
(a) Full-fledged Stations		
i) Local Radio Stations		85
ii) Regional Stations		<u>115</u>
		200
b) Relay Centres		24
c) Exclusive VB Centres		3 C
d) Community Radio Stations		<u>5</u>
	Total:	232
e) Recording Studio		1 D
f) Transmitting Centres for External services		11 E
g) VB centres including Exclusive centres		40
 2. Number of Transmitters :		 (374)
a) Medium Wave		149
b) Short Wave		54
c) FM		<u>171</u>
		374

3. Broadcast Coverage	By Area (%)	By Population (%)
By Primary Grade Signal (MW + FM)	91.82%	99.16%
By FM Signal Only	24.55%	35.76%
By MW Signal only	90.52%	98.38%

4. Captive Earth Stations **32**

5. Studios **211**

LEGEND

C. Chandigarh, Kanpur and Vadodra

D. Bhubaneswar

E. Delhi (Khampur), Aligarh, Kolkata (Chinsurah), Jalandhar, Mumbai, Bangalore, Chennai, Guwahati, Gorakhpur, Tuticorin and Panaji

S.No.	STATIONS	CATEGORY	TRANSMITTER	FREQUENCY	STUDIO
ANDHRA PRADESH [13]			Total [MW+ FM]Coverage: Area-99.00% Population -99.50%		
Trs.-21 (MW-7, FM-13, SW-1)			FM Coverage: Area-23.67% Population -26.90%		
1	ADILABAD	LRS	1 kW MW	1485 khz	MP
2	ANANTAPUR	LRS	6 KW FM	101.7 Mhz	MP
3	CUDDAPAH (Kadapa)	REGIONAL	100 KW MW	900 khz	TYPE I
4	HYDERABAD	REGIONAL	200 kW MW	738 khz	TYPE IV, UPLINK
			20 KW MW	1377 khz	News on Phone
			6 KW FM VB	102.8 Mhz	STEREO
			5 KW FM, RAINBOW	101.9 Mhz	
			50 KW SW		
5	KOTHAGUDAM	REGIONAL	6 KW FM	100.1 Mhz	MP
6	KURNOOL	LRS	6 KW FM	102.4 Mhz	MP
7	MERKAPURAM (Markapur)	LRS	6 KW FM	101.5 Mhz	MP
8	NIZAMABAD	LRS	6 KW FM	103.2 Mhz	MP
9	TIRUPATHI	LRS	10 KW FM	103.2 Mhz	MP
			3 KW FM	107.5 Mhz	
10	VIJAYAWADA	REGIONAL	100 KW MW	837 khz	TYPE III
			1 kW MW VB	1503 khz	
			1 KW FM (Int. set up)		102.2 khz
11	VISHAKHAPATNAM	REGIONAL	100 KW MW	927 khz	TYPE I
			10 KW FM , RAINBOW	102 Mhz	STEREO
12	WARANGAL	LRS	10 KW FM	103.5 Mhz	MP
13	MACHERLA	LRS	3 KW FM	103.1 Mhz	MP
ARUNANCHAL PRADESH			Total Coverage[MW+FM]: Area-57.00% Population -76.00%		
[5]Trs-7 (MW-5, SW-1,FM-1)			FM Coverage: Area-4.86% Population -10.97%		
14	ITANAGAR	REGIONAL	100 KW MW	675 khz	TYPE I , UPLINK
			50 KW SW		
			10 KW FM	103.1	
15	PASSIGHAT	REGIONAL	10 KW MW	1062 khz	MP
16	TAWANG	REGIONAL	10 KW MW	1521 khz	MP
17	TEZU	REGIONAL	10 KW MW	1332 khz	MP
18	ZIRO	LRS	1 KW MW	1602 khz	MP

ASSAM [10]Trs- 14 (MW-7, SW-2, FM-5)			Total Coverage [MW+FM]: Area-96.70% Population -98.87%		
			FM Coverage: Area-36.83% Population -38.05%		
19	DHUBRI	RELAY	6 KW FM	103.3 Mhz	
20	DIBRUGARH	REGIONAL	300 KW MW	567 khz	TYPE III
21	DIPHU	LRS	1 kW MW	1485 khz	MP
22	GUWAHATI	REGIONAL	100 KW MW	729 khz	TYPE IV , UPLINK
			10 KW MW	1035 khz	
			10 KW FM VB	100.8 Mhz	STEREO
			50 KW SW REG.SERV.		
			50 KW SW		
23	HAFLONG	LRS	6 KW FM	102 Mhz	MP
24	JORHAT	LRS	10 KW FM	103.4 Mhz	MP
25	KOKRAJHAR	REGIONAL	20 kW MW	1512 khz	TYPE I
26	NOWGONG	LRS	6 KW FM	102.7 Mhz	MP
27	SILCHAR	REGIONAL	20 KW MW	828 khz	TYPE I
28	TEZPUR	REGIONAL	20 kW MW	1125 khz	MP
BIHAR [6]Trs 7 - (MW-3,SW-NIL,FM-4)			Total Coverage[FM+MW]: Area-99.00%*Population -99.00%		
			* FM Coverage: Area-20.5% Population -19.38%		
29	BHAGALPUR	REGIONAL	20 kW MW	1458 khz	TYPE I
30	DARBHANGA	REGIONAL	20 KW MW	1296 khz	TYPE I
31	PATNA	REGIONAL	100 KW MW	621 khz	TYPE IV, Uplink, News on Phone
			6 KW FM VB	102.5 Mhz	STEREO
32	PURNEA	LRS	6 KW FM	102.3 Mhz	MP
33	SASARAM	LRS	6 KW FM	103.4 Mhz	MP
34	AURANGABAD	LPT RELAY	100 W FM	102.4 Mhz	
CHATTISGARH [6]Trs-7 (MW-3, FM-4)			Total Coverage[MW+FM]: Area-93.80% Population -97.35%		
			FM Coverage: Area-9.1% Population -13.80%		
35	AMBIKAPUR	REGIONAL	20 kW MW	1260 khz	TYPE I
36	BILASPUR	LRS	6 KW FM	103.2 Mhz	MP
37	JAGDALPUR	REGIONAL	100 KW MW	756 khz	TYPE I
38	RAIGARH	LRS	6 KW FM	100.7 Mhz	MP

39	RAIPUR	REGIONAL	100 KW MW	981 khz	TYPE I, Uplink, News on Phone
			1 kW FM (Int set up)	101.6 Mhz	STEREO
40	SARAI PALLI	LRS	1 KW FM	102.8 Mhz	MP
DELHI Trs-22(MW-5,SW-15, FM-2)			Total Coverage[MW+FM]: Area-99.00% Population -99.00%		
			FM Coverage: Area-90.00% Population -98.90%		
41	DELHI [1]	REGIONAL	200 KW MW 'A'	819 khz	TYPE IV Plus, UPLINK
			100 KW MW 'B'	666 khz	News on Phone
			20 kW MW 'C' VB	1368 khz	
			10 kW MW 'D' (Yuv Vani)		1017 khz
			10 KW FM (RAINBOW)		102.6 Mhz STEREO
			5 KW FM (GOLD)	106.4 Mhz	STEREO
			20 kW MW NC	1215 khz	TYPE III
			50 KW SW EXT. SERV.		
			50 KW SW EXT. SERV.		
			50 KW SW EXT. SERV.		
			50 KW SW EXT. SERV.		
			50 KW SW EXT. SERV.		
			50 KW SW EXT. SERV.		
			100 KW SW EXT. SERV.		
			100 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
GOA [1]Trs-5 (MW-2, SW-2,FM-1)			Total Coverage[MW+FM]: Area-99.00%* Population -99.00%		
			* FM Coverage: Area-90.00% Population -90.00%		
42	PANAJI	REGIONAL	100 KW MW	1287 khz	TYPE III
			20 kW MW VB	1539 khz	
			6 KW FM ,	105.4 Mhz	STEREO
			RAINBOW		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
GUJARAT [8]Trs.- 11 (MW-6, FM-5)			Total Coverage[MW+FM]: Area-99.00%* Population -99.00%		
			* FM Coverage: Area-14.93% Population -36.90%		
43	AHMEDABAD	REGIONAL	200 KW MW	846 khz	TYPE IV,Uplink,News on Phone
			10 KW FM VB	96.7 Mhz	STEREO

44	AHWA	REGIONAL	1 kW MW	1485 khz	MP
45	BHUJ	REGIONAL	20 kW MW	1314 khz	TYPE II
46	GODHRA	LRS	6 KW FM	102.2 Mhz	MP
47	RAJKOT	REGIONAL	300 KW MW	810 khz	TYPE III
			10 KW FM VB	95.8 Mhz	STEREO
			1000 kW MW .	1071 khz	NOT
				EXT. SERV	OPERATIONAL
48	SURAT	LRS	6 KW FM, VB	101.1 Mhz	MP
49	VADODRA	VB EXCL.	10 KW FM	93.9 Mhz	TYPE II
					STEREO
50	HIMMATNAGAR	LRS	1 kW MW	1584 khz	MP
HARYANA [3]Trs-4 (MW- 1, FM- 3, SW- 0)			Total Coverage[MW+FM]: Area-99.00%* Population -99.00%		
			FM Coverage: Area-39.5% Population -38.85%		
51	HISSAR	LRS	6 KW FM	102.3 Mhz	MP , UPLINK(Under installn.)
52	KURUKSHETRA	LRS	6 KW FM	101.4 Mhz	MP
53	ROHTAK	REGIONAL	20 kW MW	1143 khz	TYPE III
			1 kW FM (Int. set up)		103.5 Mhz
STEREO					
HIMANCHAL PRADESH			Total Coverage[MW+FM]: Area-52.00% Population -88.91%		
[6]Trs- 8 (MW-2, FM-5, SW-1)			FM Coverage: Area-48.91% Population -88.03%		
54	DHARMSHALA	REGIONAL	10 KW FM	103.4 Mhz	MP
55	HAMIRPUR	LRS	6 KW FM	101.8 Mhz	MP
56	KASALI	RELAY	10 KW FM	107.2 Mhz	
57	KINNAUR(KALPA)	RELAY	1 kW MW	1584 khz	
58	KULLU	RELAY	6 KW FM	102.5 Mhz	
59	SHIMLA	REGIONAL	100 KW MW	774 khz	TYPE III, UPLINK
			50 KW SW		
			1 kW FM	100.9 Mhz	STEREO
			(Int. set up)		
JAMMU & KASHMIR			Total Coverage[MW+FM]: Area-48.05% Population -99.50%		
[16]Trs- 25(MW-14,SW- 3,FM- 8)			FM Coverage: Area-10.50% Population -63.10%		
60	JAMMU	REGIONAL	300 KW MW	990 khz	TYPE III, UPLINK
			3 KW FM	100.3 Mhz	
				YUV VANI	
			10 KW FM VB	104.5 Mhz	STEREO
			50 KW SW		
61	KARGIL	REGIONAL	1 kW MW	1584 khz	MP
			200 kW MW	684 khz	
62	KATHUA	LRS	10 KW FM	102.2 Mhz	MP
63	LEH	REGIONAL	20 KW MW	1053 khz	MP, UPLINK
			10 KW SW		
			100 Watt FM		

64	POONCH	LRS	6 KW FM	100.7 Mhz	MP
65	SRINAGAR	REGIONAL	300 KW MW 10 KW MW YUV VANI 10 KW FM VB 50 KW SW	1116 khz 1224 khz	TYPE III, UPLINK STEREO
66	BHADARWAH	REGIONAL	6 KW FM	101.0 Mhz	MP
67	KUPWARA	RELAY	20 kW MW	1350 khz	
68	KHALSI	RELAY	1 kW MW	1485 khz	
69	NAUSHERA	RELAY	20 KW MW	1089 khz	
70	RAJOURI	RELAY	10 KW FM	101.9 Mhz	
71	DRASS	RELAY	1 KW MW	1485 khz	
72	TIESURU	RELAY	1 KW MW	1602 khz	
73	NYOMA	RELAY	1 kW MW	1485 khz	
74	DISKIT	RELAY	1 KW MW	1602 khz	
75	PADUM	RELAY	1 KW MW		
JHARKHAND [5]Trs- 8 (MW-2, SW- 1, FM-5)			FM Coverage[MW+FM]: Area-99.00% Population -99.50% FM Coverage: Area-35.09% Population -36.02%		
76	CHAIBASA	LRS	6 KW FM	101.7 Mhz	MP
77	DALTONGANJ	LRS	10 KW FM	103 Mhz	MP
78	HAJARIBAGH	LRS	6 KW FM	102.1 Mhz	MP
79	JAMSHEDPUR	REGIONAL	1 kW MW 6 KW FM VB	1584 khz 100.8 Mhz	TYPE I STEREO
80	RANCHI	REGIONAL	100 KW MW 6 KW FM VB 50KW SW	549 khz 103.3 Mhz	TYPE II,UPLINK STEREO
KARNATAKA [14]Trs-25 [MW-5, SW-6, FM-14]			Total Coverage[MW+FM]: Area-96.40% Population -97.30% FM Coverage: Area-25.63% Population -36.36%		
81	BANGALORE (Banguluru)	REGIONAL	200 KW MW 10 KW FM VB 10 KW FM, RAINBOW 500 KW SW EXT. SERV. 500 KW SW EXT. SERV. 500 KW SW EXT. SERV. 500 KW SW EXT. SERV. 500 KW SW EXT. SERV. 500 KW SW EXT. SERV.& VB	612 khz 102.9 Mhz 101.3 Mhz	TYPE IV, Uplink, News on Phone STEREO STEREO
82	BHADRAWATI	REGIONAL	20 kW MW	675 khz	TYPE I
83	BELLARY	REGIONAL	1 KW FM (INT SET UP)	103.3 mhz	
84	BIJAPUR	LRS	6 KW FM	101.8 Mhz	MP

85	CHITRADURG	LRS	6 KW FM	102.6 Mhz	MP
86	DHARWAD	REGIONAL	200 KW MW	765 khz	TYPE III
			10 kW FM VB	103.0 Mhz	
87	GULBARGA	REGIONAL	20 kW MW	1107 khz	
			1 KW FM (INT SET UP)	103.7 Mhz	STEREO
88	HASSAN	REGIONAL	6 KW FM	1107 khz	TYPE I
89	HOSPET	LRS	10 KW FM	102.2 Mhz	MP
90	KARWAR	LRS	3 KW FM	100.5 Mhz	MP
91	MANGALORE/UDIPI	REGIONAL	20 kW MW	1089 khz	MP
			10 kW FM	100.3 mhz	TYPE I
92	MERCARA (Madikeri)	REGIONAL	6 KW FM	103.1	
93	MYSORE	REGIONAL	10 kW FM	1017 khz	MP
94	RAICHUR	LRS	6 KW FM	102.1 Mhz	MP
KERALA [8]Trs- 12 (MW- 4,SW-1,FM- 7)			Total Coverage[MW+FM]: Area-99.60% Population -99.80%		
			FM Coverage: Area-41.57% Population -45.85%		
95	ALLEPPY (Alappuzha)	RELAY	200 KW MW	576 khz	
96	CALICUT (Kozhikode)	REGIONAL	100 KW MW	684 khz	TYPE III
			10 kW FM (VB)	103.6 Mhz	
97	CANNANOR (Kannur)	REGIONAL	6 KW FM	101.5 Mhz	MP
98	COCHIN (Kochi)	LRS	6 KW FM	102.3 Mhz	MP
			10 KW FM VB	107.5 Mhz	
99	IDUKKI (DEVIKULAM)	REGIONAL	6 KW FM	101.4 Mhz	MP
100	TRICHUR (Thrissur)	REGIONAL	100 KW MW	630 khz	TYPE I
101	TRIVANDRUM	REGIONAL	20 KW MW	1161 khz	TYPE IV, Uplink, News on Phone
			10 KW FM VB	101.9 Mhz	STEREO
			50KW SW		
102	MANJERI	LRS	3 KW FM, RAINBOW	102.7 Mhz	MP
MADHYA PRADESH [16] Trs-20 (MW-6, FM-13, SW-1)			Total Coverage[MW+FM]: Area-99.30% Population -99.40%		
			FM Coverage: Area-23.74% Population -28%		
103	BALAGHAT	LRS	6 KW FM	101.3 Mhz	MP
104	BETUL	LRS	6 KW FM	103.1 Mhz	MP
105	BHOPAL	REGIONAL	10 KW MW	1593 khz	TYPE III, UPLINK
			6 KW FM VB	103.5 Mhz	STEREO
			50 KW SW		
106	CHHATARPUR	REGIONAL	20 kW MW	675 khz	TYPE I
107	CHHINDWARA	LRS	6 KW FM	102.2 Mhz	MP
108	GUNA	LRS	6 KW FM	102.3 Mhz	MP
109	GWALIOR	REGIONAL	20 kW MW	1386 khz	TYPE I
110	INDORE	REGIONAL	200 KW MW	648 khz	TYPE III
			6 KW FM VB	101.6 Mhz	STEREO
111	JABALPUR	REGIONAL	200 KW MW	801 khz	TYPE I

			10 KW FM VB	102.9 Mhz	STEREO
112	KHANDWA	LRS	6 KW FM	101.2 Mhz	MP
113	REWA	REGIONAL	20 kW MW	1179 khz	TYPE II
114	SAGAR	LRS	6 KW FM	102.6 Mhz	MP
115	SHAHDOL	REGIONAL	6 KW FM	102 Mhz	MP
116	SHIVPURI	REGIONAL	6 KW FM	100.2 Mhz	MP
117	MANDLA	LRS	1 KW FM	100.4 Mhz	MP
118	RAJGARH	LRS	3 KW FM	100.7 Mhz	MP
MAHARASHTRA [20]Trs- 30 (MW-12, FM-16, SW-2)		Total Coverage[MW+FM]: Area-98.67% Population -98.99% FM Coverage: Area-24.3% Population -44.15%			
119	AHMEDNAGAR	LRS	6 KW FM	100.1 Mhz	MP
120	AKOLA	LRS	6 KW FM	102.4 Mhz	MP
121	AURANGABAD	REGIONAL	1 kW MW	1521 khz	TYPE II, UPLINK (Under installn.)
			1 kW FM (Int. set up)	101.7 Mhz	STEREO
122	BEED	LRS	6 KW FM	102.9 Mhz	MP
123	CHANDRAPUR	LRS	6 KW FM	103 Mhz	MP
124	DHULE	LRS	6 KW FM	100.5 Mhz	MP
125	JALGAON	REGIONAL	20 kW MW	963 khz	TYPE I
126	KOLHAPUR	REGIONAL	6 KW FM	102.7 Mhz	MP
127	MUMBAI	REGIONAL	100 KW MW 'A'	1044 khz	TYPE IV Plus, UPLINK
			100 KW MW 'B'	558 khz	MULTI TRACK
			50 KW MW VB	1188 khz	News on Phone
			10 KW FM (RAINBOW)	107.1 Mhz	STEREO
			10 kW FM (GOLD)	100.7 Mhz	STEREO
			100 KW SW		
			50 KW SW		
128	NAGPUR	REGIONAL	300 KW MW	585 khz	TYPE III
			6 KW FM VB	100.6 Mhz	STEREO
			1000 kW MW NC	1566 khz	
129	NANDED	LRS	6 KW FM	101.1 Mhz	MP
130	NASIK	LRS	6 KW FM	101.4 Mhz	MP
131	OSMANABAD	LRS	6 KW FM	101.3 Mhz	MP
132	PARBHANI	REGIONAL	20 kW MW	1305 khz	TYPE I
133	PUNE	REGIONAL	100 KW MW	792 khz	TYPE IV
			6 KW FM VB	101 Mhz	STEREO
134	RATNAGIRI	REGIONAL	20 kW MW	1143 khz	TYPE I
135	SANGLI	REGIONAL	20 kW MW	1251 khz	TYPE I
136	SATARA	LRS	6 KW FM	103.1 Mhz	MP
137	SOLAPUR	LRS	1 kW MW	1602 khz	MP
138	YEOTMAL	LRS	6 KW FM	102.7 Mhz	MP

MANIPUR [1]Trs- 3 (MW-1,SW-1, FM-1)			Total Coverage[MW+FM]: Area-94.96% Population -98.46%		
			FM Coverage: Area-42.13% Population -65.62%		
139	IMPHAL	REGIONAL	300 KW MW	882 khz	TYPE III ,Uplink, News on Phone
			50 KW SW		
			10 kW FM	103.5 Mhz	
MEGHALAYA [5]Trs-7(MW-4 SW-1,FM-2)			Total Coverage[MW+FM]: Area-97.50% Population -98.45%		
			FM Coverage: Area-46.32% Population -48.12%		
140	JOWAI	LRS	6 KW FM	101.1 Mhz	MP
141	NONGSTOIN	CRS	1 kW MW	1485 khz	MP
142	SHILLONG	REGIONAL	100 KW MW,	864 khz	TYPE II , UPLINK
			50 KW SW NE INTEG.		
			10 KW FM,	103.6 Mhz	STEREO
			(RAINBOW)		
143	TURA	REGIONAL	20 kW MW	1233 khz	TYPE I
144	WILLIAMNAGAR	CRS	1 kW MW	1602 khz	MP
MIZORAM [3]Trs - 5 (MW-2, SW-1, FM-2)			Total Coverage[MW+FM]: Area-59.56% Population -73.27%		
			FM Coverage: Area-45.71% Population -58.14%		
145	AIJAWL	REGIONAL	20 kW MW	540 khz	TYPE II , UPLINK
			10 KW SW		
			6 KW FM	100.7	
146	LUNGLEH	REGIONAL	6 KW FM	101.9 Mhz	MP
147	SAIHA	CRS	1 kW MW	1602 khz	MP
NAGALAND [4]Trs- 6 (MW-3, SW-1 FM-2)			Total Coverage[MW+FM]: Area-81.50% Population -87.67%		
			FM Coverage: Area-41.75% Population -43.38%		
148	KOHIMA	REGIONAL	100 KW MW	639 khz	TYPE III, UPLINK
			1 KW FM	103 Mhz	Stereo
			50 KW SW		
149	MOKOKCHUNG	LRS	6 KW FM	100.9 Mhz	MP
150	MON	CRS	1 kW MW	1584 khz	MP
151	TUENSANG	CRS	1 kW MW	1602 khz	MP
ORISSA [13]Trs- 16 (MW-8, SW-1, FM-7)			Total Coverage[MW+FM]: Area-98.27% Population -99.00%		
			FM Coverage: Area-13.74% Population -17.76%		
152	BARIPADA	LRS	5 KW FM	102.9	MP
153	BERHAMPUR	LRS	6 KW FM	100.6 Mhz	MP
154	BHAWANIPATNA	REGIONAL	200 KW MW	1206 khz	TYPE I
155	BOLANGIR	LRS	6 KW FM	101.9 Mhz	MP
156	CUTTACK	REGIONAL	300 KW MW	972 khz	TYPE IV, UPLINK
			1 kW MW VB	1314 khz	
			6 KW FM ,	101.3 Mhz	STEREO
			RAINBOW		
157	JEYPORE	REGIONAL	100 KW MW	1467 khz	TYPE I
			50 KW SW		
158	JORANDA	LRS	1 kW MW	1485 khz	MP

159	KEONJHAR	LRS	1 kW MW	1584 khz	MP
160	PURI	LRS	3 KW FM	103.4 Mhz	MP
161	ROURKELA	LRS	6 KW FM	102.6 Mhz	MP
162	SAMBALPUR	REGIONAL	100 KW MW	945 khz	TYPE I
163	DEOGARH	LPT RELAY	100 W FM	101.0 Mhz	
164	SORO	LRS	1 KW MW		MP
PUNJAB [3]Trs- 6 (MW-3, FM-3)			Total Coverage[MW+FM]: Area-99.00%* Population -99.00%		
			* FM Coverage: Area-55.44% Population -59.97%		
165	BHATINDA	LRS	6 KW FM	101.1 Mhz	MP
166	JALLANDHAR	REGIONAL	300 KW MW	873 khz	TYPE IV, UPLINK
			200 KW MW	702 khz	URDU SERVICE
			1 kW MW VB	1350 khz	
			10 KW FM,	102.7 Mhz	Stereo
			(RAINBOW)		
167	PATIALA	LRS	6 KW FM	100.2 Mhz	MP
RAJASTHAN [17]Trs- 21 (MW-8, FM-12, SW-1)			Total Coverage[MW+FM]: Area-94.00% Population -99.00%		
			FM Coverage: Area-25.36% Population -31.55%		
168	AJMER	RELAY	200 KW MW	603 khz	
169	ALWAR	LRS	6 KW FM	103.1 Mhz	MP
170	BANSWARA	LRS	6 KW FM	101.3 Mhz	MP
171	BARMER	REGIONAL	20 kW MW	1458 khz	MP
172	BIKANER	REGIONAL	20 kW MW	1395 khz	TYPE II
173	CHITTORGARH	LRS	6 KW FM	102.9 Mhz	MP
174	CHURU	REGIONAL	6 KW FM	100.7 Mhz	MP
175	JAIPUR	REGIONAL	1 kW MW	1476 khz	TYPE III,Uplink, News on phone
			6 KW FM Tr. VB	100.3 Mhz	STEREO
			50 KW SW		
176	JAISALMER	REGIONAL	10 KW FM	101.8 Mhz	TYPE I
177	JHALAWAR	LRS	6 KW FM	103.2 Mhz	MP
178	JODHPUR	REGIONAL	300 KW MW	531 khz	TYPE III
			6 KW FM VB	102.1 Mhz	
179	KOTA	LRS	20 kW MW	1413 khz	MP
180	MOUNT ABU	REGIONAL	6 KW FM	103.5 Mhz	MP
181	NAGAU	LRS	6 KW FM	103.7 Mhz	MP
182	SAWAIMADHOPUR	LRS	6 KW FM	101.5 Mhz	MP
183	SURATGARH	REGIONAL	300 KW MW	918 khz	TYPE I
184	UDAIPUR	REGIONAL	20 kW MW	1125 khz	TYPE I
			1 kW FM	1001.7 Mhz	STEREO
			(Int. set up)		
SIKKIM [1] Trs-2 (MW-1, SW-1)			Total Coverage[MW+FM]: Area-72.00% Population -95.60%		
			FM Coverage: Area-1.05% Population -2.45%		
185	GANGTOK	REGIONAL	20 kW MW	1404 khz	TYPE I
			10 KW SW		

TAMILNADU [11]Trs- 20)			Total Coverage[MW+FM]: Area-99.00%* Population -99.00%*		
(MW-9,SW-2, FM- 9			FM Coverage: Area-53.67% Population -62.41%		
186	CHENNAI	REGIONAL	200 KW MW 'A'	720 khz	MULTI TRACK
			20 KW MW 'B'	1017 khz	TYPE IV Plus, UPLINK
			20 kW MW VB (RAINBOW)	1395 khz	News on Phone
			20 KW FM,	101.4 Mhz	STEREO
			20 KW FM ,(GOLD)	102.3 Mhz	STEREO
			50 KW SW		
			100 KW SW VB SYNC.		
187	COIMBATORE	REGIONAL	20 kW MW	999 khz	TYPE I
			10 KW FM VB	103 Mhz	STEREO
188	KODAIKANAL	REGIONAL	10 KW FM	100.5 Mhz	MP(STEREO)
189	MADURAI	REGIONAL	20 kW MW	1269 khz	TYPE II
			1 kW FM	103.3 Mhz	STEREO
			(Int. set up)		
190	NAGARCOIL	LRS	10 KW FM	101 Mhz	MP
191	OOTTACAMUND	REGIONAL	1 kW MW	1602 khz	MP
192	TIRUCHIRAPALLI	REGIONAL	100 KW MW	936 khz	TYPE IV
			10 KW FM VB	102.1 Mhz	STEREO
193	TIRUNELVELI	REGIONAL	20 KW MW	1197 khz	TYPE I
194	TUTICORIN	REGIONAL	200 KW MW	1053 khz	TYPE I
			EXT. SERV.		
195	DHARMAPURI	LRS	10 KW FM TR.	102.5 Mhz	
196	SALEM (YERCAUD)	LPT RELAY	100 W FM	100.9 Mhz	
TRIPURA [3]Trs -4 (MW-1 , FM -3)			Total Coverage[MW+FM]: Area-84.31% Population -89.00%		
			FM Coverage: Area-72.89% Population -86.19%		
197	AGARTALA	REGIONAL	20 kW MW	1269 khz	TYPE I, UPLINK
			10 kW FM	101.6 Mhz	STEREO
198	BELONIA	LRS	6 KW FM	103.7 Mhz	MP
199	KAILASHAHAR	LRS	6 KW FM	103.2 Mhz	MP
CHANDIGARH UNION TERRITORY			Total Coverage[MW+FM]: Area-99.00%* Population -99.00%		
Trs -1 (FM -1)			* FM Coverage: Area-99.00%* Population - 99.00%*		
200	CHANDIGARH [1]	VB Exclusive	6 KW FM	103.1 Mhz	STEREO TYPE I
DAMAN & DIUTrs.-1 (FM)			Total Coverage[MW+FM]: Area-99.00%* Population -99.00%		
			* FM Coverage:Area-64.28% Population -61.00%		
201	DAMAN [1]	LRS	3 KW FM	102.3 Mhz	MP
PUDUCHERRY [2]Trs -3 (MW-1 , FM -2)			Coverage: Area-99.00%* Population-99.00%*		
			FM Coverage: Area-92.07% Population -93.52%		
202	PUDUCHERRY	REGIONAL	20 kW MW	1215 khz	MP
			5 KW FM	102.8 Mhz	STEREO (FM Rainbow Chennai)
			(Int set up)		
203	KARAIKAL	LRS	6 KW FM	100.3 Mhz	

L & M ISLANDS [1]Trs.-1(MW)			Total Coverage[MW+FM]: Area-99.00%* Population -99.00%		
			* FM Coverage: Area-0.0% Population -0.0%		
204	KAVARATTI	REGIONAL	1 kW MW	1584 khz	MP
A & N ISLAND [1]Trs.-3 (MW-1,SW-1,FM-1)			Total Coverage[MW+FM]: Area-99.00%* Population -99.00%		
			* FM Coverage: Area-36.3% Population -28.00%		
205	PORT BLAIR A&N	REGIONAL	100 kW MW	684 khz	TYPE I
			10 KW SW		TYPE II
			10 kW FM	100.9 Mhz	STEREO
UTTAR PRADESH [14]Trs -27 (MW-11, SW- 6, FM- 10)			Total Coverage[MW+FM]: Area-99.90% Population -99.90%		
			FM Coverage: Area-16.2% Population -22.04%		
206	AGRA	REGIONAL	20 kW MW	1530 khz	TYPE I
207	ALIGARH	RELAY	6 KW FM, RAINBOW		101.3 Mhz
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
208	ALLAHABAD	REGIONAL	20 kW MW	1026 khz	TYPE III
			10 KW FM VB	100.3 Mhz	
209	BAREILLY	LRS	6 KW FM	100.4 Mhz	MP
210	FAIZABAD	LRS	6 KW FM	101.9 Mhz	MP
211	GORAKHPUR	REGIONAL	100 KW MW	909 khz	TYPE III
			50 KW SW EXT. SERV.		
			1 kW FM	100.1 Mhz	STEREO
			(Int. set up)		
212	JHANSI		6 KW FM	103 Mhz	MP
213	KANPUR	VB EXCL.	1 kW MW	1449 khz	TYPE I
			1 kW FM	103.7 Mhz	
			(Int. set up)		
214	LUCKNOW	REGIONAL	300 KW MW	747 khz	TYPE IV, Uplink, News on Phone
			10 kW MW VB	1278 khz	
			10 KW FM, Rainbow	100.7 Mhz	STEREO
			50 KW SW		
215	MATHURA	REGIONAL	1 kW MW	1584 khz	TYPE I
216	NAJIBABAD	REGIONAL	200 KW MW	954 khz	TYPE I
217	OBRA	REGIONAL	6 KW FM	102.7 Mhz	MP
218	RAMPUR	REGIONAL	20 kW MW	891 khz	TYPE I
219	VARANASI	REGIONAL	100 KW MW	1242 khz	TYPE II, UPLINK (Under installn.)
			1 kW MW VB	1602 khz	
			1 kW FM	100.6 Mhz	
			(Int set up)		

UTTARANCHAL [6]Trs.-6 (MW-5, FM-1)			Total Coverage[MW+FM]: Area-52.80% Population -77.37%		
			FM Coverage: Area-30.8% Population -46.43%		
220	ALMORA	REGIONAL	1 kW MW	999 khz	TYPE I, UPLINK
221	GOPESHWAR(CHAMOLI)	REGIONAL	1 kW MW	1485 khz	MP
222	MUSSOORIE	RELAY	10 KW FM, RAINBOW	102.1 Mhz	
223	PAURI	REGIONAL	1 kW MW	1602 khz	MP
224	PITHORAGARH	RELAY	1 kW MW	1602 khz	
225	UTTARKASHI	RELAY	1 kW MW	1602 khz	
WEST BENGAL [7]Trs.-16 (MW-6, SW-2, FM-8)			Total Coverage [MW+FM]: Area-99.00%*Population -99.00%		
			*FM Coverage: Area-29.49% Population -41.90%		
226	ASANSOLE	RELAY	6 KW FM RELAY	100.3 Mhz	
227	KOLKATA	REGIONAL	200 KW MW 'A'	657 khz	TYPE IV, UPLINK
			100 KW MW 'B'	1008 khz	
			20 kW MW VB	1323 khz	
			10 KW FM Tr., (GOLD)	100.2 Mhz	STEREO
			10 KW FM, (Rainbow)	107 Mhz	STEREO
			50 KW SW		
			1000 kW MW. EXT. SERV (Chinsurah)	*594 khz & **1134 khz	*During day time **During night time
228	KURSEONG	REGIONAL	50 KW SW		TYPE II
			1 kW MW REG. SERV.		1440 khz
			5 KW FM , RAINBOW		102.3 Mhz
229	MURSHIDABAD	LRS	6 KW FM	102.2 Mhz	MP
230	SHANTINIKETAN	LRS	3 KW FM	103.1 Mhz	MP
231	SILIGURI	REGIONAL	200 KW MW	711 khz	TYPE I
			10 KW FM VB	107 Mhz	STEREO
232	DARJEELING	LPT RELAY	100 W FM	100.2 Mhz	
TOTAL NO. OF			Trs.- 374		

CHAPTER V

DOORDARSHAN

The mandate of Doordarshan is to provide information, education and entertainment to the masses.

Information	Education	Entertainment
<p>As a part of its public service mandate, Doordarshan undertook Flagship campaigns under NRHM, Girl Child, Women Empowerment, Sarva Shiksha Abhiyaan and telecast this campaign under Bharat Nirman highlighting the progress & development in various field of India.</p> <p>All DD Kendras are covering Flagship Programmes once a week in a magazine format.</p> <p>Some Kendras are also telecasting spots and jingles daily. News Division of Doordarshan is also telecasting programmes and related success stories in its national and regional news bulletins. Current Affair programmes of DD News are also incorporating the flagship theme on regular basis.</p> <p>Programmes like "Kyunki Jeena Isi ka Naam Hai" on DD-1 in collaboration with UNICEF is covering the issues related to NRHM, Adult Education, Women Empowerment & Disaster Management.</p>	<p>The educational programmes are at different level ranging from basic health education for the illiterate to the higher education programmes to the University students.</p> <p>Kalyani a health magazine programme has been successful in its endeavour in educating the masses on different diseases and on sex selection.</p> <p>To put quality education within the reach of students in small villages and towns, the University Grants Commission (UGC) has country wide classroom with telecasts both in the early mornings and afternoons on the National network. Besides this, syllabus based programme for the students of Indira Gandhi Open University are also being telecast on the National Network.</p>	<p>Doordarshan telecast feature films under various category namely, Friday Houseful" which show latest bolckbusters, "Saturday jubilee" to show superhit popular films, "Retrospective" to show films of eminent film makers/ artists on Sundays, "Bioscope" to show old popular films in serialized manner from Monday to Wednesday.</p> <p>Adhering to its commitment as a Public Broadcaster for promoting quality cinema, Doordarshan telecasts two national award wining regional films every month. The Swarna Kamal (Golden Lotus) and Rajat Kamal (Silver Lotus) award winning films are telecast on 2nd and 4th Sunday at 11.30 p.m. "Baaghi-Punjabi", "Thayi-Tamil" is one of the recent national award winning. In-house production of programme under "Indian Classic" provides viewers good entertainment.CPC,</p> <p>DD is providing/ supplying regularly high quality programme of Music etc. to different Doordarshan Kendras across the country on their Demand received from time to time. DD Bharati Channel besides telecasting programmes on Health, Children, and Art also telecast programmes on Culture, Music, Dance, Travelogue and preserving the country's great heritage & values.</p>

DD: National: The Flagship Channel

Coverage of Republic Day Parade January, 2009, Vijay Chowk to India Gate DDK Delhi



DD: National is not a purely an entertainment channel but it is a hybrid channel. Being the Public Service Broadcaster with tremendous terrestrial reach throughout India, there is tremendous pressure on the channel. DD : National does live telecast of Parliament proceedings, programmes of various Ministries and Departments, Independence Day/ Republic Day & Beating the Retreat Celebrations, Festivals & Anniversaries,

International conferences/ summits, Cricket matches and other Sports events of International level, Film Festivals etc. Apart from live telecast other programmes telecast on the channel include Educational programmes of UGC and NCERT, Agriculture programmes, Rural Development programmes, Health programmes based on Women, Children & Senior Citizens, Music & Dance, Welfare Programmes on Scheduled castes & Scheduled Tribes and other weaker sections including minorities etc.

Keeping in view the professional competition in a multi-channel scenario, the channel has taken several steps to induce fresh thinking in programming. It has refurbished its programme content and embarked upon special programmes targeting all sections of society. The programme 'AAP KI BAITHAK' is one in this category, which seeks to bring the subject matter to the viewers in partnership with socialistic, Journalists, Politicians and Political parties. In fact DD: National channel caters to the needs and aspirations of people of each and every section of the society.

In order to revitalize the channel the Self Finance Commissioning was introduced in the year, 2005. This scheme was meant for the Mid-Prime-Time slots and Prime-Time slots in the National channel. Introduction of programmes under SFC has resulted in enhancing the quality and content of the programme. Thus leading to remarkable increase in viewership and also substantial increase in revenue for Doordarshan.

The revenue from Sponsored Programme in Prime-Time slots from 08.30 pm to 11.00 pm was about 17.5 lacs per day [3.5x5]. Whereas from SFC serials, the average revenue from these slots are more than Rs. 65.00 lacs per day. Similarly, in case of Mid-Prime-Time slots the average revenue from six slots under Sponsored programmes was about 6 lakhs [6x1.00 lakh]. Whereas from SFC the average revenue from these slots are more than 16 lacs.

The other advantages of SFC serials are that the property rights is vested with Doordarshan and this software can be exploited further by Doordarshan in future also.

In the SFC scheme Doordarshan is able to rope in some of the best production houses and talents in the country like Shri Parikshit Sahni, Shri Rakesh Chaudhary, Ms. Rani Mukherjee, Shri Raja Mukherjee, Shri Joy Mukherjee, Mrs. Saira Banu, Shri Lakh Tandon Percept Picture Company, B.R. Films, Endemol, Shri Arun govil, Shri Aswin Dheer, Shri Rupesh Gohil, Shri Gyan Sahai, Shri Gajender Singh, Shri N. Chandra, Hindustan Lever Limited and Aditya Birla Group etc. and others.

The other scheme on Indian Classics on the National channel helped in attracting the established and well-known artists and directors in India. The weekly slot of KATHA SARITA under Commissioned category features programmes produced by the best talent in

the country like Muzaffar Ali, Gulzar, Amol Palekar and Basu Chatterjee etc. A. R. Rehman [Asian Band Search band] Reality show "THE BIG BAND" is also on the pipe line to rock the viewers.

Due to various innovative schemes and programme the TRP and viewership of the channel has shown sustained increase in the recent past. Even the Saturday and Sunday slots which were not that popular earlier has also started attracting viewership these days.

Doordarshan introduced new film guidelines to procure films centrally for telecast on its all channels under Royalty category.

The feature films telecast on the National channel on Fridays and Saturdays at 09.30 p.m., Sunday 12.00 noon and 04.00 p.m. [HBN) have tremendous viewership. Similarly the Bioscope Serialized Feature Film in Hindi on Monday, Tuesday and Wednesday at 11.00 p.m. have also helped the channel to increase viewership.



Programme Telecast on DD Anniversary

Feature Films:

Feature Films are high revenue generating entertaining property of Prasar Bharati. The Gross revenue earned from the telecast of five Hindi feature films on Doordarshan's National Network is more than two crore per week. To make the telecast more attractive and better in terms of packaging and marketing, Doordarshan has branded the feature films slot as "Friday Houseful" to show latest bolckbusters, "Saturday jubilee" to show superhit popular films, "Retrospective" to show films of eminent film makers/ artists on Sundays, "Bioscope" to show old popular films in serialized manner from Monday to Wednesday. Recently "Guru", "Babul", "Naya Daur-Col", "Khoya Khoya Chand", "Cash", "Don (New)", "Krish", "Eklavya-The Royal Guard", "Johney Gaddar", "Provoked", "Cheeni Kum" were among popular films which were shown on Doordarshan in various categories mentioned above. Films featuring of "Akshay Kumar", "Mumtaz", "Kajol", "Rekha" were shown on Retrospective slot on National Network. Seeing the popularity of Retrospective slot, some more innovations were devised for the slot. For the festival season films based on the theme - "Melody Masala Mix" were telecast and in the pipeline are themes based on "Immortal Love Stories- Yeh Ishq Nahi Aasaan" etc.

National Awarded Regional Films

Adhering to its commitment as a Public Broadcaster for promoting quality cinema, Doordarshan telecasts two national award winning regional films every month. The Swarna Kamal (Golden Lotus) and Rajat Kamal (Silver Lotus) award winning films are telecast on 2nd and 4th Sunday at 11.30 p.m. "Baaghi-Punjabi", "Thayi-Tamil" is one of the recent national award winning

Seeing the good response of films received under New Film Guidelines, Doordarshan may plan to invite offers for latest blockbusters in order to fetch good revenue and increase viewership.

DD NEWS: Bharosa Bharat Ka

DD News is the only bilingual news channel in the country. News and Current Affairs programme forms an important part of the channel mix. For the last five years since its launch on November 3, 2003, Doordarshan's News Channel, i.e., "DD News" has been fulfilling its role as a public service broadcaster. It is committed to present news and current affairs in a fair, balanced and objective manner away from sensationalism. Having the unique distinction of being the only terrestrial cum satellite news channel, DD News reaches the non-cable, non-satellite homes which account for the major portion of the population. It is also the news channel with the largest reach in the country and among the market leaders in the "All Homes" category.

The channel programming covers a wide canvas of issues dealing with Politics, Business, Sports, International news events, Parliament proceedings, health issues and science and Technology, etc.

DD News generates 16 hours live transmission daily during the year which includes 17 Hindi & 13 English bulletins. One daily bulletin each in Urdu and Sanskrit besides a weekly hearing impaired bulletin is also broadcast. DD news produced daily two morning and two evening bulletins in Hindi and English respectively.

DD News has 24 functional Regional News Units across the country. They had telecast 89 bulletins daily in 19 different languages in regional network during the period 2008-09 and were an important source of regional news. The twenty four regional News Units along with the lone news bureau played an important role in feeding the news channel with the daily developments and contributed significantly to the overall coverages of news and events from across the country. "Metro Scan", "State Scan", and "Samachar Rajyon Se" were the regional windows which showcased the developments from the states on DD News Channel. Two regional news bulletins of 5 minutes duration each were introduced from Ahmedabad. During the year half an hour news based interview programme was started from Thiruvananthapuram regional News Unit. Bangalore Regional News Unit completed one milestone of 25 years of news broadcast in Kannada. Process was underway to start regional news bulletin from Itanagar.

In a bid to enhance its presentation a new and slick look was given twice during the year to the channel logo, graphics, sets, chroma, backdrop and colour as also the bottom scroll.

The global financial crisis and turmoil in the domestic financial market had been given extensive coverage by DD News during the year in regular bulletins and business programmes which were telecast twice a day during the weekday and once in weekend. Besides, the live data transmission of stock, metal and commodity indices from NSE, BSE, MCX and NCDEX were carried throughout the day on a bottom scroll in an automated delivery mode.

Sports coverage also formed an important component of DD News channel transmission

during the year. An additional half an hour sports bulletin in Hindi was introduced during the year and with this addition, the channel now has two hours of sport bulletins in 24 hour cycle, DD News did special programming during sporting events like Beijing Olympic, Cricket series of India. The Channel ran a 50 days countdown for the Beijing Olympics both I Hindi and English. Extensive coverages were given to Abhinav Bindra is Olympic gold, performance of boxers at Olympics and other major sporting news.

DD News had given special and extensive coverages including live coverages to many important events during the year. The Mumbai terrorist attacks, serial blasts in Jaipur, Bangalore, Delhi, Guwahati, Agartala and Ahmedabad, Floods in Bihar, Assam etc. Assembly elections of Karnataka, Delhi, Chattisgarh, Rajasthan, Madhya Pradesh, Meghalaya, Nagaland, Mizoram, Tripura and Jammu & Kashmir, Indo-US Nuclear dead and histories launch of Chandrayaan were some of the events which were given extensive coverage during this year. Several important National & International conferences and bilateral summits like the India-Africa Summit BIMSTEC summit, India France summit in New Delhi and India-Russia summit BIMSTEC summit, India France summit in New Delhi and India-Russia Summit, in New Delhi, SAARC Summit in Colombo were also extensively covered. Special news programming was mounted as and when breaking news situations arose throughout the year. The live programming generally spanning several hours had all the element of live inputs and reportage with studio guests inputs and discussion.

DD News had handled exclusively the telecast of address to the nation of the Hon'ble President and Hon'ble Prime Minister. Foreign tours of the Hon'ble President, Hon'ble Vice President and Hon'ble Prime Minister were covered with deputation of special team along with the VVIPs to facilitate news coverage. The Hon'ble Prime Minister's address to the UN was telecast live. The channel mounted special bulletins to cover the proceeding of the house when Parliament was in the session. The Union Budget and Railway budget were given extensive coverage.

Weather news was also an important component of DD News channel. A two minutes weather capsules including forecast in Hindi and English was telecast thrice a day during the year.



Chief Election Commissioner of Delhi in the Evening live show programme on Election 2009, DDK. Delhi

On a week day, one hour of programming of current affairs generated in house was telecast on the channel. Top and important issues of the day, major government policy announcement etc figure in the panel discussion with eminent and expert guests in programmes like "Charcha Mein", "Late Edition", and "Aamne Samne". The duration of the current affairs programming was increased in the weekend with weekly wrap up

shows like "Badi Charcha Mein" on issue of the week, "Genext" on issue of relevance to the youth, "Prime Meridian" and "Jaiza" dealing with international affairs and "Crime Is Hafte", "Range Tarang" an art and culture and "Range Haath" dealing with crime. A one

hour live interview show with health tips and advice from doctor for the viewers entitled "Total Health" was telecast on Sunday. The weekly current affairs programming also included show focusing on communal harmony, Defence and Security related issue, rural development, right to information. A five minute capsule on Yoga both in Hindi and English was introduced in the morning breakfast news during the year.

DD News channel has handled commercial and promotional package for round the clock transmission and has provided a platform for cross channel publicity.

DD News also produced several interactive programmes including phone in programmes and SMS contest which generated immense response from viewer countrywide. New Year news programming including News round up and News top 10 proved to be very popular with the viewers.

News on the Web

Doordarshan News has also a news website www.ddinews.gov.in wherein the netizens can access to the latest news updates. The website also offers live Doordarshan News bulletins on the net and has registered good response from within and outside the country.

DD Bharati: Enrich your Life

DD Bharati Channel was launched by Prasar Bharati on 26 January 2002. Now the channel has completed six year on 26 January 2008. It telecast programmes on Health, Children, Art and Culture, Music, Dance, Women, Education, Travelogue and preserving the country's great heritage & values.



Yog Vigyan Featuring Baba Ramdevji

SPONSORED PROGRAMMES: DD Bharati telecast travel shows covering various temples, places of tourist interest. The channel has also attracted sponsored programmes such as

- (a) "SINDHU DARSHAN" highlights the Sindhu culture and traditions.
- (b) "SANSKRIT BHASHA SIKSHANAM" programme on Sanskrit Language by Bhartiya Sanskrit Sansthan.
- (c) "DEKHO BHARAT LORRY SE" and "SHREE RAMANNA LILA"

Some other programmes are also in Pipe Line as "Aap Ke Liye (Magazine Programme)" as viewership is increasing Day by Day.

IN-HOUSE PROGRAMMES: - DD Bharati get top quality programmes by different kendras of Doordarshan. It also received top literary programmes on eminent poets and writers, kavi Sammellan, Mushaira, Hasya Kavi Samellan, Desh Bhakti Kavya Gosthi etc from DDK Lucknow, Bhopal, Allahabad, Jaipur, Mathura etc. Besides the above other Literary programmes produced by DDK Delhi such as Patrika, Srija, and Kala Parikrama, Debate on

the making of Indian Constitution, Spl Prog on Dr. Bhimrao Ambedkar on the occasion of his birth anniversary have been included for telecast.

LIVE EVENTS & COVERAGES: DD Bharati has been telecasting "Live" events of Music & Dance programmes from all across the country such as Tansen Samaroh at Gwalior, Mukteshwar Dance Festival-Bhubaneshwar, Gidhaur Festival at Bihar, Jamai District, Khajuraho Dance Festival at Madhya Pradesh, Drum Festival at Tura, Thyagraj Festival-Tamilnadu, Music Festival at Pune, Kumbh & Ardh Kumbh Shahi Snans at Allahabad, Heritage Festival in Kapurthala (Punjab) & Kandy Festival from Sri Lanka. Function on the occasion of Birth Anniversary of Gurudev Rabindranath Tagore at Balyogi Auditorium of Parliament (Delhi), live telecast of parliament proceedings (Delhi) and other coverage's of important cultural events, live telecast of Republic Day, Independence Day, Martyrdom Day of Mahatma Gandhi etc, have also been telecast on DD Bharati channel.

Sports Channel: The Spirit of India

A dedicated Indian Sports Channel of Doordarshan was launched on 18th March, 1999. The transmission of the channel was increased from 10 hours to 12 hours a day from April 25, 1999 and considering the popularity of the channel the transmission hours has been extended to round the clock i.e. from June, 2000. The channel has brought to its audience commendable programmes/ coverage of sports events like wise during the year:

1. Beijing Olympic Games.
2. Commonwealth Youth Games, Pune
3. Pune Marathon.
4. Delhi Half Marathon
5. Mumbai Standard Chartered Marathon
6. Torch Relay for commonwealth Youth Games
7. Davis Cup

A decision has been taken to introduce the system of cash outflow for covering non-Olympic and traditional sports. The cash. Outflow amount is charged mainly to meet expenses on moving DSNG and OB VAN for the live coverage along with amount paid to commentators. It was also decided to continue covering sporting events organized by the different sports federations and association with whom we are in agreement for which Doordarshan pays them rights fee.

DD: Urdu: Channels for Urdu Lovers

DD: Urdu was launched on 15th August 2006 by the Hon'ble Prime Minister, Dr. Manmohan Singh initially for a shorter transmission which was extended to make the channel 24x7 w.e.f. 14th November 2007.

- To inform and educate the Urdu speaking section of society with a view to give them a sense of equal participation in nation building and create what the Prime Minister Dr. Man Mohan Singh calls an inclusive society. Active participation of the people is must for the success of all development endeavors
- To popularize among the Urdu speaking people modern scientific and technical education to make them competitive in modern India.
- To change the attitudes of the sensitive sections of the Urdu speaking people and make them amenable to modern ideas, modern thought and modern education.

This can be done by bringing into focus and build on the positive views expressed by social, political and religious and leaders, on various controversial issues.

- To preserve rich literary' and culture heritage of Urdu language, particularly its tradition of Mushaira & Muhavara which has gone into oblivious over the decades.
- To emphasize the strengths of democracy within the country and abroad to those for whom democracy is so far a forbidden fruit.
- To bring hone the point that violence whether in thought, action, behavior and demeanor cannot be the solution to any human problem today. The need for such an education is greatest than ever today.
- Above all, to make the channel an instrument of National Integration, communal harmony, social change and social amity, in our vast country of rich diversities.

During the year under review, telecast of Urdu version of President's Message to the nation on the eve of Independence Day and Republic Day was introduced on DD: Urdu. Arrangements to acquire more software for DD: Urdu were also initiated and in the final stages of acquisition.

DD: Urdu has entered into an MOU with the Maulana Azad National Urdu University (MANUU), Hyderabad whereby MANUU is providing daily one hour software which will be doubled every year during the next five years. The programme done by them will encapsulate Education, heritage and infotainment.

In the days ahead, it is proposed to link major and authentic Urdu Centers at the national level like Aligarh Muslim University, Jamia Millia Islamia, Osmania University, Maulana Azad National Urdu University Hyderabad, Khuda Baksh Library and all Urdu Academies in India. At the international level selected places in South Asia, Middle East and Urdu research centers in Europe and America will also be linked through the satellite exchange of views on Urdu related developments which will bring social transformation of the target audience.

DD India: The Essence of India

Doordarshan opened its window to the world by launching its international channel on 14th March, 1995. The channel, initially known as DD-World was renamed DD-India in 2002. The programming offers international viewers and update on the Indian social, cultural, political and economic scene. DD-India was launched with a mission "to build bridges of communication with Indians living abroad and to showcase the real India, its culture, its values, its traditions, its modernity, its diversity, its unity, its agony and its ecstasy to the entire world through programmes of high quality, that will inform, educate and entertain people in the highest traditions of public service broadcasting."

DD-India carries news bulletins, features on topical events, entertainment programmes, feature films, music and dance, children's programmes, events and tourism. In addition to Hindi and English, programmes in Urdu, Punjabi, Telugu, Tamil, Kannada, Malayalam, Gujarati and Marathi form and essential ingredient of this international channel's offering.

DD-India is a round-the-clock channel. DD-India is uplinked from New Delhi and can be watched in 146 countries across the world through PAS-10 satellites.

The contents of DD-India is drawn from other channels of Doordarshan e.g. Hindi entertainment serials are taken from DD-I, classical music and dance programmes from DD-Bharati, News bulletins from DD-News and regional language news and programmes from Regional Language Satellite Channels. Since the primary target audience of DD-India is competitive with other available channels abroad and to make it attractive for the India Diaspora. The channel needs to be refurbished to serve their interests and needs. DD-India channel coordinates with MEA, the prestigious event "Pravasi Bhartiya Divas" every year, which is attended by more than 2000 delegates. DD-India relays opening and closing ceremony and also produce and telecast daily report for all the 3 days.

The following are the countries all over the world where DD-India can be watched.

Asia (South-East Asia)

Afganistan, Bangladesh, Bhutan, China, Cambodia, Hong Kong, Indonesia, Korea (South & North), Maldives, Malaysia, Micronesia, Mongolia, Myanmar, Japan, Laos, Nepal, Palau, Papua New Guinea, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam.

CIS

Albania, Armenia, Azerbaijan, Belarus, Croatia, Georgia, Estonia, Kazakhstan, Kirgistan, Latvia, Macedonia, Moldova, Czech Republic, Romania, Russian federation, Slovakia, Slovenia, Tajikistan, Turkmenistan, Ukraine, Yugoslavia.

West Asia

Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Palestine, Saudi Arabia, Syria, Turkey, UAE, Yemen.

Africa

Angola, Algeria, Benin, Burkina Faso, Burundi, Botswana, Cameroon, Central African republic, Chad, Congo, Cote d'Ivoire, Djibouti, Egypt, Eritrea, Ethiopia, Gabon, Ghana, Guinea, Equatorial Guinea, Guinea Bissau, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Morocco, Mauritius, Mauritania, Mozambique, Namibia, Nigera, Niger, Rwandese Republic, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Swaziland, Sudan, Tanzania, Togo lese republic, Tunisia, Uganda, Zaire, Zambia, Zimbabwe.

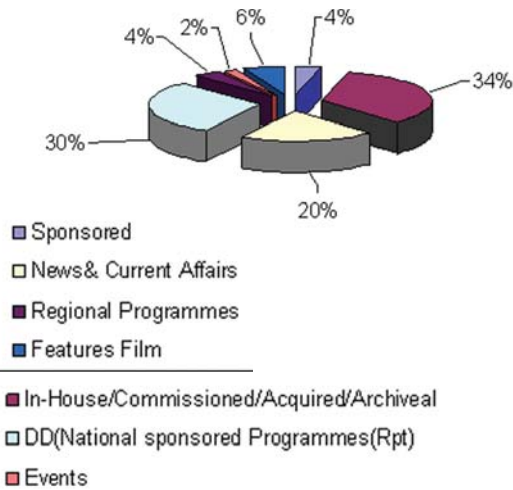
Europe

Austria, Belgium, Cyprus, Denmark, France, Greece, Germany, Hungry, Ireland, Italy, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Norway, Netherlands, Poland, Portugal, Sweden, Switzerland, United Kingdom.

Others

Australia, Unites states of America, Canada, Mexico.

Sourcing of programme: DD-India

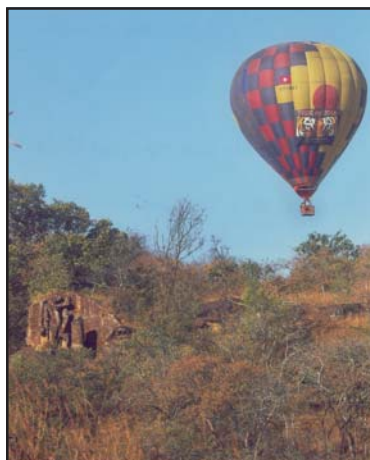


1. Sponsored	04%
2. In-House/Commissioned/Acquired/ Archival	34%
3. News & Current Affairs	20%
4. DD (National Sponsored Programmes (Rpt.))	30%
5. Regional Programmes	04%
6. Events	02%
7. Feature Film	06%

CENTRAL PRODUCTION CENTRE (CPC)

Situated in Delhi, the Central Production Centre (CPC) is currently responsible for managing the transmission of four 24 channels i.e. DD News, DD Sports, DD India & DD channels like DD National, and DD Bharati. It also specializes in production of documentaries and other DD programmes. In recent years, CPC has become an active player in preparation of programme promos of Doordarshan. The programme schedule of DD Sports, DD India, DD Urdu, are prepared by DG: DD. It has been allotted programmes of 30 mts. Duration each on different subjects by DG: DD Indian Classic Section meant for telecast on DD-1 (National Network) every Monday. In addition to above, CPC, DD is providing/ supplying regularly high quality programme of Music etc. to different Doordarshan Kendras across the country on their Demand received from time to time. CPC: DD also telecast Sponsored/ Commissioned programme on "DD Urdu" & "Krishi Darshan" as per the schedule sent by commercial wing of DG: DD. CPC: DD is committed to supply In-house production of special programme on Hindustani and Carnatic Music (Classical, Light Classical, Dance etc.) featuring renowned/ top grade artists to various Doordarshan Kendras across the country during year 2009:

CENTRAL COMMISSIONING UNIT (CCU)



Bedi Brothers hot air balloon flying over the Bandhavgarh Fort with spectacular statue of Narsimbha, Lord Vishnu's Avatar.

CCU is acquiring and producing software on a variety of subjects of telecast on Doordarshan Channels. CCU has continued the project for production of literary programmes of archival value titled Indian Classics. The Indian Classics Programmes under the title "Katha Sarita" are being telecast at 21.30 hours every Monday on DD-1. The programmes have received wide appreciation, commercial support and are meeting the software requirement of DD-1, DD Bharati, DD India, DD Urdu and Regional Channels. Other achievements and initiatives of Central Commissioning Unit are: -13-episodes series 'Wild Adventures - Ballooning with Bedi

Brothers' have been telecast on DD-. It is a unique series where for the first time in India aerial photography has been combined with hot air ballooning. Ten short stories of Munshi Premchand have been produced by noted Director Sh. M.K. Raina. 52 episodes series on Maharaja Ranjit Singh titled is under production. The series is directed by noted actor and producer Sh. Raj Babbar. Special programmes on selected subjects 'forts of India', 'institutions of Democracy' and 'Common Worship Centres' are under production as part of our initiative for public service broadcast. Doordarshan has acquired programmes under the short-term acquisition scheme for a period of 3 years. Under the scheme, more than 10,000 half an hour episodes of programmes in various genres in Hindi, Urdu and English have been acquired for Doordarshan Channels.

DTH SERVICES

Doordarshan has launched a free to air DTH Channel DD Direct+ in December 2004 with a bouquet of 33 channels. Capacity of DTH earth station has been augmented for telecast of 50 TV Channels and is further being increased to 59 TV Channels by improving spectrum efficiency. Presently there are 47 TV Channels and 21 Radio Channels on DTH Platform. Very soon DD is going to complete all the 50 Channels on DTH Platform. During the year 2007-08 Twenty thousand DTH receiving units have been provided to Government of Himachal Pradesh for installation in Kinnaur, Lahaul Spiti and Chamba districts. Details of these Channels are as:

List of Channels on DD Direct Plus

DD Channels	Private Channel
DD1 Enter	10 Channels
DD News	PTC News
DD Sports	Time TV hindi
DD India	Zee Jagran Hindi
DD Bharati	Smile TV Hindi
DD Urdu	Total TV Hindi
DD Bangla	Win TV
DD Chandan	MH1 TV
DD Gujarati	Music India Hindi
DD Kashir	Astha Tv
DD Loksabha	Ignou II Gyan Darshan
DD Rajyasabha	Kalainagar TV
DD North East	Mega TV
DD Oriya	Makkal Tamil TV
DD Podighai	ETC Hindi Music
DD	SahadriJai Hind TV
DD Saptgiri	Kairali Malayalam

DD MalayalamStar	Utsav
DD Punjabi	9INXM
	B4U
	Deutch Welle
	Corian Broadcasting System
	News Live Gowahati
	NHK TV
	Amrita TV
	India News
	Bag (News 24 Channels)
	Ignou Gyandarshan

Narrowcasting



*Krishi Darshan Live
Phone-in Programme*

With a view to provide area specific information on agriculture, a pilot project was started by Doordarshan in 2002 and was implemented in 18 States. Following the successful implementation of this concept of narrowcasting, demand was created for further spreading of this concept in other parts of the country and accordingly a proposal was sent to the Planning Commission through the Min. of Agriculture, Govt. of India. The Centrally

sponsored project mass media support to Agri. Extension was approved and introduced in January, 2004 and was inaugurated by the then Prime Minister of India. The project is now being implemented with a total budget of Rs. 225 crores for the Xth Five Year Plan in a three tier mode and under 11th Five Year Plan the total budget is Rs. 562.36 crores.

DD Commercial

DD Commercial service is responsible for booking advertisement of goods and services on Doordarshan. Booking of advertisement are normally accepted through accredited and registered agencies and also directly on advance payment without agency commission, During the year 2008-09, it has earned Rs. 818.19 crore as revenue.

DD Annual Awards

In the year 2008, the cell received approximately 600 programmes from all over India to compete for Doordarshan Annual Award 2008. During 2008, DD Award Section included one more Award (Best Kalyani-II) and the total Awards were given in 49 categories. The final presentation of Doordarshan Annual Award 2008 was staged

at Jalandhar on 4th March 2009. The ratio of distributing the Award Money is 60% 40% (i.e. 60% for producer and 40% for crew members). In the year 2008, Doordarshan earned a revenue of Rs1,10,000/- (One Crore Ten Lakh Only) from the Annual Awards Event. Doordarshan Annual Award cell also organizes sending programmes for National & International Competitions. Doordarshan got International Awards UNFPA-LAADLI MEDIA Awards (Suniti Devi) for the Quality Productions in the year 2008.

DD Archives

DD Archives is a fast expanding unit of Doordarshan. Its main objective is to digitize all the analogue content reserved in the library of the kendras. From the year 2004, this unit has been working on the project acquiring all the legacy tapes from other kendras and converting it into digital media. The year 2008 has been a very eventful year for the archive. It acquired high and restoration equipment, physical cleaners and electronic cleaners; noise reduction equipments and software based non-leaker auditing system which can also refurbish audio. This set of equipments can render good quality output by cleaning and removing all the blemishes of the analog tapes. The cataloging and categorization sub-unit of DD archive has identified more than 50,000 hours of archivable content in various categories. Metadata is being created for each tape by subject media experts and media professional. The state of art acquisition in 2008 is media Asset management. DD archive is pioneer in this area as this system of archiving which gives world class preservation and retrieval result is only with DD archive. Though the staff is out source through the agencies, the young archive assistant has been trained in all equipments for archiving procedures. By moving into the Digital domain with media asset management, the archive content is now ready for any multi-platform application like video on demand web casting etc. This has opened the opportunity for encasing the long tail and providing rich resources for repurposing of programmes for broadcasting DD-Archives is also becoming a resource center for advance



Release function of DVD 'Bharat Ek Khoj' Live from DDK Delhi Studio

research in the areas of sociology, communication media studies, children & women studies and ecology. DD archives has also taken up a major project of creating language version of productions done under classic category. More than 50 such programmes and serial have been dubbed in 8 languages. The prestigious DVD project celebrates its 80th title this year by releasing two DVDs based on the recording of great playback singer Manna dey. In 2008, it has

also released the prestigious serial Bharat Ek Kohj in 18 DVDs for sale. Other DVDs releases are Tehreer Directed by Guljar based on short stories on Premchand Parsai Kehte hain & Katha Sarita are other library releases. DD archive has worked on the most prestigious project that is creation of website based on the video & Audio recording of 4 leaders on India-Mahatama Gandhi, Pandit Jawahar Lal Nehru, Shrimati Indira Gandhi and Rajiv Gandhi. The website offers simple and advanced search with complete date of hundred hours of video and hundred hours of audio. The unique feature of this website is that we can see and hear the leaders directly. This is one of its kinds in the world.

Development Communication Division (DCD)

DCD, since 2001 is engaged in various activities. The concept was born of a need to generate

revenue by securing funds from government partners including Ministry, Departments and public sector undertakings. From 5 partners and 9 campaigns in the year 2001-02 to 23 partners and 133 campaigns in 2008-09, the Development Communication Division has come a long way with large number of campaigns in the past few years. Major campaign includes National Rural Health Mission, Rural employment Guarantee Act. Sarva Shiksha Abhiyan, Total Sanitation programme, Drinking water Supply, Registration of Birth & Death, Incredible India, Ministry of Railway, Food & Nutrition Board, Department of School education, National Pharmaceutical Pricing Authority, Ministry of overseas India Affairs, Ministry of Labour & Employment, Ministry of Development for North-Eastern region, National Food security mission, Ministry of Agriculture and Ministry of Consumer Affairs. Doordarshan undertook Flagship campaigns under NRHM, Girl Child, Women Empowerment, Sarva Shiksha Abhiyaan and telecast this campaign under Bharat Nirman highlighting the progress & development in various field of India. New Campaigns like Mental Retardation, National Communicable Disease, Indian Army, Indian navy & Campaign on Autism for the important features in 200-09. new Clients like Agriculture Insurance Company of India Ltd., Ministry of Minority Affairs & Guru-Nanak Eye Care Centre were also our associates. Doordarshan also completed the campaign of Red-Ribbon Express (initiated by NACO) which had been going-on throughout the year 2008 all across the country and was successful in creating awareness on HIV / AIDS. Another important programme "Kyunki Jeena Isi ka Naam Hai" in collaboration with UNICEF being telecast thrice in a week on DD National got further extension beyond February, 2009 for 130 episodes. This serial is based on Entertainment and covering the issues related to NRHM, Adult Education, Women Empowerment & Disaster Management. Doordarshan generated revenue of 436 Crores Gross & 236 crores net with Bonus Air-Time in the year 2008-09. This year till April '09, 5991 new programmes were produced centrally, and in Regional Kendra under direct supervision of Development Communication Division. These programmes under the flagship campaign, Kalyani has received:

- Best Communication Strategy on HIV/AIDS in India Asian Media Information communication Centre (AMIC), Singapore & Commonwealth Section, London 2008.
- The Malaria Foundation International (MFI), Malaria Awards 2007 - News Show of the Year; Kalyaniv UNFPA-LAADLI MEDIA Award (Eastern Region) 2007 - Best Issue-based Infotainment Programme (Oriya)
- UNFPA-LAADLI MEDIA Award (Western Region) 2006-07 - Best Issue-based Infotainment Programme (Hindi) These awards were given for Kalyanis pioneering effort in successfully adopting the genre for infotainment TV programming for an important social cause, i.e., sex selection. In the year 2008-09, a total number of 133 campaigns and 884 numbers of programmes have been produced.

Audience Research

The 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 field units are located at Ranchi, Jaipur, Delhi, Ahmedabad, Nagpur, Chennai, Bangalore, Lucknow, Hyderabad, Bhubaneswar, Bhopal, Kolkata, Guwahati, Mumbai, Gorakhpur, Rajkot, Jalandhar, Thiruvananthapuram and Srinagar. The unit is manned by professional researchers headed by Director, Audience Research at the Directorate level.

During the year 2008-09 the audience research unit continued to conduct:

DART rating through panel diaries

Regular feedback on agriculture programme under the mass media support to agriculture extension funded by the Ministry of Agriculture

Analysis and reporting of TAM TVR on weekly basis.

Besides the above the unit's other contributions are:

Preparation of draft material for annual report of Prasar Bharati and Ministry of I&B for the year 2008-09 respectively.

Annual report of Doordarshan 2008-09 under preparation

Impact study on flagship programme of Doordarshan completed.

Pilot project for the monitoring of Doordarshan channels viewership as per cable TV Network (Regulation) Act 1995 under process

Study on "Impact of DD, Pvt. Cable & Satellite channel on 'women and family'" is under process.

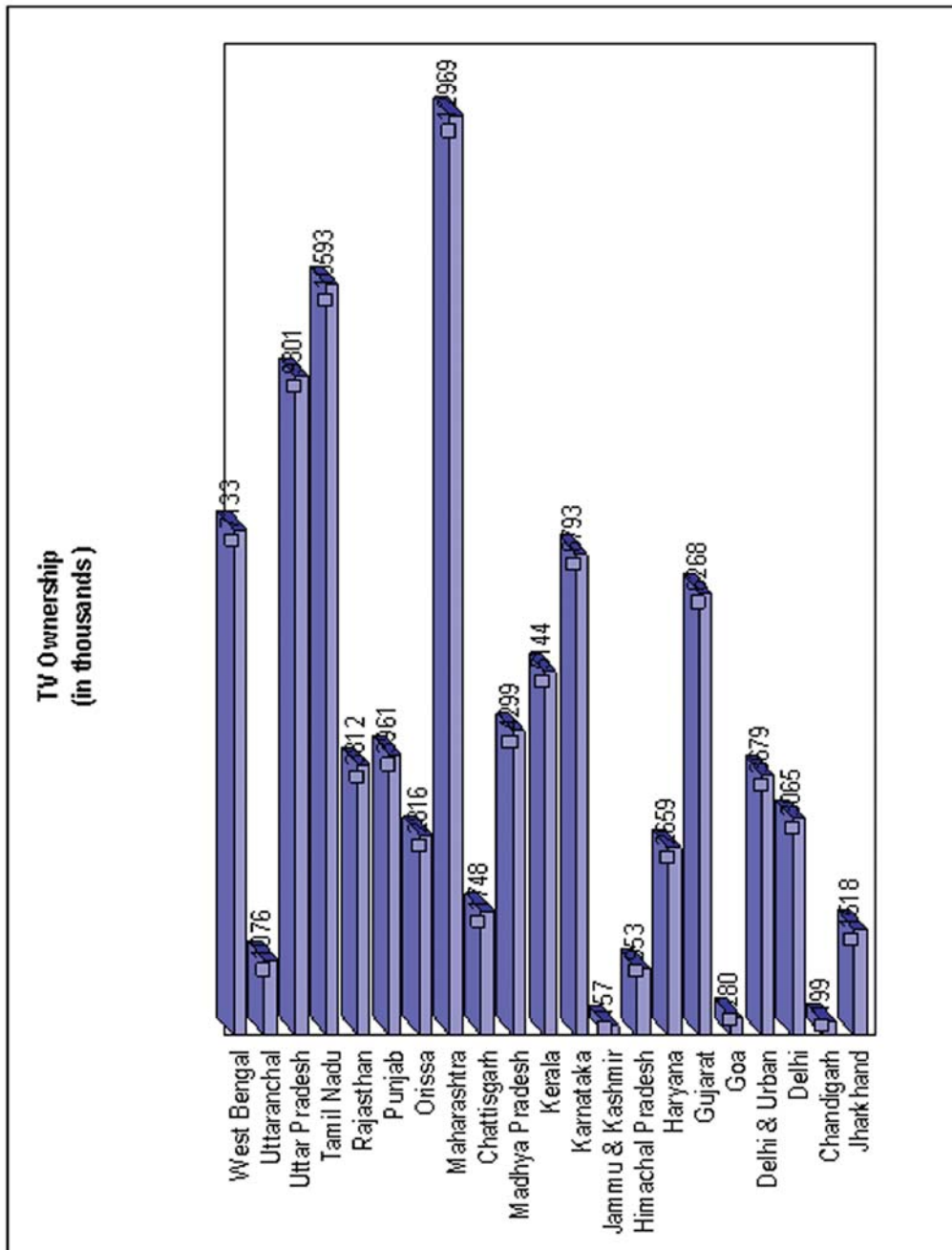
Planning is being made to revamp the DART study by increasing and restructuring its sample size and use of latest software and Internet for quick reporting of programmes rating as per recommendation of the 67th parliamentary Standing Committee on IT Technology.

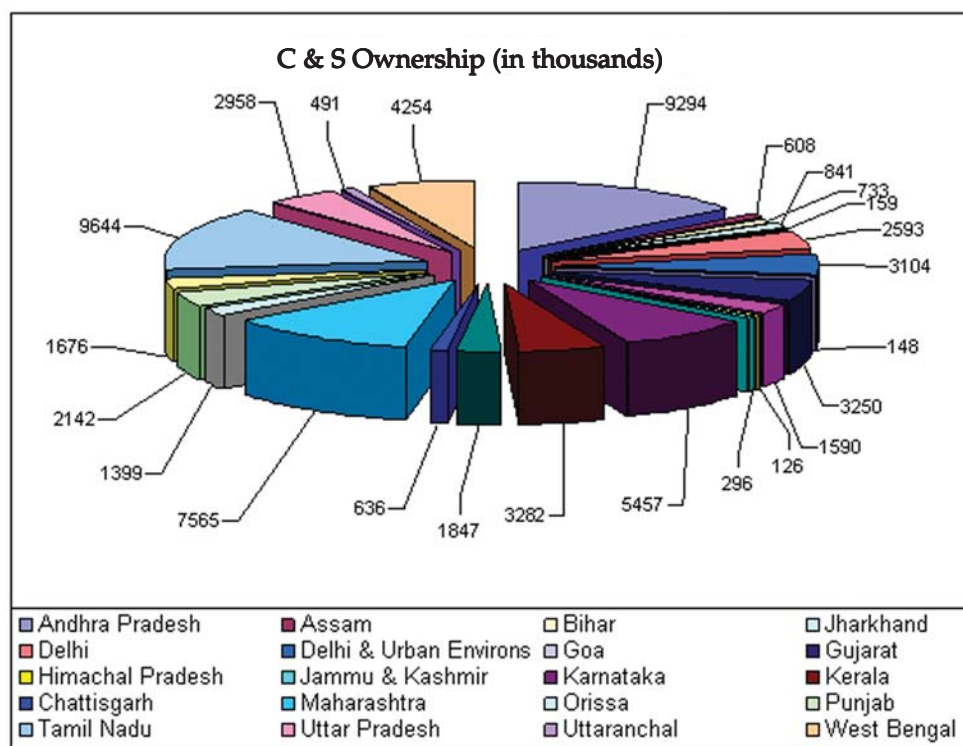
Viewership:

During the years Doordarshan viewership has increased phenomenally and now an estimated 9, 96, 19,000 homes have TV sets out of which 6, 09, 89,000 are C & S homes (IRS 2008 R1). Similarly, 2, 42, 88,000 homes have DTH facility (IRS 2008 R2). In rural areas most of the privately owned sets also act as a number of viewers from non-TV homes, providing a large secondary viewership making Doordarshan one of the largest networks in the world, in respect of the audience. State wise TV Ownership and C & S HHs are given below:-

States	TV Ownership (000s)	C & S HHs (000s)
Andhra Pradesh	10386	9294
Assam	2027	608
Bihar	2480	733
Jharkhand	1518	841
Chandigarh	199	159
Delhi	3065	2593
Delhi & Urban Environs	3679	3104
Goa	280	148
Gujarat	6268	3250
Haryana	2659	1590
Himachal Pradesh	953	126
Jammu & Kashmir	157	296
Karnataka	6793	5457
Kerala	5144	3282

Madhya Pradesh	4299	1847
Chattisgarh	1748	636
Maharashtra	12969	7565
Orissa	2816	1399
Punjab	3961	2142
Rajasthan	3812	1676
Tamil Nadu	10593	9644
Uttar Pradesh	9301	2958
Uttaranchal	1076	491
West Bengal	7133	4254





Sl. No.	State /UT	Studios	National Channel (DD 1) Trs.				News Channel (DD News) Trs.				
			HPTs	LPTs	VLPTs	Trp	TOTAL	HPTs	LPTs	VLPTs	TOTAL
1	Andhra Pradesh	3	9	75	10	1	95	4	6	0	10
2	Arunachal Pradesh	1	1	3	39	1	44	1	0	0	1
3	Assam	4	4	20	1	1	26	2	1	0	3
4	Bihar	2	4	32	2	0	38	2	2	0	4
5	Chhatisgarh	2	3	16	8	0	27	1	0	0	1
6	Goa	1	1	0	0	0	1	1	0	0	1
7	Gujarat	2	7	51	3	0	61	4	3	0	7
8	Haryana	1	2	13	0	0	15	1	7	0	8
9	Himachal Pradesh	1	3	7	39	2	51	2	1	0	3
10	Jammu & Kashmir	4	14	15	87	1	117	5	3	0	8
11	Jharkhand	2	3	17	2	0	22	2	2	1	5
12	Karnataka	2	8	47	7	0	62	4	2	0	6
13	Kerala	3	4	20	4	0	28	3	2	0	5
14	Madhya Pradesh	3	8	60	6	0	74	4	0	0	4
15	Maharashtra	3	8	79	20	0	107	5	10	0	15

16	Manipur	1	2	1	4	0	7	1	0	0	1
17	Meghalaya	2	2	3	2	1	8	2	0	0	2
18	Mizoram	1	2	1	2	1	6	1	1	0	2
19	Nagaland	1	2	2	6	2	12	1	1	0	2
20	Orissa	3	5	62	16	1	84	2	7	2	11
21	Punjab	2	4	5	0	1	10	3	0	0	3
22	Rajasthan	1	7	65	17	2	91	4	4	0	8
23	Sikkim	1	1	0	6	0	7	1	0	0	1
24	Tamil Nadu	3	7	44	7	1	59	2	9	0	11
25	Tripura	1	1	5	1	1	8	1	1	0	2
26	Uttar Pradesh	7	11	52	3	0	66	7	10	1	18
27	Uttarakhand	1	1	15	33	2	51	1	2	0	3
28	West Bengal	3	9	19	1	0	29	4	2	0	6
29	A.&N. Islands	1	1	1	17	0	19	1	1	5	7
30	Chandigarh	1	0	1	0	0	1	0	0	0	0
31	Dadra & Nagar Haveli	0	0	1	0	0	1	0	0	0	0
32	Daman & Diu	0	0	2	0	0	2	0	0	0	0
33	Delhi	2	1	0	0	0	1	1	0	0	1
34	Lakshadweep Islands	0	0	1	8	0	9	0	0	7	7
35	Pondicherry	1	1	1	2	0	4	0	1	0	1
	Total	66	136	736	353	18	1243	73	78	16	167

Note 1. : In addition to the above transmitters, 4 digital transmitters at metros are in operation.

Total No. of transmitters — 1414

Chapter VI

PRASAR BHARATI – FINANCE & ACCOUNTS

Accounting System & Accounts

Prasar Bharati switched over from the Government budgeting and accounting system to a new accounting system with effect from 1st April, 2000. Pursuant to this, Prasar Bharati started receiving financial support from the Central Government in the form of Grant-in-Aid to cover part of its Revenue Expenditure (Plan & Non-Plan) and loan to cover part of its Capital Expenditure (Plan). The revenue earnings of Prasar Bharati which were required to be credited into the consolidated Fund of India prior to its de-linking from Government budgeting system are now retained by Prasar Bharati. A part of Prasar Bharati's Expenditure under both plan & Non-Plan is met out of the revenue earnings of Prasar Bharati i.e, IEBR (Internal & Extra Budgetary Resources).

In terms of a Memorandum of Understanding signed between Prasar Bharati and the Ministry of Information & Broadcasting on 22nd May, 2000, Prasar Bharati is required to render monthly account of expenditure and receipts to the government. Annual statement of accounts is also required to be prepared and got audited by the Comptroller and Auditor General of India. The accounts of Prasar Bharati certified by C&AG are forwarded annually to the Central Government to be laid in both the House of Parliament.

By the end of March 2009, Prasar Bharati had laid accounts up to the year 2006-07 in parliament. Audited accounts of Prasar Bharati for the year 2007-08 are given at Annex III.

Proforma Accounts

Prior to Corporatization of Prasar Bharati, Doordarshan and All India Radio were preparing Proforma Accounts to reflect transactions related to their commercial activities. Special efforts were made to complete these accounts and All India Radio and Doordarshan have now completed Proforma Accounts up the 31st March, 2000. These Proforma Accounts are submitted to respective AG Office for audit.

Taxes levied on the corporation

Consequent upon becoming a Corporation, Prasar Bharati has been subject to various taxes by state Governments and municipal bodies such as property tax, enhanced tariff for power consumption, electricity tax, road tax, entry tax/ octroi etc. Due to these additional liabilities, Prasar Bharati is facing problems in discharging its role of a public broadcaster.

Section 22 of the Prasar Bharati Act gave exemption to Prasar Bharati from Income tax or any other tax on income, profits or gains. However, Finance Bill, 2002 withdrew this exemption. As a result, Prasar Bharati became liable to pay income tax and service tax. Prasar Bharati got itself registered under section 12A (read with Section 12AA (1) (b)) of the Income Tax Act, 1961 as a charitable organization engaged in the advancement of object of general public utility and thus the exemption from payment of Income Tax withdrawn by Finance Bill, 2002 has been restored from April 1, 2002 itself. However, there is no similar relief available for service tax. The Prasar Bharati has paid approximately Rs. 92 crore as Service Tax in the year 2008-09.

Internal Audit

Under the Government Budgetary System, internal audit functions were discharged by Chief controller of Accounts, Ministry of Information and Broadcasting through its PAOs (Pay and Accounts offices) identified for the purpose. Prasar Bharati is in the process of developing its own internal audit system. Pending finalization of its own internal audit set up, which would be possible only on transfer of service of PAO staff to Prasar Bharati, a provisional arrangement has been made with the existing staff of PAOs for continuing the same system of internal audit as was being followed before coporatization of Prasar Bharati. On the other hand Prasar Bharati is also trying to get internal audit of the accounts conducted by outsourcing the work to the firms of Chartered Account.

ALL INDIA RADIO ANNUAL PLAN 2008-09

Rs. In Crore

Sr. No.	Name of Scheme/ Programme	FINANCIAL			PHYSICAL		Remarks
		Approved Outlay for Annual Plan 2008-09	FE	Expenditure 2008-09 (upto 31.3.2009)	Physical Target	Physical Achievement	
1	2	3		4	5	6	7
	Continuing Schemes						
1	J&K Special Package Revenue Capital	6.21 3.80 0.32	2.5 2.00 0.50	1.85 1.53 0.32	Phase-I schemes completed Under Phase-II DG sets & UPS approved for existing stations in J&K are to be procured.	J&K Package Phase-II-DG Sets of 62.5 KVA (6 Nos.) & 15 KVA (9 Nos.) procured. For UPS (7 Nos.) tenders are under technical evaluation. For DG Sets 1 MVA (3 Nos.) & DG Sets 500 KVA (2 Nos.) Tenders received for taking up work on SITC basis are under technical evaluation.	
2	Expansion of MW Services	0.08	0.6	0.53	Pending payments for 1 kW MW Tr. Dungarpur & 20 kW MW Tr. at Kota	1 kW MW Tr. Dungarpur installed & performance measurements taken. Staff sanction awaited.	
3	Expansion of FM services	39.03	19.35	19.26	Oras 5 KW FM Tr.- Completion of Installation	Oras 5 KW FM Tr.- Tr. at Oras installed. Measurements taken. Staff sanction is awaited.	
					Longtherai-5 KW FM Tr. -An interim set up of 1 KW FM Tr. is being provided as 5 KW FM Tr. of Longtherai is deployed at Kurseong	Longtherai-5 KW FM Tr. -Progress hampered due to local law & order problem. Local police has agreed to deploy armed guards to facilitate installation work. Installation is expected to be completed by August,09	

Sr. No.	Name of Scheme/ Programme	FINANCIAL			PHYSICAL		Remarks
		Approved Outlay for Annual Plan 2008-09	FE	Expenditure 2008-09 (upto 31.3.2009)	Physical Target	Physical Achievement	
1	2	3		4	5	6	7
					Rairangpur- 1 KW FM Tr.-	Rairangpur- 1 KW FM Tr.- Installation complete and revised measurements are in progress. Staff sanction is awaited.	
					10 KW FM Trs.- 36 Nos.-	10 KW FM Yrs.- 36 Nos.- Purchase order placed and delivery period is by July,09.	Target was subject to procurement of 10 KW FM Trs. .Purchase order has become subjudice. Decision of High Court awaited,
					Karimnagar-5 KW FM Tr. -	Karimnagar-5 KW FM Trs. - Civil works are complete. Departmental works are in progress.	Karimnagar Tr. has been diverted and commissioned at Hyderabad for Rainbow service. It will be diverted back after receipt of 10 KW FM Tr. for Hyderabad.
					Srikakulam- 1 KW FM Tr.-	Srikakulam- 1 KW FM Tr.- Civil works are complete. Departmental works are in progress.	Srikakulam Tr. has been diverted and commissioned at Vijayawada. It will be diverted back after receipt of 10 KW FM Tr.for Vijayawada.
4	Digitalisation of Production Facilities	1.30	3.86	3.79	Procurement of Digital Consoles (Switching , Recording, Dubbing & Transmission consoles)	1. Transmission consoles (91nos.) -To be re-tendered with revised specifications.	Transmission consoles (91nos.) After carrying out Measurements, no offer was found acceptable.
						2.Recording consoles (75 nos.)-Re-tendered. NIT opened on 20.3.09.	Recording consoles (75 nos.)-No offer was found technically acceptable. Fresh NIT was issued.
						3.Switching consoles (85 nos.) - Order placed on 14.1.2009. Delivery expected shortly	IFA suggested for negotiation to reduce cost of consoles at par with dubbing consoles.

Sr. No.	Name of Scheme/ Programme	FINANCIAL			PHYSICAL		Remarks
		Approved Outlay for Annual Plan 2008-09	FE	Expenditure 2008-09 (upto 31.3.2009)	Physical Target	Physical Achievement	
1	2	3		4	5	6	7
						4. Dubbing consoles (39 nos.)- Order placed on 5.3.2009. Delivery expected shortly	
5	Automation of Studio Facilities & Miscellaneous schemes	26.02	11.75	11.73	1. Captive Earth Station at Silchar. To place order for Equipment. NIT floated	1. Captive Earth Station at Silchar.- Fresh tenders called.	No tender found technically acceptable.
					2. Procurement of Equipment like: Professional Audio Cards & Servers for 564 Hard Disc Work Stations.	2. Professional Audio Cards & Servers for 564 Hard Disc Work Stations Procured.	
					3. CD Players-110 Nos.NIT issued	3. CD Players-110 Nos. Purchase proposal is under sanction with Finance wing.	
					4. Hand held Recorders-255 Nos.- NIT issued	4. Hand held Recorders-255 Nos.- Order placed for equipment and expected to be delivered by 3rd Quarter of 2009-10.	
					5. Rajkot-1000 KW MW Tr.- Completion of civil works & procurement of transmitter & Mast.	5. Rajkot-1000 KW MW Tr.- Civil works complete except modifications in Technical area which will be done after receipt of Tr. Order for Transmitter placed. Delivery period is by Oct.09. • 156 MW Mast- Mast erected. Painting is to completed.	
					6. Permanent studio at Leh & Tawang- (Limited working season). - Civil work in technical area complete.	6. Permanent studio at Leh & Tawang- (Limited working season). - Installation at Leh completed and at Tawang it is in progress.	Working season is limited.
					7. Permanent studio at Jaipur - Completion of Building & installation of equipment.	7. Permanent studio at Jaipur Building handed over and installation is in progress.	Building work delayed.

Sr. No.	Name of Scheme/ Programme	FINANCIAL			PHYSICAL		Remarks
		Approved Outlay for Annual Plan 2008-09	FE	Expenditure 2008-09 (upto 31.3.2009)	Physical Target	Physical Achievement	
1	2	3		4	5	6	7
					8. ISDN Codecs- 66 Sets	8. ISDN Codecs- 66 Sets Purchase order issued. Delivery four months after opening of L/C which is under process.	
6	North East Special Package Revenue Capital	39.03 3.00 36.03	19.00 1.00 18.00	11.38 0.43 10.95	1. 19 new FM Stations- Acquisition of sites & procurement of FM Trs.	10 sites taken over including 6 sites taken over during the current year. At 3 places transfer of land to AIR has been notified. Payment for one site made and for one site demand is under process. Demand for one site at Ukhrul is awaited. Details of 3 sites at Cherrapunjee (in lieu of Dawki), Zunehboto and Anini are awaited. • Civil works - Construction of security fencing at Udayapur and Nutan Bazar is in progress. Estimates also sanctioned for security fencing in respect of sites at Tuipang, Kolasib, Goalpara, Khonsa, Champhai, Bomdila , Daporijo , Lunding and Changlang has been sanctioned. Estimate for building works at Kolasib , Goalpara and Tuipang has been sanctioned and is under process for building works at Daporijo, Changlang, and Udaypur. (ii) 1 KW FM Transmitters have been received at Kolkata and are under custom clearance. Frequency clearance from WPC received.	

Sr. No.	Name of Scheme/ Programme	FINANCIAL			PHYSICAL		Remarks
		Approved Outlay for Annual Plan 2008-09	FE	Expenditure 2008-09 (upto 31.3.2009)	Physical Target	Physical Achievement	
1	2	3		4	5	6	7
					2. Silchar-5 KW FM Tr. - Completion of Civil Works & Installation of Tr..Order for 5 KW Tr. placed in Nov.07.	Civil Works are complete. Order for 5 KW FM transmitter at Silchar had to be cancelled as the firm failed to offer complete Tr. for inspection. It is now being procured alongwith four other 5 KW FM Trs., tenders for which purchase proposal is under process.	Order for 5 KW FM transmitter at Silchar had to be cancelled as the firm failed to offer complete Tr. for inspection.
					3. Gangtok-10 KW FM Tr. - Award & completion of Civil Works and procurement of Tr.	3. Gangtok-10 KW FM Tr. - Civil works are complete. Order for Tr. has been placed and delivery period is due by July,09.	Purchase order is subjudice. Decision of Delhi High Court is awaited.
					4.Chinsura -1000 KW MW Tr.- Award & completion of Civil Works , procurement of Tr.	4. Chinsura- -1000 KW MW Tr.- Civil works are in progress. Order for Tr. has been placed and delivery period is due by Oct.09. Meanwhile the order has been challenged in court and is sub-judice in Spreme Court.	Due to Court case pending, further action could not be taken.
					5. DSNG/MSS Terminals- Procurement of equipment. Purchase proposal is under process.	5. DSNG/MSS Terminals-For DSNG systems fresh tenders opened and are under process. For MSS terminals , order has been placed.	For DSNG systems the firm refused to extend the validation of offer, therefore fresh tenders were called. For MSS terminals , order has been placed. However the Firm has intimated a change in model number of equipment quoted which is not acceptable. It is being examined by Legal Cell for cancellation of order.

Sr. No.	Name of Scheme/ Programme	FINANCIAL			PHYSICAL		Remarks
		Approved Outlay for Annual Plan 2008-09	FE	Expenditure 2008-09 (upto 31.3.2009)	Physical Target	Physical Achievement	
1	2	3		4	5	6	7
					6. 100 Watt FM Relay Centres in remote locations (100 places)- Installation is proposed at 55 existing AIR/TV sites and for remaining 45 places suitable location, power supply etc. is to be provided by the State Govts.	6. 100 Watt FM Relay Centres.- Installation has been completed at 49 places and is in progress at 10 places. Tenders awarded for installation at 6 places. For the remaining places, consistent efforts are being made in co-ordination with the State Governments to install these transmitters. Installation work is expected to be completed by July, 09.	Problem in transporting material to the installation sites as most of these places are located in difficult terrain . Law and order situation in Manipur, Tripura, Nagaland and Karbi Anglong District of Assam.At some places the nodal officers of State Govt changed . Work got delayed in the process due to identification and finalization of new sites
7	Accommodation for staff	6.51	10	6.42	Delhi	Delhi-Phase-I complete except development works. Phase-II Work awarded.	
					Mumbai	Mumbai-Local body approval received for two blocks from BMC. Clearance for remaining two blocks is awaited. Pile foundation work is in progress. Tenders for Superstructure are under process.	
					Chennai	Chennai-Approval of Building Plans is awaited from CMDA (Chennai Metropolitan Development Authority).	CMDA has demanded additional payment of Rs. 1.47 crores for Infrastructure & Amenity charges for issuing clearance of plans. Since AIR land at Guindy is a govt. land, the matter is being pursued with CMDA to get it waived off. Ministry in this regard had written to CMDA vide F. No. 212/184/

Sr. No.	Name of Scheme/ Programme	FINANCIAL			PHYSICAL		Remarks
		Approved Outlay for Annual Plan 2008-09	FE	Expenditure 2008-09 (upto 31.3.2009)	Physical Target	Physical Achievement	
1	2	3		4	5	6	7
							2008- B(D) dated 07/10/2008. JS(B), Ministry of I&B has also written a DO letter dated 4.2.2009 to the Principal Secretary, Housing and Urban Development Department, Govt. of Tamil Nadu requesting him to issue necessary orders to exempt AIR from payment of Infrastructure and Amenity charges as in the case of other departments, Matter is being pursued.
					Kolkata	Kolkata- Approval of Plans is awaited from KMC	KMDA has unilaterally withdrawn the allotment of land to AIR . A writ petition has been filed in Kolkata High Court by CE(EZ). The case was heard on 28.4.2009 and notices have been issued to KMDA and KMC . The case is being pursued.
	Total Continuing Schemes	118.18	67.06	54.96			
	NEW Schemes						
8	Software Acquisition (AIR News)	4.94		0.00			
9	Digitalisation of transmitters, studios, connectivity & DTH Channel	63.88		0.00	1. Procurement of 6 nos. of 10 KW MW DRM Trs. approved by SFC for Replacement of old MW Mobile Trs.	Tenders are under Technical Evaluation.	

Sr. No.	Name of Scheme/ Programme	FINANCIAL			PHYSICAL		Remarks
		Approved Outlay for Annual Plan 2008-09	FE	Expenditure 2008-09 (upto 31.3.2009)	Physical Target	Physical Achievement	
1	2	3		4	5	6	7
					2. C-Band Terminals-44Nos.- NIT floated for 44 Nos.	2. C-Band Terminals-44 Nos. Price bid opened and purchase proposal is under process.	
10	Strengthening of External Services by Digital	4.74		0.00	Procurement of Eqpt. for conversion of 250 KW SW Trs. two each at Delhi Aligarh to DRM	Tender enquiry issued to M/s Falcon the representative of original manufacturer and Quotation from the firm has been received. Order is under sanction with Finance wing.	
11	E-Governance, training, security, Addl. Office Accommodation, Staff Quarters etc.	1.30		0.00	SFC/EFC proposals are under submission / approval	The scheme of Web casting & Podcasting has been completed	
12	New Technology & Science & Technology (R&D)	1.96	1.50	1.47	SFC/EFC proposals are under submission / approval		
	Total New Schemes	76.82	1.5	1.47			
	Total of All India Radio	195.00	68.56	56.43			

DOORDARSHAN (CAPITAL PLAN) ANNUAL PLAN (2008-09)

Sl. No.	Name of scheme	Approved Outlay (2008-09) (SBG) (Rs. in Cr.)	FE	Expenditure upto 31.3.2009 (Rs. Cr.)	Physical Targets	Achievements (till 31.03.09)	Remarks
Continuing Schemes							
1	J&K Special Plan (Phase-I)	15.99	19.13	17.45	HPTs (DD1 & DD News-pmt.set up) - 1		HPTs at Amritsar in interim set up operational at old site. Building for pmt set up at new site completed. Foundation of 300M tower completed & erection in progress (50 M height attained).
	J&K Special Plan (Phase-II)				Upgradation of Earth Station at Jammu-1	1	Earth station upgraded in int. set up, by utilising available equipment in the network. Tenders for pmt. Earth Station set up received and technically evaluated. Commercial bids opened & further action in progress.
					UPS for HPTs and LPTs-40 Nos.	16	LPTs -40 nos. Order for 39 UPS placed. Action for order for one UPS in process.
					DTH Sets and TV sets for J&K -10000 nos.	10,000no.DTH and TV sets handed over to Nodal officers of J&K Govt.	
2	Digitalisation and Modernisation of Production Facilities (Studio/OB)	40.81	40.41	33.08			
3	Special package (Phase-II) for NE states & Island Territories	15.00	21.61	16.15	i) VLPTs (New) - 14	11	Installation of one transmitters is in progress. Alternate site for one VLPT to be finalised. One VLPT commissioned in May 2009.
					ii) VLPTs (upgdn.)-10	9	Upgrd. of one transmitter in progress.
					iii) Earth Station (upgdn. for 2 NE channels)		Order for Earth Station placed
					iv) 10 channel uplink (C-band) for DTH service in A&N Islands - 1	1	Installation completed.
4	DTH	0.00	0.00	6.16	DTH Receive units HP - 20000	20000 no DTH sets handed over to the Nodal officers appointed by State Govt	
5	HDTV	0.71	0.00	0.00	HDTV pilot project		Order of HDTV OB Van placed.

DOORDARSHAN (CAPITAL PLAN) ANNUAL PLAN (2008-09)

Sl. No.	Name of scheme	Approved Outlay (2008-09) (SBG) (Rs. in Cr.)	FE	Expenditure upto 31.3.2009 (Rs. Cr.)	Physical Targets	Achievements (till 31.03.09)	Remarks
6	Other schemes spill over X Plan	48.86	86.75	84.03	I. Studio Projects		
					i) Additional Studios-2	1	Project completed & commissioned at one location (Panaji). Building works completed at second location (Jammu).
					II. HPT Projects		
					i)New HPTs - 1	1	Completed (at Chattarpur)
					ii)HPTs (pmt.setup)-6	2	Pmt HPT set ups at Vadodara & Kharagpur completed and commissioned. Tower at Saharsa erected to full height. Tower works in progress at remaining 3 locations viz. Kumbakonam, Cannanore & Barmer.
					ii) Replacement of old HPTs-1	1	Completed (DD1 HPT at Chennai)
					III. LPT/VLPT Projects		
					Automation of LPTs-100	8	Supply & installation of remaining 41 LPTs (UHF) in progress. Order for 50 LPTs to be placed. Two LPTs commissioned in April 2009.
	Total of Continuing New Schemes	121.37	167.9	156.87			
1	Digitalisation of transmitters, Modernisation, Aug, Replacement of studio/ OB equip.	24.44	0	0.00			
2	Studio Digitalisation: Digitalisation, Aug., Repl Of Studio/OB Equipments	24.16	0	0.00			
3.	DTH: Modernisation, Aug., Replacement of atellite Broadcast Equipment	14.26	4.85	4.17			
4	HDTV	9.51	0	0.00			
5	Staff Quarters, other misc. works	0.43	0	0.10			
6	Software Acquisition/ Production	52.3	0	0			
	Total of New Schemes	125.10	4.85	4.27			
	Total of Doordarshan (Capital) Schemes	246.47	172.75	161.14			

ANNUAL PLAN 2008-09 (REVENUE)

(In Crores)

Name of Scheme	Approved Outlay 2008-09	FE	Expenditure upto 31.03.2009	Physical Target	Achievement till 31.3.09	Percentage	Remarks
J&K Special Package	20.00	36.96	30.31	Production and Acquistiaion of 1904 episodes for Kashir Channel	3160 episode	166%	Due to increased allocation
NE Special Package	13.53	31.20	30.32	Production and Acquistiaion of 6742 episodes	5400 episode	80%	Shortfall due to the fact that cary over liability pertaining to previous year had to be met.
Total- Revenue Plan	33.53	68.16	60.63				
Total : Doordarshan	280.00	240.91	221.77				

Prasar Bharati
(Broadcasting Corporation Of India)

BALANCE SHEET AS AT 31.03.08

	Schedule No	Rs. As at 31.3.08	Rs. As at 31.3.07
CORPUS/CAPITAL FUND AND LIABILITIES			
Corpus/Capital Fund	1		
Reserves and Surplus	2		
Earmarked/Endowment Funds	3	23396927395	20788421235
Secured Loan	4		
Unsecured Loan	5	84267421120	77099264980
Deferred Credit Liabilities	6		
Current Liabilities and Provisions	7	12587923669	11497297745
TOTAL		120252272184	109384983960
ASSETS			
Fixed Assets	8	19048902495	23849599919
Capital Work-in progress	8	4819431812	3701940228
Investments (i) Earmarked/Endowment Funds	9		
(ii) Others	10		
Current Assets, Loans and Advances	11	13173169202	10281404145
Miscellaneous Expenditure			
Deficit as per Income & Expenditure Account		83210768675	71552039668
TOTAL		120252272184	109384983960
SIGNIFICANT ACCOUNTING POLICES	25		
CONTINGENT LIABILITIES AND NOTES ON ACCOUNTS	26		

Sd/-
B.S. Lalli
CEO

Sd/-
A.K. Jain
Member (F)

Sd/-
Shamsher Kaur
Sr. GM (B&A)

Place: New Delhi
Dated

Prasar Bharati
(Broadcasting Corporation Of India)

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR 2007-08

	Schedule No	Rs. 2007-08	Rs. 2006-07
INCOME			
Income from Sales/ Services	12	9367815867	9639070768
Grants /subsidies	13	8324193840	8529731016
Fees/subscriptions	14	13513789	17018460
Income from Investments (income on investments from earmarked/endow. Funds transferred to Funds)	15		
Income from Royalty, Publications etc	16	0	0
Interest Earned	17	611666152	423266581
Other Income	18	574760954	354154163
TOTAL A		18891950602	18963240988
EXPENDITURE			
Establishment Expenses	19	8761696770	8218331688
Other Administrative Expenses	20	5664652335	5062106214
Programme related Expenses	21	4436062364	5578598858
Expenditure on Grants & subsidy	22	0	0
Interest	23	5126256140	4357998660
Depreciation		6291712000	6121406679
TOTAL B		30280379609	29338442099
Balance being excess of Expenditure over Income (A-B)		-11388429007	-10375201111
Add/Less: Prior Period Adjustments	24	-270300000	-221655144
Add: Balance brought forward from previous year		-71552039668	-60955183413
BALANCE BEING DEFICIT CARRIED OVER		-83210768675	-71552039668
TO BALANCE SHEET			
SIGNIFICANT ACCOUNTING POLICES	25		
CONTINGENT LIABILITIES AND NOTES ON ACCOUNTS	26		

Sd/-
B.S. Lalli
CEO

Sd/-
A.K. Jain
Member (F)

Sd/-
Shamsher Kaur
Sr. GM (B&A)

Place: New Delhi

Dated

Prasar Bharati
(Broadcasting Corporation Of India)
SCHEDULES FORMING PART OF BALANCE SHEET AS AT 31.03.08

SCHEDULE 1-CORPUS/CAPITAL FUND:

	Rs As at 31.03.08	Rs As at 31.03.07
Balance as at the beginning of the year		
Add: Grants -In-Aid received during the year.		
Balance Corpus/Capital Fund		
Income and Expenditure Account		
BALANCE AS AT THE YEAR END		

SCHEDULE 2- RESERVES AND SURPLUS

1. Capital Reserve:		
As per last account		
Additions during the year		
Total		
2. General Reserve		
As per last account		
Addition during the year		
Less: Deductions during the year		
Total		

SCHEDULE 3- EARMARKED/ENDOWMENT FUNDS

CAPITAL ASSETS FUNDS		
a) Opening Balance of the funds	20788421235	17981352251
b) Additions to the Funds: Amounts transferred from Grants/ Corpus/Capital Fund for meeting Capital Expenditure/Advances	2608506160	2807068984
NET BALANCE AS AT THE YEAR END (a+b)	23396927395	20788421235

SCHEDULE 4- SECURED LOANS AND BORROWINGS:

SCHEDULE 5- UNSECURED LOANS

1. Loan In Perpetuity	42580802000	42580802000
Interest thereon being taken up for waiver(Refer Schedule 26, Note 4 of Notes to Accounts)	23845249120	20864592980
2. Central Government		
3. Capital Loan from Ministry of I&B	8708770000	7242770000
4. Repayment of Loan due but not paid	2111200000	1535300000
Interest thereon taken up for waiver Refer Schedule 26, Note 5 of Notes to Accounts)	6489800000	4534200000
Penal Interest On Interest/principal due	531600000	341600000
TOTAL	84267421120	77099264980
Note: Amount due within one year (nil)		

Sd/-
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Member (F)

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SCHEDULE 8- FIXED ASSETS

DESCRIPTION	GROSS BLOCK			Depreciation			Net Block	
	Cost as on 1st April'07	Additions/ Transfers from civil wings during the year	Deductions/ transfers/ disposal reclassification during the year	Cost at the year end 31.03.08	For the year	Cumulative upto to the year	As at 31st Mar. 2008	As at 31st Mar' 2008
			**					
A. Fixed Assets								
1. Land	7872630	7388538		15261168			15261168	7872630
2. Buildings Others	71683377	17442149		89125526	1608089	5231171	83894355	68060295
3. Plant Machinery & Equipments								
a) Studios	20271033017	531857647		20802890664	2053696184	14326054808	6476835856	799867439
b) Transmitters	29963898351	665962092		30629860443	3029687940	21761271839	8868588604	11232314452
c) Machinery/ Equipments	1312477827	197220249		1509698076	141108795	524939055	984759021	928647568
d) Electrical Installations	17405462	8459293		25864756	865404	2510187	23354569	15760680
4. Vehicles	48582312	17869463		66451774	11503409	37824552	28627223	22261168
5. Furniture, Fixtures	68041299	14080558		82121856	4692599	19060289	63061568	53673608
6. Office Equipments	108430339	14154779		122585118	19255138	85049116	37536002	42636361
7. Computers	88584748	16579807		105164555	32288321	100588125	4576430	20284944
8 Other fixed assets Capital Expenditure on various schemes	9970061214			9970061214	997006121	7507653515	2462407699	3459413821
Total of Current Year (A)	61928070575	1491014576		63419085151	6291712000	44370182656	19048902495	23849599919
B CAPITAL WORK-IN-PROGRESS								
Total(B)	3701940228	1117491584		4819431812			4819431812	3701940228
TOTAL	65630010803	2608506160		68238516963	6291712000	44370182656	23868334307	27551540147
Previous Year	62822941819	2807068984		65630010803	6121406679	38078470656	27551540147	

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Prasar Bharati
(Broadcasting Corporation Of India)

SCHEDULES FORMING PART OF BALANCE SHEET AS AT 31.03.08

	As at 31.03.08	As at 31.03.08
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SCHEDULE 6- DEFERRED CREDIT LIABILITIES:

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SCHEDULE 7- CURRENT LIABILITIES AND PROVISIONS

A. Current Liabilities Advances received- against deposit work	477652606	353260449
Deposits, earnest money, caution money/security deposits	406489650	373707482
Other current liabilities -recoveries from salary and wages and others etc.	1949598	743084
Income tax/Sales tax deducted at source		
Remittances to/from HQ/DDOs in transit/reconciliation's	1683714295	1916035310
Total A	2569806149	2643746325
B Provisions		
For Spectrum/Space Segment expense	10013717520	8851351420
For other expenses(CAG Audit Fee)	4400000	2200000
Total B	10018117520	8853551420
Total A+B	12587923669	11497297745

SCHEDULE 9- INVESTMENTS FROM EARMARKED/ENDOWMENT FUNDS

1. In Government Securities		
2. Other approved securities		
3. Other		
Total		

SCHEDULE 10- INVESTMENTS-OTHER

1. In government Securities		
2. Other approved securities		
3. Others		
Total		

SCHEDULE 11- CURRENT ASSETS, LOANS AND ADVANCES ETC

A. CURRENT ASSETS:		
Inventories	50044924	36656135
Sundry Debtors- Good	1566620019	1357540616
Sundry Debtors- Doubtful		
Cash Balance in hand/Imprest	43240251	55072281
Bank Balances		
With Scheduled Banks		
on current accounts	81761345	2691080295
on Collection accounts	78968934	484031795
on Deposit account and other FDRs	8644735725	2837785859
with Various offices	2483289664	2623802989
with CP Fund A/c	3967821	605056
Total(A) (Refer Schedule 26, Note 9 of Notes to Accounts)	12952628683	10086575026

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Prasar Bharati
(Broadcasting Corporation Of India)

SCHEDULES FORMING PART OF BALANCE SHEET AS AT 31.03.08

	Rs As at 31.03.08	Rs As at 31.03.07
B. Loans/advances		
1. Loans/advances		
Staff	72231334	46616205
Others-departmental	148212914	148212914
Suspense account		
2. Advances and other amounts recoverable in cash or in kind or for value to be received		
On capital account		
Prepayment		
Others		
3. Interest Accrued:		
On investments from Earmarked/endowment funds		
On investments others		
Others		
4. TDS	96271	
Total (B)	220540519	194829119
Total (A)+(B)	13173169202	10281404145

SCHEDULE 12- INCOME FROM SALES/SERVICES

	Rs 2007-08	Rs. 2006-07
Income from services		
AIR, Commercial and DD	9977182985	9636209651
Deduct: Share of other agencies	609375000	
Add: Sales of CD/VCD	7882	2861117
Total	9367815867	9639070768
(Refer Schedule 26, Note 12 of Notes to Accounts)		

SCHEDULE 13- GRANTS /SUBSIDIES

Add:Grants -In-Aid received during the year from Govt. Of India, Ministry of I&B -Plan	1191300000	2555000000
Add:Grants -In-Aid received during the year from Govt. Of India, Ministry of I&B-Non -Plan	9741400000	8781800000
Add:Grants-In-Aid received during the year from Ministry of H&FW and other Ministries		
Deduct: Transferred to Capital Assets Fund	2608506160	2807068984
Total	8324193840	8529731016

SCHEDULE 14-FEES/SUBSCRIPTIONS

Professional/Consultancy services fee	13513789	17018460
Total	13513789	17018460

SCHEDULE 15-INCOME FROM INVESTMENTS

	Investments from Earmarked Funds	Investment Other
Interest on Fixed Deposits		
Total		

SCHEDULE 16-INCOME FROM ROYALTY, PUBLICATIONS ETC

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SCHEDULE 17 INTEREST EARNED

On Term Deposits with Scheduled Banks	487625571	230921145
On others like employees advances etc.	490907	1236305
On overdue from AIR, DD service income	123549674	191109131
Total	611666152	423266581

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Sr. GM (B&A)

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(Broadcasting Corporation Of India)

SCHEDULES FORMING PART OF INCOME & EXPENDITURE A/C 31.03.2008

	Rs	Rs
	2007-08	2006-07

SCHEDULE 18- OTHER INCOME

Other Receipts including Fees from Towers/staff quarters	551442209	334867019
Profit on Sales/disposal of assets		
a) Owned Assets	112021	525390
b) Assets acquired out of grants, or received free of cost	1222697	
c) Assets acquired prior to 1.4.2000	21984027	18761754
Total	574760954	354154163

SCHEDULE 19- ESTABLISHMENT AND OTHER ADMINISTRATIVE EXPENSES

	Rs	Rs	Rs	Rs
	Plan	Non Plan	Total	Total
Establishment Expenses				
a) Salaries & Wages	511585738	6627432540	7139018278	6718097361
b) Allowances and Bonus	18070484	313251755	331322239	371949255
c) Contribution to CPF	365200	3620259	3985459	2880997
d) Expenses on Employee's retirement / terminal exp/Pension etc	179889000	944194516	1124083516	1095565325
e) Staff Welfare expenses	167115	1441749	1608864	1824399
f) Scholarship Stipends	230720	17704547	17935267	10922266
g) Others	9190875	134552272	143743147	17092085
Total	719499132	8042197638	8761696770	8218331688
(Refer Schedule 26, Note 8 of Notes to Accounts)				

SCHEDULE 20- OTHER ADMINISTRATIVE EXPENSES

	Rs	Rs	Rs	Rs
	Plan	Non Plan	Total	Total
Electricity and Power	155677459	1602101625	1757779084	1647626286
Water charges	867414	32053169	32920583	24487689
Insurance on plant & Machinery				185995
Repairs and Maintenance on Plant & Machinery	574123	22728726	23302849	201918028
Insurance on land and Buildings				15520
Rent, Rates and taxes	6170578	109380070	115550648	123634256
Repairs and Maintenance of vehicles	34149051	238571719	272720770	248967643
Postage, telephone and communication charges	12200525	127493544	139694069	155646372
Printing and Stationery	16704441	87364816	104069257	89584056
Traveling & Conveyance expenses- local	34767687	155976909	190744596	181521816
Traveling -Foreign	10568	5874609	5885177	8812410
Auditors remunerations		2200000	2200000	1402893
Hospitality Expenses	486100	6488406	6974506	6056272
Professional charges	11517231	350397562	361914793	305563006
Bad and doubtful debt/advances				
Irrecoverable balances written off				
Advertisement and Publicity	532554	5994632	6527186	18238613
Bank Charges		2383588	2383588	6966569
Supplies & material consumables	52850319	400092914	452943233	520884921
Other administrative expenses	48914596	302573146	351487742	290927884
Minor works and machinery & equipments and tools	113764894	706368880	820133774	360420671
Service Tax		1017420480	1017420480	868576127
Income Tax				669187
Sales Tax				
Total	489187540	5175464795	5664652335	5062106214

Sd/-
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CEO

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A.K. Jain
Member (F)

Sd/-
Shamsher Kaur
Sr. GM (B&A)

Prasar Bharati
(Broadcasting Corporation Of India)

SCHEDULES FORMING PART OF INCOME & EXPENDITURE A/C 31.03.2008

	Rs	Rs 2007-08	Rs	Rs 2006-07
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SCHEDULE 21-PROGRAMME RELATED EXPENSES

	Plan	Non Plan	Total	Total
Royalty	152429953	157980928	310410881	329282068
Payment to UNI/PTI	2899054	132039070	134938124	145795296
Commissioning of Programme Soft	535749736	327914253	863663989	371169104
Wares expenses				
Panam Satellite expenses	35602511	185481487	221083998	519742548
Sport Events Expenses	102017767	156738963	258756730	603842784
Payment to Artists	343534770	472581711	816116481	737934832
Other programme expenses	258934674	395475454	654410128	749856812
J&K Package	929333	3386600	4315933	1673994
Spectrum & Space Segment Charges		1172366100	1172366100	2119301420
Total	1432097798	3003964566	4436062364	5578598858

SCHEDULE 22- EXPENDITURE ON GRANTS, SUBSIDIES ETC

	Plan	Non Plan	Total	Total
Expenditure on grants		2007-08		2006-07

SCHEDULE 23- INTEREST

	Plan	Non Plan	Total	Total
		2007-08		2006-07
Interest on Loan- Central Government		1955600000	1955600000	1261747664
Interest on Loan in Perpetuity		2980656140	2980656140	2980656140
Other Penal Interest etc		190000000	190000000	115594856
Total interest		5126256140	5126256140	4357998660
(Refer Schedule 26, Note 4 & 5 of Notes to Accounts)				

SCHEDULE 24-PRIOR PERIOD ADJUSTMENTS

	Plan	Non Plan	Total	Total
		2007-08		2006-07
Prior period Expenses-Interest on loans				226005144
Prior period Expenses-Spectrum/Space segment & Audit fee etc				
Prior period Expenses- Refund of Grant in aid	270300000		270300000	
Prior Period Income				-4350000
Total	270300000		270300000	221655144
(Refer Schedule 26, Note 1 of Notes to Accounts)				

Sd/-
B.S. Lalli
CEO

Sd/-
A.K. Jain
Member (F)

Sd/-
Shamsher Kaur
Sr. GM (B&A)

Prasar Bharati
(Broadcasting Corporation Of India)

SCHEDULES FORMING PART OF THE ACCOUNTS
FOR THE YEAR ENDED 31.03.08

SCHEDULE 25- 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.

2. Inventory Valuation

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

3. Fixed Assets

Fixed assets are stated at transfer amount in respect of assets transferred to Prasar Bharti 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 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%, Studio, Transmitter, Machinery & Equipments and Other Fixed assets-10%, Electrical installation- 4%, Vehicles-20%, Furniture & Fixtures-6.25%, Office Equipments-16.67% and 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 receivable.

Sd/-
B.S. Lalli
CEO

Sd/-
A.K. Jain
Member (F)

Sd/-
Shamsher Kaur
Sr. GM (B&A)

Place: New Delhi

Dated

Prasar Bharati
(Broadcasting Corporation Of India)

SCHEDULES FORMING PART OF THE ACCOUNTS
FOR THE YEAR ENDED 31.03.08

SCHEDULE 26- NOTES ON ACCOUNTS & CONTINGENT LIABILITIES
NOTES ON ACCOUNTS

Accounts are Provisional subject to audit by CAG

1. Prasar Bharati Broadcasting Corporation of India is established as general public utility institution and fall under the category of "Not-for-Profit Organization". Accordingly, based on Generally accepted accounting practices, and Section 145 of 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. As per advice of Director General of Audit Central Revenue, from 01.04.2005 the accounts have been prepared under the historical cost convention using the accrual method of accounting.
2. Contingent Liabilities:

2.1	Claims against the Entity not acknowledged as debts	Rs.	Nil
2.2	In respect of :		
	Bank Guarantees given by/on behalf of the Entity	Rs.	Nil
	Letters of Credit opened by Bank on behalf of the Entity	Rs.	Nil
3. Grants received from Central Government are treated as Income, which were utilized for Capital Assets formation and other Revenue expenses.
4. 'Loan in Perpetuity' granted by Government attracts interest @ 7%, the matter about converting "loan in perpetuity" into grant and waiving of Interest condition is pending before the Group of Minister (GoM).
5. Interest on Loan received from Government during 1.4.2000 to 31.3.2006 is @ 14.5% The rate of interest for the loan received during 2006-07 & 2007-08 is @ 11.5% as per the terms & conditions of the loan. However, a decision is pending before Group of Ministers (GoM) to make the loan interest free.
6. The amount of Fixed Assets transferred at book value to Prasar Bharti by the Central Government has been considered based on Chief Controller of Accounts' letter No CCA/I&B/2002 dated 3.09.02 and is also subject of physical verification and valuation.

Sd/-
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CEO

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A.K. Jain
Member (F)

Sd/-
Shamsher Kaur
Sr. GM (B&A)

Place: New Delhi

Dated

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

**SCHEDULES FORMING PART OF THE ACCOUNTS
FOR THE YEAR ENDED 31.03.08**

SCHEDULE 26- NOTES ON ACCOUNTS & CONTINGENT LIABILITIES

NOTES ON ACCOUNTS

7. Taxation

Prasar Bharati is exempted from income Tax under section 12AA of Income Tax Act.

8. Leave salary and Pension contribution are paid to Government of India as Prasar Bharati's contribution towards employees pensionary benefits as notification of transfer of employees to the Entity has not been issued.

9. Inter Office Transactions Accounts

These represent remittances in transit on the end of financial year, accordingly they are shown as such in the accounts.

10. Deposit Works

Amounts received from parties for deposit work is after adjusting expenditure against such work.

11. CAG's fee for auditing of accounts of Prasar Bharti has been provided for

12. In Receipt & Payment Account payment towards revenue share of other agencies is included in the 'others' of 'Other payments'.

13. No provision has been made in the Accounts for doubtful debts in respect of legal action initiated by the corporation for recovery, as the extent of doubtfulness is not ascertainable in the current situation.

14. Provision for Space Segment Charges have been provided on estimated basis

**Sd/-
B.S. Lalli
CEO**

**Sd/-
A.K. Jain
Member (F)**

**Sd/-
Shamsher Kaur
Sr. GM (B&A)**

Place: New Delhi

Dated

Receipt and Payment Account-2007-2008

I	Receipts A/c for the year of 2007-08	Total		Payment A/c for the year of 2007-08	Non-Plan	Plan	Total
	Opening Balances		I	Expenses			
	a) Cash in hand	17365615		a) Establishment Exp.	7082893091	734422020	7817315111
	b) Bank Balances			(Details as per Ann..I)			
	(i) in current A/c			b) Admn. Exp.	4146296969	491674572	4637971541
	Receipt A/c (Field Offices)	706475106		(Details as per Ann.II)			
	DD's A/c (503120)	470536777		c)Programme related	1841598466	1432097798	3273696264
	AIR's A/c (503122)	13495018		(Details as per Ann.III)			
	Expenditure A/c (Field Offices)	1917327883		d) Exp. On grants/subsidies			
	SBI (578651)	1690963951		(i) Grants given to Institutions			
	Canara Bank (1730)	997819569		(ii) Subsidies given to Institutions			
	Indian Overseas Bank(7430)	2021680		(iii) Grants received from other			
	Bank of India (12255)	275095					
	(ii) In deposit A/c (for fixed deposit, if any)	2782066879	II	Inter current A/c transfer of funds (PB)			
	(iii) C.P.FUND A/c	605056		a) To Prasar Bharati	9177089064		9177089064
	c) Imprest A/c	37706666					
				b) To other station/kendra/office	19720798120		19720798120
II	Grants Received						
	a) from Govt. of India			c) To IEBR (HBA)	42986205		42986205
	(i) Capital			d) To Recovery of C.P.F.	2823145		2823145
			III	Deposits made out of own funds	142909690		142909690
	(ii) Revenue PLAN	1191300000		(Investment others) FDR			
	NON-PLAN	8799800000					
			IV	Exp. On fixed assets & Capital			
	(iii) Other Min. / Deptt.			Work-in-progress			
	(To Be Filled By PB (HQ))			a) Purchase of fixed assets	31454280	1446726657	1478180937
				(Details as per annexure.IV)			
III	Inter current A/c transfer by PB (HQ)			b) Exp. On Capital work-in-progress			
	a) Funds-received-from PB	19087001766		(i) Major Works		534190586	534190586
	b) Other station/Kendra/Office	9721103354		(ii) Misc. Works Scheme		583300998	583300998
	c) CPF	4055196					
	d) Recovery of HBA & Other Advances	11959907					
			V.	Refund of surplus money/loans			
IV	Interest Received			a) to Govt. of India (Grant in Aid)	270300000		270300000
	a) On bank deposits (FDR)	487625571		b) to PB, HQ	112744704		112744704
	b) Loans & Advances etc.						
	(i) From Employees	232421	VI	Finance charges (Interest)			
	(ii) Others	258486		a) On loans from Govt.			
				b) Others loans			
V	Other Income			c) Others	314251		314251

Sd/-
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b) LF for AIR/ DD Towers	430710781	VII.	Other payments		
			a) Refund of SD/EM	93687876	93687876
c) Profit on sale/disposal of assets					
			b) Exp. On Deposit work	427789596	427789596
(i) Owned assets	112021				
			c) Advances to Parties		
(ii) Assets acquired out of Govt. Grants	1222697				
			d) Advances to staff		
(iii) Misc. Income	21984027		i) HBA	5543950	5543950
(For assets acquired prior to 1.4.2k & other Income)			ii) Car Advance	5011600	5011600
			iii) Motor Cycle/Scooter Adv.	7733150	7733150
d) Others	365821		iv) Computer Adv.	4566400	4566400
			v) Cycle /Mopad Advance	91500	91500
VI Amount borrowed			vi) Other Advances	8019152	8019152
a) Capital loan from Govt.	2041900000		e) Income Tax	96271	96271
			f) Service Tax	1017420480	1017420480
VII Income from Sales					
a) Commercial Receipts			g) Bank Charges	2069337	2069337
AIR	2037980652				
DD	7853672604		h) Others	643055813	643055813
b) Sale of CD/VCD	7882	VIII.	Exp. Against receipt from Govt. Buisness		
			(Min./Deptt. wise breakup to be given)		
VIII Income from Services					
a) Professional /Consultancy Service	13513789		IX. Closing Balances		
			a) Cash in hand	4486510	4486510
IX Other Receipts					
a) Security Deposit /Earnest Money	126470044		b) Bank Balances		
			(i) in current A/c		
b) Deposit work	552181753		Receipt A/c (Field Offices)	600805539	600805539
			DD's A/c (503120)	99246	99246
c) Advances to staff			AIR's A/c (503122)	78869688	78869688
i) HBA	1913128				
ii) Car Advance	102006		Expenditure A/c (Field Offices)	1882484125	1882484125
iii) Motor Cycle/Scooter Adv.	1249110		SBI (578651)	63373997	63373997
iv) Computer Adv.	231766		Canara Bank (1730)	16096699	16096699
v) Cycle /Mopad Advance	193084		Indian Overseas Bank(7430)	2060683	2060683
vi) Other Advances	1661529		Bank of India (12255)	229966	229966
d) Earmarked fund CP Fund	1206514				
e) Others	101731219		(ii) in deposit A/c (FDR if, any)	8560756533	8560756533
X Receipt from Govt. buisness			(iii) C.P.FUND A/c(SBI-30234030526)	3967821	3967821
Give Min / Deptt. Wise details					
			c) Imprest A/c	38753741	38753741
XI FDR	114649478				
TOTAL	61261690289		TOTAL	56039277658	5222412631
				61261690289	

Sd/-
B.S. Lalli
CEO

Sd/-
A.K. Jain
Member (F)

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Shamsher Kaur
Sr. GM (B&A)

Annexure-I

	Annexure A/c for the year of 2007 - 08	Non-Plan	Plan	Total
1	Establishment Expenditure			
	a) Salaries & Wages (include. Hono./ LTC / TF)	6627432540	511585738	7139018278
	i) Medical reimbursement	123007278	8784792	131792070
	b) Allowance & Bonous including OTA/CEA	313251755	18070484	331322239
	c) Contribution to CPF (if any)	3620259	365200	3985459
	d) Staff welfare Expenditure	1441749	167115	1608864
	e) Expenses on employees retirement & Terminal Benefits including L/S & Pension Contribution	2594516	179889000	182483516
	f) Establishment Capital		15153608	15153608
	g) Others	11544994	406083	11951077
	Total	7082893091	734422020	7817315111

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Sr. GM (B&A)

Annexure-II

Annexure A/c for the year of 2007 - 08	Non-Plan	Plan	Total
2 Other Administrative Expenditure			
a) Domesic Travel Expenditure	152668352	34287249	186955601
b) Foreign Travel Expenditure	5874609	10568	5885177
c) Rent Rate & Taxes	109380070	6170578	115550648
d) Advertising & Publicity	5994632	532554	6527186
e) Professional Charges , Armed Guard etc .	350397562	11517231	361914793
f) Scholarship Stipend	17704547	230720	17935267
g) Supplies & Material	319337211	47143931	366481142
h) Vehicle Repairs & Maintenance	238571719	34149051	272720770
i) Electricity Power & Maintenance	1602101625	155677459	1757779084
j) Water Charges & Maintenance	32053169	867414	32920583
k) Postage	18228237	1907946	20136183
l) Telephone & Communication			
(i) Landline	102669837	9536632	112206469
ii) Mobile	6595470	755947	7351417
m) Hospitality Expenditure	6488406	486100	6974506
n) Insurance on P&M			
o) Insurance on Land & building			
p) Auditor's remuneration (out of Provision)			
q) Printing & Stationary	86234036	15515252	101749288
r) Irrecoverable Balance - Written off			
s) Provision for Bad & Doubtful debts/advances			
t) Purchase (Stock)	9943288	3445501	13388789
u) Minor Work	489405382	67460690	556866072
v) METP	216963498	46304204	263267702
w) Consumable	80755703	5706388	86462091
x) Local Conveyance	3308557	480438	3788995
y) Operation & Maintenance of Capital Assests	22728726	574123	23302849
z) Others	268892333	48914596	317806929
TOTAL	4146296969	491674572	4637971541

Sd/-
B.S. Lalli
CEO

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A.K. Jain
Member (F)

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Shamsher Kaur
Sr. GM (B&A)

Annexure-III

	Annexure A/c for the year of 2007 - 08	Non-Plan	Plan	Total
3	Programme Expenses			
	a) Royalty	157980928	152429953	310410881
	b) Payment to UNI/PTI	132039070	2899054	134938124
	c) Commissioning of Programme	327914253	535749736	863663989
	d) Panam Satellite Expenditure	185481487	35602511	221083998
	e) Sport events Expenses	156738963	102017767	258756730
	f) Payment to Artist	472581711	343534770	816116481
	g) J & K Package	3386600	929333	4315933
	h) Spectrum Charges	10000000		10000000
	i) Others	395475454	258934674	654410128
	TOTAL	1841598466	1432097798	3273696264

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Annexure-IV

Annexure A/c for the year of 2007 - 08	Non-Plan	Plan	Total
4 Purchase of Fixed Assets			
i) Land		7313331	7313331
ii) Building			
(1) Studio		526443914	526443914
(2) Trasmmitter			
a) Normal		649356679	649356679
b) J & K		9798704	9798704
c) NE		9826643	9826643
(3) Office		43140	43140
(4) Others		17111920	17111920
iii) Plant Machinery & Equipment			
a) Normal		176541885	176541885
b) J & K		6255070	6255070
c) NE		574393	574393
iv) Vehicles			
(a) Trucks, Jeeps & Vans		5586590	5586590
(b) Motor Car		12075989	12075989
(c) Motor Cycles / Scooter & Three Wheelers			
(d) Rickshaws/ Cycles	24992		24992
v) Furnitue / Fixtures			
(a) Cabinets /Almirah . Filing Racks	1707419	1069380	2776799
(b) Air Conditioners . A/C Plan	1829654	747370	2577024
(c) Air Coolers	1243231	255622	1498853
(d) Water Coolers	771729	312617	1084346
(e) Tables / Chairs / Sofas / Carpets	6007387	2390345	8397732
(f) Wooden Partitions	96604	60986	157590
(g) Voltage Stabilisers / U P S System	726380	774594	1500974
(h) Others	2240512	364600	2605112
vi) Office Equipments			
(a) Typewriters	104022	22050	126072
(b) Photocopiers / Duplicators	3323070	1332202	4655272
(c) Fax Machines	1476267	514224	1990491
(d) Others	227158	350509	577667
vii) Computers / Periphines			
(a) Computers	6707878	4938689	11646567
(b) Printers	2217408	1089980	3307388
(c) Floppies	173599	37358	210957
(d) C D's	957181	1151831	2109012
(e) Software	674856	646941	1321797
(f) Others	135291		135291
viii) Electric Installations			
(a) Elctrical Machinery		1905460	1905460
(b) Electric Light / Fans		410911	410911
(c) Switchgear Instruments		155202	155202
(d) Transformers		124275	124275
(e) Electric Wiring & Fittings		1075592	1075592
(f) Others		4701747	4701747
ix) Library Books	713645	1329064	2042709
x) Tube wells & Water Supply System	95997	13550	109547
xi) Arbitration Charges		23300	23300
T O T A L	31454280	1446726657	1478180937

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