



प्रसार भारती  
PRASAR BHARATI  
आवाज़ भारत की



# PRASAR BHARATI

## ANNUAL REPORT 2010-11

# Prasar Bharati Annual Report 2010-11

PRASAR BHARATI  
(Broadcasting Corporation of India)



प्रसार भारती  
PRASAR BHARATI  
आवाज़ भारत की



**Prasar Bharati**

2nd Floor, PTI Building,  
Parliament Street, New Delhi 110 001

**Doordarshan**

Directorate General,  
Doordarshan Bhawan,  
Copernicus Marg,  
New Delhi 110 001



**All India Radio**

Directorate General,  
Akashvani Bhawan  
Parliament Street,  
New Delhi 110 001

# PRASAR BHARATI

ANNUAL REPORT-2010-11



**Smt. Mrinal Pande**  
Chairperson



**Sh. B.S. Lalli**  
CEO



**Shri A.K. Jain**  
Member (Finance)



**Shri V. Shivakumar**  
Member (Personnel)



**Sh. Uday Kumar Varma**  
Special Secretary, MIB



**Sh. Rajiv Takru**  
Add. Secretary, MIB



**Sh. Arvind Kumar**  
Joint Secretary, MIB



**Dr. George Varghese**  
Part-time Member



**Sh. Muzaffar Ali**  
Part-time Member



**Dr. Sunil Kapoor**  
Part-time Member



Lt. Gen.(Retd),  
**Sh. Utpal Bhattacharya**  
Part-time Member



**Sh. Suman Dubey**  
Part-time Member



**Ms. Aruna Sharma**  
DG, Doordarshan  
Ex-officio Member



**Sh. L.D. Mandloi**  
DG, Doordarshan  
Ex-officio Member



**Ms. Noreen Naqvi**  
DG, All India Radio  
Ex-officio Member

# CONTENTS

- **CHAPTER-1**  
PRASAR BHARATI – THE CORPORATION 05-10
- **CHAPTER-2**  
PRASAR BHARATI – PUBLIC SERVICE BROADCASTER 11-12
- **CHAPTER-3**  
THE YEAR AT A GLANCE 13-58
- **CHAPTER-4**  
CHANNELS AND PROGRAMMES 59-158
- **CHAPTER-5**  
PRASAR BHARATI – FINANCE & ACCOUNT 159-196

### CHAPTER I

## PRASAR BHARATI – THE CORPORATION

### 1.1. Introduction:

Prasar Bharati (Broadcasting Corporation of India) is India's Public Service Broadcaster with the largest reach. It is an autonomous body set up by an Act of Parliament and comprise Doordarshan (Television network) and All India Radio (Radio Network) which were earlier under the Ministry of Information and Broadcasting.

Prasar Bharati was established in 1997 by an act of Parliament with a mandate to organize and conduct public service to inform, educate and entertain the public and to ensure a balanced development of broadcasting in the country.

### 1.2 Objectives:

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

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

# PRASAR BHARATI

ANNUAL REPORT-2010-11

India Radio and Doordarshan as ex-officio Members. The chairman is a part time member with three year tenure. The executive Member has tenure of five years, subject to an age limit of sixty five years. The Member (Finance) and the Member (Personnel) are whole time members also 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 :-

<b>Chairperson</b>	<b>: Smt Mrinal Pande</b>	
<b>Executive Member (CEO)</b>	<b>: Sh. B.S. Lalli</b>	<b>(Upto 21.12.2010)</b>
<b>Member (Finance)</b>	<b>: Sh. A.K. Jain</b>	
<b>Member (Personnel)</b>	<b>: Sh. V.Shiva Kumar</b>	
<b>Representative of the Ministry of I&amp;B</b>	<b>: Sh. Uday Kumar Verma</b>	<b>(Upto 97th meeting on 21.7.2010)</b>
	<b>Special Secretary, Ministry of Information and Broadcasting</b>	
	<b>: Sh. Arvind Kumar</b>	<b>(In 98th meeting 21.10.2010 only)</b>
	<b>Joint Secretary, Ministry of Information &amp; Broadcasting</b>	
	<b>: Sh. Rajiv Takru,</b>	<b>(From 3rd January, 2011 onwards)</b>
	<b>Additional Secretary, Ministry of Information &amp; Broadcasting</b>	
	<b>(Also empowered to act as C.E.O)</b>	
<b>Part-time Members</b>	<b>: Dr George Varghese</b>	
	<b>: Dr. Sunil Kapoor</b>	
	<b>: Lt. Gen. (Retd.) Sh. Utpal Bhattacharya</b>	<b>(Upto 100th meeting on 3.02.2011)</b>
	<b>: Sh. Suman Dubey</b>	
	<b>: Sh. Muzaffar Ali</b>	
<b>Ex-Officio Members</b>	<b>: Smt. Aruna Sharma</b>	<b>(Upto 100th meeting on 3.02.2011)</b>
	<b>DG: Doordarshan</b>	
	<b>: Sh. L.D. Mandloi</b>	<b>(101st meeting on 16.03.2011 only)</b>
	<b>DG: Doordarshan</b>	
	<b>: Ms. Noreen Naqvi</b>	
	<b>DG: All India Radio</b>	

### Some important informations

- Prasar Bharati is the largest electronic media network in India and one of the largest in the world.
- Doordarshan commands the biggest reach among television channel in the country, boasting of around 450 millions viewers. It is the No.1 Channel in the country in terms of absolute viewership.
- Doordarshan operates 35 satellite channels and has a vast network of 66 studio centres and 1415 Transmitters of varying power providing TV Coverage to about 92% population of the country.
- DD National, the flagship of Doordarshan is the largest terrestrial network in the world covering about 91.2% population and 79% land area of the country.
- Doordarshan was the sole telecaster of Commonwealth Games 2010.
- First time in the Commonwealth Games history, the entire TV coverage of the Games was produced in HDTV format.
- The number of stations of All India Radio went up from 6 in 1947 to 241 by March, 2011 providing coverage to 99.18% of the population spreading over 91.85% area of the country. It is having 385 transmitters.
- All India Radio puts out 647 news bulletins daily for a total duration of nearly 56 hours in about 90 languages/ Dialects in Home, Regional, External and DTH Services.

### Organization Structure

The Prasar Bharati Board functions at the apex level ensuring formulation and implementation of the policies of the organization and fulfilment 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, Members (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 241 stations and 385 broadcast transmitters of which 149 are MW (Medium Wave), 182 FM (Frequency Modulation) and 54 SW (Short Wave) transmitters as on 1.04.2011, which provide coverage to 99% of the population spread over 91% area of the country. In the performance of the duties of the Director General, the following officers assist:

### PROGRAMME WING

The Director General is assisted by Deputy Directors General in the Headquarters and Deputy Directors General in the regions for a better supervision of the stations. The Headquarters of the Regional DDGs are situated at Bhubaneshwar (ER-I), Kolkata (ER-II), Mumbai (WR-I, WR-II), Lucknow (CR-I), Bhopal (CR-II) and Guwahati (NER-I), Aizwal (NER-II), Chennai (SR-I), Bangalore (SR-II), Chandigarh (NR-I), Delhi (NR-II).

### ENGINEERING WING

In respect of technical matters of All India Radio, The Director General is assisted by the Engineer-in-Chief and Chief Engineers posted in the headquarters and the Zonal Chief Engineers. In addition, there is a Planning and Development Unit in the Headquarters to assist the Director General in respect of Development Plan Schemes of All India Radio. In respect of Civil Construction activities, the Director General is assisted by the Civil Construction Wing, which is headed by a Chief Engineer. CCW also caters to the needs of Doordarshan.

### ADMINISTRATIVE WING

A Dy. Director General (Administration) assists the Director General on all matters of administration while Dy. Director General (Programme) assists DG in administration of Programme personnel. A Director looks after the Engineering Administration of All India Radio, while another Director (Admin. & Finance) assists DG in matters of administration and finance.

### SECURITY WING

The Director General is assisted by a Deputy Director General (Security), Asstt. Director General (Security) and a Dy. Director (Security) on matters connected with the security and safety of AIR installations, transmitters, studios, offices etc. The Security needs of Doordarshan are also looked after by these officers.

### AUDIENCE RESEARCH WING

There is a Director, Audience Research to assist the Director General in carrying out surveys of audience research on the programmes broadcast by various stations of All India Radio.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## Activities of Sub-ordinate Offices of AIR in Brief

There are number of subordinate offices of All India Radio performing distinct functions. Broad activities, in brief, are given below:

### NEWS SERVICES DIVISION

News Services Division works round the clock and broadcasts over 647 news bulletins both in the home and external services. The bulletins are in Indian and Foreign languages. It is headed by Director General, News Service. There are 44 regional News Units. The bulletins vary from region to region according to news interest.

### 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

This service looks after exchange of programmes among the stations, and building and maintenance of sound archives and commercial release of prestigious recordings of music maestros.

### RESEARCH DEPARTMENT

The functions of the Research Department include Research and Development of equipment required by AIR and Doordarshan, investigation and studies relating to AIR and Doordarshan, Development of Prototype models of R&D equipment for limited use field trials in the network of AIR and Doordarshan.

### CENTRAL STORES 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)

The Staff Training Institute (Programme) started with Directorate since 1948 has two main branches functioning from Kingsway Camp, Delhi and Bhubaneswar. They impart in-service training to Programme Personnel and Administrative Staff and induction course for the newly recruited staff and short duration refreshment courses. It also conducts examinations for administrative staff. In addition, at present five Regional Training Institutes at Hyderabad, Shillong, Lucknow, Ahmedabad and Thiruvananthapuram are working.

### STAFF TRAINING INSTITUTE (TECHNICAL)

The Staff Training Institute (Technical), part of the Directorate since 1985, now functions at Kingsway Camp, Delhi. The Institute organizes Training Courses for the engineering staff of All India Radio and Doordarshan from the level of Technician to the Superintending Engineer. It also conducts Departmental, Qualifying and Competitive Examinations. There is one Regional Staff Training institute (Technical) at Bhubaneswar.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## *Sanctioned strength & new posts sanctioned*

The wing-wise sanctioned strength of officers and staff in AIR and Doordarshan is given below:-

Wing	All India Radio
Programme	6,915
News Wing	232
Engineering	6140
CCW	1457
AIR HQ	810
Administration (AIR Station)	10,768
<b>Total</b>	<b>26, 322</b>

### CHAPTER II

#### PRASAR BHARATI – PUBLIC SERVICE BROADCASTER

Prasar Bharati through All India Radio and Doordarshan provides maximum coverage of the population and is one of the largest terrestrial networks in the world. The immense social responsibility of the Prasar Bharati- AIR and Doordarshan is consonance with the potential of the network as it reaches vast masses of the people throughout the country. Over the years, Prasar Bharati true to its role as India's Public Service Broadcaster has been successful to a great extent in fulfilling its statutory mandate as enshrined in Section 12 of the Prasar Bharati Act.

Doordarshan and All India Radio are perhaps the only media which are safeguarding the citizen's rights to be informed freely, truthfully and objectively on all matters of public interest, national or international, and presenting a fair and balanced flow of information including contrasting views without advocating any opinion or ideology of its own. Through its various programmes, the Organization has always strived to uphold the unity and integrity of the country and the values enshrined in the constitution.

The organization has been paying special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health and family welfare and science and technology. It has been providing adequate coverage to the diverse cultures and languages of the various regions of the country by broadcasting appropriate programmes. It has been broadcasting appropriate programmes keeping in view the special needs of the youth, status and problems of women, social justice, welfare of working classes, special needs of minorities and tribal communities, protecting the interest of the children and vulnerable sections, etc.

The need for a public service broadcaster like Prasar Bharati has further increased in view of more than 800 channels that are concentrating on commercial programming only. Prasar Bharati is the only counter balancing force in a highly commercialized electronic media environment. In fact, the ethical norms and guidelines developed by Prasar Bharati over a period of time are serving as bench marks for the industry.

#### Prasar Bharati – Policy Initiatives

The Prasar Bharati Board held seven meetings during the year 2010-11 (i.e. 95th to 101st) in which a number of policy and administrative decisions were taken. The decisions were aimed not only at fulfilling the public service mandate of the organization but also enabling it to meet challenges passed by the competitive scenario as well as rapid technological changes. Some of the significant decisions taken during the year are given here under:

- The Prasar Bharati Board in its 95th meeting decided to host Asia Pacific Broadcasting Union (ABU)'s General Assembly and associated meeting in India in the year 2011.
- In the 97th meeting, the Prasar Bharati Board decided to set-up the Prasar Bharati Recruitment Boards in terms of section 10 of the Prasar Bharati Act.
- In the 99th meeting, the Prasar Bharati Board constituted five committees for efficient performance, exercise, and discharge of the functions and duties of the organization.

The committees are:

1. Finance and Audit Committee
2. Personnel Committee
3. Project Monitoring and Implementation Committee
4. Production and Content Committee
5. Strategy and Vision Committee.

### **Progressive use of Hindi in Prasar Bharati Secretariat**

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

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

- 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.
- Prepare Hindi version of Agenda and minutes of meetings.
- Hindi translation of correspondence covered under section 3(3) of OL Act.
- Organizing Hindi workshops regularly.
- Imparting training in Hindi, Hindi Shorthand/ Typing through Hindi Teaching Scheme.
- Organizing Hindi day/ fortnight etc. and holding Hindi Competitions.
- Hindi Translation of Parliamentary Standing Committee – Questionnaire on Information Technology.
- Upload the Unicode software in all the computers of Prasar Bharati Secretariat.
- Organizing all other activities for progressive use of Hindi as and when asked for.

### 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 2010-11 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 ACTIVITIES

##### *Achievements during the Year 2010-11*

##### **International Relations Unit**

International Relations Unit of DG: AIR, as ever remained active in carrying out various activities relating to foreign broadcasting organizations/countries/ activities, concerning All India Radio/broadcasting.

##### *Cultural Exchange Programmes with other countries :*

- Under the Cultural Exchange Programme Agreements (CEPs) signed between Govt. of India with different countries, IR Unit, DG:AIR, coordinated exchange of radio programmes with many 20 countries. It also broadcast three special programmes compiled by National Radio of Bulgaria, on the occasion of Bulgaria's National and Independence Days.
- Many high-level delegations from different countries visited All India Radio during the year with the aim to explore the possible opportunities for better cooperation with AIR/Prasar Bharati.

##### *Co-production with foreign broadcasting Organizations:*

- All India Radio endeavored to maintain good relations with other broadcasting organizations. In this process, AIR and Radio Netherland worldwide (RNW) entered into a MoU to jointly produce a radio series on climate related issues titled 'Earth Beat' and broadcast the same from the 20 identified AIR stations spread across the country.
- AIR entered into a co-production project with Deutsche Welle Radio, Germany to jointly produce three 15 minutes programmes on the subject of 'Social Security' in September 2010 and on 'Fair-trade' in March 2011. The programmes were produced jointly by AIR & visiting DW Radio Germany producers .

##### *Cooperation with other broadcasting Organizations:*

- All India Radio has been regularly supporting the Hindi Service of NHK World Radio Japan, and has been providing one Hindi Language Broadcast Specialist to them from its staff since 1985. In this process, Shri Munish Sharma, Translator-cum-Announcer, External Services Division, All India Radio, New Delhi was selected by NHK as the next Hindi Broadcast Expert for the NHK World Japan for a two year secondment term in place of Shri Akhil Mital, NRT (Hindi), News Services Division, AIR, New Delhi who completed his term in Oct. 2010.

### *Trainings/Foreign Deputations:*

- With the objective of providing opportunities of international exposure to AIR programmers for upgrading their skills, IR Unit coordinated participation of AIR programmers in the international training workshops held abroad. In this process, Shri Naveen Kumar Gupta, Programme Executive, AIR, Delhi, was nominated to participate in the ABU-UNESCO organized training workshop on the subject of ‘Content Creation for Digital Radio’ held in Kuala Lumpur, Malaysia, from 25th to 28th August, 2010.
- With the similar objectives, IR Unit also coordinated organizing in-country training workshops in India in which international broadcast experts conducted the training workshops in India for the benefit of large number of AIR/DD programmers. The in-country workshops organized in 2010-2011 are as under:
  - i. The ‘ABU Prizes Back Pack workshop on Content Creation for International Radio Competitions’, 29th November, 2010 to 1st December, 2010.
  - ii. AIBD/CBA/Prasar Bharati In-country workshop on Gender Equality ,06-10 December, 2010, New Delhi.
  - iii. ABU-UNESCAP Early Warning Systems Media Initiative Workshop, 21st February, 2011, New Delhi.
- AIR also provided a jury member for the final screening to select the winners of the ABU Prizes 2010 (Radio). In this regard Shri Rajeev Kumar Shukla, Dy. Director of Programmes was nominated to participate in the ABU screening of entries from 1st to 3rd Sept. 2010 held in Kuala Lumpur, Malaysia.
- Shri C. Lalrosanga, DDG, participated in the AIBD organized ‘Asia-Pacific Media Seminar on ‘Ozone Protection and Climate Benefit’ and in the Asia-Pacific Media Summit from 24th & 26th May 2010 at Beijing, China.

### *International Conferences:*

AIR was the local partner in the ABU organized Radio Asia 2011 Conference, held in New Delhi from 21 to 23rd February 2011. Policy makers/professionals /technocrats/media academics from over 100 broadcasting organizations participated in the conference.

### *International Awards won by AIR:*

IR Unit also coordinated participation of AIR’s radio programme-entries in the many international radio competitions. AIR won the following international awards in 2010:

1. In the ‘International Radio Festival of Iran’ held in May 2010 in Tehran, AIR’s two entries bagged 7 prizes in their respective categories.
  - The programme ‘Good Morning Punjab’ produced by Shri Navdeep Singh, Programme Executive, AIR, and Jalandhar won the Best Producer’s, Best Anchor’s and Best Research and Content Creation’s Prizes in the ‘Morning Programmes category’.

- The other entry titled ‘ Farming in the Warming World’, produced by Shri S. Mummigatti, TREX, AIR, Bangalore, won the Best Producer’s, 2nd prize of Script writer and the 2nd prize of Best Narration in the ‘Documentary’ category. Both the winner were invited by the IRIB, Iran to attend the festival.
- 2. AIR, Berhampur’s programme entry ‘AA MO SAKALA AA’ (COME COME MORNING DEAR) in Oriya language, produced by Dr. H.K. Panda, ASD, won the 1st Prize in the ‘Children & Youth Programme’ category in ‘ABU Prizes 2010’.
- 3. Dr. Anamika Srivastava, Programme Executive, All India Radio Lucknow, won the ‘2010 Regional ICDB Award’ for her programme broadcast on the occasion of International Children Day of Broadcasting (ICDB) from AIR Lucknow. She was awarded with a trip to New York, USA, by the UNICEF to receive her award in the award function organized there.

### PROGRAMME ACTIVITIES

- Broadcast of message to the Nation by the Hon’ble Prime Minister Dr. Manmohan Singh on “Right to Education” on 01.04.2010.
- Broadcast of recording of the Address delivered by the Hon’ble Prime Minister Dr. Manmohan Singh at the 16th SAARC Summit at Thimpu, Bhutan on 28.04.2010
- Broadcast of tributes programme on the demise of former Vice President of India Sh. Bhairon Singh Shekhawat on 15.05.2010.
- Live broadcast of the Prime Minister Dr. Manmohan Singh’s Press Conference from Vigyan Bhawan on 24.05.2010.
- Curtain raiser in connection with Silver Jubilee Celebration of Spic-Macay entitled “Sanskritik Dharohar Ka Sanrakshan Aur Spic-Macay” on 31.05.2010
- Radio report on the World Classical Tamil Conference inaugurated by the Hon’ble President Smt. Pratibha Devisingh Patil at Coimbatore, Tamil Nadu on 23.06.2010
- Broadcast of message on the occasion of World Population Day by Union Health & Family Welfare Minister, Sh. Ghulam Nabi Azad on 11.07.2010.
- **Following programmes were broadcast in connection with the celebration of Independence Day:**
  - i) Hon’ble President Smt. Pratibha Devisingh Patil’s Broadcast to the Nation on the eve of Independence Day , i.e., on 14.08.2010 in English and in Hindi. Regional language versions were also broadcast by concerned AIR Stations.
  - ii) Message for Armed Forces by Shri A. K. Antony, Defence Minister on the eve of Independence Day, i.e., on 14.08.2010.
  - iii) Live commentary alternately in Hindi and English of 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. Manmohan Singh on 15.08.2010
  - iv) Radio report on the various functions organized to mark the Independence Day on 15.08.2010.



# PRASAR BHARATI

ANNUAL REPORT-2010-11

- Live broadcast of the function to confer Outstanding Parliamentarian Award from the Central Hall, Parliament House on 18.08.2010.
- Radio report on National Photo Awards 2010 function held at Vigyan Bhawan, New Delhi on 19.08.2010.
- Live broadcast of the presentation of National Awards to Micro, Small and Medium Enterprises by Hon'ble President Smt. Pratibha Devisingh Patil from Vigyan Bhawan, New Delhi on 31.08.2010
- Live commentary of Shri Krishna Janmotsav on Janmashtami from Mathura on 02.09.2010
- Radio report on National Awards to Teachers function held at Vigyan Bhawan, New Delhi on 05.09.2010.
- Radio report on the International Literacy Day Celebrations held at Hyderabad on 08.09.2010
- Live broadcast of the function on the occasion of 'Hindi Divas' held at Vigyan Bhawan, New Delhi on 14.09.2010.
- Broadcast of Message by the Union Home Minister Shri P. Chidambaram on the eve of Hindi Diwas, i.e., on 13.09.2010.
- Broadcast of an Interview with the Union Minister of State for Home Affairs (Rajbhasha), Shri Ajay Makan, on the occasion of Hindi Diwas on 14.09.2010.
- Live broadcast of the Shram Awards function from Vigyan Bhawan, New Delhi on 15.09.2010
- A special radio report on the various functions held in the capital on the occasion of Gandhi Jayanti and birth anniversary of Lal Bahadur Shastri on 02.10.2010
- Live broadcast of the 57th National Film Awards function held at Vigyan Bhawan, New Delhi on 22.10.2010.
- Radio report on 57th National Film Awards Function on 22.10.2010.
- Live broadcast of the Inaugural Ceremony of the Conference of India and Asia Regions of Association of Commonwealth Parliamentarians at Raipur on 26.10.2010.
- Consolidated radio report on the 4th Conference of India and Asia Regions of Association of Commonwealth Parliamentarians held at Raipur 29.10.2010
- Sardar Patel Memorial lecture 2010 on the subject "Nation's stability, Integrity and Secularism: Emerging Challenges" delivered by Dr. Veerappa Moily, Hon'ble Union Minister for Law & Justice was broadcast on 31st October 2010.



*Dr. Veerappa Moily, Union Minister for Law & Justice delivering Sardar Patel Memorial Lecture organized by AIR on 27th October 2010*

# PRASAR BHARATI

ANNUAL REPORT-2010-11

- Live broadcast of the Memorial Music Concert on the occasion of the death anniversary of Smt. Indira Gandhi on 31.10.2010
- Live broadcast of the function on Indira Gandhi Award for National Integration held at Teen Murti House, New Delhi on 31.10.2010
- Consolidated radio report relayed by AIR, Mumbai on the engagements of the President of the USA in Mumbai on 07.11.2010.
- A special live composite programme including the Joint Press Conference addressed by the USA President and the Prime Minister of India held at New Delhi on 08.11.2010
- Live broadcast of the address of President of the USA Mr. Barack H. Obama in Central Hall of Parliament House on 08.11.2010.



*A cultural programme on the occasion of Public Service Broadcasting Day Celebration Organized by AIR Delhi on 12th November, 2010*

- Live broadcast of the Public Service Broadcasting Day function from the premises of Broadcasting House, All India Radio, Delhi on 12.11.2010.
- Radio report on the inaugural function of 30th India International Trade Fair-2010 on 14.11.2010.
- Live broadcast of the inaugural function of the 10th Indira Gandhi Conference held at Teen Murti House, New Delhi on 19.11.2010
- A radio report on the various functions held in connection with 93rd Birth Anniversary of Late Smt. Indira Gandhi on 19.11.2010.
- Curtain raiser on 41st International Film Festival of India held at Panaji, Goa featuring an interview with Shri S.M. Khan, DG, Directorate of Film Festivals on 21.11.2010.
- Live broadcast of the Inaugural and Closing Ceremonies of the 41st International Film Festival of India held at Panaji, Goa on 22.11.2010 and 02.12.2010 respectively. Daily radio reports were also broadcast.
- Live broadcast of 3rd Prof. Hiren Mukherjee Memorial Annual Parliamentary Lecture by Prof. Jagdish Bhagwati from Central Hall of Parliament on 02.12.2010.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

- Dr. Rajendra Prashad memorial lecture-2010 on the subject “Swadheen Bharat Mein Mahila Sashaktikaran: Chunauti Aur Sambhavnayen” delivered by Dr. Girija Vyas, Chairperson, National Commission For Women was broadcast on 3rd December,2010



*Ms Giriju Vyas, Chairperson, National Women's Commission delivering on 26th November, 2010*



*Dr. Rajendra Prasad Memorial Lecture-2010 organized by AIR*

- Radio report on the inaugural function of the 11th International Conference on Public Communication of Science and Technology addressed by former President Dr. A.P.J. Abdul Kalam on 08.12.2010.
- Broadcast of an interview with Justice K.G. Balakrishnan, Chairman, National Human Rights Commission (former Chief Justice of India) on the eve of Human Rights Day on 09.12.2010.
- Live broadcast of the Floral Tributes at the Plaque in Parliament House on 13.12.2010.
- A radio report on MoU System and Scope Excellence Awards Ceremony held at Vigyan Bhavan, New Delhi on 15.12.2010.
- Live broadcast of the inaugural function of 98th National Science Congress held at SRM University, Kattangulathur, Chennai on 03.01.2011 (Relay AIR, Chennai)
- Radio report on the closing ceremony of National Science Congress held at Chennai on 07.01.2011
- Live broadcast of the inaugural session of Pravasi Bharatiya Divas function from Vigyan Bhawan, New Delhi on 08.01.2011
- Live broadcast of the Valedictory Session of Pravasi Bharatiya Divas function from Vigyan Bhawan, New Delhi on 09.01.2011
- Consolidated radio report on Pravasi Bharatiya Divas function at Vigyan Bhawan, New Delhi on 08.01.2011 and 09.01.2011.
- Consolidated radio report on the occasion of 16th National Youth Festival organized at Udaipur on 17.01.2011.
- Live broadcast of the Swearing-in-Ceremony of the new members of Union Cabinet from Rashtrapati Bhawan on 19.01.2011
- Radio report on various functions held in New Delhi in connection with the Birth Anniversary of Netaji Subhash Chandra Bose on 23.01.2011.

- Following programmes were broadcast in connection with celebration of Republic Day-2011
  - i) Hon'ble President Smt. Pratibha Devisingh Patil's Broadcast to the Nation on the Eve of Republic Day on 25.01.2011. Regional language versions were also broadcast by concerned AIR Stations.
  - ii) National Symposium of Poets on 25.01.2011.
  - iii) Live broadcast of Republic Day Parade and the Cultural Pageant from Raj Path in New Delhi on 26.01.2011..
  - iv) Coverage provided to the other events associated with Republic Day-2011 celebrations.
- Radio report on the various functions in New Delhi to mark the 62nd Anniversary of Martyrdom Day of Mahatma Gandhi on 30.01.2011.
- Live broadcast of Prime Minister Manmohan Singh's interaction with Editors of Television Channels on 16.02.2011
- Live broadcast of the presentation of the Rail Budget 2011-12 in the Lok Sabha by the Union Rail Minister on 25.02.2011.
- Akashvani Annual Awards-2009 along with Ghandhian Peace and Public Service Broadcasting Awards were presented by Mrs Ambika Soni, Hon'ble Minister For I& B at a colorful function organized in Chandigarh on 25th February-2011. The programme was broadcast live by DDK Jalandhar.
- Live broadcast of the presentation of the Union Budget 2011-12 in the Lok Sabha by the Union Finance Minister on 28.02.2011.
- Coverage of various important national/international events as and when information was received.
- On the occasion of International Children's Broadcasting day a special interactive programme on children with Lok Sabha Speaker Ms Meira Kumar was broadcast on 6th March, 2011.
- On the occasion of International Women's Day an interview with Dr. Girija Vyas, Chairperson National Commission For Women was broadcast on 8th March, 2011.
- A 13 episode science serial on Bio-Diversity entitled- Colours Of Life- A joint production of AIR and Vigyan Prasar Ministry Of Science & Technology was broadcast.

### ***State Assembly Elections:***

Party Political Broadcasts were duly organized for the State Legislative Assembly Elections in Bihar as per the guidelines of the Election Commission of India. Special composite programmes on the results of the Bihar State Legislative Assembly Elections were also broadcast from All India Radio, Patna.

Programmes supporting Voters Education and Electoral Participation (VEEP) campaign of the Election Commission of India were broadcast from AIR Stations, particularly those in the states where Legislative Assembly Elections were scheduled to be held.

Party Political Broadcasts were duly organized for the Legislative Assembly Elections in Assam, Kerala and Puducherry.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## INDIAN CLASSICAL MUSIC AND AKASHVANI (HINDUSTANI MUSIC)

The following eminent artists were broadcast from April, 2010 to March, 2011 in the National Programme of Music and Ravivasariya Akhil Bharatiya Sangeet Sabha:

Ustad Shahid Parvaj (Sitar) , Sandeep Bhattacharya (Vocal), Ravi Shankar Pradhan (Sitar), Mohini Mohan Patnayak (Flute), Vid. Sumitra Guha (Vocal), Pt. Ulhas Bapat (Santoor), Pt. Dalchand Sharma (Pakhavaj), Meeta Pandit (Vocal), Pravin Shevlikar (Violin), Rafiqnadaf (Sitar), Bal Krishan Iyer (Tabla), Pt. Yashpal (Vocal), Falguni Mitra (Dhrupad Dhamar), Pt. Nityanand Haldipur (Flute), Pt. B.B. Goswami (Sarnagi), Smt. Padma Talwar (Vocal), Vid. Savita Devi (Lt. Cl. Vocal), Vid. Zarin Sharma (Sarod), K. Srinivasan (Flute), and Shantanu Bhattacharya (Vocal).



*Folk Artist performing at the Sangeet Sandhya organized by AIR on 20.12.2010*

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

AIR introduced Akashvani Sangeet Sammelan in 2010. Following promising artists were engaged in the Sammelan:

Sh. Chandershekar Vaze, Pt. Santosh Nahar, Smt. Ruchika Kale, Vid. Kalaramnath, Smt. Manjiri Asnare Kelkar, Sh. Mohan Darekar, Rajiv Verma, Smt. Malini Mukherjee, Vid. Joya Biswas, Pt. P.K. Malik, Sudhir Kote, Pt. Madhup Mudgal, Prateek Choudhary, Gulam Sadiq Khan, Ram Krishan, Ravi Shankar Upadhyay and Pt. Rajan & Sajan Mishra

At par with Akashvani Sangeet Sammelan, AIR also introduced Regional Folk and Light Music Festival. The purpose of Akashvani Sangeet Sammelan and Regional Folk and Light Music is to project, promote and propagate the rich cultural heritage of our country.

AIR Music Competition is a regular feature of AIR to reach and hunt new talent among you. For the year 2010, this competition was held at Delhi and Chennai for Hindustani and Carnatic Music respectively.

## CARNATIC MUSIC

The financial year i.e. April 2010 to March 2011, commenced with the **Trinity and Other Vaggeyakara Music Festival** which was held at Vijayawada from 16th to 18th April, 2010. In this festival both young and prominent artists featured to enrich the occasion. The Tyagaraja Compositions were rendered by Smt. Vasundhara Rajagopal, the Mysore Vasudevachar Compositions by Rudrapatnam Brothers (Shri R.N.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

Thyagarajan & Dr.R.N.Taranathan), the Muthuswamy Dikshitar Compositions by Malladi Brothers (Shri Sriram Prasad & Shri Ravi Kumar), the Swathi Thirunal Compositions by Dr. Omana Kutty, the Shyama Shastri Compositions by Smt. V.L.Tulasi Vishwanath, the Patnam Subramanya Iyer Compositions by Dr. Shertallay K N Renganatha Sharma. These programmes were broadcast in the National Programme of Music from May to July, 2010.

Another notable event that closely followed was the **prize distribution function** and Concerts of the prize winners of **AIR Music Competitions** (Carnatic Music) for the year 2009 which was held before invited audience in the month of April, 2010 at Chennai.

The National Folk & Light Music Festival for the year 2010 was held at Puducherry and Visakhapatnam in Southern India for South Indian connoisseurs featuring a **Malayalam Folk Art** by Shri Kalamandalam Geethanandhan & Party-Ottam Thullal(Thrissur), **Kannada Light Songs** by Smt. Vasanthi Ramesh Shenoy (Mangalore), a **Kavadiattam** presentation by Salem Shri L K Somu & Party (Thiruchirapalli), a **Devotional Music** by Dr. Vidyabhushana & Party (Bengaluru), **Telugu Light songs** by Smt. M Prasanna Lakshmi (Hyderabad) and **Folk Songs** by Smt.V.Kamakshi & Party.

Another Major event was the **Akashvani Sangeet Sammelan** concerts. This year Akashvani Sangeet Sammelan Concerts were held at **24 venues on 25th & 26th September, 2010** out of which Carnatic Music was featured at **12 places** across the country presenting eminent and promising artists. To mention a few, Dr.K.Saraswati Vidyarthi (Vocal), Smt.Sumathi Ramamohana Rao (Mridangam), Shri M Chandrasekaran (Violin), Dr.M.Narmadha (Violin), Thiruvarur Shri S. Swaminathan (Flute), Shri Sheik Mahaboob Subhani & Smt. Kaleeshabi Mahaboob (Nagaswaram) and Smt. Padmavathy Ananthagopalan (Veena) from Carnatic Music have participated in these concerts. The recordings of these concerts were broadcast from 23.10.2010 to 7.12.2010.



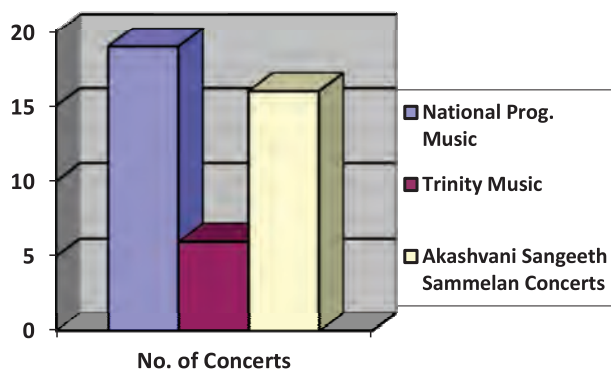
Artists performing in the Akashvani Sangeet Sammelan 2010 organized by All India Radio at Gangtok on 26.9.2010



Sh. M. Chandrasekharan on violin at the Akashvani Sangeet Sammelan- 2010 organized by All India Radio in Kolkata on 25.9.2010



Sh. S. L. Kandara on violin performing with other artists at the Akashvani Sangeet Sammelan- 2010 organized by All India Radio in Shimla on 25.9.2010



The *Thyagaraja Aradhana Music festival* was broadcast live from *Thiruvaiyaru* on *23rd January, 2011* in the National Programme of Music and also there was live coverage of *Pancharatna Gosthi Ganam* on *24th January, 2011* to mark the *164th Aradhana Celebrations* of *Saint Composer Thyagaraja*.

### *Farm & Home Unit*

## **FARM & HOME BROADCAST**

The commitment of All India Radio to the rural audience dates back to more than five decades. 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 to the farmer community but also create awareness about the ways and means to improve the quality of their lives. The programmes are broadcast three times a day in the morning, noon and evening transmissions of AIR stations. 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.

All India Radio broadcasts composite Farm & Home programmes, which include equal segments of Rural Development Schemes and Hardcore Agriculture programmes. The hardcore agriculture subjects like animal husbandry, fisheries, dry & wasteland agriculture, land and water conservation sustainable agriculture, biotechnology, integrated pest management in crops, and schemes of employment loan, crop insurance and training facilities, sanitation, health-hygiene and nutrition environment protection, disaster management, role of panchayats in rural development are discussed for the benefit of rural audience.

All India Radio maintains a very close liaison with the Ministries and Departments of Agriculture & rural development of central & state governments. The programmes are mounted in regional languages and local dialects from all its stations in different formats such as dialogues, discussions, talks, interviews, features, serials, dramas, slogans, jingles, phone-in-programmes, musical features and 'farm school on air'

AIR stepped up its activity of Agriculture Broadcast with the launch of 'Kisan Vani' from February, 2004 in collaboration with the Ministry of Agriculture to cater to the 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 identified 96 AIR Stations.

The year 2010-11 witnessed severe winter conditions in the Northern and North– Eastern states. The farmers of these states were advised through sustained programming about appropriate agricultural practices and expert strategies to prevent and combat damage to the crops due to adverse impact of vagaries of weather.

Likewise in view of the drought declared in the states of West Bengal, Bihar and Jharkhand, farmers were cautioned for saving the standing crops and resorting to alternate crops in view of the drought by mounting specific programmes on the subject.

## **Message of Union Agriculture Minister**

On the eve of New Year 2011 the Union Agriculture Minister addressed the farmer community on 31st December 2010. The message was broadcast prominently in the Farm & Home and Kisanvani programme slots.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

Wide publicity was provided to the significance of the state of the art DNA finger printing technology in Agriculture and soil testing for 'N', 'P', 'K' and other micronutrients for robust crop production for farmers and the facilities for the same provided by the Ministry of Agriculture sponsored soil testing laboratory setup at the India International Trade Fair held from 14th to 27th November 2010 in New Delhi.

## Radio Kisan Diwas

Farmers, who got benefited by the information disseminated through agricultural programmes on AIR, share their experiences with other fellow farmers in their regional language/dialect. All India Radio observes 15th February as Radio Kisan Diwas over all its stations by mounting special programmes on the occasion. AIR stations at Bareilly, Nagaon, Adilabad, Hospet, Raigarh and Shahdol amongst several others organized exclusive live interactive programmes for the farmers inviting District Collectors and State Secretaries of the Agriculture Departments for ON THE SPOT grievance redressals. These success stories also received wide coverage in the respective vernacular dailies. Besides, campaigns on National Food Security Mission, crop advisories, draught situation, Bird Flu etc. got suitably addressed by all AIR Stations in their daily broadcasts

## Environment

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 government initiatives, which take place in forestry, wildlife conservation and ecological balance. All AIR stations are giving wide publicity to the legal issues concerning environment and forestry.

## HEALTH & FAMILY WELFARE PROGRAMMES

The programmes covered in regular health broadcast 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 terminal of pregnancy, promotion of institutional legal provisions, management of reproductive tract infections (RTIs) and sexually transmitted infections (STIs), 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.

Wide publicity is given to blood donation and eye donation. Suitable programmes have also been mounted against Drug abuse, tobacco consumption, illicit trafficking, Leprosy eradication and AIDS etc.

In some of our special audience programmes like Rural/Women/Youth & health programmes, AIR has registered audience groups. These groups contribute towards spreading of general awareness on the subject.

Sustained publicity campaigns were mounted by the stations to observe the national Pulse Polio Immunization days on 23rd January and 27th February 2011

## UNCRPD

A special campaign was launched based on the Advisories of Ministry of Social Justice and Empowerment regarding implementation of the provisions of the UN Convention on the Right of Persons with Disabilities.



Programmes, highlighting provisions covered under Articles 8,9,21,27, and 30 of the UNCRPD were broadcast creating social awareness on the issues of persons with Disabilities .

### CHILDREN PROGRAMMES

All stations broadcast programmes for children on regular basis. AIR broadcast programmes from almost all its stations for children of two age groups , viz children between 3 to 7 years and 8 and 14 years, with Special programmes for rural children.

Some of the programmes are broadcast on weekly basis. Plays, short stories, features, choral singing, interviews, stories from epics etc are part of these broadcasts.

Children's Day is celebrated on November 14th as Baal Diwas with special children activities and before the invited audience . The International Children's Day of broadcasting is observed on 6th March, 2011 and the focus of the programmes mounted was on gender issues, inclusion and equality .

Programmes are planned keeping in mind the following action points:

1. Protection of Rights of children
2. Care and Support to disabled Children
3. Care and support to children under difficult circumstances.
4. Equal status of girls.
5. Universal access to basic education to children and more attention to girls education.
6. Providing safe and supportive environment to children
7. Improvement in the economic condition of family and self-reliant society.
8. National and International cooperation for better future of the child.
9. Safe drinking water facility and sanitary means of excreta disposal.

Special programmes focusing on the status and importance of the girl child are being broadcast throughout the year to create social awareness to welcome the girl child's birth as that of a boy.

### Women Programmes

These programmes cover subjects related to socio- economic development of women, health & 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. Different traditional folk forms are used to communicate specially with the audience, in rural women programme.

On the basis of reference received from PMO regarding Problems Confronting Women, AIR Stations were advised to incorporate the following subjects in their Women's Programme:

- (1) Atrocities on women
- (2) Trafficking of women

- (3) Female foeticide and infanticide
- (4) Obscene portrayal of women
- (5) Education & Employment opportunities
- (6) Security for women
- (7) Maternity benefits, crèche etc. for working women
- (8) Equal wage for equal work
- (9) Ban child labour
- (10) Gender discrimination.

International Women's Day /Week is observed in the month of March and International day of Senior Citizens is observed on 1st October by all AIR stations mounting programmes on health care issues of the elderly with emphasis on cancer prevention.

### *Transcription & Programme Exchange Service of All India Radio*

The Transcription Service was started on 3rd April 1954 and entrusted with the main function of preparing transcription of speeches of all dignitaries with a special reference to the Prime Ministers and Presidents of the country.

This office has the following functional units –

- a. Central Archives
- b. Digital Sound Archives
- c. Commercial Release & Marketing
- d. Programme Exchange Unit (Internal & Foreign)
- e. Transcription Unit
- f. Refurbishing Unit

#### *(a) Central Archives*

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 18,000 hours of duration containing music and spoken word recordings in different categories. It is the largest library of Indian Music recordings.

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 by Gandhiji from AIR Delhi on 12th November 1947 is also preserved. The library contains recordings of all the Presidents and Prime Ministers of India.

Other important voice recordings of eminent personalities like Rabindranath Tagore, Subhash 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. In the category of Radio Autobiography there are recordings of eminent personalities from various walks of life. People of eminence are identified and recorded by AIR stations. These recordings are forwarded to Central Archives for preservation.

### **(b) Digital Sound Archives**

A special project was launched to digitize all Archival recordings in 2001. By this time 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. All the recordings of Digital Sound Archives are being transferred to hard disk as a backup resource.

### **(c) Commercial Release & Marketing**

Since April 2003 All India Radio central archive has been releasing music albums under the banner 'Akashvani Sangeet'. Till now, 62 albums have been released, which are listed below. Marketing of these releases is mostly done in-house by AIR stations

### **(d) Programme Exchange Unit**

## **INTERNAL PROGRAMME UNIT**

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.

## **FOREIGN PROGRAMME UNIT**

The Foreign Programme Unit of the 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.

### **(e) 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 are received from various concerned AIR stations. The bound volumes of all transcription are prepared and kept in the archive

### **(f) Refurbishing Unit**

The old recordings preserved in Archives get accumulated with some additional noises from the atmospheric surroundings with passage of time. These noises are removed by refurbishing the tape In order

# PRASAR BHARATI

ANNUAL REPORT-2010-11

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 voice 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.

## COMMERCIAL WING

Sl. No.	Artiste	Vocal/ Instrumental
1.	Pt. Omkarnath Thakur (Vol.1)	Hindustani Classical Vocal
2.	Pt. Omkarnath Thakur (Vol.2)	Hindustani Classical Vocal
3.	Pt.D.V.Paluskar (Vol.1)	Hindustani Classical Vocal
4.	Pt.D.V.Paluskar (Vol.2)	Hindustani Classical Vocal
5.	Pannalal Ghosh	Flute
6.	Ustd.Aziz Ahmed Khan Warsi (Vol.1)	Qawwali
7.	Ustd.Aziz Ahmed Khan Warsi (Vol.2)	Qawwali
8.	Musiri Subramania Iyer (Vol.1)	Carnatic Vocal
9.	Musiri Subramania Iyer (Vol.2)	Carnatic Vocal
10.	Dwaram Venkataswamy Naidu	Violin
11.	Semmangudi Srinivasa Iyer	Carnatic Vocal
12.	M.D.Ramanathan	Carnatic Vocal
13.	Pt.V.G.Jog	Violin
14.	Siddheshwari Devi	Hindustani Classical Vocal
15.	Bhajanavali	Hindustani Classical Vocal
16.	Alathur Brothers	Carnatic Vocal
17.	Ariyakkudi Ramanuja Iyenger	Carnatic Vocal
18.	M.S.Subbulakshmi (Vol.1)	Carnatic Vocal
19.	M.S.Subbulakshmi (Vol.2)	Carnatic Vocal
20.	Ud. Amir Khan (Vol.1)	Hindustani Classical Vocal
21.	Pt.Krishan Rao Shankar Pandit	Hindustani Classical Vocal
22.	Pt.Kumar Gandharva	Hindustani Classical Vocal
23.	T.Brinda/T.Mukta	Carnatic Vocal
24.	T.N.Rajaratnam Pillai	Nagaswaram
25.	T.Chowdiah	Carnatic Violin
26.	Pt. Nikhil Banerjee	Sitar
27.	Dagar Brothers	Dhrupad

# PRASAR BHARATI

ANNUAL REPORT-2010-11

28.	Ustad Allauddin Khan	Sarod
29.	Begum Akhtar (Vol.1)	Hindustani Classical Vocal
30.	Begum Akhtar (Vol.2)	Hindustani Classical Vocal
31.	Chembai Vaidyanathan Bhagvatar	Hindustani Classical Vocal
32.	M.L.Vasanthakumari (Vol.1)	Carnatic Vocal
33.	M.L.Vasanthakumari (Vol.2)	Carnatic Vocal
34.	Bhim Sen Joshi (Vol.1)	Hindustani Classical Vocal
35.	Bhim Sen Joshi (Vol.2)	Hindustani Classical Vocal
36.	Bade Ghulam Ali (Vol.1)	Hindustani Classical Vocal
37.	Bade Ghulam Ali (Vol.2)	Hindustani Classical Vocal
38.	Bade Ghulam Ali (Vol.3)	Hindustani Classical Vocal
39.	D.K.Roy	Dwijendra Geeti
40.	Maharajapuram Santhanam (Vol1)	Carnatic Vocal
41.	Maharajapuram Santhanam (Vol.2)	Carnatic Vocal
42.	T.R.Mahalingam	Carnatic Flute
43.	Azadi Ke Geet (Vol.1)	Patriotic Songs
44.	Azadi Ke Geet (Vol.2)	Patriotic Songs
45.	Ustd. Bismillah Khan (Vol.1)	Shehnai
46.	Ustd. Bismillah Khan (Vol.2)	Shehnai
47.	Sunder Kand	Devotional
48.	Raag Rang	Hindustani Classical Vocal
49.	Raag Rang	Instrumental
50.	D.K. Pattammal (Vol.1)	Hindustani Classical Vocal
51.	D.K. Pattammal (Vol.2)	Hindustani Classical Vocal
52.	Pt. Ram Narayan (Vol.1)	Sarangi
53.	Pt. Ram Narayan (Vol.2)	Sarangi
54.	Ustd. Amir Khan (Vol.2)	Hindustani Classical Vocal
55.	Bani Guru Guru Hai Bani(Vol.1)	Shabad
56.	Bani Guru Guru Hai Bani(Vol.2)	Shabad
57.	Radhika Mohan Maitra (Vol.1)	Sarod
58.	Radhika Mohan Maitra (Vol.2)	Sarod
59.	Ahmed Jaan Thirakwa	Tabla
60.	Gajanan Rao Joshi (Vol.1)	Hindustani Classical Vocal
61.	Gajanan Rao Joshi (Vol.2)	Violin
62.	Raamcharitmanas – Balkand	Devotional

# PRASAR BHARATI

ANNUAL REPORT-2010-11

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, 10 Marketing Divisions at Mumbai, Delhi, Chennai, Bangalore, Hyderabad, Kolkata, Kochi, Thiruvananthapuram, Guwahati & Jalandhar 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. A prescribed code of conduct governs the programmes as well as commercial broadcasts on All India Radio.

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., Idea Cellular Ltd., Nirma Ltd., Vicco Laboratories, P&G Home Products, Vodafone Eassar Ltd., Emami and Bharati Airtel Ltd. 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 Human Resource Development, National AIDS Control Organization, DAVP. IRDA, The Registrar General Birth and Death etc.

Commercial Wing has also kept continuing the existing 1:1 Bonus Schemes for spot-buys bookings on all Primary Channels, Local Radio Stations, FM as well as Vividh Bharati Stations. Before, After and Mid Break News Bulletin's FCT increased. Production fee for special programmes (dial- in/dial-out) was reduced to attract clients. 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.

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.

The table below shows All India Radio's revenue earning during the last five years which indicates a rising trend each year:

2006-07	Rs. 283.65 crore
2007-08	Rs. 289.21 crore
2008-09	Rs. 291.59 crore
2009-10	Rs. 303.18 crore
2010-11	Rs. 372.96 crore

### MARKETING DIVISION

The overall revenue generation of Prasar Bharati has been growing remarkably ever since Marketing Divisions came into being way back in late 90's. To step up in-house marketing and the need for a more strategic way of earning revenue paved the way for opening up of Marketing Divisions by Prasar Bharati 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 & Jalandhar. 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 planned, strategic and aggressive marketing methodology of these Divisions is contributing immensely to the overall revenue generation of Prasar Bharati. A single window facility for all the channels of All India Radio and Doordarshan, Marketing Divisions cater to all the needs of advertising. Reaching out to clients, preparing media plans according to their budget and requirements, executing their publicity campaigns and producing spots / jingles and sponsored programmes wherever the need be, are some of the important functions of Marketing Divisions. With AIR and Doordarshan's vast network and a reach beyond comprehension, Marketing Divisions, Prasar Bharati help the clients reach every nook and corner of the country and that too sitting at one place. Marketing Divisions also act as facilitation centers for various Agencies/clients, this in turn, has made them have a feel of Prasar Bharati running along the competitive pace.

Some of our major clients include Ministry of Rural Development, Ministry of Health & Family Welfare, National Aids Control Organization, Ministry of Human Resource Development, Ministry of Agriculture, Ministry of Consumer Affairs, National Disaster Management Authority, Deptt. of Drinking Water Supply, Directorate of Income Tax, Ministry of Home Affairs, PCRA & Private clients such as Reliance, Tata Docomo, Coca cola, Perfetii, Airtel, Vodafone, Dabur, Hindustan Lever & Hero Honda etc.

Marketing of Cricket events has been the forte of Marketing Divisions. This year's highlights include earning record breaking revenue for AIR from a single event i.e World Cup Cricket 2011. With the continuous and concrete efforts of these divisions, All India Radio has been able to earn overall revenue of Rs. 372.93 Crores in the year 2010-2011.

### SPORTS

#### *Commonwealth Games – 2010*

Commonwealth Games – 2010, organized for the first time in India, were naturally at the centre stage of All India Radio's sports broadcasts in the year 2010. To create awareness and generate interest in the 19th Commonwealth games held in Delhi, an exclusive dedicated FM channel "AIR FM DILLI" with one KW transmitter was installed at AIR Broadcasting House Delhi. This channel was available on 100.1 MHZ in

# PRASAR BHARATI

ANNUAL REPORT-2010-11

National Capital Region. The details of AIR's broadcasts concerning CWG-2010 held in Delhi from 3rd October to 14th October, 2010 are as follows:-



*AIR officials at the launch of AIR, FM Delhi, an exclusive channel for coverage of commonwealth Games, 2010*



*Sushil Kumar, Ace Wrestler, is being interviewed in the studio of All India Radio at the International Broadcasting Centre, Pragati Maidan after winning Gold medal at the Commonwealth Games, 2010*

## **Live Coverages**

- AIR provided live coverage of the Queen's Baton journey in India on its arrival at Wagah Border and also of its culmination at Delhi. As regards the coverage enroute, all the AIR Stations produced and broadcast radio reports in their respective regional languages.
- Live commentaries for Opening and Closing Ceremonies were broadcast.
- Live programmes on all 17 events daily from 1200 hrs to 1930 hrs on grand stand basis were broadcast, which included :
  - a) Live commentary in Badminton, Lawn Tennis & Hockey (Men & Women) for India participating matches, Semi-Finals, Final and other important matches.
  - b) Live reporting of 14 disciplines i.e. Aquatics, Archery, Athletics, Boxing, Cycling, Gymnastics, Lawn Balls, Net Ball, Shooting, Squash, Wrestling, Weight Lifting, Table Tennis and Rugby .

These were broadcast by all multi-channel Stations, FM Gold Network and other interested Stations of All India Radio.

## **Updates on FM Channel**

- Hourly updates on FM Channels from 1200 hrs. to 1800 hrs were provided. There was a mid-day review of 15 Minutes at 1500 hrs and half an hour evening review at 1900 hrs on the FM Channel.

## **Capsules**

- Daily Capsules of 30 minutes duration covering the highlights of the events of the day were broadcast on National hook-up and were carried by all the Capital Stations.

## **Pre-game Programmes**

- Adequate coverage was provided to Queen's Baton Relay through different parts of India.
- Warm-up programmes were aired twice a month on National hook-up of 30 minutes each from January, 2010 to August, 2010 and twice a week in the month of September, 2010.
- Curtain Raiser Programme of 30 minutes was broadcast on 2nd October, 2010.



# PRASAR BHARATI

ANNUAL REPORT-2010-11

Another multi-disciplinary Sports events capturing the imagination of the sports lovers in the country was 16th Asian Games-2010 held in Guangzhou (China) from 12th November to 27th November, 2010. AIR coverage team comprising of programme and engineering professionals travelled to Guangzhou and provided comprehensive coverage, details of which are as follows:-



*Rani Rampal Hockey Player talking to AIR*



*Manjeet Kaur, winner of 4x400 relay at Asian Games talking to AIR*

1. A Curtain Raiser for duration of 30 minutes on 11.11.2010 from 2200 to 2230 hrs.
2. Live commentaries of Opening and Closing Ceremonies on 12.11.2010 and 27.11.2010 respectively.
3. Live commentaries of India participated Hockey Matches (Men & Women) Semi-finals (Men), Bronze Medal Matches (Men & Women) and Gold Medal Matches (Men & Women) (15 Matches).
4. Live commentary of the Gold Medal Cricket Match between Bangladesh and Afghanistan.
5. Live hourly updates everyday from 13.11.2010 to 27.11.2010 on FM – Rainbow Network from 1030 hrs. Onwards till 1730 hrs. (from 11.30 hrs. to 1430 hrs. on 27.11.2010) for 5 minutes each from IBC at Guangzhou taking Live inputs from AIR reporters who were stationed at different stadia from the beginning of each event till the end.
6. Breaking News items were broadcast live immediately after India won a medal from the IBC / Stadia on AIR's different channels by interrupting normal programmes and Live Cricket Commentary between India and New Zealand being played in India during that time.
7. Daily Highlights Capsules of 30 minutes duration were broadcast on National Hook-up from 13.11.2010 to 27.11.2010 from 2200 hrs. to 2230 hrs. which included 12 to 14 inputs from different reporters on the events of the day with interviews of participating players, medals winners and coaches.

Besides these during the year 2010-11, All India Radio provided appropriate coverage to the various National and International sporting events on its National Hook-up as well as by the Regional AIR Stations. One such mega event was FIFA World Cup – 2010 held in South Africa. AIR also provided extensive live

coverage to the 1st World Cup Kabbaddi Championship in Ludhiana (Punjab). Another mega event in terms of AIR's live coverage was ICC T-20 World Cup – 2010 held in West Indies and ICC World Cup-2011 in India, Sri Lanka-Bangladesh. In addition, AIR provided coverage to various National and International sports events, the details of which are as follows:-

- **Cricket**

- ★ India-Zimbabwe-Sri Lanka Triangular Cricket Series & T-20 Matches-2010 in Zimbabwe from 28.05.2010 to 13.06.2010.
- ★ Asia Cup in Sri Lanka-2010 from 15.06.2010 to 25.06.2010.
- ★ Test and India-Sri Lanka-New Zealand Tri Series played in Sri Lanka from 18.06.2010 to 07.08.2010 and from 10.08.2010 to 28.08.2010 respectively.
- ★ India-Australia ODI Series-2010 from 17.10.2010 to 24.10.2010.
- ★ India-New Zealand Series 2010 played in India from 4.11.2010 to 10.12.2010.
- ★ South Africa Cricket Series-2010 played in South Africa.

- **Football**

- ★ 123rd Durand Cup Football Tournament-2010.

- **Hockey**

- ★ 27th Surjit Singh Hockey Tournament-2010 held at Jalandhar.
- ★ 115th Beighton Cup Hockey Tournament-2010 held at Kolkata.

- **Tennis**

- ★ Daily Voice Cast on Wimbledon Tennis Championship-2010 from London held in June-July, 2010.
- ★ Coverage of Davis Cup World Group Play-off Matches between India and Brazil at Chennai.

**Coverage was also provided to the following events:-**

- 8th All India Police Games-2010.
- Live updates on National Aquatic Competition-2010 held at Dr. Shyama Prasad Mukherjee Aquatic Complex, New Delhi on 14.08.2010.
- National Games

All India Radio provided live, exclusive and extensive coverage to the National Games held at Ranchi, Dhanbad and Jamshedpur in February, 2011.

### 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.

#### *Training Activities for the Year 2010-11*

To provide effective, innovative, scientific and systematic Radio support to need based communication, focused Workshops for programme personnel have been organized. These include Workshops on Broadcast Management, Work Culture and Image Building, Leadership Skills, Art of Presentation and Coverage of Events and Current Affairs, Library Automation, New Interventions in Audience Research, Media and Gender Sensitization and Technological Advancements.



*Delegates at a workshop on Gender Equality conducted by Staff Training Institute(p) of AIR from 6th to 10th December 2010*

In view of Media Support to *Food Security Mission* of Government of India, special series of Workshops entitled '*Radio Agri-Vision*' were re-scheduled at various training Institutes.

For Administrative personnel special focus this year was Management of Field Offices, Disciplinary Procedures & Departmental Enquiries, 'Establishment rules, Purchase & Inventory Management, Reservation in services, Advance Course on Computer applications, and Administrative Vigilance.

Training programmes on a campaign mode are being conducted to familiarize AIR & DD programme managers and administrative personnel with the RTI Act, 2005.

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. Professional attachments are also open to recognized Institutes and Universities teaching Broadcast Journalism. Specific courses on Programme Format were designed for Mass Communication students.

The Training on Voice culture for the 'Cabin Crew of Air India has already been re-scheduled to start from next financial year.

#### **A. In-house Courses for AIR/DD Staff :**

- **Courses organized by STI(P)s & RTI(P)s :** During the period from April 2010 to March 2011, STI (P) Delhi, STI (P) Bhubaneshwar and the five Regional Training Institutes (Programme) at Ahmedabad, Hyderabad, Lucknow, Shillong and Thiruvanthapuram have Conducted **73 Courses – 45 Programme Courses** and **28 Administrative Courses**.
- So far, **998 Personnel – 574 Programmers** and **424 Administrative Officials** of AIR & Doordarshan have been trained.

- **Courses Co-ordinated with STI(T):** During the year, STI (P), Delhi conducted **03** courses co-ordinated with Staff Training Institute (Technical), AIR & Doordarshan, Delhi on Hard Disc Based Recording System, and **75** programme personals of AIR & DD are trained.
- **Courses in collaboration with International Agencies:**
  1. **UNICEF:** Three workshops on Capacity Building and innovative Programming have been organized in collaboration with UNICEF on Eradication of Polio and related health issues. The workshops were conducted at Goa, Patna, & Chennai .Total No. of **90** Programmers from various AIR stations/DD Kendras participated in these workshops.
  2. **AIBD/CBA/ABU:** Two Workshops on ‘ABU Prizes Back Pack’ in and CBA –AIBD in –country workshop on Gender Equality for programmers of AIR have been organized at STI (P), Delhi.Total No. of 36 Programmers of AIR participated.
- B. Outside Paid Courses:**
  1. **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. During the year, about **1944** candidates have been trained in **119 courses**. The handbook ‘VANI’ provided on payment is proving to be helpful to the participants of Vani Certificate Course as a supplementary material.
  2. **Course for IGNOU students:** STI (P) has been giving practical training at the AIR Stations 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 163 students have been given practical training in **10 batches at 09 AIR Stations**.
  3. **Courses for Mass Communication Students:** STI (P) has been giving practical training at AIR Stations to the students of Mass Communication from recognized universities & Institutes are being imparted practical training on payment at Capital/Regional AIR Stations.
  4. **Revenue earned:** STI (P), during April 2010 to March 2011 has earned net Revenue of 60,42,610/- (sixty lakh forty two thousands six hundred and ten only) from different training sources.

## AUDIENCE RESEARCH UNIT

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

All India Radio has been the pioneer in this field. It has a wide net work of Audience Research Units across

# PRASAR BHARATI

ANNUAL REPORT-2010-11

the country operational since 1946. It provides programme feedback to programme producers to plan, design and modify the programmes according to the needs, tastes and aspiration of the target audience. Apart from this, programme ratings/listenership data are provided to sponsors, advertisers and marketers to fulfill their commercial objectives. Audience Research Unit also functions as data bank and reference section for the organization. During the calendar year 2010-11, following audience research activities/studies were carried out:

1. Indian Radio Audience Survey-2010 on FM Channels, sponsored by DAVP was conducted at 84 places across the country.
2. A survey on Vividh Bharati Channel at 11 places across the country was conducted during August-2010.
3. Radio Audience Survey on Primary Channel at 33 places across the country is conducted during January to March-2011 by this unit.

## *Future Studies Planned*

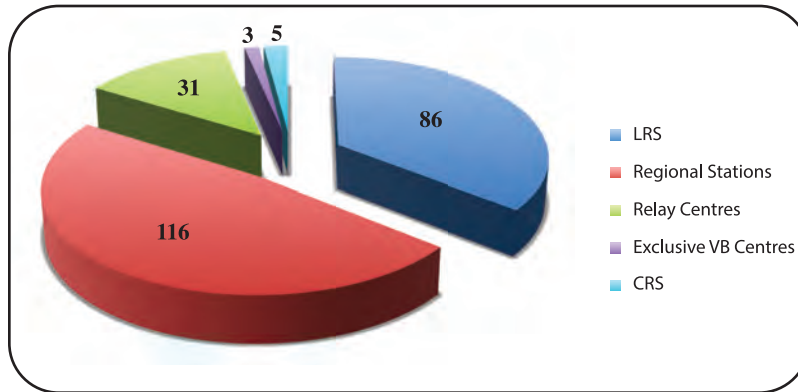
1. Indian Radio Audience Survey-2011 on FM Channels, at 44 places across the country will be conducted during May-June-2011.
2. A survey on Vividh Bharati Channel at 37 places across the country will be conducted during August-2011.
3. Radio Audience Survey on Primary Channel at 64 places across the country will be conducted during Nov to Dec-2011 by this unit.

## *FACTS AT A GLANCE*

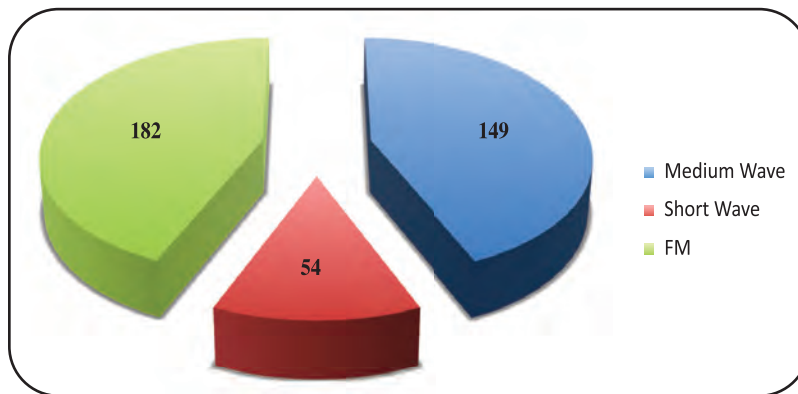
<b>Broadcasting centers</b>	<b>241</b>
• <b>Regional Stations</b>	<b>116</b>
• <b>Local Radio Stations</b>	<b>86</b>
• <b>Exclusive Vividh Bharati Centres (Chandigarh, Kanpur,Vadodara)</b>	<b>03</b>
• <b>Relay Centres</b>	<b>31</b>
• <b>Community Radio Stations</b>	<b>05</b>

# PRASAR BHARATI

ANNUAL REPORT-2010-11



Radio Transmitters	385
• Medium Wave	149
• Short Wave	54
• FM	182



	By population(%)	By Area(%)	
a) By Primary Grade Signal (MW+FM)		91.85	99.18
b) By FM Signal only		24.55	35.76
c) By Medium Wave Signal only Home Service		90.52	98.38

# PRASAR BHARATI

ANNUAL REPORT-2010-11

**Three Tier Broadcasting Service: National, Regional and Local Language of Broadcast**

**Languages 22 Dialects 146**

## AIR News

- Established in 1937
- Credibility for authenticity

## NSD Broadcasts

- Total daily News Bulletins 637  
(Home & External Services, 75 Indian & 26 Foreign languages including Chinese)
- Regional News Bulletins in 75 languages 463  
/ dialects daily from RNUs
- Duration of daily news broadcasts. 55 hours 50 Minutes

## COMMERCIAL SERVICE

CBS / VBS Centres	40
Duration in a day	15 Hrs.
Commercials are accepted from 116 Primary Channels, 86 Local Radio Stations, 37 VB Centres and 12 Metro FM	

## EXTERNAL SERVICE

Duration per day		
Indian	10	38 Hrs.
Foreign	16	32 Hrs.45 Mts.
Total	26	70 Hrs.45 Mts.
Captive Earth Stations	32	
Studios	215	

<i>Radio Population in India</i>	
• <i>Radio Sets</i>	<i>137 Millions</i>
• <i>FM Sets out of the total sets</i>	<i>80 Millions</i>
• <i>Population</i> (2001 census)	<i>1027 Millions</i>
• <i>Percentage of population with access to radio set</i>	<i>58%</i>
• <i>All India actual listeners of AIR on any specific day</i>	<i>460 Million</i>
• <i>Primary Channel listeners of AIR on any specific day</i>	<i>267 Million (58.0%)</i>
• <i>Vividh Bharti listeners of AIR on any specific day</i>	<i>215 Million (46.7%)</i>
• <i>FM Rainbow listeners of AIR on any specific day</i>	<i>180 Million(39.2%)</i>
• <i>FM Gold listeners of AIR on any specific day</i>	<i>86 Million(18.8%)</i>

### EXTERNAL SERVICES DIVISION

All India Radio entered the realm of external broadcasting shortly after the out break of the Second World War on 1st of October, 1939 – when it started a service in Pashto for listeners across- what was then the country's North-West Frontier. Since then the External Services Division of AIR has been a vital link between India and rest of the World, specially with those countries where the interest of India are intertwined because of Indian population, staying in those countries. Indians, who left their home decades ago in search of better life today live on every part of the globe and are still interested to know what “The Country of their Birth” holds for them. Naturally External Services Broadcast has been projecting the Indian Point of view on matters of National and International importance through its various programmes.

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. AIR, through its external broadcasts 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, Pushto, Dari, Baluchi, Sinhalese, Nepali, Tibetan, Chinese, Thai, Burmese, and Bhasha Indonesia. The services in Hindi, Tamil, Telugu, Malayalam and Gujarati are directed at overseas Indians, while those in Urdu, Punjabi, Sindhi, Saraiki, Kannada and Bengali are meant for listeners in the Indian Sub-continent.

The broadcasts follow a composite pattern and generally comprise of News Bulletins, Commentaries, Currents Events and Review of the Indian Press. Besides Newsreel, Magazine Programmes on sports and literature, talks and discussions on social economic, political historical, scientific and cultural subjects, Features on Developmental Activities, important events and institutions, classical folk and modern music of India's diverse regions, form a major part of total programme output.

The dominant theme of all programmes in External Services Division is to present the reality of India as a strong Secular, Democratic, Republic, Vibrant, forward looking and engaged in the task of rapid economic, Industrial and technological progress. The fact of India's large technical manpower and its achievements and ecological balance are put across in easy and simple parlance.

Similarly, India's faith in non-violence, its commitment to restoration of human rights and international peace and its contribution to the creation of a new world economic order are frequently discussed.

External Services Division continues to supply recordings of music, spoken word and composite programmes to about 25 foreign broadcasting organizations under the existing Cultural Exchange Programmes.

External Services Division's transmission directed to SAARC countries, West Asia, Gulf and South East Asian countries continue to carry the 9.00 p.m. National bulletin in English originally meant for Home Services. This apart, External Services Division continues to beam all across the globe commentaries on contemporary and relevant issues and press reviews in all its transmissions.

### FUTURE POLICY INITIATIVES.

**REVAMPING:** Revamping of some of the ESD's foreign languages services i.e. Nepali, Tibetan, Baluchi, Dari and Pushto those towards Gulf countries are under consideration.

**DTH SERVICE:** 24 hrs. Urdu Service of External Services Division is available on air through DTH w.e.f. 28.06.2006. We would like to have more services on air through DTH.



### MEA's ROLE IN EXTERNAL BROADCAST:

Efforts are on to strengthen the Services to make the impact of the message more meaningful in different parts of the globe and also to involve the MEA more in the programme areas to indicate priorities and back up the funding of the External Broadcast.

However, it is worth mentioning that MEA has arranged guest TAs for Baluchi, Dari and Pushto services of E S D.

The first batch came in May 2009 and the 3rd batch of 8 guests T/As have arrived in November 2010. The guest TAs are working in our units as well as are gaining experience from our services.

### COVERAGE TO IMPORTANT EVENTS

During the period from 1st April 2010 to 31st March 2011 , extensive coverage was given to all major National and International Conferences, Seminars, Symposia, etc. A delegation from Radio China visited External Services Division in April 2010.

Extensive coverage was given to Commonwealth Games 2010 and Asian Games which took place at Guangzhou in China. Besides, Trade Fair 2010 was also given extensive coverage. During the above stated period, ESD covered the Pravasi Bharatiya Divas celebrations on 7th, 8th and 9th January, 2011 which was held at Vigyan Bhawan, New Delhi. The celebrations were given wide coverage. Among the programmes mounted in connection with the Pravasi Bharatiya Divas were a curtain raiser featuring an interview with Mr. Vayalar Ravi, Minister of Overseas Indian Affairs, a Radio Report on the inaugural function and another radio report on the valedictory session. Besides, several interviews with various personalities like Suraj Sudan, a Gandhian artist from Canada and Stewart Beck, High Commissioner of Canada to India were conducted.

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

### NEWS SERVICES DIVISION

All India Radio is the only organization in India which broadcasts news and news based programmes to the listeners in the country and abroad. Accuracy, balance and credibility are hallmark of AIR News. The News Services Division, NSD, AIR puts out 647 bulletins daily for a total duration of nearly 56 hours in about 90 Languages/Dialects in Home, Regional, External and DTH Services. 314 news headlines on hourly basis are also being mounted on FM mode from 41 AIR Stations. 1371 news based programmes are also broadcast in a month from NSD and its RNUs. The programmes focus on issues related to common man and development initiatives taken by the government.

#### Major events covered

Major coverages in bulletins and news based programmes during the year were as follows:

- Flagship programmes of the government including Mahatma Gandhi National Rural Employment Guarantee Act, Sarva Shiksha Abhiyan, Mid-Day Meal scheme, National Rural Health Mission, Right to Information Act, Jawaharlal Nehru Urban Renewal Mission and Empowerment of Women

# PRASAR BHARATI

ANNUAL REPORT-2010-11

- President Smt. Pratibha Devi Singh Patil's visit to China, Laos, Cambodia, UAE and Syria to strengthen bilateral cooperation.
- The Prime Minister, Dr. Manmohan Singh's participation in Indo-Japan summit, Indo-Malaysian summit, G-20 summit in South Korea, Indo-Belgium summit and India-European Union summit
- The Prime Minister's developmental initiatives including increasing agricultural production, bringing down prices of essential commodities and raising the living standard of the poor.
- Chairperson of the National Advisory Council, NAC, Smt. Sonia Gandhi's initiatives to provide food for all under the proposed National Food Safety Act.
- Government's initiatives in Jammu and Kashmir like appointment of three member panel to address the aspirations of the three regions of the state, Prime Minister's development package of Rs 24,000 crore and 8-Point formula for peace initiatives in the state.
- Government's initiatives to tackle naxalism in naxal infested states and issues relating to the north east.
- The visits of US President, Mr. Barack Obama, French President, Mr. Nicolas Sarkozy, Chinese President, Mr. Wen Jiabao and Russian President, Mr. Dmitry Medvedev to India.
- Foreign Minister Mr. S.M.Krishna's visit to South Korea, Pakistan, USA, China and Sri Lanka; Finance Minister Mr. Pranab Mukherjee's visit to Bangladesh; Home Minister Mr. P.Chidambaram's visit to Pakistan to take part in SAARC Home Ministers' conference; the Defence Minister Mr. A.K.Antony's visit to USA and Vietnam and the Commerce and Industry Minister Mr. Anand Sharma's visit to US, Canada and London.
- Bihar Assembly elections.
- NSD achieved 100 per cent target set by the Home Ministry's Official language department.
- Important proceedings of Parliament covered under programmes like 'Issues before the Parliament', 'Today in Parliament', 'Sansad Sameeksha' and all major national and regional bulletins.
- Red Ribbon Express-II, mapping of T.B. Virus, successful test firing of Agni-I and Agni-II, interceptor missile and light combat aircraft.
- International Film Festival of India, birth centenary celebration of Mother Teresa, the 150th birth anniversary of Gurudev Rabindranath Tagore and world famous Maha Kumbh Mela.
- Important sports events like Delhi Commonwealth Games, Asian Games in China, World Cup Hockey and FIFA World Cup.

Besides these bulletins and programmes, NSD also disseminated news through multiple modes like News on Phone, SMS, Electronic Display Board and website.

## NSD Website

The NSD website 'www.newsonair.com' caters to the information needs of its listeners across the country as well as Indian Diaspora abroad. The uniqueness of the website is that it is multilingual as visitors can listen to news bulletins in English, Hindi and 21 other regional languages. The visitors can also read the news bulletins in 22 languages. In order to further strengthen the USP of NSD website, the number of

audios and scripts of regional news bulletins available on the website was increased by 29 percent and 46 percent respectively from April 2010 to December 2010.

At present besides audios of 72 regional and 69 National bulletins in various languages, audio of 4 daily, 9 weekly news based programmes and 6 news features are also uploaded on the website on daily basis. Scripts of 67 regional and 16 national bulletins are also posted on the website. Special programmes' audio including exclusive Interviews of eminent personalities are also updated on the website from time to time. Being a news website, it is updated with the fall of news.

NSD is making continuous efforts to further provide value added services to the listeners.

A podcasting service for computers has been launched in the month of November'2010 to provide audios of all major regional and national bulletins/news based programmes to the listeners.

A feedback/grievance button has been added for the listeners to file their grievances and give feedback on bulletins and programmes. News archives of the website has been categorized to make the search of text and audio easier. Special windows were created on the website for the wide coverage of important events including Commonwealth Games 2010, FIFA world Cup and Bihar assembly elections.

### **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 2010-2011. 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 were replied to in Hindi alone. Thus 100% compliance of the Statutory Obligations continued to be ensured this year too.

Quarterly meeting 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,2010 and Hindi fortnight organized with a unique step put forward by the Directorate, this year by honoring 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 honors' are conferred on the occasion of Asashwani Annual Award, substantiating the efforts of All India Radio to place the Official Language Implementation at par with the man 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.

### ADMINISTRATION.

#### 1. *Reservation for SCs/STs/OBCs*

Prasar Bharati has taken all requisite measures for implementation of reservation in respect of SCs/STs/OBCs categories. 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 to oversee implementation of statutory instructions for safeguarding the interest of the concerned staff, in pursuance of O.M. No.36038/1/2008-Estt.(Res.) dated 19.11.2008 Special Recruitment Drives as on 01.07.2004 and subsequently as on 01.11.2008, in pursuance of Ministry of I&B's letter No.A-14011/01/2009-Admn-1 dated 14.01.2009, were initiated. All the capital stations have been instructed to nominate Liaison Officer for SC/ST and fill up the backlog vacancies for SC/ST. Most of the Capital Stations have nominated Liaison Officer.

As regards OBC, 262 vacancies consisting of 3 Group 'A', 211 Group 'C' and 48 Group 'D' as on 31.3.2008 have been identified in pursuance of GOI letter No. 36038/1/2008-Estt. (Res.) dated 19.11.2008 and report has been sent to Ministry of Information and Broadcasting vide letter No.6/1/2009-SC/ST Cell dated 07.03.2011.

#### 2. *Public Grievance and Redressal Mechanism*

Grievance redressal and access mechanism has been set up at the Station level, Zonal Head-quarters level & the Central Headquarter level in accordance with the guidelines of Department of Administrative Reforms & Public Grievances. Information and Facilitation Counters have been set-up at all offices of AIR. Regular status reports on disposal of Grievances are being submitted to the Ministry of I&B. During the period 2010-2011, i.e. total No. of 42 Grievance were received, out of which 24 were disposed of and remaining were under process upto March, 2011.



*A Workshop of Administrative Officers of AIR & Doordarshan organized by AIR, Shimla on 19.7.2010*

#### 3. *Implementation of Right to Information Act 2005*

All AIR Stations have broadcast a number of programmes in different formats to inform the people regarding various provisions of the Right to Information Act, 2005 in order to empower people and 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 60 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 2010 (from 01.04.2010 to 31.03.2011), 853 RTI applications were received and were replied within the stipulated time. 380 appeals were received by the Appellate Authority during the period (from 1.4.2010 to 31.12.2010) and all were disposed of.

# CHAPTER III

## CHANNELS AND PROGRAMMES

### **WOMEN EMPOWERMENT:-**

AIR has a vast network consisting of 320 stations/offices spread all over the country. There are about 17853 personnel working in three stream viz. Programme, Engineering & Admn. in AIR.

In All India Radio, the percentage of the women in group 'A' & 'B' & 'C' is above 24.6%. The Chairman of Prasar Bharati is also a lady. There is a female officer working as Dir (A) in Admin Wing in DG AIR besides many lady officers in SAG, JAG, STS, JTS, levels of Programme and Engineering in AIR.

All AIR Stations/Offices have been instructed to set up Women Cell to look in-to the grievances/ complaints of sexual harassment vide this Dte.'s Circular No. 1/29/2008-WC/WL dated 23.09.2008. The Women Cell has been set up at all AIR Stations/ Office accordingly.

*Welfare activities for Women employees:-* The following points are mentioned in this regard:

- a) A number of the offices of AIR are located in the buildings owned by Prasar Bharati. There is adequate arrangement for their sitting, drinking water etc. The work place is adequately illuminated. Proper toilets are available to the staff, with a provision for separate toilet for women employees, where necessary,
- b) At many places AIR has its own staff quarters. These are allotted to the staff as per All India Radio (Allotment of Residential Quarters) Rules.
- c) In accordance with the instructions of the Department of Personnel and Training, appointment on compassionate grounds is offered to the close relatives of AIR employees who die while in service and include female members of the family of the deceased.
- d) AIR Staff like Technicians, Sr. Technicians, Engineering Assistants, Sr. Engineering Assistants etc. are shift duty staff. For them shift duty is incidental to their service. To the extent possible arrangements are made for dropping of employees including Women employees during late night shift duty at odd hours.
- e) The staff (men and women alike) is paid the pay scales approved by the Government. AIR employees including female employees are granted leave in accordance with the government rules on the subject.
- f) AIR employees including female employees are entitled to Terminal Benefits at par with the government employees.
- g) At places where Central Government Health Scheme is working, AIR employees are entitled to obtain its services. At other places, AIR employees are given the benefit of Central Services (Medical Attendance) Rules. Under these Rules even Private Medical Practitioners are appointed as Authorized Medical Attendants for the employees and their families. Wherever requested separate Authorized Medical Attendants are appointed for women.
- i) AIR has its system of encouraging and providing incentives to its employees by way of grant of Akashvani Annual Awards for Programmes as well as for Technical excellence and a number of women are awarded prizes under this scheme.

Accepting the recommendations of the Committee on Empowerment of Women a new category of Awards i.e., Best Women's Programme has been introduced under Akashvani Annual Awards from 2009. A majority of producers of the Women Programmes are women. So ultimately the women may be benefitted through this new category of awards.

### *Reservation for Persons with Disabilities*

1. The Constitution of India ensures equality, freedom, justice and dignity of all individuals and implicitly mandates an inclusive society for all including the persons with disabilities. The Government of India enacted "**The Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995**", in the effort to ensure equal opportunities for persons with disabilities and their full participation in nation building.
2. The PWD Act has come into force in 1996. However it was much before in November, 1997 that the reservation for persons with disabilities was introduced in case of direct recruitment to Group 'C' and 'D' posts. It was extended to the cases of promotion to Group 'C' and 'D' post in 1989. With the enactment of the Act, reservation for persons with disabilities was made applicable in identified Group A and B posts also in case of direct recruitment.
3. The Department of P&T, Government of India has issued consolidated instructions on the subject in December, 2005. As per the instructions, reservation for persons with disability is now available in all group of posts in case of direct recruitment. In case of promotion it is available when promotions are made with from Group 'D' to Group 'C' and within Group 'C' identified posts.
4. Prasar Bharati has taken all requisite measures for implementation of reservation for PWD. All relevant policy directions and instructions issued by DOP & T from time to time are being followed.

## ENGINEERING

### *A. Highlights of the Activities during the year:*

1. Since the last year, the number of stations have grown from 233 to 237 and number of transmitters from 375 to 380.
2. *New Stations commissioned during the year:*
  - Churachandpur (Manipur) – 6KW FM Tr., Studio & S Qrs.
  - Bharmour (Himachal Pradesh) – 100 W Tr.,
  - Keylong (Himachal Pradesh) – 100 W FM Tr.,
  - Ooty (Tamilnadu) – 100 W FM Tr.,
  - Thanjavur (Tamilnadu) – 100 W FM Tr.
3. *Stations technically ready:*
  - Rairangpur (Orissa) – 1 KW FM Tr.,
  - Longtherai (Tripura) - 1KW FM Tr. (Interim set up for 10 KW FM TR.),
  - Suryapet (Andhra Pradesh) - 100 W FM Tr.,
  - Dungarpur (Rajasthan) – 1 KW MW Tr.,

- Dharamanagar (Tripura) – 1 KW MW Tr.

These set ups will be commissioned on the receipt of O&M Staff sanction and recruitment of staff.

#### 4. *Special Package for J&K*

- (i) **Phase-I** of Special Package for expansion & Improvement of AIR services in J&K has been implemented. There are now 16 AIR Stations and 25 transmitters (MW 14, FM 8, SW 3) in J&K. 99.52% of State's population is now covered by Radio Signals.
- (ii) **Phase-II** – The scheme was approved to provide additional diesel generators and UPS for the existing Stations of AIR to further strengthen the Captive Power supply. This will help in ensuring continuity of broadcast service during power supply failure and also during emergency or natural calamity. Status of procurement is given below:
  - 15 KVA (9 Nos.) DG sets –Procured & installed.
  - 62.5 KVA (6 Nos.) DG sets –Procured & installed.
  - UPS (7 Nos.) - Procured & installed.
  - 1000 KVA DG Sets (2 Nos.) at Jammu – Procured & installed.
  - 500 KVA DG Sets (2 Nos.) at Pampore, Srinagar – Procured & installed.
  - 1000 KVA DG Sets (2 Nos.) at Narbai, Srinagar – Order placed.

#### 5. *Phase – II of North-East Special Package:*

Special Package for expansion & improvement of AIR services in North East and Island Territories is under implementation. The Package includes:

##### (1) *1 KW FM stations – 19 Nos:*

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

##### (i) *Acquisition of sites:*

New sites were required for setting up the 19 new FM stations. There has been delay in offer of sites and demand notes by the State Governments.

- Before April,2010, sites had been taken over at 15 places at Bomdia, Changing, Khonsa & Daporjio in Arunachal, Goapara, Karimganj & Lumding in Assam; Cherapunjee in Meghalaya; Champhai, Kolasib & Tuipang in Mizoram; Phek & Wokha in Nagaland, Nutan Bazar & Udaipur in Tripura.
- During the current year, site at Zunehboto (Nagaland) has also been finalized and payment made. This site is expected to be taken over shortly.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

- As on date, three sites at Anini (Arunachal Pradesh), Tamenglong (Manipur) and Ukhrul (Manipur) are still pending to be acquired for want of allotment of sites by the concerned State Govts.
- At Tamenglong, alternate Site has been offered. Survey team will visit the site after improvement in law & order situation. At Ukhrul, site will be transferred after the existing office of district SP shifts to the new building which is not yet ready. Site at Anini is yet to be offered by the State Govt. Matter is being pursued.

## **(ii) Civil Works:-**

- a. Security fencing
  - Construction of fencing completed at 10 places at Lumding, Tuipang, Udaipur, Nutan Bazar, Daporijo, Kolasib, Bomdila, Khonsa, Champhai & Goalpara.
  - Work in progress at 4 places at Cheerapunjee, Phek, Wokhs & Changlang. The estimate for fencing work at Karimganj is under process.
- b. Transmitter building
  - Technical area of Transmitter building is ready at 6 places at Tuipang, Nutan Bazar, Udaipur, Goalpara, Daporijo & Kolasib and departmental works have been taken up. Transmitters installed at 5 places with interim antenna. Tower work awarded.
  - Work at 4 places is in progress at Champhai, Lumding, Khonsa and Changlang. The estimates for building at Karimnagar, Cherrapunjee, Bomdila, Phek & Wokha are under process.

## **(2) Silchar – 5 kw FM Tr. & Gangtok – 10 KW FM Tr.**

- Civil Works for the FM transmitter at Silchar and Gangtok are complete and departmental works are in process.
- Order placed for Silchar 5 KW FM transmitter and Gangtok 10 KW FM transmitter. But for Silchar due to delay in opening of L/C Tr. could not be procured. For Gangtok Pre-dispatch inspection was in progress.

**(3) 100 W FM relay transmitters at 100 places** Installed at 89 places including 9 installed during the current year. Work is in progress at 3 places. Work at 8 places will start after getting clearance from the State Govt. (2 in Arunachal) and improvement in law & order situation (4 in Manipur & 2 in Tripura).

**(4) Chinsurah – 1000 KW MW Tr.** (Replacement of existing 1000 KW MW Tr.) – Order for transmitter has been placed, and delivery is expected by June, 2011.

**(5) Kavaratti – 10 KW MW Tr. (Replacement of 1 KW MW Tr.)** - Order placed for transmitter and is expected to be received by March 2011.

**(6) Digital Satellite News Gathering Systems (3 Nos.)** – Fresh tenders called as earlier no tender was found acceptable.

**(7)** In order to strengthen the Zonal Office at Guwahati, a proposal to provide Permanent Office accommodation & Staff Quarters for NE Zone at Guwahati has been approved.

**(8)** Permanent Studio facilities equipped with Digital equipment and computerized Hard Disc Work



Stations for recording, dubbing; editing & playback are being provided at Jaipur (Raj) & Tawang (Arunachal Pradesh). Order placed for procurement of 16 Nos. of digital Transmission consoles & 17 Nos. of digital Recording consoles and are expected to be delivered by March 2011.

### **B. New Initiatives:**

1. Digitalization of AIR network is one of the Major Thrust Areas of draft 11th Plan. The schemes approved by Government for Digitalization of Transmitters, Studios Connectivity in AIR Network amounted to a total of ₹ 898.32 crores. This includes three sub-schemes amounting to ₹ 54.78 crore and the consolidate proposal amounting to ₹ 843.54 crore as given below:

- (i) Three sub-schemes approved at cost of ₹ 54.78 crore in Feb. 2008.
  - 6 Nos. of 20 KW MW DRM Trs. for replacement of old MW Mobile Trs, (₹ 19.00 Cr.)
  - Replacement of 80 units of STL connectivity (₹ 31.50 Cr.)
  - Procurement of 44 Nos. of C-Band RN Terminals (₹ 4.28 Cr.)
- (ii) The consolidated proposals at cost of ₹ 843.54 Cr. approved by CCEA on 27<sup>th</sup> April 2010 with following components:
  - Digitalization of 98 studios & connectivity.
  - Replacement of 31 old MW Transmitters by new DRM MW Transmitter at Existing Stations.
  - Upgradation of MW DRM Tr. with Captive Power Plant at Arunachal-China Border at 3 places.
  - Replacement of 10 KW MW Mobile by MW DRM Tr. at 6 places.
  - Conversion of 36 compatible MW Tr. to DRM Mode.
  - New 1 KW/5 KW FM digital compatible Tr. at 24 places.
  - 100 Watt FM Dgigital Compatible Tr. at 100 locations for extending FM coverage in uncovered rural and semi urban areas (at existing AIR/LPT sites of DD) and connectivity.
  - Replacement of old FM Trs. at remote & border areas at 34 locations with the same power & 6 nos. of 1 KW MW Trs. by 10 KW FM Trs.
  - Replacement of 5 SW Tr. by DRM SW Tr.
  - Augmentation of Archival facility at Delhi & creation of Archival facility at Chennai, Mumbai, Kolkata & Hyderabad.
  - Augmentation of 44 existing New Units and Creation of 7 New Regional News Units.
  - Opening of News-on-Phone service from 16 places & augmentation of existing News-on Phone services at 13 places.
  - Digital Studio Tr. links.
  - 3 New Captive Earth Stations at Tiruchirapalli, Madurai & Dharwad.

**Status:** The digitalization scheme is under implementation. NITs for major equipments issued. Tenders have been opened after scrutiny are under technical evaluation. Purchase proposal are put up for some major equipment and other tenders are under technical evaluation.

2. Installation of HPTs and LPTs in border areas:  
This special package amounting to Rs. 100 crores was approved on 18th August, 2010. The scheme includes setting up of four FM & five TV High Power Transmitters. In addition to this, 4 numbers

of Low Power 100 Watt FM Transmitters have also been included in uncovered regions. Sites have been identified and acquisition is in progress. Tender action is under process for procurement of transmitters.

3. Augmentation of Staff Training Institute (Technical) and Staff Training Institute (Programme) including regional training institutes – SFC proposal was approved by the Ministry at a cost of Rs.20 crores on 31.08.2010. The schemes include augmentation of facilities at STI(Tech) Delhi & RSTI(Tech) Mumbai, Construction of Hostel Accommodation at STI(P) Tiruvananthapuram, Hyderabad, Lucknow & Ahmedabad. Civil requirements are being finalized in coordination with CAWED. Equipment specifications finalized.
4. Office Accommodation/Staff Quarters at Guwahati and Hostel Accommodation at Srinagar – SFC proposal approved by Ministry at a cost of 20 crores. The estimate for staff quarters at Guwahati & Hostel at Srinagar has been sanctioned & tender action is under process to award the work. The estimate for office accommodation at Guwahati sanctioned.

### **C. *Activities of 'AIR Resources':***

- Prasar Bharti had started 'AIR Resources' as an independent center to generate revenue by providing consultancy and turkey solutions in the field of broadcasting and utilizing the vast resources of All India Radio & Doordarshan hardware, human resource and technical expertise.

It has provided consultancy & turkey solutions to IGNOU for establishment FM Transmitters for their Gyan-vani stations at 37 places in the country. It has also leased out land, building and tower to IGNOU stations. Prasar Bharati has also undertaken the operation and maintenance of these FM Transmitters.

- Infrastructure like land, building and tower is being shared with private FM broadcasting on rental basis. Presently under the Phase-I scheme of private FM broadcasting of the Ministry of I&B, 10 private FM Channels in four cities are operational. Under the Phase-II scheme, 245 FM Channels are operational in 87 cities. The cellular mobile operators are also sharing Prasar Bharati infrastructure for their services.
- Prasar Bharati is also earning revenue by providing on site and institutional training in various disciplines of broadcasting.
- AIR Resources' has generated gross revenue of Rs. 53.23 crore during the period April, 2010 to March, 2011.

### **D. *Activities of IT Division:***

#### **1. *Hindi Rajbhasha Portal for AIR***

A web based software system is being developed for online submission & updating of reports regarding the use of Hindi by AIR stations all over the country to enable Hindi section in the Directorate to compile periodical reports.

#### **2. *Webcasting and podcasting services of All India Radio:***

AIR is broadcasting through its terrestrial radio transmitter network. These programmes will be made available by AIR throughout the world on internet using Webcasting and podcasting technologies. The 11th Plan approved scheme for Provision of Webcasting and Podcasting services of AIR under implementation.

### 3. *Strengthening of News-on-Phone services of All India Radio:*

It is interactive service which provides latest National and Regional news highlight to a listener anywhere in the world on phone on dialing the specified numbers. With the advent of mobile phone, now general public can listen to news highlights of nearly 100 seconds duration practically from anywhere.

Each 'News on Phone' (NOP) service carry both regional (local) and national news. The regional news is recorded at the station and the national news is downloaded from Delhi from a Web/FTP server. Callers from anywhere in India may use landline or Mobile phones in getting the National and Regional news by dialing numbers 125900/125800. The national can be either or in Hindi.

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.

In 11th Plan, this service is being extended to 16 more capital stations namely, Agartala, Aizwal, Bhopal, Chandigarh, Cuttak, Dehradun, Gangtok, Itanagar, Kohima, Kolkata, Panaji, Puducherry, Portblair, Ranchi, Shillong and Srinagar.

The existing 'News on Phone' Service is also being upgraded at 13 stations namely, Ahmedabad, Banglore, Guwahati, Hyderabad, Imphal, Patna, Jaipur, Lucknow, Raipur, Shimla & Thiruvananthapuram.

### E. *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 centre of excellence for technical training in electronic media. A well-organized 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 and Playback system.

### 1. *Details of Training Courses & No. of Persons Trained*

a. For the period from 01.04.2010 to 31.03.2011.

Name of training institute	No. of Courses conducted	No. of staff trained
Staff Training Institute (Technical), Delhi.	78	1522
Regional Staff Training Institute (Technical), Bhubaneshwar	31	1077
Regional Staff Training Institute (Technical), Shillong	17	170
Regional Staff Training Institute (Technical), Malad, Mumbai.	11	170

- b. Outside courses conducted by STI(T) faculties at various Centres/Kendras 32.
- c. International participation :  
Three participants from Bhutan Broadcasting Corporation are attending the “Induction Training Course for Engineering Assistant” for the period from 16.12.2010 to 31.12.2010 on payment basis.
- d. Summer training for Diploma/Degree Engineering Students for four/six weeks was conducted by STI (T) and this was attended by total 194 Engineering Students.

### **2. Revenue generated by STI (T) Delhi.**

- i) Revenue to the tune of Rs. 12,17,158/- was earned by conducting training courses for students of degree and diploma in Engineering during May-June 2010.
- ii) A Course was conducted on Modern Trends in TV Transmission for 15 UP Polytechnic during this period and revenue of Rs. 1, 12,500/- generated.

### **3. Up-gradation/Improvement of hostel facilities :**

The renovation work of remaining A, D & B Block was carried out by CCW in connection with Commonwealth Games 2010. Total 80 rooms are (single or double) attached with A/c. Rest 44 rooms are single non-attached (with common bathroom). One A/c dining hall and modern kitchen facilities with R/O water plants is functioning well. The mess is also functioning well with very subsidized rates like Rs. 80/- per day (per person) for lunch and dinner with different menu every day. The adjoining lawns are also well maintained. Besides, lodging & boarding facilities the trainees are provided with other facilities like cloth washing, Taxi for transportation and consultant medical officer, on payment basis.

### **4. Staff Welfare Activities :**

- i) A T.V. Room at hostel with new furniture and a TV of bigger screen has been provided for the welfare of the participants attending various training courses at STI(T) & STI(P).
- ii) Covered parking bay has also been extended to accommodate more vehicle of office building.

### **5. Renovation & modernization of books library facilities :**

The books library of this institute is quite old having about 7000 Nos. of books including books on latest technical topics. An adjacent room was also merged to the books library to utilize as reference/reading room as the present space was not sufficient. Complete renovation of library and adjacent room was suitably completed. Categorizing work of various books in library is under process and list of category wise books also available on internet for the benefits of trainees & faculty.

6. One no. of final cut Pro NLE along with playout server has also been added in TV Lab. Projects listed under 11th plan for upgradation of Radio & TV studios are under progress. As a special initiative, the training institute has also started a quarterly publication for knowledge sharing amongst the technical staff posted in the remote and not easily accessible parts of North East.

7. RSTI (T) Shillong has also conducted outstation trainings at Imphal, Gangtok, Guwahati and Tezpur, thus enabling the staff to have knowledge at their doorstep.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## F. Research & Development:

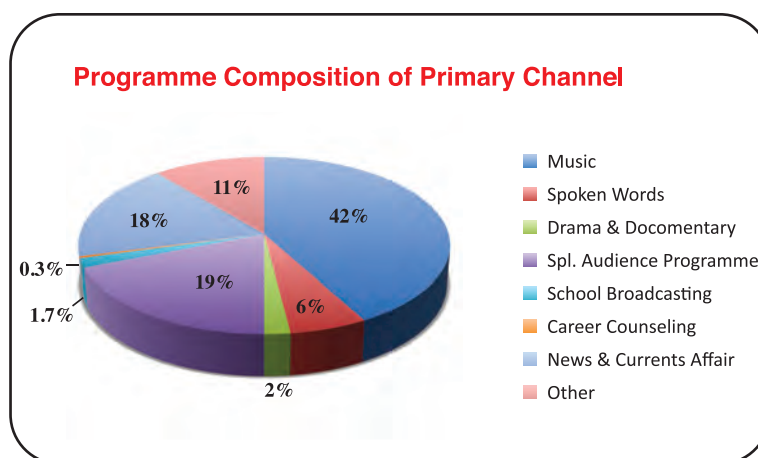
The Research Department is engaged in Research and Development work for incorporating state-of-art technology in Radio & Television Broadcasting. It is a premier National R&D institute involved in broadcast engineering. Activities undertaken during the year included the following:

Ministry's approval received for schemes under Research & Development and Administrative Approval & Expenditure Sanction issued. NIT issued for 26 MHZ, AM DRM Transmitter, cross field antenna & 1 KW MW DRM Transmitter. Procurement of DRM receivers, Tools & Furniture are under process.

Spectrum Analyzer Procured for upgradation of Technical monitoring facilities at international monitoring station Todapur, New Delhi. Procurement of DRM receiver (Commercial & Prof.), Oscilloscope, Synth Receivers, FS meter cum computer with UPS, Printers, A/C Plants & Furniture are under process. Work of false ceiling, Aluminum framing & Partitioning, civil & electrical works in lab & technical areas are under process.

## Primary Service: All India Radio

During the year 2010-11 the pattern of programme composition of broadcast from Primary Channel of the Regional Stations of All India Radio was as follows:-

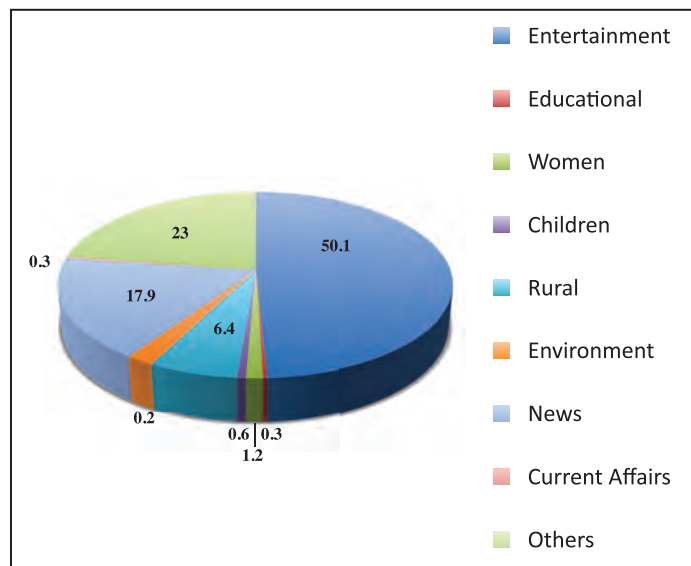


## Programme Composition of Primary Channel

S.No.	Programmes	Percentage
1.	Music	42.0
2.	Spoken Words	06.0
3.	Drama & Documentaries	02.0
4.	Special Audience Programme	19.0
5.	School Broadcast	01.7
6.	Career Counseling	00.3
7.	News & Current Affairs	18.0
8.	Other Programme	11.0

### 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	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

### All India Radio

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

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

### All India Radio

During the period from 1st April, 2010 to 31st March, 2011 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.

Utilization 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 2010-11 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 91.82% and population-wise 99.16% as on 31st March-2011.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

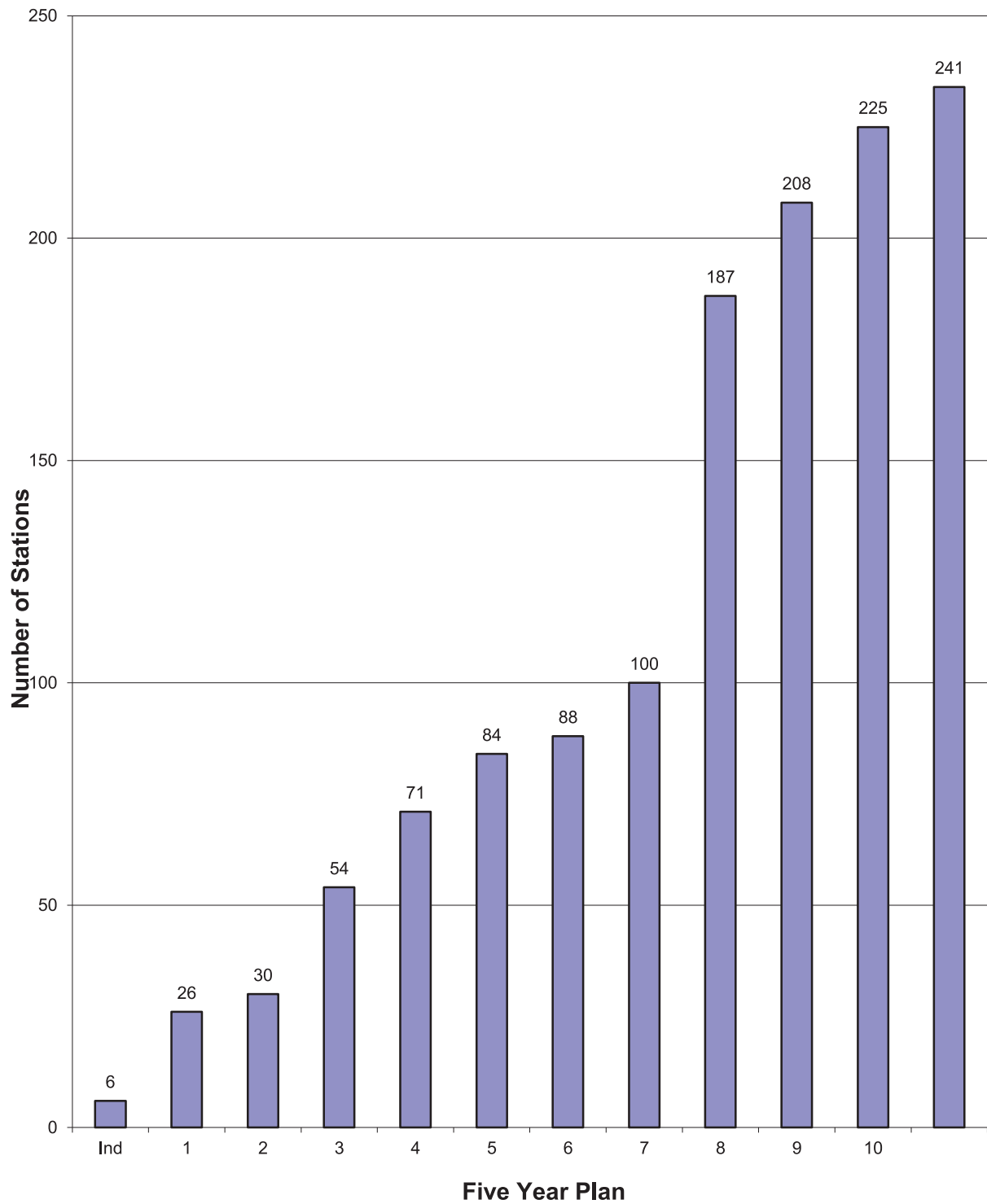
GROWTH OF AIR									
Five year plan	As on	No. of Centres	Number of Transmitters				Total	Coverage (%)	
		Broadcasting Centres	Auxiliary/ MW Rec.centres	SW	FM	Area		Popula-tion	
	15.08.47	06	–	06	12	–	18	2.50	11.00
	01.04.51	25	01	29	17	–	46	12.00	20.00
End of I(51-56)	31.03.56	26	02	29	17	–	46	31.00	46.00
End of II(56-61)	31.03.61	30	04**	33	26	–	59	37.00	55.00
End of III(61-66)	31.03.66	54	02	82	28	–	110	52.00	70.0
	31.03.69	66	03	97	30	–	127	56.00	73.00
End of IV(69-74)	31.03.74	71	04	108	32	–	140	67.50	80.30
End of V(74-78)	31.03.78	84	02	124	32	01	157	77.63	89.35
	31.03.80	84	02	124	32	01	157	77.73	89.40
	31.03.81	85	02	125	32	03	160	78.08	89.55
	31.03.82	85	02	125	32	03	160	78.83	89.65
	31.03.83	86	02	126	33	03	162	78.83	89.65
	31.03.84	86	02	126	33	03	162	78.90	89.69
End of VI(80-85)	31.03.85	88	02	128	35	04	167	79.78	90.27
	31.03.86	88	02	128	35	04	167	79.78	90.27
	31.03.87	93	02	133	35	04	172	82.20	93.40
	31.03.88	94	02	134	35	04	173	82.93	94.52
	31.03.89	97	02	137	36	05	178	83.71	94.91
End of VII(85-90)	31.03.90	100	02	137	41	08	186	83.78	94.96
	31.03.91	108	02	139	43	15	197	84.60	95.40
	31.12.91	125	02	139	43	37	219	85.00	95.70
	29.02.92	126	02	140	43	37	220	85.40	95.90
Start of VIII	01.04.92	128	02	140	43	39	222	85.40	95.90
End of VIII(92-97)	31.03.97	187	01	147	52	98	297	90.00	97.30
Start of IX									
End of IX (97-02)	31.03.02	208	–	149	55	130	334	89.66	98.84
Tenth Plan	(02-07)								
	31.12.05	222	–	144	54	158	356	91.42	99.1
	31.12.06	225	–	146	54	161	361	92.92	99.49
Eleventh Plan	(2007-12)								
	31.12.07	231	-	149	54	170	372	91.79	99.14
	31.03.11	241	--	149	54	182	385	91.85	99.18

## LEGEND :

\* Five more Broadcasting centres were taken over subsequently from the princely states of Hyderabad, Aurangabad, Mysore, Trivandrum and Baroda.

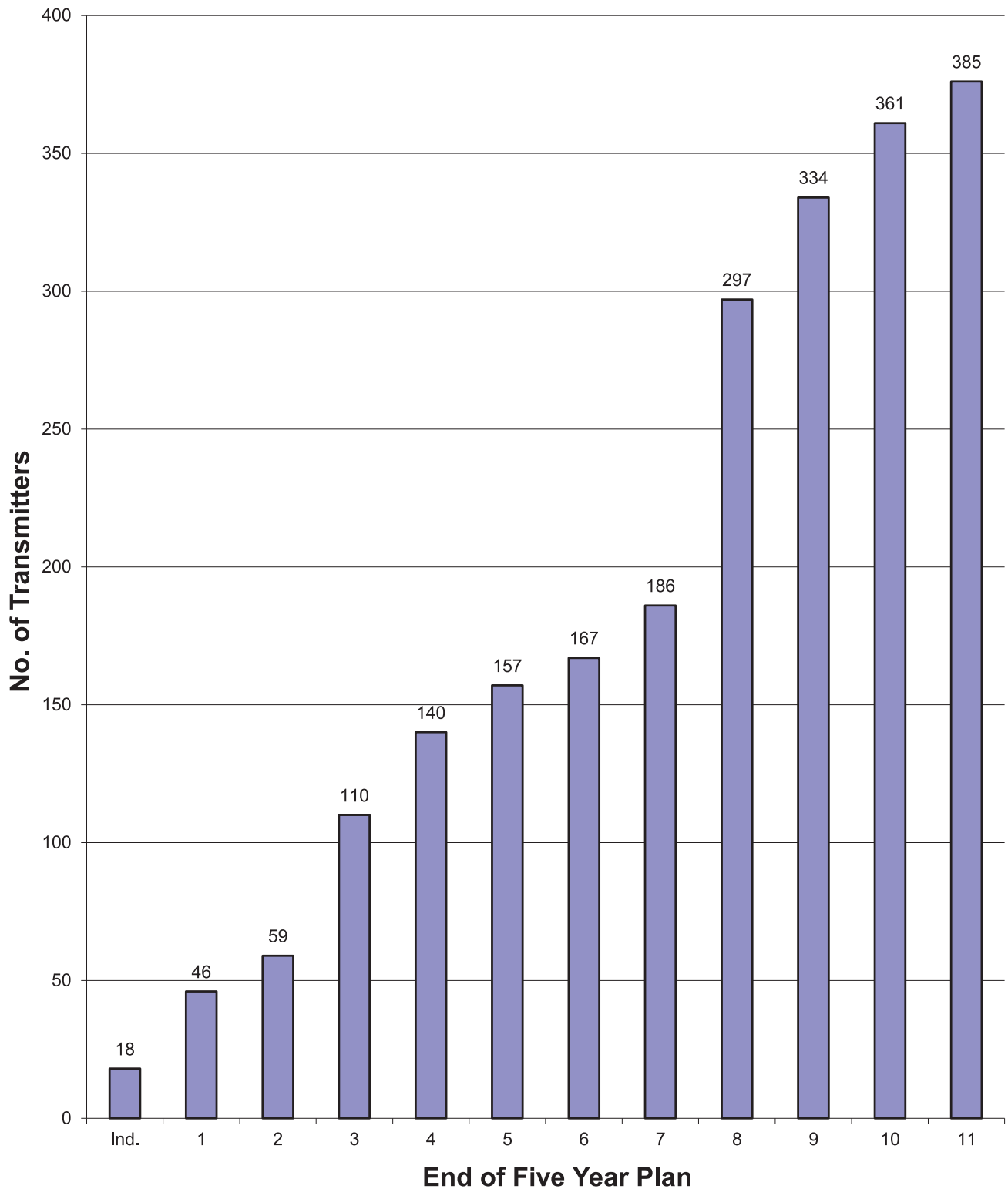
\* Shillong and Chandigarh converted to Broadcasting centres.

### Growth of AIR Stations





### Growth of AIR Transmitters



# PRASAR BHARATI

ANNUAL REPORT-2010-11

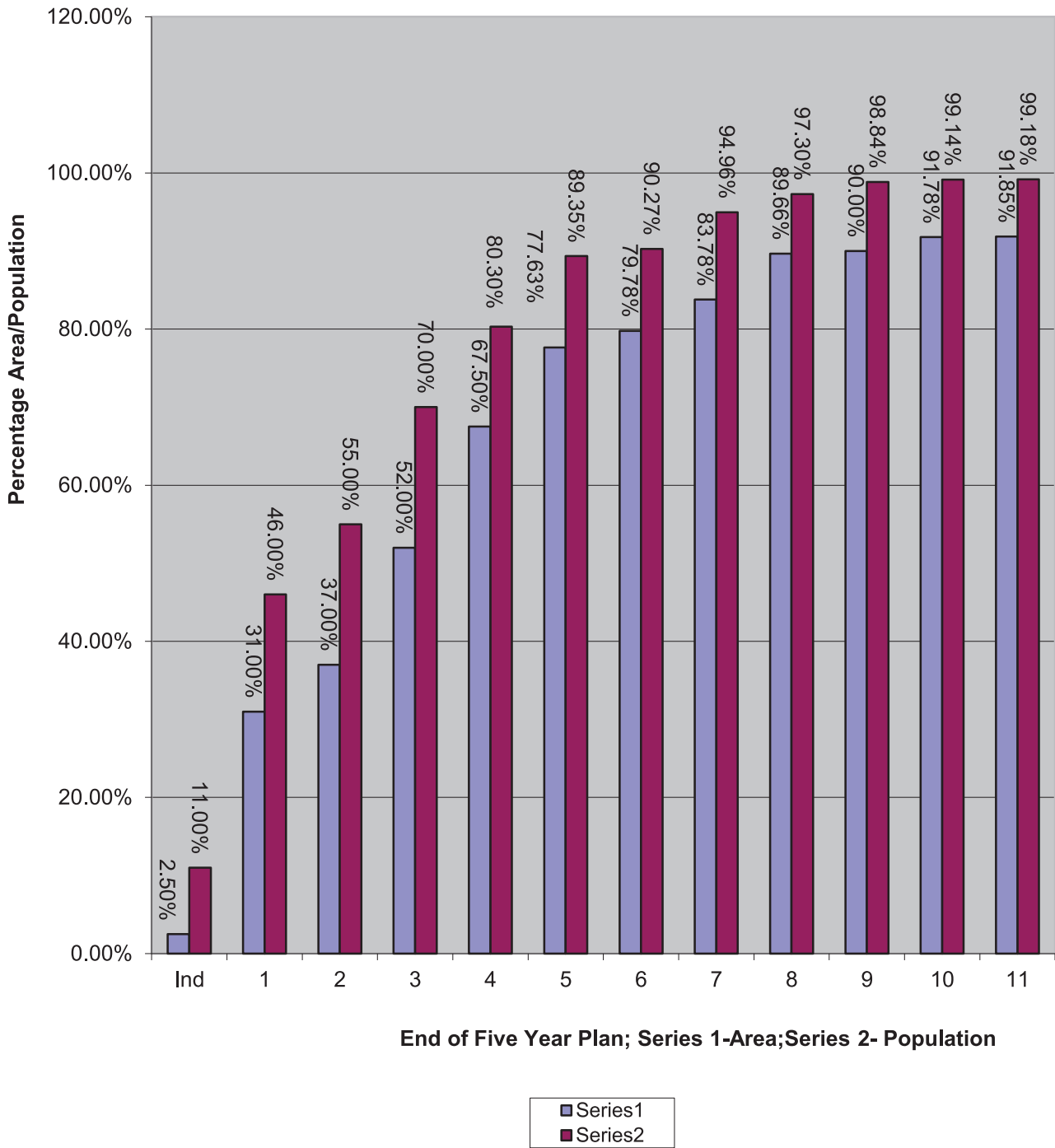
## ALL INDIA RADIO STATEWISE COVERAGE

DURING DAY TIME

As on 31.03.2011

S.No.	STATES	Existing		After completion of 10th Plan	
		AREA %	POPULATION %	AREA %	POPULATION %
		(2001 CENSUS)		(2001 CENSUS)	
1.	Andhra Pradesh	99.00	99.50	99.00	99.50
2.	Arunachal Pradesh	57.00	76.00	58.70	76.50
3.	Assam	96.70	98.87	97.80	99.29
4.	Bihar	99.00	99.00	99.00	99.00
5.	Chhatisgarh	93.80	97.35	93.90	97.58
6.	Delhi	99.00	99.00	99.00	99.00
7.	Goa	99.00	99.00	99.00	99.00
8.	Gujarat	99.00	99.00	99.00	99.00
9.	Haryana	99.00	99.00	99.00	99.00
10.	Himachal Pradesh	52.00	88.91	53.17	89.66
11.	Jammu & Kashmir	48.05	99.50	48.22	99.52
12.	Jharkhand	99.00	99.00	99.00	99.00
13.	Karnataka	96.40	97.30	98.48	98.75
14.	Kerala	99.60	99.80	99.60	99.80
15.	Madhya Pradesh	99.30	99.40	99.40	99.50
16.	Maharashtra	98.67	98.99	99.00	99.68
17.	Manipur	94.96	98.46	95.16	98.51
18.	Meghalaya	97.50	98.45	97.50	98.45
19.	Mizoram	59.56	73.27	67.55	80.85
20.	Nagaland	81.50	87.67	83.10	88.88
21.	Orissa	98.27	99.00	99.47	99.70
22.	Punjab	99.00	99.00	99.00	99.00
23.	Rajasthan	94.00	99.00	98.47	99.80
24.	Sikkim	72.00	95.60	73.00	96.68
25.	Tamilnadu	99.00	99.00	99.00	99.00
26.	Tripura	84.31	89.00	99.00	99.00
27.	Uttar Pradesh	99.90	99.90	99.90	99.90
28.	Uttarakhand	54.69	80.10	66.37	87.36
29.	West Bengal	99.00	99.00	99.00	99.00
<b>II</b>	<b>UNION TERRITORIES</b>				
1.	A & N Islands	99.00	99.00	99.00	99.00
2.	Chandigarh	99.00	99.00	99.00	99.00
3.	Dadra & Nagar Haveli	99.00	99.00	99.00	99.00
4.	Daman & Diu	99.00	99.00	99.00	99.00
5.	L & M Islands	99.00	99.00	99.00	99.00
6.	Pondicherry	99.00	99.00	99.00	99.00
	<b>National Average</b>	<b>91.82</b>	<b>99.16</b>	<b>92.92</b>	<b>99.49</b>

### Growth of AIR Coverage Since Independence



### CHAPTER IV CHANNELS AND PROGRAMMES

The phenomenal growth achieved by All India Radio through eight decades has made it one of the largest media organizations in the world. Now in the new millenium, it has about 241 stations and 385 transmitters. To serve the communication needs of the plural society that India is, the network expanded gradually imbibing new technologies and programme production techniques. All India Radio's services are being digitalized.

#### OBJECTIVES

To provide information, education and entertainment, for promoting the welfare and happiness of the masses (Bahujana Hitaya Bahujana Sukhaya), All India Radio strives to :-

- a) Uphold the unity of the country and the democratic values enshrined in the constitution.
- b) Present a fair and balanced flow of information of national, regional, local and international interest, including contrasting views, without advocating any opinion or ideology of its own.
- c) Promote the interest and concerns of the entire nation, being mindful of the need for harmony and understanding within the country and ensuring that the programmes reflect the varied elements which make the composite culture of India.
- d) Produce and transmit varied programmes designed to awaken, inform, enlighten, educate, entertain and enrich all sections of the people.
- e) Produce and transmit programmes relating to developmental activities in all their facets including extension work in agriculture, education, health and family welfare and science & technology.
- f) Serve the rural, illiterate and under-privileged population, keeping in the mind the special needs and interest of the young, social and cultural minorities, the tribal population and those residing in border regions, backward or remote areas.
- g) Promote social justice and combat exploitation, inequality and such evils as untouchability and narrow parochial loyalties.
- h) Serve the rural population, minority communities, women, children, illiterate as well as other weaker and vulnerable sections of the society.
- i) Promote national integration.

### THREE TIER BROADCASTING

To realise its objectives AIR has evolved over the years, a three-tier system of broadcasting namely national, regional and local. It caters to the information, education and entertainment needs of the audience through its stations in this country of continental dimension and with a plural society. They provide news, music, spoken word and other programmes to almost the entire population of the country, 102.7 cores as per the 2001 census. Its vast reach especially in the rural and tribal areas make it the primary and sometimes the only source of information and entertainment.



*Smt Sheila Dixit, Chief Minister, Delhi recording an interview in the AIR studio on 4.5.2010*

National channels broadcast national programmes which are heard on the Medium Wave in most part of the country. Recently it has started airing on Short Wave also. The regional and Sub-regional stations provide the second tier of broadcasting giving programmes in the regional languages and promoting regional cultural facets. In addition FM Channels at Metros cater to the modern needs of the people primarily the youth. The Vividh Bharati has also been shifted to FM broadcasting system at 37 places. There are 173 stations on FM mode set up to cater to the needs and tastes of audience of small towns in various parts of the country. Recently in the last couple of year's community radio centers were set up at 5 places in the North Eastern India to serve the local tribal population.

### REGIONAL CHANNELS

Regional Channels of AIR are located mostly in the state capitals and in the major linguistic-cultural regions of every state. Altogether 116 such channels are spread over 29 states & 6 Union territories of the country. The public service broadcasting arm of AIR, the Regional Channels put out infotainment programmes with the objective of enriching the lives of their listeners. The Regional 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.



*Sh. Wazahat Habibullah, CIC, recording an interview in the studio of AIR, Delhi on 31.5.2010*

### 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.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## LOCAL RADIO STATIONS

[As on 15.04.2010]

Total-86 [MW-10, FM-76]

S. No.	STATE & PLACES	POWER OF TANSITTER	DATE OF COMMISSIONING
<b>ANDHRA PRADESH</b>		<b>8 [ MW-1,FM-7]</b>	
1.	Adilabad	1 KW MW	12.10.86
2.	Warangal	10 KW FM	17.02.90
3.	Nizamabad	6 KW FM	09.09.90
4.	Tirupathi	10 KW FM 3 KW FM	01.02.91 [ Non co-sited] 17.02.01
5.	Anantpur	6 KW FM	29.05.91 [Non-cosited]
6.	Kurnool	6 KW FM	01.05.92
7.	Merkapuram	6 KW FM	09.08.93
8.	Macherla	3 KW FM	02.12.07
<b>ARUNACHAL PRADESH</b>		<b>1 [MW-1]</b>	
9.	Ziro	1 KW MW	10.06.00
<b>ASSAM</b>		<b>4 [MW-1,FM-3]</b>	
10.	Jorhat	10 KW FM	20.05.91
11.	Haflong	6 KW FM	29.10.92
12.	Nowgong	6 KW FM	23.02.94
13.	Diphu	1 KW MW	04.02.96
<b>BIHAR</b>		<b>2 [FM-2]</b>	
14.	Sasaram	6 KW FM	02.05.91
15.	Purnea	6 KW FM	25.10.92
<b>CHATTISGARH</b>			<b>3 [FM-3]</b>
16.	Bilaspur	6 KW FM	01.05.91
17.	Raigarh	6 KW FM	01.05.92
18.		Saraipalli 1 KW FM	21.06.05
<b>GUJARAT</b>		<b>2 [MW-1, FM-2]</b>	
19.	Godhra	6 KW FM	25.02.91

# PRASAR BHARATI

ANNUAL REPORT-2010-11

20.	Surat	6 KW FM	30.03.92
21.	Himmatnagar	1 KW MW	21.06.05
<b>HARYANA</b>		<b>2 [FM-2]</b>	
22.	Kurukshetra	6 KW FM	24.06.91
23.	Hissar	6 KW FM	26.01.99
<b>HIMACHAL PRADESH</b>		<b>1 [FM-1]</b>	
24.	Hamirpur	6 KW FM	16.02.94
<b>JAMMU &amp; KASHMIR</b>		<b>2 [FM-2]</b>	
25.	Kathua	10 KW FM	24.04.91
26.	Poonch	6 KW FM	04.10.94
<b>JHARKHAND</b>		<b>3 [FM-3]</b>	
27.	Chaibasa	6 KW FM	08.11.92
28.	Hazaribagh	6 KW FM	08.11.92 [Non-Cosited]
29.	Daltonganj	10 KW FM	06.09.93
<b>KARNATAKA</b>		<b>5 [FM-5]</b>	
30.	Chitradurg	6 KW FM	03.05.91
31.	Hospet	10 KW FM	01.05.92
32.	Raichur	6 KW FM	28.08.93
33.	Karwar	3 KW FM	13.02.94
34.	Bijapur	6 KW FM	12.09.97
<b>KERALA</b>		<b>2 [FM-2]</b>	
35.	Cochin	6 KW FM	01.10.89 [Non-Cosited]
36.	Manjeri	3 KW FM	28.01.06
<b>MADHYA PRADESH</b>		<b>8 [FM-8]</b>	
37.	Khandwa	6 KW FM	19.10.90
38.	Betul	6 KW FM	30.04.91
39.	Chindwara	6 KW FM	07.03.92
40.	Balaghat	6 KW FM	28.10.92
41.	Sagar	6 KW FM	02.05.93

# PRASAR BHARATI

ANNUAL REPORT-2010-11

42.	Guna	6 KW FM	10.04.9 [Non-Cosited]
43.	Mandla	1 KW FM	21.06.05
44.	Rajgarh	3 KW FM	23.06.05
<b>MAHARASHTRA</b>		<b>11 [ MW-1,FM-10]</b>	
45.	Sholapur	1 KW MW	04.04.86
46.	Dhule	6 KW FM	23.02.94
47.	Beed	6 KW FM	10.11.90
48.	Ahmednagar	6 KW FM	14.04.91
49.	Nanded	6 KW FM	29.05.91
50.	Akola	6 KW FM	01.05.92
51.	Yeotmal	6 KW FM	10.11.92
52.	Satara	6 KW FM	13.11.92 [Non-Cosited]
53.	Chandrapur	6 KW FM	06.12.92
54.	Nasik	6 KW FM	31.10.94
55.	Osmanabad	6 KW FM	09.12.96
<b>MEGHALAYA</b>		<b>1 [FM-1]</b>	
56.	Jowai	6 KW FM	22.12.95
<b>MIZORAM</b>		<b>1 [FM- 1]</b>	
57.	Churachandpur	6 KW FM	13.04.10
<b>NAGALAND</b>		<b>1 [FM-1]</b>	
58.	Mokokchung	6 KW FM	26.01.96
<b>ORISSA</b>		<b>8 [MW-4, FM-4]</b>	
59.	Keonjhar	1 KW MW	29.11.88
60.	Baripada	1 KW MW	25.02.91
		5 KW FM	01.09.07
61.	Berhampur	6 KW FM	01.04.93
62.	Bolangir	6 KW FM	29.12.93
63.	Rourkela	6 KW FM	24.05.95 [Non-Cosited]
64.	Puri	3 KW FM	29.06.95



# PRASAR BHARATI

ANNUAL REPORT-2010-11

65.	Joranda	1 KW MW	03.10.95
66.	Soro	1 KW MW	02.12.07
<b>PUNJAB</b>		<b>2 [FM-2]</b>	
67.	Bhatinda	6 KW FM	20.04.91 [Non-Cosited]
68.	Patiala	6 KW FM	01.05.92
<b>RAJASTHAN</b>		<b>7 [MW-1, FM-6]</b>	
69.	Kota	20 KW MW	04.01.87 [ Non-Cosited]
70.	Alwar	6 KW FM	14.01.91
71.	Nagaur	6 KW FM	06.08.91
72.	Banswara	6 KW FM	08.10.91
73.	Chittorgarh	6 KW FM	21.12.91 [Non-Cosited]
74.	Swai Madhopur	6 KW FM	15.05.92 [Non-Cosited]
75.	Jhalawar	6 KW FM	24.01.93
<b>TAMILNADU</b>		<b>2 [FM-2]</b>	
76.	Nagarcoil	10 KW FM	13.10.84
77.	Dharmapuri	10 KW FM	02.10.07
<b>TRIPURA</b>		<b>2 [FM-2]</b>	
78.	Belonia	6 KW FM	28.10.92
79.	Kailashahar	6 KW FM	28.10.92 [Non-Cosited]
<b>UTTAR PRADESH</b>		<b>3 [FM-3]</b>	
80.	Faizabad	6 KW FM	17.06.93
81.	Bareilly	6 KW FM	17.06.93
82.	Jhansi	6 KW FM	11.07.93
<b>WEST BENGAL</b>		<b>2 [FM-2]</b>	
83.	Murshidabad	6 KW FM	21.01.90
84.	Shantiniketan	3 KW FM	01.11.02
<b>UNION TERRITORIES</b>		<b>2 [FM-2]</b>	
85.	Karaikal	6 KW FM	06.03.95
86.	Daman	3 KW FM	17.05.95

### FM RAINBOW

FM Rainbow channel of All India Radio was launched at a time when radio listening was declining especially in big cities. People representing higher economic strata of the society thought it out of fashion to listen to radio programmes which, according to them, were addressing to the needs of average middle class radio listeners. Technological improvements made in the field of sound recording tempted young music lovers to opt for other modes of music players because reception quality of these songs on AM mode was not as lively as it was in stereophonic cinema halls or on digital electronic equipments. FM radio filled this gap effectively by ensuring disturbance free high quality music to its listeners. Even the presentation style of the compere on FM channel was transformed to suit the changing needs of listeners. Inter personal chatting style of the comperes caught the pulse of youths and allured them to come closer to their radio. In it's round the clock b'cast, radio listeners were served with a recipe of whole new gamut of entertainment. Soon FM radio acquired the status of modern radio because it was speaking in their style and providing them listening pleasure. The old glory of radio was restored once again at least in terms of listening percentages.

At present AIR have 173 FM transmitters across the country, by which it covers 24.60% of the area and 35.89% of the population of the country. Out of these, FM Rainbow channel is available at 21 places i.e. at Delhi, Mumbai, Chennai, Kolkata, Bangalore, Lucknow, Panaji, Jalandhar, Cuttack, Kodaikanal, Tiruchirapalli, Coimbatore, Vishakhapatnam and Vijayawada. Besides this Delhi Rainbow is also relayed fully from Mussorie, Kanpur, Aligarh, Kasauli, Kurseong and Shillong and partly from Hyderabad, Panaji, Dharamshala, and Bhatinda. The FM channel includes Pop music, Film songs, and Classical & Devotional music, New Headlines etc. The advantages of FM channel over Medium Wave channel and Short Wave are:-

- \* High Quality sound.
- \* Stereo transmission.
- \* Greater freedom from interface and noise.
- \* Uniform day and night coverage.
- \* Capacity to provide value added service.



*Sh. Ghulam Nabi Azad, Union Minister of Health and Family Welfare doing a live phone-programme from the studio of AIR. Delhi on 30.4.2010*

### FM GOLD

FM Gold channel was on air on 1st September-2001 at Delhi as a niche infotainment channel with 30% of News and Current affairs component and 70% of entertainment programming. The duration of FM Gold channel is at present 18hrs daily as against the round the clock b'cast of FM Rainbow. At present FM Gold channel is available in four Metros i.e. Delhi, Mumbai, Kolkata and Chennai. This additional channel gave its listener an option to choose between the two besides listening to other parallel running AIR and Private FM stations in the area. This channel is trying to provide information interlinked with entertainment and being information update on Traffic, Airlines, Railways, Weather report etc.

### DTH SERVICE

DTH Radio Channel is a Satellite Service meant for listeners who own a T.V.set. DTH Service is available through the DTH platform of Prasar Bharati with uplinking facilities at Todapur, Delhi. It is not a terrestrial broadcast service and DTH programme cannot be tuned in the ordinary radio receiver sets. DTH will cover the entire country as well as neighboring countries. DTH is a 24 hour service broadcast digitally. The programming is planned in such a way that the repetitions are kept at minimum.

DTH Service provides different language channels available in every nook and corner of the country. The most significant aspect of DTH broadcast is its digital quality. The following channels are available on DTH.

- 1. Hindi :** AIR Delhi is the originating station, Programmes from other Hindi stations having linkage facilities, with Delhi i.e. AIR Lucknow, AIR Jaipur, AIR Bhopal, AIR Shimla and AIR Patna find a place in Hindi DTH Channel.
- 2. Gujarati :** AIR Ahmedabad is the originating station. Gujarati programmes from Vadodra, Rajkot, Bhuj and Surat are accommodated in Gujarati DTH channel.
- 3. Marathi :** AIR Mumbai is the originating station. Programmes from Nagpur and Pune form the part of Marathi DTH channel, besides F.M Rainbow and F.M Gold
- 4. Bengali :** AIR Kolkata is the originating station. Programmes from Kolkata 'A', F.M Kolkata and Siliguri are the contents of Bangla DTH channel.
- 5. Telugu :** Uplink station is AIR Hyderabad. Besides Hyderabad main station programmes, CBS Hyderabad, Vijayawada, Cuddapah, Visakha-pattanam are other programme contributing stations.
- 6. Tamil :** Uplink station is AIR Chennai. Programmes from Chennai F.M Trichy, Pondicherry, Madurai, CBS Chennai, FM Rainbow Chennai are included in Tamil DTH Channel.
- 7. Kannada :** AIR Bangalore is the anchor station. Programmes from CBS Bangalore, F.M Rainbow, Dharwad, Mysore, and Mangalore are included in Kannada DTH channel.
- 8. Punjabi :** AIR Jalandhar is the main contributor of programmes of Punjabi DTH channel. Besides this, programmes of Jalandhar B, F.M Jalandhar and Chandigarh also will be broadcast from this channel.
- 9. North-Eastern Service :** AIR Shillong and other capital stations in North-eastern region.
- 10. Vividh Bharati Service :** Mumbai.
- 11. FM Rainbow :** Delhi.
- 12. FM Gold :** Delhi.
- 13. Urdu :** External Services Division.
- 14. Malayalam :** AIR Thiruvananthapuram

# PRASAR BHARATI

ANNUAL REPORT-2010-11

15. Oriya : AIR Cuttack
16. Assamese : AIR Guwahati
17. FM Rainbow : AIR Chennai
18. FM Gold : AIR Mumbai
19. FM Rainbow : AIR Bangalore
20. FM Rainbow : AIR Mumbai

## VIVIDH BHARATI

The popular Vividh Bharati Service provides entertainment for 15 hrs. a day from 37 CBS-VB Centres and 4 Short Wave transmitters at Mumbai, Delhi, Chennai and Guwahati on a synchronized meter which can be heard on the same wavelength in any part of the country. The programmes are put out from Mumbai, and other AIR VB stations relay. Regional Stations originate a few programmes at some specified timings in their respective languages.



Parliamentary Committee on official language on the occasion of inspection of CBS, AIR on 8.4.2010

Transmission	Timings (All days)
I	05.55 AM to 10.05 AM
II	12.00 Noon to 05.30 PM
III	06.15 PM to 11.00 PM

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, 10 Marketing Divisions at Mumbai, New Delhi, Chennai, Bangalore, Hyderabad, Kolkata, Kochi, Thiruvananthapuram, Guwahati & Jalandhar 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.

A prescribed Code of Conduct governs the programmes as well as commercials broadcast on All India

# PRASAR BHARATI

ANNUAL REPORT-2010-11

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.

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.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## GROSS REVENUE EARNED FROM COMMERCIAL (in Rs.Lakh)

Year	Vividh Bharati	Primary Channel*	Total
1990-91	2525	1405	3930
1991-92	3489	1784	5273
1992-93	3766	2125	5891
1993-94	3696	2739	6435
1994-95	3544	2885	6429
1995-96	3732	4398	8130
1996-97	3629	4334	7963
1997-98	4305	5039	9344
1998-99	4363	5011	9374
1999-00	3483	4601	8084
2000-01	2971	4419	7390
2001-02	4652	5017	9669
2002-03	4695	5530	10225
2003-04			11769
2004-05			13600
2005-06			26883
2006-07			28365
2007-08			28921
2008-09			29159
2009-10			30308
2010-11			37296

\* Revenue from FM Service is included in Primary Channel.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## LIST OF CBS CENTRES

1.	Station Director CBS, All India Radio Navrangpura, P.O.Box-4040 Ahmedabad - 380009 Telephone:- 079 7541597	9.	Station Director CBS, All India Radio 5, Park House, Mirza Ismail Road, Jaipur - 302001 Telephone:- 0141 368761
2.	Station Director CBS, All India Radio, Raj Bhavan Road P.B.5028, Bangalore Telephone:- 080-2268697	10.	Station Director CBS, All India Radio Kanpur- 208002 Telephone: - 0512 294600
3.	Station Director CBS, All India Radio Shymala Hills Bhopal- 462002 Telephone:- 0755-661076 022-2029556/8344037	11.	Station Director CBS, All India Radio Broadcasting House Mumbai- 400002 Telephone:-28692698
4.	Station Director CBS, All India Radio Eden garden, Kalkota-700001 Telephone:- 033-2487648	12.	Station Director CBS, All India Radio Chhaju Bagh, Fraser Road P.B.No.80, Patna-800001 Telephone:- 0612-225042
5.	Station Director CBS, All India Radio Chandigarh - 160022 Telephone:- 0172-601847/601844	13.	Station Director CBS, Radio Kashmir, Srinagar-190001 Telephone:- 0194-455071
6.	Station Director CBS, All India Radio Cuttack- 753001 Telephone:- 0671-301210	14.	Station Director CBS, All India Radio Thiruvananthapuram- 695014 Telephone:- 0471-322349
7.	Station Director CBS, All India Radio 7, Kamarajar Salai, Mylapore Chennai- 600004 Telephone:- 044-4985818	15.	Station Director CBS, All India Radio Akashvani Bhavan New Delhi-110001 Telephone:- 011-3718028
8.	Station Director CBS, All India Radio 3rd floor, Rock Lands, Saifabad Hyderabad-500004 Telephone:- 040-3240452	16.	Director Sales Central Sales Unit, All India Radio Broadcasting House Backbay Reclamation Mumbai-400020 Telephone:-022-2029427/2876040
		17.	Director CBS, All India Radio, Chandmari Guwahati. Telephone:- 0361-2664426

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## VIVIDH BHARATI CENTRES

TOTAL-37 Stations &Trs.-38 | FM-27, MW-11]

S. No.	PLACE	STATE	ZONE	TRANSMITTER (MW/FM)	POWER	FREQUENCY KHz/MHz
1	AHMEDABAD	GUJARAT	WEST	FM	10 KW	96.7
2	ALLAHABAD	UTTAR PRADESH	NORTH	FM	10 KW	100.3
3	BANGALORE	KARNATAKA	SOUTH	FM	10 KW	102.9
4	BHOPAL	MADHYA PRADESH	WEST	FM	6 KW	103.5
5	CHANDIGARH*	UNION TERRITORY	NORTH	FM	6 KW	103.1
6	CHENNAI	TAMILNADU	SOUTH	MW	20 KW	783
7	CUTTACK	ORISSA	EAST	MW	1 KW	1314
8	DELHI	DELHI	NORTH	MW	20 KW	1368
9	DHARWAD	KARNATAKA	SOUTH	FM	10 KW	103
10	GUWAHATI	ASSAM	EAST	FM	10 KW	100.8
11	HYDERABAD	ANDHRA PRADESH	SOUTH	FM	6 KW	102.8
12	INDORE	MADHYA PRADESH	WEST	FM	6 KW	101.6
13	JABALPUR	MADHYA PRADESH	WEST	FM	10 KW	102.9
14	JAIPUR	RAJASTHAN	NORTH	FM	6 KW	100.3
15	JALANDHAR	PANJAB	NORTH	MW	1 KW	1350
16	JAMMU	JAMMU & KASHMIR	NORTH	FM	10 KW	104.5
17	JAMSHEDPR	JHARKHAND	EAST	FM	6 KW	100.8
18	JODHPUR	RAJASTHAN	NORTH	FM	6 KW	102.1
19	KANPUR *	UTTAR PRADESH	NORTH	MW	1 KW	1449
20	KOLKATA	WEST BENGAL	EAST	MW	20 KW	1323
21	KOZHIKODE	KERALA	SOUTH	FM	10 KW	103.6
22	LUCKNOW	UTTAR PRADESH	NORTH	MW	10 KW	1278
23	MUMBAI	MAHARASHTRA	WEST	MW	50 KW	1188
24	NAGPUR	MAHARASHTRA	WEST	FM	6 KW	100.6
25	PANAJI	GOA	WEST	MW	20 KW	1539
26	PATNA	BIHAR	EAST	FM	6 KW	102.5
27	PUNE	MAHARASHTRA	WEST	FM	6 KW	101
28	RAJKOT	GUJARAT	WEST	FM	10 KW	95.8
29	RANCHI	JHARKHAND	EAST	FM	6 KW	103.3
30	SILIGURI	WEST BENGAL	EAST	FM	10 KW	101.4
31	SRINAGAR	JAMMU & KASHMIR	NORTH	FM	10 KW	102.6
32	SURAT	GUJARAT	WEST	FM	6 KW	101.1
33	TRIVENDRUM	KERALA	SOUTH	FM	10 KW	101.9
34	UDAIPUR	RAJASTHAN	NORTH	FM	1 KW	101.7
35	VADODARA *	GUJARAT	WEST	FM	10 KW	93.9
36	VARANASI	UTTAR PRADESH	NORTH	MW	1 KW	1602
				FM	1 KW	100.60
37	VIJAYAWADA	ANDHRA PRADESH	SOUTH	MW	1 KW	1503

\* EXCLUSIVE VB CENTRES



### National Channel

National Channel of All India Radio works as a night service from 6.50 p.m. to 6.10 a.m. the next morning. Services of National Channel Started on 18th May, 1988.

Having the entire area of India as its zone, the programme composition 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 programme on Science, Health, Sports, Literature, Humour, Current Social Issues, and Cultural Heritage so as to enrich the vast knowledge of its listeners. **Education, Culture and Social Economic Development are the focal points of VIVIDHA** programme broadcast in Hindi and English on alternative days. Similarly an Urdu programme Manzar is broadcast daily. Magazine programme on economics, science, sports, music and literature are broadcast on regular basis. Carrier guidance, Current Affairs and Social issues are taken up in the weekly programme FOCUS. In other weekly programmes personalities from different fields are featured in the programme of Senior Citizens and Mulaquat. Issues related to various aspects of life and health are taken up in an interactive radio counselling programme Hello Zindagi. The programme Hanste Hansaate in broadcast twice week. Classical music (Hindustani & Carnatic) and regional music are broadcast daily in fixed chunks.

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 the programme Jai Jawan for soldiers.

Hourly new-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 'RAMZAAN' 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.

National Channel has imparted training to IGNOU students for Diploma in Radio Programmes.

The programme of National Channel is available on its MW transmitters at Nagpur (1916 M - 1566 KHz) and Delhi (246.9 M - 1215 KHz) with shortwave support in 31 Meter Band (9425 KHz and 9470 KHz).



Poets at Kavi Sammelan organized by AIR, Delhi on 10.8.2010

# PRASAR BHARATI

ANNUAL REPORT-2010-11

EXISTING A.I.R. STATIONS As on 31.03.2011					
<b>TOTAL STATIONS- 241</b>					
<b>TOTAL TRANSMITTERS-385 [MW149, FM-182, SW-54]</b>					
S.No.	STATIONS	CATEGORY	TRANSMITTER	FREQUENCY	STUDIO
<b>ANDHRA PRADESH [13]</b>			<b>Total [MW+ FM] Coverage: Area-99.00%</b>		
<b>Trs.-21 (MW-7, FM-13, SW-1)</b>			<b>Population -99.50%</b>		
			<b>FM Coverage: Area-23.67% Population -26.90%</b>		
1	ADILABAD	LRS	1 KW MW	1485 khz	MP
2	ANANTAPUR	LRS	6 KW FM	101.7 Mhz	MP
3	CUDDAPAH	REGIONAL	100 KW MW	900 khz	TYPE I
	(Kadapa)				
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,	101.9 Mhz	50 KW SW
			RAINBOW		
5	KOTHAGUDAM	REGIONAL	6 KW FM	100.1 Mhz	MP
6	KURNOOL	LRS	6 KW FM	102.4 Mhz	MP
7	MERKAPURAM	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	102.2 khz	
			(Int. set up)		
11	VISHAKHAPATNAM	REGIONAL	100 KW MW	927 khz	TYPE I
			10 KW FM,	102 Mhz	STEREO
			RAINBOW		
12	WARANGAL	LRS	10 KW FM	103.5 Mhz	MP
13	MACHERL	LRSA	3 KW FM	103.1 Mhz	MP
14	KARIMNAGAR	RELAY	1KW FM		
<b>ARUNANCHAL PRADESH</b>			<b>Total Coverage[MW+FM]: Area-57.00%</b>		
<b>[5] Trs-7 ( MW-5, SW-1,FM-1)</b>			<b>Population -76.00%</b>		
			<b>FM Coverage: Area-4.86% Population -10.97%</b>		
15	ITANAGAR	REGIONAL	100 KW MW	675 khz	TYPE I, UPLINK

# PRASAR BHARATI

ANNUAL REPORT-2010-11

S.No.	STATIONS	CATEGORY	TRANSMITTER	FREQUENCY	STUDIO
			50 KW SW		
			10 KW FM	103.1	
16	PASSIGHAT	REGIONAL	10 KW MW	1062 khz	MP
17	TAWANG	REGIONAL	10 KW MW	1521 khz	MP
18	TEZU	REGIONAL	10 KW MW	1332 khz	MP
19	ZIRO	LRS	1 KW MW	1602 khz	MP
<b>ASSAM [10]</b>			<b>Total Coverage [MW+FM]: Area-96.70%</b>		
<b>Trs- 14 (MW-7, SW-2, FM-5)</b>			<b>Population -98.87%</b>		
			<b>FM Coverage: Area-36.83% Population -38.05%</b>		
20	DHUBRI	RELAY	6 KW FM	103.3 Mhz	
21	DIBRUGARH	REGIONAL	300 KW MW	567 khz	TYPE III
22	DIPHU	LRS	1 KW MW	1485 khz	MP
23	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		
24	HAFLONG	LRS	6 KW FM	102 Mhz	MP
25	JORHAT	LRS	10 KW FM	103.4 Mhz	MP
26	KOKRAJHAR	REGIONAL	20 KW MW	1512 khz	TYPE I
27	NOWGONG	LRS	6 KW FM	102.7 Mhz	MP
28	SILCHAR	REGIONAL	20 KW MW	828 khz	TYPE I
29	TEZPUR	REGIONAL	20 KW MW	1125 khz	MP
<b>BIHAR [6]</b>			<b>Total Coverage[FM+MW]: Area-99.00%*</b>		
<b>Trs 7 - (MW-3,SW-NII,FM-4)</b>			<b>Population -99.00%*</b>		
			<b>FM Coverage: Area-20.5% Population -19.38%</b>		
30	BHAGALPUR	REGIONAL	20 KW MW	1458 khz	TYPE I
31	DARBHANGA	REGIONAL	20 KW MW	1296 khz	TYPE I
32	PATNA	REGIONAL	100 KW MW	621 khz	TYPE IV, Uplng, News on Phone
			6 KW FM VB	102.5 Mhz	STEREO
33	PURNEA	LRS	6 KW FM	102.3 Mhz	MP
34	SASARAM	LRS	6 KW FM	103.4 Mhz	M
35	AURANGABAD	LPT RELAY	100 W FM	102.4 Mhz	

# PRASAR BHARATI

ANNUAL REPORT-2010-11

CHATTISGARH [6]			Total Coverage[MW+FM]: Area-93.80%		
Trs- 14 (MW-7, SW-2, FM-5)			Population -97.35%		
			FM Coverage: Area-9.1% Population -13.80%		
36	AMBIKAPUR	REGIONAL	20 KW MW	1260 khz	TYPE I
37	BILASPUR	LRS	6 KW FM	103.2 Mhz	MP
38	JAGDALPUR	REGIONAL	100 KW MW	756 khz	TYPE I
39	RAIGARH	LRS	6 KW FM	100.7 Mhz	MP
40	RAIPUR	REGIONAL	100 KW MW	981 khz	TYPE I Uplink, News on Phone
			1 KW FM (Int set up)	101.6 Mhz	STEREO
41	SARAIPELLI	LRS	1 KW FM	102.8 Mhz	MP
DELHI			Total Coverage[MW+FM]: Area-99.00%		
Trs-22(MW-5,SW-15, FM-2)			Population -99.00%		
			FM Coverage: Area-90.00% Population -98.90%		
42	DELHI [1]	REGIONAL	200 KW MW 'A'	819 khz	TYPE IV Plus, UPLINK
			100 KW MW 'B'	666 khz	News on Phone
			10 KW MW 'D' (Yuv Vani)	1368 khz	
			10 KW FM (RAINBOW)	1017 khz	
			5 KW FM (GOLD)	102.6 Mhz	STEREO
			20 KW MW NC	106.4 Mhz	STEREO
			50 KW SW EXT. SERV.	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.		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
GOA [1]			Total Coverage[MW+FM]: Area-99.00%*		
Trs-5 (MW-2, SW-2,FM-1)			Population -99.00%*		
			FM Coverage: Area-90.00% Population -90.00%		
43	PANAJI	REGIONAL	100 KW MW	1287 khz	TYPE III

# PRASAR BHARATI

ANNUAL REPORT-2010-11

			20 KW MW VB	1539 khz	
			6 KW FM,	105.4 Mhz	STEREO
			RAINBOW		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
<b>GUJARAT [8]</b>			<b>Total Coverage[MW+FM]: Area-99.00%*</b>		
<b>Trs.- 11 (MW-6, FM-5)</b>			<b>Population -99.00%*</b>		
			<b>FM Coverage: Area-14.93% Population -36.90%</b>		
44	AHMEDABAD	REGIONAL	200 KW MW	846 khz	TYPE-IV, Uplink,News on Phone
			10 KW FM VB	96.7 Mhz	STEREO
45	AHWA	REGIONAL	1 KW MW	1485 khz	MP
46	BHUJ	REGIONAL	20 KW MW	1314 khz	TYPE II
47	GODHRA	LRS	6 KW FM	102.2 Mhz	MP
48	RAJKOT	REGIONAL	300 KW MW	810 khz	TYPE III
			10 KW FM VB	95.8 Mhz	STEREO
			1000 KW MW EXT. SERV.	1071 khz	NOT OPERATIONAL
49	SURAT	LRS	6 KW FM, VB	101.1 Mhz	MP
50	VADODRA	VB EXCL.	10 KW FM	93.9 Mhz	TYPE II STEREO
51	HIMMATNAGAR	LRS	1 KW MW	1584 khz	MP
<b>HARYANA [3]</b>			<b>Total Coverage[MW+FM]: Area-99.00%*</b>		
<b>Trs-4 (MW- 1, FM- 3, SW- 0)</b>			<b>Population -99.00%*</b>		
			<b>FM Coverage: Area-39.5% Population -38.85%</b>		
52	HISSAR	LRS	6 KW FM	102.3 Mhz	MPUPLINK (Under installn.)
53	KURUKSHETRA	LRS	6 KW FM	101.4 Mhz	MP
54	ROHTAK	REGIONAL	20 KW MW	1143 khz	TYPE III
			1 KW FM (Int. set up)	103.5 Mhz	STEREO
<b>HIMANCHAL PRADESH [7]</b>			<b>Total Coverage[MW+FM]: Area-52.00%</b>		
<b>Trs- 8 ( MW-2, FM-5, SW-1)</b>			<b>Population -88.91%</b>		
			<b>FM Coverage: Area-48.91% Population -88.03%</b>		
55	DHARMSHALA	REGIONAL	10 KW FM	103.4 Mhz	MP
56	HAMIRPUR	LRS	6 KW FM	101.8 Mhz	MP
57	KASALI	RELAY	10 KW FM	107.2 Mhz	
58	KINNAUR(KALPA)	RELAY	1 KW MW	1584 khz	
59	KULLU	RELAY	6 KW FM	102.5 Mhz	

# PRASAR BHARATI

ANNUAL REPORT-2010-11

60	SHIMLA	REGIONAL	100 KW MW	774 khz	TYPE III ,
			50 KW SW		UPLINK
			1 KW FM (Int. set up)	100.9 Mhz	STEREO
61	BHARMOR	LPT RELAY	100W FM	101.3Mhz	
62	KEYLONG	LPT RELAY	100W FM	100.4Mhz	
<b>JAMMU &amp; KASHMIR [16]</b> Trs- 25(MW-14,SW- 3,FM- 8)			<b>Total Coverage[MW+FM]: Area-48.05%</b> <b>Population -99.50%</b> <b>FM Coverage: Area-10.50% Population -63.10%</b>		
63	JAMMU	REGIONAL	300 KW MW	990 khz	TYPE III,
					UPLINK
			3 KW FM YUV VANI	100.3 Mhz	
			10 KW FM VB	104.5 Mhz	
			50 KW SW		
64	KARGIL	REGIONAL	1 KW MW	1584 khz	MP
			200 KW MW	684 khz	
65	KATHUA	LRS	10 KW FM	102.2 Mhz	MP
66	LEH	REGIONAL	20 KW MW	1053 khz	MP, UPLINK
			10 KW SW		
			100 Watt FM		
67	POONCH	LRS	6 KW FM	100.7 Mhz	MP
68	SRINAGAR	REGIONAL	300 KW MW	1116 khz	TYPE III,
					UPLINK
			10 KW MW YUV VANI	1224 khz	
			10 KW FM VB	102.6 Mhz	STEREO
			50 KW SW		
69	BHADARWAH	REGIONAL	6 KW FM	101.0 Mhz	MP
70	KUPWARA	RELAY	20 KW MW	1350 khz	
71	KHALSI	RELAY	1 KW MW	1485 khz	
72	NAUSHERA	RELAY	20 KW MW	1089 khz	
73	RAJOURI	RELAY	10 KW FM	101.9 Mhz	
74	DRASS	RELAY	1 KW MW	1485 khz	
75	TIESURU	RELAY	1 KW MW	1602 khz	
76	NYOMA	RELAY	1 KW MW	1485 khz	
77	DISKIT	RELAY	1 KW MW	1602 khz	
78	PADUM	RELAY	1 KW MW		
<b>JHARKHAND [5]</b> Trs- 8 (MW-2, SW- 1, FM-5)			<b>FM Coverage[MW+FM]: Area-99.00%</b> <b>Population -99.50%</b> <b>FM Coverage: Area-35.09% Population -36.02%</b>		
79	CHAIBASA	LRS	6 KW FM	101.7 Mhz	MP

# PRASAR BHARATI

ANNUAL REPORT-2010-11

80	DALTONGANJ	LRS	10 KW FM	103 Mhz	MP
81	HAJARIBAGH	LRS	6 KW FM	102.1 Mhz	MP
82	JAMSHEDPUR	REGIONAL	1 KW MW	1584 khz	TYPE I
			6 KW FM VB	100.8 Mhz	STEREO
83	RANCHI	REGIONAL	100 KW MW	549 khz	TYPE II,
					UPLINK
			6 KW FM VB	103.3 Mhz	STEREO
			50KW SW		
<b>KARNATAKA [14] Trs-25 [MW-5, SW-6, FM-14]</b>			<b>Total Coverage[MW+FM]: Area-96.40% Population -97.30% FM Coverage: Area-25.63% Population -36.36%</b>		
84	BANGALORE (Banguluru)	REGIONAL	200 KW MW	612 khz	TYPE IV, Uplink, News on Phone
			10 KW FM VB	102.9 Mhz	STEREO
			10 KW FM, RAINBOW	101.3 Mhz	STEREO
			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		
85	BHADRAWATI	REGIONAL	20 KW MW	675 khz	TYPE I
86	BELLARY	REGIONAL	1 KW FM (INT SET UP)	103.3 mhz	
87	BIJAPUR	LRS	6 KW FM	101.8 Mhz	MP
88	CHITRADURG	LRS	6 KW FM	102.6 Mhz	MP
89	DHARWAD	REGIONAL	200 KW MW	765 khz	TYPE III
			10 KW FM VB	103.0 Mhz	
90	GULBARGA	REGIONAL	20 KW MW	1107 khz	
			1 KW FM (INT SET UP)	103.7 Mhz	STEREO
91	HASSAN	REGIONAL	6 KW FM	1107 khz	TYPE I
92	HOSPET	LRS	10 KW FM	102.2 Mhz	MP
93	KARWAR	LRS	3 KW FM	100.5 Mhz	MP
94	MANGALORE	REGIONAL	20 KW MW	1089 khz	MP
	/UDIPI				
			10 KW FM	100.3 mhz	TYPE I
95	MERCARA (Madikeri)	REGIONAL	6 KW FM	103.1	
96	MYSORE	REGIONAL	10 KW FM	1017 khz	MP
97	RAICHUR	LRS	6 KW FM	102.1 Mhz	MP
<b>KERALA [8]Trs- 12 (MW- 4,SW-1,FM- 7)</b>			<b>Total Coverage[MW+FM]: Area-99.60% Population -99.80% FM Coverage: Area-41.57% Population -45.85%</b>		

# PRASAR BHARATI

ANNUAL REPORT-2010-11

98	ALLEPPY (Alappuzha)	RELAY	200 KW MW	576 khz	
99	CALICUT (Kozhikode)	REGIONAL	100 KW MW	684 khz	TYPE III
100	CANNANOR (Kannur)	REGIONAL	10 KW FM (VB) 6 KW FM	103.6 Mhz 101.5 Mhz	MP
101	COCHIN (Kochi)	LRS	6 KW FM	102.3 Mhz	MP
102	IDUKKI (DEVIKULAM)	REGIONAL	10 KW FM VB 6 KW FM	107.5 Mhz 101.4 Mhz	MP
103	TRICHUR (Thrissur)	REGIONAL	100 KW MW	630 khz	TYPE I
104	TRIVANDRUM	REGIONAL	20 KW MW	1161 khz	TYPE IV, Uplink, News on Phone
105	MANJERI	LRS	10 KW FM VB 50KW SW 3 KW FM, RAINBOW	101.9 Mhz 102.7 Mhz	STEREO MP
<b>MADHYA PRADESH [16]</b>			<b>Total Coverage[MW+FM]: Area-99.30%</b>		
<b>Trs-20 (MW-6, FM-13, SW-1)</b>			<b>Population -99.40%</b>		
			<b>FM Coverage: Area-23.74% Population -28%</b>		
106	BALAGHAT	LRS	6 KW FM	101.3 Mhz	MP
107	BETUL	LRS	6 KW FM	103.1 Mhz	MP
108	BHOPAL	REGIONAL	10 KW MW	1593 khz	TYPE III, UPLINK
			6 KW FM VB	103.5 Mhz	STEREO
			50 KW SW		
109	CHHATARPUR	REGIONAL	20 KW MW	675 khz	TYPE I
110	CHHINDWARA	LRS	6 KW FM	102.2 Mhz	MP
111	GUNA	LRS	6 KW FM	102.3 Mhz	MP
112	GWALIOR	REGIONAL	20 KW MW	1386 khz	TYPE I
113	INDORE	REGIONAL	200 KW MW	648 khz	TYPE III
			6 KW FM VB	101.6 Mhz	STEREO
114	JABALPUR	REGIONAL	200 KW MW	801 khz	TYPE I
			10 KW FM VB	102.9 Mhz	STEREO
115	KHANDWA	LRS	6 KW FM	101.2 Mhz	MP
116	REWA	REGIONAL	20 KW MW	1179 khz	TYPE II
117	SAGAR	LRS	6 KW FM	102.6 Mhz	MP
118	SHAHDOL	REGIONAL	6 KW FM	102 Mhz	MP
119	SHIVPURI	REGIONAL	6 KW FM	100.2 Mhz	MP
120	MANDLA	LRS	1 KW FM	100.4 Mhz	MP
121	RAJGARH	LRS	3 KW FM	100.7 Mhz	MP
122	PANCHMARHI	RELAY	100W FM	101.1 Mhz	MP



# PRASAR BHARATI

ANNUAL REPORT-2010-11

MAHARASHTRA [22]			Total Coverage[MW+FM]: Area-98.67%		
Trs- 31 (MW-12, FM-17, SW-2)			Population -98.99%		
			FM Coverage: Area-24.3% Population -44.15%		
123	AHMEDNAGAR	LRS	6 KW FM	100.1 Mhz	MP
124	AKOLA	LRS	6 KW FM	102.4 Mhz	MP
125	AURANGABAD	REGIONAL	1 KW MW	1521 khz	TYPE II, UPLINK (Under installn.)
			1 KW FM (Int. set up)	101.7 Mhz	STEREO
126	BEED	LRS	6 KW FM	102.9 Mhz	MP
127	CHANDRAPUR	LRS	6 KW FM	103 Mhz	MP
128	DHULE	LRS	6 KW FM	100 Mhz	MP
129	GHARCHIROLI	RELAY	100WFM	101.8Mhz	
130	JALGAON	REGIONAL	20 KW MW	963 khz	TYPE I
131	KOLHAPUR	REGIONAL	6 KW FM	102.7 Mhz	MP
132	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		
133	NAGPUR	REGIONAL	300 KW MW	585 khz	TYPE III
			6 KW FM VB	100.6 Mhz	STEREO
			1000 KW MW NC	1566 khz	
134	NANDED	LRS	6 KW FM	101.1 Mhz	MP
135	NASIK	LRS	6 KW FM	101.4 Mhz	MP
136	OSMANABAD	LRS	6 KW FM	101.3 Mhz	MP
137	PARBHANI	REGIONAL	20 KW MW	1305 khz	TYPE I
138	PUNE	REGIONAL	100 KW MW	792 khz	TYPE IV
			6 KW FM VB	101 Mhz	STEREO
139	RATNAGIRI	REGIONAL	20 KW MW	1143 khz	TYPE I
140	SANGLI	REGIONAL	20 KW MW	1251 khz	TYPE I
141	SATARA	LRS	6 KW FM	103.1 Mhz	MP
142	SOLAPUR	LRS	1 KW MW	1602 khz	MP
143	YEOTMAL	LRS	6 KW FM	102.7 Mhz	MP
144	ORAS	LRS	5 KW FM		MP

# PRASAR BHARATI

ANNUAL REPORT-2010-11

<b>MANIPUR [2]</b>			<b>Total Coverage[MW+FM]: Area-94.96%</b>		
<b>Trs- 4 ( MW-1,SW-1, FM-2)</b>			<b>Population -98.46%</b>		
			<b>FM Coverage: Area-42.13% Population -65.62%</b>		
145	IMPHAL	REGIONAL	300 KW MW	882 khz	TYPE III , Uplink, News on Phone
			50 KW SW		
			10 KW FM	103.5 Mhz	
146	CHUDACHANDPUR	LRS	6 KW FM		MP
<b>MEGHALAYA [5]</b>			<b>Total Coverage[MW+FM]: Area-97.50%</b>		
<b>Trs-7( MW-4 SW-1,FM-2)</b>			<b>Population -98.45%</b>		
			<b>FM Coverage: Area-46.32% Population -48.12%</b>		
147	JOWAI	LRS	6 KW FM	101.1 Mhz	MP
148	NONGSTOIN	CRS	1 KW MW	1485 khz	MP
149	SHILLONG	REGIONAL	100 KW MW,	864 khz	TYPE II , UPLINK
			50 KW SW NE INTEG.		
			10 KW FM, RAINBOW	103.6 Mhz	STEREO
150	TURA	REGIONAL	20 KW MW	1233 khz	TYPE I
151	WILLIAMNAGAR	CRS	1 KW MW	1602 khz	MP
<b>MIZORAM [3]</b>			<b>Total Coverage[MW+FM]: Area-59.56%</b>		
<b>Trs – 5 (MW-2, SW-1, FM-2)</b>			<b>Population -73.27%</b>		
			<b>FM Coverage: Area-45.71% Population -58.14%</b>		
152	AIJAWL	REGIONAL	20 KW MW	540 khz	TYPE II ,UPLINK
			10 KW SW		
			6 KW FM	100.7	
153	LUNGLEH	REGIONAL	6 KW FM	101.9 Mhz	MP
154	SAIHA	CRS	1 KW MW	1602 khz	MP
<b>NAGALAND [4]</b>			<b>Total Coverage[MW+FM]: Area-81.50%</b>		
<b>Trs- 6 (MW-3, SW-1 FM-2)</b>			<b>Population -87.67%</b>		
			<b>FM Coverage: Area-41.75% Population -43.38%</b>		
155	KOHIMA	REGIONAL	100 KW MW	639 khz	TYPE III, UPLINK
			1 KW FM	103 Mhz	Stereo
			50 KW SW		
156	MOKOKCHUNG	LRS	6 KW FM	100.9 Mhz	MP
157	MON	CRS	1 KW MW	1584 khz	MP
158	TUENSANG	CRS	1 KW MW	1602 khz	MP

# PRASAR BHARATI

ANNUAL REPORT-2010-11

<b>ORISSA [13]</b>			<b>Total Coverage[MW+FM]: Area-98.27%</b>		
<b>Trs- 16 ( MW-8, SW-1, FM-7)</b>			<b>Population -99.00%</b>		
			<b>FM Coverage: Area-13.74% Population -17.76%</b>		
159	BARIPADA	LRS	5 KW FM	102.9	MP
160	BERHAMPUR	LRS	6 KW FM	100.6 Mhz	MP
161	BHAWANIPATNA	REGIONAL	200 KW MW	1206 khz	TYPE I
162	BOLANGIR	LRS	6 KW FM	101.9 Mhz	MP
163	CUTTACK	REGIONAL	300 KW MW	972 khz	TYPE IV, UPLINK
			1 KW MW VB	1314 khz	
			6 KW FM, RAINBOW	101.3 Mhz	STEREO
164	JEYPORE	REGIONAL	100 KW MW	1467 khz	TYPE I
			50 KW SW		
165	JORANDA	LRS	1 KW MW	1485 khz	MP
166	KEONJHAR	LRS	1 KW MW	1584 khz	MP
167	PURI	LRS	3 KW FM	103.4 Mhz	MP
168	ROURKELA	LRS	6 KW FM	102.6 Mhz	MP
169	SAMBALPUR	REGIONAL	100 KW MW	945 khz	TYPE I
170	DEOGARH	LPT RELAY	100 W FM	101.0 Mhz	
171	SORO	LRS	1 KW MW		MP
<b>PUNJAB [3]</b>			<b>Total Coverage[MW+FM]: Area-99.00%*</b>		
<b>Trs- 6 (MW-3, FM-3)</b>			<b>Population -99.00%*</b>		
			<b>FM Coverage: Area-55.44% Population -59.97%</b>		
172	BHATINDA	LRS	6 KW FM	101.1 Mhz	MP
173	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, RAINBOW	102.7 Mhz	stereo
174	PATIALA	LRS	6 KW FM	100.2 Mhz	MP
<b>Trs- 21 (MW-8, FM-12, SW-1)</b>			<b>Total Coverage[MW+FM]: Area-94.00%</b>		
<b>RAJASTHAN [17]</b>			<b>Population -99.00%</b>		
			<b>FM Coverage: Area-25.36% Population -31.55%</b>		
175	AJMER	RELAY	200 KW MW	603 khz	
176	ALWAR	LRS	6 KW FM	103.1 Mhz	MP
177	BANSWARA	LRS	6 KW FM	101.3 Mhz	MP
178	BARMER	REGIONAL	20 KW MW	1458 khz	MP
179	BIKANER	REGIONAL	20 KW MW	1395 khz	TYPE II
180	CHITTORGARH	LRS	6 KW FM	102.9 Mhz	MP
181	CHURU	REGIONAL	6 KW FM	100.7 Mhz	MP

# PRASAR BHARATI

ANNUAL REPORT-2010-11

182	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		
183	JAISALMER	REGIONAL	10 KW FM	101.8 Mhz	TYPE I
184	JHALAWAR	LRS	6 KW FM	103.2 Mhz	MP
185	JODHPUR	REGIONAL	300 KW MW	531 khz	TYPE III
			6 KW FM VB	102.1 Mhz	
186	KOTA	LRS	20 KW MW	1413 khz	MP
187	MOUNT ABU	REGIONAL	6 KW FM	103.5 Mhz	MP
188	NAGPUR	LRS	6 KW FM	103.7 Mhz	MP
189	SAWAI MADHOPUR	LRS	6 KW FM	101.5 Mhz	MP
190	SURATGARH	REGIONAL	300 KW MW	918 khz	TYPE I
191	UDAIPUR	REGIONAL	20 KW MW	1125 khz	TYPE I
			1 KW FM (Int. set up)	1001.7 Mhz	STEREO
<b>SIKKIM [1]</b>			<b>Total Coverage [MW+FM]: Area-72.00%</b>		
<b>Trs-2 (MW-1, SW-1)</b>			<b>Population -95.60%</b>		
			<b>FM Coverage: Area-1.05% Population -2.45%</b>		
192	GANGTOK	REGIONAL	20 KW MW	1404 khz	TYPE I
			10 KW SW		
<b>TAMILNADU [12]</b>			<b>Total Coverage [MW+FM]: Area-99.00%*</b>		
<b>Trs- 20 ( MW-9,SW-2, FM- 9)</b>			<b>Population -99.00%*</b>		
			<b>FM Coverage: Area-53.67% Population -62.41%</b>		
193	CHENNAI	REGIONAL	200 KW MW 'A'	720 khz	MULTI TRACK
			20 KW MW 'B'	1017 khz	TYPE IV Plus, UPLINK Phone
			20 KW MW VB	1395 khz	News on phone
			20 KW FM,(RAINBOW)	101.4 Mhz	STEREO
			20 KW FM ,(GOLD)	102.3 Mhz	STEREO
			50 KW SW		
			100 KW SW VB SYNC.		
194	COIMBATORE	REGIONAL	20 KW MW	999 khz	TYPE I
			10 KW FM VB	103 Mhz	STEREO
195	KODAIKANAL	REGIONAL	10 KW FM	100.5 Mhz	MP(STEREO)
196	MADURAI	REGIONAL	20 KW MW	1269 khz	TYPE II
			1 KW FM (Int. set up)	103.3 Mhz	STEREO
197	NAGARCOIL	LRS	10 KW FM	101 Mhz	MP
198	OOTTACAMUND	REGIONAL	1 KW MW	1602 khz	MP
199	TIRUCHIRAPALLI	REGIONAL	100 KW MW	936 khz	TYPE IV
			10 KW FM VB	102.1 Mhz	STEREO

# PRASAR BHARATI

ANNUAL REPORT-2010-11

200	TIRUNELVELI	REGIONAL	20 KW MW	1197 khz	TYPE I
201	TUTICORIN	REGIONAL	200 KW MW EXT. SERV.	1053 khz	TYPE I
202	DHARMAPURI	LRS	10 KW FM TR.	102.5 Mhz	
203	SALEM (YERCAUD)	LPT RELAY	100 W FM	100.9 Mhz	
204	THANJAVUR	LPT RELAY	100WFM	101.2Mhz	
<b>TRIPURA [3]</b>			<b>Total Coverage[MW+FM]: Area-84.31%</b>		
<b>Trs -4 (MW-1 , FM -3)</b>			<b>Population -89.00%</b>		
			<b>FM Coverage: Area-72.89% Population -86.19%</b>		
205	AGARTALA	REGIONAL	20 KW MW	1269 khz	TYPE I , UPLINK
			10 KW FM	101.6 Mhz	STEREO
206	BELONIA	LRS	6 KW FM	103.7 MHz	MP
207	KAILASHAHAR	LRS	6 KW FM	103.2 MHz	MP
<b>CHANDIGARH</b>			<b>Total Coverage[MW+FM]: Area-99.00%*</b>		
<b>UNION TERRITORY</b>			<b>Population -99.00%*</b>		
<b>Trs -1 ( FM -1)</b>			<b>FM Coverage: Area-99.00%* Population -99.00%*</b>		
208	CHANDIGARH [1]	VB Exclusive	6 KW FM	103.1 MHz	STEREO TYPE I
<b>DAMAN &amp; DIU</b>			<b>Total Coverage[MW+FM]: Area-99.00%*</b>		
<b>Trs.-1 (FM)</b>			<b>Population -99.00%*</b>		
			<b>FM Covergae:Area-64.28% Population -61.00%</b>		
209	DAMAN [1]	LRS	3 KW FM	102.3 MHz	MP
<b>PUDUCHERRY [2]</b>			<b>Total Coverage: Area-99.00%*</b>		
<b>Trs -3 (MW-1 , FM -2)</b>			<b>Population-99.00%*</b>		
			<b>FM Coverage: Area-92.07% Population -93.52%</b>		
210	PUDUCHERRY	REGIONAL	20 KW MW	1215 kHz	MP
			5 KW FM (Interim set up)	102.8 MHz	STEREO (FM Rainbow Chennai)
211	KARAIKAL	LRS	6 KW FM	100.3 MHz	
<b>L &amp; M ISLANDS [1]</b>			<b>Total Coverage[MW+FM]: Area-99.00%*</b>		
<b>Trs.-1(MW)</b>			<b>Population -99.00%*</b>		
			<b>FM Coverage: Area-0.0% Population -0.0%</b>		
212	KAVARATTI	REGIONAL	1 KW MW	1584 kHz	MP

# PRASAR BHARATI

ANNUAL REPORT-2010-11

<b>A &amp; N ISLAND [1]</b>			<b>Total Coverage[MW+FM]: Area-99.00%*</b>		
<b>Trs.-3(MW-1,SW-1,FM-1)</b>			<b>Population -99.00%*</b>		
			<b>FM Coverage: Area-36.3% Population -28.00%</b>		
213	PORT BLAIR A&N	REGIONAL	100 KW MW	684 kHz	TYPE I
			10 KW SW		TYPE II
			10 KW FM	100.9 MHz	STEREO
<b>UTTAR PRADESH [14]</b>			<b>Total Coverage[MW+FM]: Area-99.90%</b>		
<b>Trs -27 ( MW-11, SW- 6, FM- 10)</b>			<b>Population -99.90%</b>		
			<b>FM Coverage: Area-16.2% Population -22.04%</b>		
214	AGRA	REGIONAL	20 KW MW	1530 kHz	TYPE I
215	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.		
216	ALLAHABAD	REGIONAL	20 KW MW	1026 khz	TYPE III
			10 KW FM VB	100.3 Mhz	
217	BAREILLY	LRS	6 KW FM	100.4 Mhz	MP
218	FAIZABAD	LRS	6 KW FM	101.9 Mhz	MP
219	GORAKHPUR	REGIONAL	100 KW MW	909 khz	TYPE III
			50 KW SW EXT. SERV.		
			1 KW FM (Int. set up)	100.1 Mhz	STEREO
220	JHANSI		6 KW FM	103 Mhz	MP
221	KANPUR	VB EXCL.	1 KW MW	1449 khz	TYPE I
			1 KW FM (Int. set up)	103.7 Mhz	
222	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		
223	MATHURA	REGIONAL	1 KW MW	1584 khz	TYPE I
224	NAJIBABAD	REGIONAL	200 KW MW	954 khz	TYPE I
225	OBRA	REGIONAL	6 KW FM	102.7 Mhz	MP
226	RAMPUR	REGIONAL	20 KW MW	891 khz	TYPE I
227	VARANASI	REGIONAL	100 KW MW	1242 khz	TYPE-II, UPLINK (Under installn.)
			1 KW MW VB	1602 khz	
			1 KW FM (Interim set up)	100.6Mhz	

# PRASAR BHARATI

ANNUAL REPORT-2010-11

UTTARAKHAND [7]			Total Coverage[MW+FM]: Area-52.80%		
Trs.-7 ( MW-5, FM-2)			Population -77.37%		
			FM Coverage: Area-30.8% Population -46.43%		
228	ALMORA	REGIONAL	1 KW MW	999 kHz	TYPE I, UPLINK
229	GOPESHWAR (CHAMOLI)	REGIONAL	1 KW MW	1485 kHz	MP
230	MUSSOORIE	RELAY	10 KW FM, RAINBOW	102.1 Mhz	
231	PAURI	REGIONAL	1 KW MW	1602 khz	MP
232	PITHORAGARH	RELAY	1 KW MW	1602 khz	
233	UTTARKASHI	RELAY	1 KW MW	1602 khz	
234	NAINITAL	LPT RELAY	1 KW MW	1602 khz	
<b>WEST BENGAL [7]</b>			<b>Total Coverage [MW+FM]: Area-99.00%*</b>		
<b>Trs.-16 ( MW-6, SW-2, FM-8)</b>			<b>Population -99.00%*</b>		
			<b>FM Coverage: Area-29.49% Population -41.90%</b>		
235	ASANSOLE	RELAY	6 KW FM RELAY	100.3 Mhz	
236	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.	*594 khz &	During day time
			SERV. (Chinsurah)	**1134 khz*	**During night time
237	KURSEONG	REGIONAL	50 KW SW		TYPE II
			1 KW MW REG. SERV.	1440 khz	
			5 KW FM , RAINBOW	102.3 Mhz	
238	MURSHIDABAD	LRS	6 KW FM	102.2 Mhz	MP
239	SHANTINIKETAN	LRS	3 KW FM	103.1 Mhz	MP
240	SILIGURI	REGIONAL	200 KW MW	711 khz	TYPE I
			10 KW FM VB	107 Mhz	STEREO
241	DARJEELING	LPT RELAY	100 W FM	100.2 Mhz	
			<b>TOTAL</b>		
			<b>Transmitters.- 385</b>		
			<b>Stations. -241</b>		

### DOORDARSHAN

#### INTRODUCTION

Doordarshan, the national television service of India is devoted to public service broadcasting. It is also one of the largest broadcasting organizations in the world in terms of infrastructure of studio and transmitters, the variety of software and the vastness of the viewership. The experimental telecast started in Delhi in September 1959 with a small transmitter and a makeshift studio and a regular daily transmission started in 1965. Television was separated from Radio in 1976 and Doordarshan came into existence, from then onwards, there has been steady progress in Doordarshan. The flagship of Doordarshan – DD-I – operates through a network of 1415 terrestrial transmitters of varying power reaching over 92% population of the country. Terrestrial coverage of DD News Channel is estimated to be available to about 49% population. Area-wise coverage of DD 1 and DD News Channel is 82% and 26%, respectively. State-wise number of transmitters is given at Annexure II.

Presently, Doordarshan is operating 35 Satellite Channels and 11 Regional languages satellite channels, besides state networks, International Channel etc; For Programme production, there are 66 Studio centres in Doordarshan Network. These include 17 major Studio centres at state capitals, where National/Regional channels originate. The remaining 49 Studio centres with varying facilities are located at state capitals & other important towns. Out of 66 Studio centres, 21 Studio centres (including all 17 major centres) are fully digital and 33 Studio centres are partially digital. Locations of above mentioned 66 Studio centres are given at Annexure I.

During the year 2010, **Doordarshan as a Host Broadcaster of Commonwealth Games** (held at Delhi in October, 2010) for the first time cover the entire TV coverage of the Games along with Opening and Closing Ceremonies in HDTV format. The Games were aired on five channels on the DD Network – namely DD National, DD Sports, DD India, DD Bharati and DD Urdu.

#### DOORDARSHAN NETWORK

##### **DD: National**

DD: National channel is the largest terrestrial network in the world covering about 92.0% population and 82.0% land area of the country. Being a Public Service Broadcaster the channel continues to make significant contribution to accelerate socio-economic changes, promote national integration, inculcate a sense of unity and fraternity and stimulate scientific temperament among the people. It also contributes to disseminate knowledge/education and information for public awareness about means of population control, family welfare, preservation of environment, ecological balance and measures for women and children welfare. It telecast programmes for children, physically handicapped and under privileged, helps preservation of artistic and cultural heritage of the country and promotes sports.

DD: National is the no. 1 channel in the country in terms of absolute viewership. The service is available in terrestrial mode from 05.30 a.m. till midnight. In the satellite mode it is available round the clock. The telecast time of different programmes of this channel is so devised that it caters to the needs of different viewers at different timings.



### Feature Films on Doordarshan

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 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 blockbusters, “Saturday jubilee” to show superhit popular films, “Retrospective” to show films of eminent film makers/artists/theme based films on Sundays, “Bioscope” to show old classic & popular films in serialized manner from Monday to Wednesday. Recently “PAA”, “ALADIN”, “DHAMAAL”, “HEYY BABY”, “ANURADHA”, “BLUE”, “JODHA AKBAR” “KAGAZ KE PHOOL”, “FASHION”, “DELHI-6”, "SHATRANJ KE KHILADI" were among popular films which were shown on Doordarshan in various categories mentioned above. Recently films based on Patriotic theme "LAGE RAHO MUNNA BHAI" was telecast on Independence Day. Similarly, comedy films were telecast around festive season under the title "Phooljhariyan" in the Retrospective Slot.

### National Awarded Regional Films

Doordarshan telecast two national award winning regional language films every month. These Swarna Kamal (Golden Lotus) and Rajat Kamal (Silver Lotus) award winning films are procured on multiple telecast rights for three years and telecast on DD-NNW on 2nd and 4th Sunday at 11.30 p.m. “Pulijanmam”, "Gulabi Talkies", "Koti Chennanya", "Ghara Bhahe", "Main Man Punjab Di" etc. which are national award winning films shown recently.

New Film Guidelines 2007 have been introduced under which the Films are being procured centrally by Film Section for telecast on all the channels of Doordarshan under royalty category.

### Tentative Plan for the Coming Year:--

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. Doordarshan is also in the process to procure latest blockbusters as a package from the eminent film makers like M/s Yash Raj Films, M/s UTV etc.

Doordarshan is also in the process of formulating new film guidelines for award winning regional language films as well as commercial regional films for telecast on NNW and Regional Kendras.

### DD NEWS

DD News is the only bilingual news channel in the country. For the last seven years since its launch on November 3, 2003, it has been fulfilling its role as a public service broadcaster. It is committed to present news and current affairs in 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. During the year 2010, an hour long interactive current affairs weekly programme with an invited audience and guests/experts in the studio and outside location was launched. Two half an hour weekly interview based programmes with well known personalities were also started to take the views of the achievers to the masses.

During the year 2010, the channel strived to collect Inputs and visuals of all news events from across the country. Further through its 25 regional News Units, all news related inputs were made available to the Delhi Newsroom promptly. Extensive coverage of Bihar Assembly Elections including live inputs from Correspondents, deputed in a manner so as to cover the major districts of the state and highlight poll related issues, were taken.

Special coverage of J&K and North –eastern states, two special programmes on the Kashmir Valley, and extensive exclusive coverage of the Leh cloudburst were the other prominent highlights forth year. Special stories on social issues relating to women, children and the disabled, Comprehensive reports on implementation of flagship programmes of the Centre, in various parts of the country were also focused. Extensive and exclusive live coverage from Delhi, Mumbai and Bangalore on the important visits of the US President, British PM, French President, Chinese Premier and the Russian President was another hallmark. The glitch-free LIVE feed, which was exclusive to DD News, was used by all Indian and foreign media. Focused and comprehensive coverage of Hon'ble President and Prime Minister's tours abroad further added the aspect of India's diplomatic engagement with global community.

The Newsroom was instrumental in bringing the latest to the millions of DD News viewers across the country on a 24x7 basis throughout the year by extensively covering the events. Doordarshan News started the telecasting a fifteen minutes daily bulletin for the Hearing Impaired at 0615 hrs this year. The General packaging Desk, Sports, Business desks of the news room contributed for value addition to the content. The Breaking-in news situation through the year was handled in an appropriate manner by mounting special programmes to bring to the viewer the latest as the event unfolded. The Channel shifted in the first week of April, to the new facility in the DD Bhavan Phase II. The change over from the CPC, wincue system to the news automated ENPS , Integrated news automated system was done in a phased and a systematic manner. The transition and planned change over to the news facility of a live 24 hour channel was a significant step. The shifting of the telecast of Bulletins began in the last week of March 2010 and 24 hours channel transmission shift to the news system was complete by 3rd April, 2010. The biggest mega-sports events organized by India CWG 2010 happened in October 2010. Doordarshan News channel did extensive pre-event and coverage during the historic games in which India put its best ever performance. A month long countdown stories/capsules were telecast on the channel before the games to give a good buildup to the CWG. The pre-event programming included special half hour shows on the various studio facilities being created for the games. During the games the channel mounted special CWG -2010 bulletins "Quest for Glory", four times in a day( 07.30hrs, 1300hrs, 1900 Hrs and 2300 hrs) Comprehensively covering the events as they happened. DD News generated on an average 16 hours live transmission daily during the year which included 17 Hindi & English bulletins. One daily bulletin each in Urdu, Sanskrit besides a duly hearing impaired bulletins were also broadcast. For the DD National network, DD news produced daily two morning and two evening bulletins in Hindi and English respectively. DD News has 25 functional Regional News Units across the country. They had telecast 112 bulletins daily in 28 different languages. While these bulletins primarily focus on regional news, Important national news, specially Centre's Flagship Programmes are given due importance. The Regional News Units feed the National Channel with all important developments in the various regions, and contribute significantly to ensuring that National News Bulletins are not Delhi-centric, but encompass all important developments across the country. By providing live inputs like phone-ins, they have ensured that the National Bulletins become up-to-date and dynamic. Through regional windows like 'Metro Scan', 'State Scan', and 'Rajyon Se Samachar', DD News has been able to showcase important news developments in different States for audiences across the country. Regional News Units are continuously trying to improve the presentation and content of Regional News

# PRASAR BHARATI

ANNUAL REPORT-2010-11

shows. RNU, Thiruvanthapuram has started a weekly Business Bulletin, as well as a weekly News & Current Affairs discussion-based Programme, both of which have been receiving Public accolades across the State. RNU, Jaipur extended the duration of its Regional Bulletin from 15 mts to 30 mts, thereby earning the opportunity to extensively cover the regional news developments. In consonance with the desires of the public, RNU, Bangalore has added a 15 minute afternoon bulletin telecast on DD Chandna. Similarly in the North East, efforts are onto start a News Bulletin from Shillong, while a 15 minute weekly Round-up called “Arunachal Is Hafte” has already been started, as a fore-runner for eventually starting a daily News Bulletin from RNU, Itanagar. 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.

Doordarshan News website [www.ddnews.gov.in](http://www.ddnews.gov.in) provided the latest news updates. The website also offers live Doordarshan News bulletins on the net .

## DD SPORTS

Sports Channel of Doordarshan was launched on 18<sup>th</sup> 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 hrs. extended to round the clock i.e. from June, 2000. For the coverage of International mega Sports events Prasar Bharati had deputed ever-large contingent of production staff and given extensive coverage to the events. In addition to this during the period Prasar Bharati have given coverage to the various Sports events of National level held in India.

Doordarshan (Sports) is also telecasting various major Cricket events held during the period as per the Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act 2007 notified on 19<sup>th</sup> March, 2007 the rights holder has to share live signals of notified sports events with Doordarshan for telecast on Doordarshan National and DTH Networks.

A decision had 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.

Ever since the Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act 2007 was notified Doordarshan has been telecasting sports events of national importance on Doordarshan National terrestrial Channel and free to air DTH network in compliance of the sports Act.

## DD BHARATI

DD Bharati was launched on 26<sup>th</sup> January, 2002. Now, the channel has completed nine years on 26<sup>th</sup> January, 2011. This channel has been telecasting programmes on Health, Children, Art and Culture, Music, Dance, Women, Education, Travelogue and preserving the country's great heritage and values. The Channel was revamped from June 7<sup>th</sup> 2010. Since the channel is carrying programmes on Art, Literature and Culture. An eight hours loop has been introduced, which is being telecast thrice a day.

In the health segment fresh programmes such as “Dhyan Marg” (26) and “Aap Ki Sehat” (26), acquired through Acquisition, were widely liked by viewers (rural and urban) across the country. Similarly in-house

# PRASAR BHARATI

ANNUAL REPORT-2010-11

production fresh programmes entitled “Prevention & Treatment of Nasal disease” was also appreciated by viewers.

DD Bharati featured daily children and youth programmes for the children (age group of 6 to 18 years) such as animation, talent hunt shows, wildlife films, science films, counselling shows etc. MERI BAAT, an hour-long phone-in “LIVE” show with young people has attracted the attention of viewers not only in India but also in other parts of the world.

Under literature, theatre, art, crafts, paintings, sculpture, classical dance/music, cultural heritage programmes such as “Pride of India” and ”Shorya-E-Awadh,” monuments and places of historical and religious importance as “Dharohar” and life & works of eminent poets & writers such as “Shabd Se Sahitya Tak” and “Kalam Ke Jadoogar” were telecast. The channel has also attracted sponsored programmes given below: -

- (a) “SINDHU DARSHAN” highlighting the Sindhu culture and traditions.
- (b) “SANSKRIT BHASHA SIKSHANAM” programmes in Sanskrit Language by Bhartiya Sanskrit Bhasha Sansthan.
- (c) “New & Renewable Energy Quiz Show”
- (d) “Hamari Zameen Hamara Aasmaan” Series on Wild Life & Environment.

DD Bharati has been telecasting “Live” events of music, dance & literary programmes from all across the country such as: Tansen Sangeet Samaroh at Gwalior, Gidhaur Festival at Bihar, Jamaui District, Khajuraho Dance Festival at Madhya Pradesh, Drum Festival at Tura, Thyagraj Festival-Tamilnadu, Konark Festival-Bhopal (on cash outflow basis), Music Festival at Pune, Kumbh & ArdhKumbh Shahi Snans at Allahabad, Heritage Festival in Kapurthala& Shree Baba Harballabh Sangeet Sammelan –Jalandhar (Punjab), SAARC Festival of Literature-Delhi, North East Spring Festival-Dimapur, National Film Awards-Delhi, Silver Jubilee Celebration Cultural Programme-DDK Guwahati, “Chale Aao Chakradhar Chaman Mein”-DDK Delhi, “India Advantage Show”-DD News, Ancient Art Festival-Delhi, International Day of Disabled Persons-2010- Vigyan Bhawan, Delhi, Delhi Half Marathon-2010-Delhi, Prime Minister NCC Rally Opening & Closing Ceremony of 41st International Film Festival of India (IFFI) 2010-Goa, Chhat Parv-Patna, Dussehra State Festival-Mysore, Live t/c of Republic Day and Coverage’s of Celebration of Independence Day-Delhi, Qutab Festival-Delhi and Commonwealth Games-2010.

## DD: URDU

On 15th August 2010, DD:Urdu completed four years of its existence. During the year being reported upon, DD:Urdu accomplished onerous task of commissioning of ace software to suitable producers short-listed from a pile of 616 of them.

DD:Urdu also arranged and telecast a national symposium of Urdu poets to show and conserve poetic trends of Urdu poetry in the first decade of the 21st century. The Gyanpeeth Awardee of 2010, Dr. K.A.M.K. Shehryar presided and participated. Urdu versions of Hon'ble President of India's message to the nation was telecast on the eve of Independence Day and Republic Day for a niche audience. DD: Urdu has created a software bank which, inter alia, establishes Urdu's role in India's freedom struggle & its presence in the Comity of nations as Country's Cultural ambassador.

### DD-INDIA

Doordarshan opened its windows 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. DD-India is a round-the-clock channel and is uplinked from New Delhi. It can be watched in 89 countries across the world through IS-10 (PAS -10) and G-13 satellite.

The programming offers international viewers an update on the Indian social, cultural, political and economic scene. 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 an essential ingredient of this international channel's offering Urdu, Gujarati, Tamil, Telugu, Malayalam and Punjabi News bulletin for 15 mts. every day are being Telecast all over the country.

DD India is taking vigorous steps to enrich its programme content by refurbishing its fixed point chart with effect from January 2011. The feature films and archival programmes like BHARAT EK KHOJ is also included in New FPC of DD India channel.

Feedback is regularly received from viewers abroad, especially NRIs and PIOs, through letters and e-mail. DD India is also available on Doordarshan satellite DTH service DD Direct Plus.

#### *Channel's distribution abroad*

- (i) The channel is being distributed in Mauritius through MBC (Mauritius Broadcasting Corporation) and SBS for telecast in Australia.
- (ii) A bid for Global Tender of Doordarshan channels has been floated for the distribution and marketing of Doordarshan channels and its Regional Channels abroad.
- (iii) EOI are invited for engagement of experienced consulting agencies for undertaking a study on the reach and impact of Doordarshan DD India channel in USA, UK, Canada, South Africa, Mauritius, Malaysia, Singapore and Thailand.

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

Asia (South-East Asia), Afghanistan, Bangladesh, Bhutan, Brunei, China (Partly), 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.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## *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, Nigeria, 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, Finland, Greece, Germany, Hungary, Ireland, Italy, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Norway, Netherlands, Poland, Portugal, Sweden, Switzerland, United Kingdom.

## *Others*

Australia, United States of America, Canada, Mexico.

## **REGIONAL LANGUAGE SATELLITE CHANNELS (RLSC)**

To provide additional software in regional languages, 11 Regional Language Satellite Channels (RLSC) telecast programmes round the clock in the respective language of the state which is available terrestrially in the state during regional transmission and in the satellite mode at other times. These programmes are also available in the Satellite mode to the outside State viewers. The Kendras at local station originate programmes in the local languages and dialects and the programmes are area specific.

### **Regional Channels : (11)**

DD Podhigai	DD North East	DD Odiya	DD Bangla
DD Keralam	DD Chandna	DD Girnar	DD Punjabi
DD Saptagiri	DD Sahyadri	DD Kashir	

## **DD ODIYA**

DD Odiya which started on 2.11.1993 was made a 24-hour channel on 01.04.2001(Utkal Divas). With this, the art culture and rich heritage of Orissa got a major boost in publicity in national/ international arena. One of the most important programme telecast on DD Odiya Service from 8.00 AM to 4.30 PM on 13.07.2010 ( Tuesday ) was Sri Gundicha Yatra of Lord Jagannath from Puri and Return Car Festival of Lord Jagannath from Puri on 21.07.2010 ( Wednesday )from 9.00 AM to 5.00 PM.

## **DD BANGLA**

DD Bangla was started with C-Band up-linking system from a Temporary Earth Station set up on 20th August, 1992 (satellite coverage – reaching 36 countries in this continent). DD Bangla programmes were started from Kolkata on 15th August, 1994. From 26th January, 2000, Morning Bengali News

# PRASAR BHARATI

ANNUAL REPORT-2010-11

Bulletin was introduced at 06.45 hours on DD Bangla. Additional morning Bengali News Bulletins were started at 08.50 hours for 10 minutes and at 10.02 hours for 5 minutes from 14th April, 2000. Terrestrial support extended to DD Bangla by DD-3 Transmission from 1st August, 2000. Digital Terrestrial Transmitters (DTT) started transmission of 5 Doordarshan channels viz. DD-1, DD-2, DD Bangla, DD Bharati and DD India from January, 2003. On 1st April, 2004, Digital Up-linking of DD Bangla Satellite Channel started.

**Rural and Agricultural Programmes :** The programme is telecast on DD Bangla regularly. This programme covers agricultural aspects, cultural activities in folk life and socio-economic scenario of rural Bengal.

**Santhali Programmes :** The programme titled “Sathari Aakhra” is telecast on every Saturday at 5.05 P.M. on DD Bangla. It comprises of Santhali folk culture, drama, interview, children’s items and spoken word programmes on different subjects. This programme reflects different aspects of Santhal Community life.

## DD-SAHYADRI

DD Sahyadri is the Marathi language Satellite Channel, which was launched on 15th August, 1994. It became a round the clock service in 2000. Supported by Doordarshan Studios in Mumbai, Pune and Nagpur, its programmes are of high production values. Despite stiff competition from private satellite channels, DD Sahyadri holds its own platform with acclaimed serials, informative programmes, public debates and film based programmes. DD Sahyadri also felicitates eminent citizens and personalities of Maharashtra for their contribution in different fields, by honoring them with different Sahyadri Awards i.e. Navratna Awards, Manik Awards, Sahyadri Marathi Cine Awards, Navjyoti Awards, Krishiratna Awards, and Hirkani Awards.

DD Sahyadri is uplinked from Mumbai through INSAT-3A Satellite in C-Band and can be watched in the entire footprint area of INSAT-3A. It is also available in DD-Direct Plus Doordarshan’s free-to-air DTH Service. DDK Mumbai runs the regional language satellite channel ‘Sahyadri’ with round the clock transmission on satellite mode and with terrestrial support on National Network from 06.00 am to 09.00 am and 03.00 pm to 08.00 pm. With overall technical and production development it is in a position to produce more than 70 % in-house programmes.

DD Sahyadri is the only Public Service Broadcaster among all Marathi TV Channel available in Maharashtra. The Channel devotes more than 46 % of its time to telecast informative, educative and other Public Service Programmes.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## Programme status of Sahyadri Channel

S. No.	Programme Category	%
1	Sports	44.6
2	Entertainment	9.5
3	News- Current Affairs	15.9
4	Public Service	13.6
5	Health	1.6
6	Children	3.2
7	Other Category(Slide/Fillers/Promos etc.)	11.6

S. No.	Programme Source	%
1	In- House including News	56.2
2	Commissioned/SFC	9.3
3	Films	7.9
4	Sponsored	13.8
5	Others (SFC/Slide/Promos/Films etc.)	12.8

## DD SAPTAGIRI

Launched on 10th October, 1993, DD “Saptagiri” rose to the occasion whenever there was a need. Not only during natural calamities in the State but also during the earthquakes in Maharashtra and Gujarat, Hyderabad crew were the first to reach and extend a helping hand. It has proved its mettle in the coverage of National and International events such as the visits of Hon’ble Presidents of U.S.A., Mr. Bill Clinton and Mr. George W.Bush to the State, National Games, Afro-Asian Games, 4th World Military games etc., The members of the News Staff have accompanied our country’s delegations to Rio-de-janero, Cyprus etc., and their reports were highly appreciated. DD Saptagiri is now available on Doordarshan’s DTH (Direct to Home) platform – “DD Direct +”.

The developmental activities and welfare schemes of Andhra Pradesh state government and government of India were covered by DD-Saptagiri extensively by allotting separate slots for these programmes. These schemes were telecast under title ‘Flagship programmes’. The government officials and the beneficiaries took active role in these programmes. Bharatadesa Praja viswasam (Bharat Mein Hain Viswas ) highlighting the developmental schemes and activities in India was telecast on Monday at 7.15 am and repeat on Thursday at 7.15 am.

**Nataka Padyaganamrutam :-** This programme is being started to create awareness in younger generation on mythological/ historical stage drama poems.

## DD PODHIGAI

DD Podhigai, Doordarshan 24 hour satellite channel was formally inaugurated on 15th January 2000. (Pongal Day). The channel has been described as a package of “Infotainment Programmes”. The highlight



# PRASAR BHARATI

ANNUAL REPORT-2010-11

of the channel is a 90 minute breakfast show entitled 'Kaalai Kadhir' and two additional news bulletins one at 7.00 am for a duration of 15 minutes and the other at 12.00 noon for 5 mts.

To give a fresh look to the Podhigai Channel, the content and the complexion of the programmes got changed during the course of time and the latest schedule of programmes being implemented since August 2009. The composition of Podhigai constitutes around 65% in-house programmes. There are at present eight News Bulletins and they are popular with viewers. At Present DD's other establishments in Madurai, Puducherry and Coimbatore, are also producing programmes for Podhigai Channel. Source-wise programme composition is as follows:

Sl.No.	Transmission	Duration In Mts	%
1	Podhigai Origination	256790	49.0
2	Regional	138272	26.4
3	EVS (Repeat Package)	129428	24.6
	<b>Total</b>	<b>524490</b>	<b>100.0</b>

## DD-GUJARATI /DD- GIRNAR

The Satellite Regional Language Service (SRLS) known as DD-11 in Gujarati was started on 01.10.1993 by up linking from Delhi and the same service started up linking locally on 15.08.1994. 24 Hours (round the clock) transmission on Regional Satellite Language Service started with effect from 01.05.2000. The programmes include those on primary channel in addition to feature films / sponsored programmes/ serials.

This Satellite mode of transmission in Gujarati on DD-11 can be down linked and seen through cable not only in entire country but 34 other Asian countries like Sri Lanka, Iraq, Armenia, Myanmar, Azerbaijan, Part of CIS, Omen, Vietnam, Turkey, Uzbekistan, Bangladesh, Syria, Krygystan, UAE, Malaysia, Sumatra, Turkmenistan, Bhutan, Yemen, KSA, Afghanistan, Thailand, Egypt, Bahrain, Nepal, Iran, Kuwait, Pakistan, Cyprus, China, Qatar, Tajikistan, Mongolia.

It is available terrestrially for 24 hours (Round the clock) in which terrestrial Regional Network transmission is contributed by DDK, Ahmadabad.

Some newly introduced programmes of DD Girnar from Monday to Sunday are:

Yuva Tarvarat (magazine prog.), Ek Dal na Pankhi (in-house daily soap), Katha Sarita (tele film), Harta Farta (mobile quiz), Shymali (serial), Mara Sajanji, serial fiction on social relation, Smart Gruhini (game show for women), Sadabahar (competition based music talent hunt -fresh), Marvel's of Technology, Ramat Jagat: Sports prog etc.

## DD NORTH-EAST

DD North-East is a composite satellite service for the north-east states covering a total Geographical Area of 1257536 sq km (79.5% areas) and the Population covered by Doordarshan in North-East is 86.0%. It telecast programmes in the states of Assam, Meghalaya, Manipur, Mizoram, Arunachal Pradesh, Tripura, Nagaland & Sikkim in their dialects. These programmes are a mix lot of serials, entertainment, socio-

# PRASAR BHARATI

ANNUAL REPORT-2010-11

economic, current affairs ,art & culture, news etc, which are produced at DD studio in Guwahati, Shillong, Kohima, Agartala, Silchar, Dibrugarh, Imphal, Aizwal,Tura and Itanagar.

## DD KASHIR

Initially Four hours daily service of this channel was available through terrestrial X-mission started w.e.f. 27.03.1995 but in real sense the identity of “DD Kashir” as a separate Regional Satellite channel got established with its formal inauguration on 26.06.2000. Presently 24 hours daily transmission of this channel is available on satellite mode from 0600 hours. This is the only satellite channel of Doordarshan, transmission of which is available through terrestrial transmitters located in different parts of the valley.

DD Kashir originates fresh programmes of over 12 hours daily and has been bringing entertainment, Information and Education to the viewers of Kashmir Valley and millions of its viewers in the sub-continent.

The Kashir Channel has been turned into a very strong and attractive service. Through its programmes it meet day to day requirement of its viewers, and also promote the philosophy of Sufism and Reshiism, depicting the immortal aspect of this peer-e-war (the garden of saints).DD Kashir hit the roads by bringing viewers to a variety of fun and interesting festivals, events, facilities and activities.

## DD PUNJABI

Earth Station uplinking started working for Regional Satellite Service from Jalandhar on 06.08.1998. The 24-hour transmission of the channel was inaugurated on 05.08.2000. It not only caters media requirements of the people of India but also disseminates rich culture of Punjab across the actual line of control. The Channel was initially 2+1 simulcast in Analogue mode, which continued till 22nd March, 2004. On 22nd March, 2004 this channel was converted into digital transmission channel.

It is widely seen in India and other countries where the footprints of satellite INSAT 3A and Satellite INSAT 4B are available. DD Punjabi channel is also available on DTH Platform, Satellite INSAT 4B. This channel carries programmes such as Sports, Live Events and programmes of entertainment.

The Kendra puts out seven news bulletins in the regional language. The main bulletin is telecast at 19.00 hrs for duration of 15 Mts. and other bulletins are telecast at 8.00 hrs., 10.00 hrs., 12.30 hrs., 15.00 hrs., (on DD-Punjabi Channel) 17.00 hrs., 19.00 hrs., (on both Regional & DD-Punjabi) and at 21.30 hrs. (on DD-Punjabi and DD-India channels).

## DD CHANDNA

The Kannada language satellite channel was launched on 15th August 1994.DD studio in Bangalore and Gulbarga contributes programmes for this channel. It became a 24 hours channel in 2000. Total Revenue for RLSS was Rs. 1, 68, 07,295/-(April 2010 to March 2011). Programme composition of Regional Programmes (including RLSS) for the month of March, 2011 is as follows:

# PRASAR BHARATI

ANNUAL REPORT-2010-11

By Source	Minutes	Percentage
In House & Commissioned	22650	67.65
Sponsored	10830	32.35
<b>By Category</b>		
Sports	560	1.69
Entertainment (including Public Service)	3510	10.62
Educational	-	-
News & Current Affairs	2015	6.10
Environment	120	0.36
Children's Programme	120	0.36
Others	26715	80.86
<b>By Languages</b>		
Kannada	32240	99.26
Urdu, Kodava, Konkani & Tulu	240	0.74

## DD MALAYALAM

DD Malayalam, the 24 hour Satellite channel is available all over the country and in 68 countries across the Globe was launched on 15th August, 1994. It became round the clock service in 2000. The channel is supported by DD studio in Thrivananthapuram and Thrissur and is available in terrestrial mode to 100.0 percent of the population of the state. LANGUAGE WISE BREAK UP of the channel is as follows:

Language	Duration Mints	Percent
Local Language (Malayalam)	165728	99.45
Hindi	268	0.16
English	654	0.39
Urdu	00	0
Sanskrit	00	0
Tamil	00	0
Other Languages	00	0
Dialects	00	0
Foreign Languages	00	0
No Language Programmes	00	0
<b>Total</b>	<b>166650</b>	<b>100.00</b>

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## Other sections/channels of Doordarshan

### Central Commissioning Unit

CCU is acquiring and procuring software on a variety of subjects for telecast on Doordarshan Channels.

1. 52 episodes series “MAHARAJA RANJIT SINGH” produced by M/s Babbar Films is being telecast on National Channel from 13.04.2010.
2. 26 episodes series ‘FORTS OF INDIA’ produced by Sh. G.S. Channi is being telecast on DD National from 14.11.2010.
3. 52 episodes series on health titled ‘MANN KI BAAT’ is being telecast twice a week on DD National from 21.04.2010.
4. A programme based on Mridula Garg’s classic novel ‘USKEY HISSEY KI DHOOP’ is being telecast on DD National from 2nd December, 2010.
5. 26 episodes series titled ‘HUM’ based on social relevant issues in the style of “HUM LOG” is currently being telecast twice a week on DD National.
6. 52 episodes series on ‘COMMON WORSHIP CENTRES’ is being telecast on DD National.
7. Special programme ‘INSTITUTION OF DEMOCRACY’ in 16 episodes produced by Dr. Pushpesh Pant.

### DTH SERVICE (DD DIRECT PLUS)

Doordarshan has launched a free to air DTH Channel DD Direct+ in December 2004 with a bouquet of 33 channels. Presently, Doordarshan DTH platform has a capacity of 59 TV channels. Scheme of capacity expansion of Doordarshan DTH platform from 59 to 97 Channels was approved in August, 2010. For A& N Islands, DTH service in C-band with a bouquet of 10 channels has been started with effect from September, 09.

Doordarshan Channels	Other TV Channels
1. DD National	20. Lok Sabha
2. DD News	21. Russia Today
3. DD Sports	22. Vyas TV
4. DD India	23. Shraddha
5. DD Bharati	24. Amrita TV
6. DD Bangla	25. IBN Lokmat
7. DD Chandna	26. 9X
8. DD Girnar	27. Star Jalsha
9. DD Kashir	28. 9XM
10. DD North East	29. Time TV
11. DD Oriya	30. Gyandarshan-11
12. DD Podhigai	31. PTC News
13. DD Punjabi	32. Aastha
14. DD Sahyadri	33. ETC Music
15. DD Saptagiri	34. Pragy TV

# PRASAR BHARATI

ANNUAL REPORT-2010-11

16. DD Malayalam	35. Zee Smile
17. DD RajyaSabha	36. Zee Jagran
18. DD Urdu	37. MH One
19. Gyandarshan-1	38. P-7 News
	39. Total TV
	40. Shakti TV
	41. Jai Hind TV
	42. Mahua TV
	43. Kalaignar TV
	44. DW TV
	45. Star Utsav
	46. Smile TV
	47. B4U
	48. Gyandarshan-2
	49. Mega TV
	50. Kairali TV
	51. NHK World
	52. News Live
	53. ABN Andhra Jyoti
	54. India News
	55. News 24
	56. Enter 10
	57. Azad News
	58. SVBhakti
	59. HDTV

## TV Channels available on Doordarshan's DTH platform "DD Direct Plus"

### AGRICULTURE NARROWCASTING

With a view to provide area-specific information on Agriculture, a pilot project was started by Doordarshan in 2002 and was implemented through 11 transmitters across the country of 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 Ministry of Agriculture, Govt. of India. The Centrally sponsored project "Mass Media Support to Agriculture Extension" was approved and introduced in January 2004 on being inaugurated by the then Prime Minister of India. The project is now being implemented with the annual budget of Rs.102.95 crore. In the current financial year (2010-11) the same is being implemented with the same budget.

1. On the National Channel: Country specific Agriculture programmes are telecast six days a week (Monday to Saturday), at 6:30 am to 7:00 am. Out of this five are fresh productions and the slot of Saturday is meant for the telecast of documentaries produced by Ministry of Agriculture for which

the telecast fee is being charged.

2. On 18 Regional Channels: State specific Agriculture programmes are telecast five days a week (Monday to Friday), for duration of 30 minutes in the evening and the same programme are repeated the next morning on the respective Regional Language satellite Channels (RLSS), five days a week (Monday to Friday), at 6.30 pm to 7.00 pm.
3. In “Narrowcasting” Mode: Area specific information is being telecast five days a week (Monday to Friday), in the evening through PGFs and Regional kendras over 180 transmitters across the country, catering to area-specific information need of the farmers of more than 140 districts across the country out of this five programmes per week two are fresh productions and the rest are repeats.

The programmes are formulated by experts of Agriculture, Horticulture, Veterinary Sciences, Fisheries etc. and all aspects of these areas are covered on day-to-day basis, highlighting the different technologies of each crops, various schemes, success stories of farmers, weather reports, kishan credit card, Agriculture News Bulletin and Mandi Bhav Bulletin (market prices), publicity of minimum support price (MSP), mounting of the campaign on seed treatment during kharif and other information provided by the DAC, Minister of Agriculture. Some of the important special programmes mainly crop seminars in addition to the above are also being telecast as follows:

- i) Crop seminars are being telecast Live on the respective State Network. At least one such programme during kharif and Rabi seasons each year is telecast and the impact of this concept has been very significant and demands are being received from respective State Govt.
- ii) Weekly live Phone-in programmes are telecast in which farmers from the respective States/ “Narrowcasting” zone ask questions on telephone and the experts provide solutions to the questions instantly.
- iii) Information on weather which is updated by Agro-Meteorological Division of India Meteorology Department (IMD), Pune on their website in respect of specific icon of each Kendra and the respective Kendras download the information and produce bulletins containing Agro-meteorological information of the respective State every week.
- iv) A daily News Bulletin containing information on innovations, policy, export, weather etc. are telecast over National Channel and all 18 Regional Kendras five days a week (Monday to Friday) and twice a week from 36 Narrowcasting Kendras.
- v) A daily market rate bulletin containing market price of each agricultural commodity in different ‘Mandis’ are telecast on the National Channel daily and 5 days a week (Monday to Friday) and twice a week from 36 Narrowcasting Kendras.

The date-wise schedule of programmes of each of the 55 production centers are uploaded on a specific portal ([www.dacnet.nic.in/csms](http://www.dacnet.nic.in/csms)), for the benefit of extension workers, planners and educated farmers each day.

With a view of update the skills and knowledge of the producers of the programmes, capacity building is ensured by imparting training on production skills, subject matters like rice, marketing etc. at MANAGE, Hyderabad, IVRI, Bareilly, CRRRI, Cuttack, NIAM, Jaipur, CAZRI, Jodhpur, IIHR, Bangalore, NIANP, Bangalore etc.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

DG:DD held a meeting with Secretary, Ministry of Agriculture regarding expanding the scheme to more Doordarshan Kendras situated in the remote parts of the Country and also to increase the frequency of telecast of fresh programmes from two to five per week from Narrowcasting Kendras. As per the requirement of the Ministry of Agriculture DG:DD has submitted a detailed proposal which is under consideration.

## PARYAVARAN DARSHAN

Doordarshan has implemented the scheme "Mass Media Support to Environmental Awareness" supported by Central Pollution Control Board in DD-National and 18 Regional kendras during 2010-11. It focuses on various environmental issues specific to respective regions in respective languages. In view of capacity building a two day workshop was organized at Delhi by CPCB for the producers of Paryavaran Darshan.

## GRAMIN BHARAT

Doordarshan has implemented the scheme "Mass Media Support to Panchayat Raj" supported by Ministry of Panchayat Raj in DD-National and 18 Regional kendras during 2010-11. It focuses on various issues related to panchayat raj specific to respective regions in respective languages. In view of capacity building one day workshop was organized at Delhi by Ministry of Panchayat Raj the producers of Grameen Bharat.

## DD COMMERCIAL

Doordarshan Commercial Service is responsible for booking advertisement of goods and services on Doordarshan. Booking of advertisement and sponsorship are normally accepted through accredited and registered agencies and also on direct placement on advance payment without agency commission. New Commercial units have been setup at Regional Kendras, where such facilities were not available. Doordarshan also accept scroll advertisements at High Power Transmitters (HPT) and Low Power Transmitters (LPT), where there is no origination of Programme. Total revenue earned through commercial section for the year 2010-11 is Rs. 1092.52 crores(unaudited figure)

## DD ANNUAL AWARDS

Doordarshan instituted the DD Awards in 2001 to recognize and felicitate thematic, aesthetic and technical excellence of in-house Programmes. The main objective of these awards is to promote a competitive spirit among the staff for quality and innovative productions. The annual award function is designed as an opportunity for learning and moral boosting among the talented producers from different Kendra on the maiden award function, 34 categories were awarded.

For the year 2010, 10th DD Annual Award presentation ceremony was held in Delhi on 25th May 2011. Total 32 categories of award were given. The Hon'ble Minister of Information & Broadcasting announced a new category Innovative Ideas & Innovative Treatment for Doordarshan Annual Award 2011. Revenue of Rs. 80 lakhs was earned in the 10th Doordarshan Annual Award ceremony.

### MARKETING DIVISION

Prasar Bharati has Marketing Division(s) at 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.

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 been able to market programmes of various genres mounted on the channel including reality shows/game shows 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 women's empowerment, social enlistment etc.

It also has 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

PR Section of the Directorate is a small composite unit which undertakes Media and Publicity activities. All form of communication, advertising, direct mailers, press Release etc. are undertaken for publicizing the activities and programmes of Doordarshan.

A complete guide to Doordarshan Programmes "DD This Week" is published from PR Unit and circulated to all Media which included agencies like PTI, UNI, All Newspapers, DTH Platforms for their Electronic Programme Guides. PR Section updates the DD Website on daily basis to keep the viewers updated on programme information. Initiatives for publicity of Commonwealth Games, Doordarshan Awards Function were special campaigns last year.

Illuminative Bill Boards are installed in the Boundary Walls of Doordarshan. Media interaction with Press is arranged when required.

### PSBT

Public Service Broadcasting Trust (PSBT) represents a unique and successful partnership between the National Broadcaster and a Private initiative to source quality documentaries on various issues of concern on wide ranging subject. These documentaries produced by eminent as well as first time and young film makers are telecast on DD National and DD News. Each year, in partnership with UNESCO the Open Frame International Festival and Forum showcases some of the best films and programmes from around the world. In this year PSBT films have received several international and two national awards.



### DD ARCHIVES

DD-Archives reinvented itself in the year 2003 with a new approach and prepared itself to meet the challenges of Audio Visual World from the year 2003, this unit has been working on this project acquiring all the legacy tapes from other Kendras and converting into digital media.

DD-Archives has been providing services to the following categories:-

- Digitization of the programme
- Release of DVDs & CDs
- Sale of Archival Footage
- Customized DVDs
- Supply of software for channels
- Fresh software for channels
- Digitization of programme

DD-Archives has taken a major step towards digitization by acquiring Media Asset Management (MAM) in the year 2008. MAM can store 1200 hrs. of digitized content - at present 550 hrs. of digitized material have been archived, digitized in file format upto December 2010. The total numbers of digitized hours from the year 2004 to 2010 from different formats to DVC tapes are 13,460 hours.

- Release of DVDs / CDs

The prestigious DVD project celebrates 100 titles this year. On 04-01-2011 some DVDs were released by Hon'ble Minister of I&B Smt. Ambika soni. The DVDs are

1. The paintings of India – set of 6 DVDs – Directed by Benoy K. Behl
2. Secrets of Shastras revealed by Gurus – set of 5 DVDs-
  - Bharatanjali
  - Natyopasna
  - Natyashastra
3. Surabhi – A DVD on 125 years of Theatre Movement in Andhra Pradesh
4. Filigree of Rhythm- showcasing DVDs of Great Tabla Masters –Ustad AhmadjaanThirkwaa; Pt. Kishan Maharaj; Pt Samta Prasad –set of 2 DVDs
5. The path breaking dancer – Dr. Sonal Mansingh –Set of 2 DVDs

The following DVDs are awaiting to release:-

Bharatnatyam Series in two volumes

- Sale of Archival footage, customized DVDs Upto 30th November 2010, Doordarshan Archive has earned total Rs.41.10 lakhs on sale of DVDs, CDs, and Rs. 2079 lakhs by selling commercial footage amounting to Rs. 43.89 lacs.
- Supply of Software for Channels

DD-Archives has taken-up a major project of creating language version of production. Thus it has

enriched the regional software content of regional channel of Doordarshan. Total 802 episodes of programmes been dubbed in different languages:

- Fresh Software for Channel

As regard fresh recordings DD-Archives recorded some of the dying instruments e.g. Sundari Vadan, Jal Taranga. DD Archives produced and telecast programme on the occasion of Golden Jubilee Celebration of Doordarshan. These programmes are on those artistes who were associated with Doordarshan.

On the occasion of 150th Birth Anniversary of Guru Dev Ravindra Nath Tagore, the programme were beautifully re-packaged & telecast on National Channel.

There are many projects recorded by DD-Archives like Gandhi; Buddha; Vilasini Natyam which are awaiting for editing.

DD-Archives has worked on the most prestigious project i.e. Creation of Website based on the Video and Audio recordings of four Leaders of India – Mahatma Gandhi, Pt. Jawaharlal Nehru, Smt. Indira Gandhi and Rajiv Gandhi. The Website offers simple and advanced search with complete data of 100 hrs of video and 100 hrs. of audio. The unique feature of this Website is that we can see and hear leaders directly. The project was ready on January, 2009 and still awaiting for inauguration.

## CENTRAL PRODUCTION CENTRE

Highlights of the activities of CPC, Doordarshan, New Delhi during the preceding year 2010-11.

### DD SPORTS

- (a) In-house production of one-hour programme “SPORTS HOUR” in English & Hindi of 30 mts. Each which comprises coverage of Sports events of National & International repute.
- (b) Successfully live telecast of Commonwealth Games – 2010, New Delhi, Asian Games- 2010 and National Games – 2011 held at Ranchi.
- (c) In-house production of weekly prog. “Mission Delhi-2010” for telecast on DD Sports.
- (d) Special programmes are mounted on various events such as Football Franzy programme on World Football Cup, T.V. Reports on Queen Baton Relay 2010 till 3rd October, 2010, Live discussion programme on Sultan Azlan Shah International Hockey Championship from 05.05.2010 to 15.05.2010, Haryana Sports Talent Hunt (Play for India) from 15.04.2010 to 17.04.2010 and Live Discussion programme on Match Schedule Day’s on The World Cup Cricket ‘HOW’S THAT’.

The Programme schedule of DD Sports prepared by DD Spots, DG:DD but telecast from CPC: DD.

### DD HD:-

Doordarshan is running new HD Channel as namely DD HD from 15.10.2010 and CPC: Doordarshan is X'smitting three hours capsule consisting package of sports, National and International events daily from 1900 hrs. to 2200 hrs.

### DD Urdu:-

- (a) CPC: DD is also contributed some in-house production meant for telecast on DD Urdu.

### DD India:-

- (a) CPC: DD is also doing in-house production of weekly programme "Yours Truly" of 30 mts. duration for telecast on DD-India, topical events viz Trade Fair, Art & Culture, Pravasi Bhartiya Divas.
- (b) CPC: DD is also doing in-house production of weekly prog. on Current Affair "Delhi Date Line" of 60 Min. duration for telecast on DD India.

Apart from above, CPC: DD is also telecasting OB & Live coverage of various cultural activities, events, seminars, stage shows, festivals, exhibitions held in the region.

### DD National

CPC: DD is doing in-house production of programme "Krishi Darshan" six days a week (Mon-Sat) of 30 mts. duration for telecast on DD-I (National Network) from DDK-Delhi under Mass Media Support for Ministry of Agriculture.

In (-) House Programme for 2010-11

- (a) Documentary Based Programme "Grameen Bharati" weekly prog. being telecast w.e.f. 09.06.2010 under the Mass Media support for Ministry of Panchyati Raj and Ministry of Rural Development.
- (b) (c) CPC: DD is also doing in-house weekly prog. on Social Wisdom "Hum Aise Kyon Hain".
- (a) CPC: DD is providing regularly Devotional Music programme "Aradhana" of half an hour duration for telecast on DD-I (National Network) at 4:30 AM daily.
- (b) CPC: DD is also providing regularly Light Music programme "Geet Ghazal" etc. of half an hour duration for telecast on DD-I (National Network) every Sunday at 6:30 AM.
- (a) 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.
- (b) CPC: DD also telecast Sponsored/Commissioned programme on "DD Urdu" & "Krishi Darshan" as per the schedule sent by commercial wing of DG: DD.

### DEVELOPMENT COMMUNICATION DIVISION

Development Communication Division (DCD) handles all television campaigns of Ministries, deptts. and PSUs of Govt. of India and NGOs, provides a single window service for consultancy, media planning, scheduling, monitoring, billing, receipts and clients servicing including observance of special days and weeks etc. During 2010-11, DCD launched and completed 158 campaigns across the country and revenue receipt during this period was Rs. 262 crores exceeding the target. The Division contributed around 24% to Doordarshan total revenue.

Whereas the govt. agencies fund the primary campaign, DD provides free airtime in the range of 60 to 250% fulfilling its mandate as nation's public service broadcaster. DCD has created partnership with various non govt. agencies like BBC WST, MTV and UNICEF to create world class content focusing on socially relevant issues.

During 2010-11, around 900 programmes have been produced and MOU have been signed to expand the production base in country. DD's much acclaimed and awarded series Kalyani, the largest health campaign in India, is being produced in-house since 2002 in 16 states in 7 languages and 17 dialects. Kalyani-II campaign will commenced from North Eastern States from 4th of April 2011. It helped in creating public-private partnership with approximately 82,000 Kalyani health club volunteers which has made Kalyani a mission. Recognising the success of Kalyani's unique model, Ministry of Health & Family Welfare has decided to expand the Kalyani to the 5 states namely Punjab, Himachal Pradesh, Haryana, Gujarat and Jammu & Kashmir during 2011-12 (Then it will be in 21 states, 10 languages and 17 dialects).

During 2010, DCD published a Brochure chronicling its 9 years journey, a Newsletter on Kalyani's impact on RCH issues in National Rural Health Mission and a special film on the subject that was shown during the World Conference on Mother and Child Health co-hosted by WHO and Ministry of Health & Family Welfare and inaugurated by the Hon'ble President of India on November 13, 2010 in Delhi. Kalyani also selected as one of the 15 top global "innovations" that advance the work of women and children's health, in that international conference in New Delhi. The Newsletter, the film and posters were also exhibited by Ministry of Health & Family Welfare in the Annual Trade Fair in Pragati Maidan from 14th November, 2010.



*Sh. Ghulam Nabi Azad, M/o Health & Family Welfare at the kalyani pavillion in Pragati Maidan*

### National and International Robocons held by Doordarshan during 2010 - 11

#### BACKGROUND

Robocons (Robotic Contests) in India started by Doordarshan in 2002 with just four participants. With its popularity gaining in the country, this number swelled up to 55 colleges.

Conduct of Indian National Robocon at Pune in March 2010. Based on a Memorandum of Understanding between Doordarshan (Prasar Bharati) and Maharashtra Academy of Engineering Pune, the National Contests were organized at Shivaji Chhatrapati Krida Sankul, Balewadi, Pune. Inaugural function on 4th and the closing ceremony on 6th March 2010.

The events were widely covered by Doordarshan on National, Sports and Sahyadri Channels.

The event co-hosted by Maharashtra Academy of Engineering, Alandi was promoted by airing several promos and curtain raisers telecast on National, Sports and Sahyadri Channels of Doordarshan.

International Robocon at Cairo, Egypt in September 2010

The International Robocon 2010 was held at Cairo, Egypt on 22nd September 2010 where 18 Engineering Colleges from 17 countries participated. The theme for Robocon 2010 was 'Robo-Pharaohs Build Pyramids'. The winners were a team from China who completed the task consistently in 18 seconds.

Preparations for Robocon 2011

The next International Robocon is scheduled to be held on 28th August 2011 in Bangkok, Thailand on the Theme of "**Krathong, Lighting Happiness with Friendship**".

The Indian Robocon website [www.robconindia](http://www.robconindia) has been updated.

#### AUDIENCE RESEARCH

Audience Research unit of Doordarshan with its 19 field units located with Doordarshan Kendra's 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 2010-11 the audience research unit contribution is as follows:

- Analysis and reporting of TAM TVR on weekly basis.
- Preparation of annual report of Prasar Bharati and Ministry of I&B for the year 2010-11.
- Prepared final Report on research project "Impact of DD, Pvt. Cable & Satellite channel on women and family in India", conducted in 27 States.
- Revised Rural DART Panel Survey covering whole of India based on the recommendation of the

# PRASAR BHARATI

ANNUAL REPORT-2010-11

Parliamentary Standing Committee on IT Technology started from September, 10.

- Study on provision of DTH receiver- study of its fullness and viewers perception December, 2010 completed and report is under preparation.

As per IRS Q1 2011, Household figures for TV ownership & satellite availability as well as TV viewership in different states in India is as follows:

IRS Q1 2011 Household Base : All India TV OWNERSHIP & SATELLITE AVAILITY IN INDIA All		
Sample	No	254295
Est. Households (000s)	(000s)	234641
<b>Television - Ownership</b>		
Own	Col %	53.1
Do not own	Col %	46.9
<b>Satellite Availability</b>		
Available	Col %	43.4
Not Available	Col %	9.7
Non - owner of TV	Col %	46.9

All		
Sample	No	254295
Est. Households (000s)	(000s)	234641
<b>Television - Ownership</b>		
Own	(000s)	124679
Do not own	(000s)	109962
<b>Satellite Availability</b>		
Available	(000s)	101853
Not Available	(000s)	22826
Non - owner of TV	(000s)	109962

## TV OWNERSHIP & SATELLITE AVAILABILITY

IRS Q1 2011 Household												
States/Urban/Rural (Figure in ,000)	All		Television - Ownership				Satellite Availability				Non - owner of TV	
	No	254295	Own	Do not own	Available	Not Available	Non - owner of TV					
Sample	No	254295	175106	%	79189	%	150295	%	24811		79189	
Est. Households (000s)	(000s)	234641	124679		109962		101853		22826		109962	%
States:Andhra Pradesh												
Urban / Rural												
Urban	(000s)	5499	4681	85.1	817	14.9	4539	82.5	143	2.6	817	14.9
Rural	(000s)	14812	8900	60.1	5912	39.9	8580	57.9	320	2.2	5912	39.9
States:Assam												
Urban / Rural												
Urban	(000s)	944	689	73.0	255	27.0	562	59.5	127	13.5	255	27.0
Rural	(000s)	5178	1696	32.8	3482	67.2	931	18.0	765	14.8	3482	67.2
States:Bihar												
Urban / Rural												
Urban	(000s)	1794	1012	56.4	782	43.6	749	41.8	262	14.6	782	43.6
Rural	(000s)	16139	1899	11.8	14239	88.2	678	4.2	1221	7.6	14239	88.2
States:Jharkhand												
Urban / Rural												
Urban	(000s)	1281	954	74.5	327	25.5	831	64.9	123	9.6	327	25.5
Rural	(000s)	4875	843	17.3	4032	82.7	426	8.7	417	8.6	4032	82.7
States:Chandigarh												
Urban / Rural												
Urban	(000s)	253	237	93.7	16	6.3	220	87.0	17	6.7	16	6.3
Rural	(000s)	-	-	-	-	-	-	-	-	-	-	-
States:Delhi												
Urban / Rural												
Urban	(000s)	3814	3447	90.4	367	9.6	3219	84.4	228	6.0	367	9.6
Rural	(000s)	-	-	-	-	-	-	-	-	-	-	-
States:Delhi & Urban Environs												
Urban / Rural												
Urban	(000s)	4707	4210	89.4	497	10.6	3928	83.5	282	6.0	497	10.6
Rural	(000s)	-	-	-	-	-	-	-	-	-	-	-

# PRASAR BHARATI

ANNUAL REPORT-2010-11

States:Goa												
Urban / Rural												
Urban	(000s)	192	176	91.7	16	8.3	154	80.2	22	11.5	16	8.3
Rural	(000s)	170	146	85.9	24	14.1	98	57.6	48	28.2	24	14.1
States:Gujarat												
Urban / Rural												
Urban	(000s)	5094	3974	78.0	1120	22.0	3293	64.6	681	13.4	1120	22.0
Rural	(000s)	7152	3208	44.9	3944	55.1	2049	28.6	1159	16.2	3944	55.1
States:Haryana												
Urban / Rural												
Urban	(000s)	1733	1487	85.8	246	14.2	1393	80.4	94	5.4	246	14.2
Rural	(000s)	3351	2173	64.8	1178	35.2	1841	54.9	332	9.9	1178	35.2
States:Himachal Pradesh												
Urban / Rural												
Urban	(000s)	181	165	91.2	17	9.4	144	79.6	21	11.6	17	9.4
Rural	(000s)	1316	1003	76.2	313	23.8	787	59.8	216	16.4	313	23.8
States:Jammu & Kashmir												
Urban / Rural												
Urban	(000s)	194	177	91.2	17	8.8	149	76.8	28	14.4	17	8.8
Rural	(000s)	-	-	-	-	-	-	-	-	-	-	-
States:Karnataka												
Urban / Rural												
Urban	(000s)	4971	4347	87.4	623	12.5	4127	83.0	221	4.4	623	12.5
Rural	(000s)	8025	4756	59.3	3269	40.7	4443	55.4	312	3.9	3269	40.7
States:Kerala												
Urban / Rural												
Urban	(000s)	2083	1971	94.6	112	5.4	1843	88.5	127	6.1	112	5.4
Rural	(000s)	5928	5402	91.1	527	8.9	4919	83.0	483	8.1	527	8.9
States:Madhya Pradesh												
Urban / Rural												
Urban	(000s)	3752	2823	75.2	929	24.8	2335	62.2	488	13.0	929	24.8
Rural	(000s)	10192	2239	22.0	7952	78.0	1422	14.0	818	8.0	7952	78.0
States:Chhattisgarh												
Urban / Rural												
Urban	(000s)	1056	812	76.9	244	23.1	668	63.3	144	13.6	244	23.1
Rural	(000s)	4004	1317	32.9	2687	67.1	896	22.4	421	10.5	2687	67.1
States:Maharashtra												
Urban / Rural												
Urban	(000s)	11079	9252	83.5	1827	16.5	7963	71.9	1290	11.6	1827	16.5
Rural	(000s)	13279	6376	48.0	6903	52.0	4382	33.0	1994	15.0	6903	52.0
States:Orissa												
Urban / Rural												
Urban	(000s)	1443	1120	77.6	323	22.4	908	62.9	212	14.7	323	22.4
Rural	(000s)	8272	2412	29.2	5860	70.8	1694	20.5	718	8.7	5860	70.8
States:Punjab												
Urban / Rural												
Urban	(000s)	2069	1901	91.9	168	8.1	1689	81.6	212	10.2	168	8.1
Rural	(000s)	3321	2653	79.9	668	20.1	2036	61.3	617	18.6	668	20.1
States:Rajasthan												
Urban / Rural												
Urban	(000s)	2916	2304	79.0	612	21.0	1872	64.2	432	14.8	612	21.0
Rural	(000s)	8657	2652	30.6	6005	69.4	1733	20.0	919	10.6	6005	69.4
States:Tamil Nadu												
Urban / Rural												
Urban	(000s)	8064	7477	92.7	587	7.3	7206	89.4	271	3.4	587	7.3
Rural	(000s)	9294	8398	90.4	896	9.6	7874	84.7	524	5.6	896	9.6
States:Uttar Pradesh												
Urban / Rural												
Urban	(000s)	6903	4595	66.6	2307	33.4	3655	52.9	940	13.6	2307	33.4
Rural	(000s)	23887	5645	23.6	18242	76.4	1991	8.3	3654	15.3	18242	76.4
States:Uttarakhand												
Urban / Rural												
Urban	(000s)	521	457	87.7	63	12.1	386	74.1	71	13.6	63	12.1
Rural	(000s)	1380	785	56.9	595	43.1	473	34.3	312	22.6	595	43.1
States:West Bengal												
Urban / Rural												
Urban	(000s)	5661	4263	75.3	1398	24.7	3912	69.1	351	6.2	1398	24.7
Rural	(000s)	13916	3856	27.7	10060	72.3	2783	20.0	1072	7.7	10060	72.3

# PRASAR BHARATI

ANNUAL REPORT-2010-11

TV VIEWERSHIP				
IRS Q1 2011 Individual	No	All	TV Viewership	%
Sample	No	243573	174469	
Est. Individuals (000s)	(000s)	885122	522444	
States:Andhra Pradesh				
Urban / Rural				
Urban	(000s)	20193	18183	90.0
Rural	(000s)	47220	35227	74.6
States:Assam				
Urban / Rural				
Urban	(000s)	3497	2939	84.0
Rural	(000s)	19014	10486	55.1
States:Bihar				
Urban / Rural				
Urban	(000s)	8225	5059	61.5
Rural	(000s)	59970	9141	15.2
States:Jharkhand				
Urban / Rural				
Urban	(000s)	5807	4574	78.8
Rural	(000s)	16798	4136	24.6
States:Chandigarh				
Urban / Rural				
Urban	(000s)	874	816	93.4
States:Delhi				
Urban / Rural				
Urban	(000s)	14974	13677	91.3
States:Delhi & Urban Environs				
Urban / Rural				
Urban	(000s)	18402	16579	90.1
States:Goa				
Urban / Rural				
Urban	(000s)	655	617	94.2
Rural	(000s)	615	584	95.0
States:Gujarat				
Urban / Rural				
Urban	(000s)	19834	15404	77.7
Rural	(000s)	26787	12014	44.9
States:Haryana				
Urban / Rural				
Urban	(000s)	6725	5598	83.2
Rural	(000s)	13124	7450	56.8
States:Himachal Pradesh				
Urban / Rural				
Urban	(000s)	638	565	88.6
Rural	(000s)	4929	3719	75.5
States:Jammu & Kashmir				
Urban / Rural				
Urban	(000s)	811	746	92.0
States:Karnataka				
Urban / Rural				
Urban	(000s)	17982	16584	92.2
Rural	(000s)	30181	22774	75.5
States:Kerala				
Urban / Rural				
Urban	(000s)	7476	7143	95.5
Rural	(000s)	20959	18897	90.2
States:Madhya Pradesh				
Urban / Rural				



# PRASAR BHARATI

ANNUAL REPORT-2010-11

Urban	(000s)	15264	12331	80.8
Rural	(000s)	36483	11443	31.4
States:Chhattisgarh				
Urban / Rural				
Urban	(000s)	4209	3549	84.3
Rural	(000s)	13221	6398	48.4
States:Maharashtra				
Urban / Rural				
Urban	(000s)	42563	36230	85.1
Rural	(000s)	48574	26945	55.5
States:Orissa				
Urban / Rural				
Urban	(000s)	5616	4997	89.0
Rural	(000s)	26537	13224	49.8
States:Punjab				
Urban / Rural				
Urban	(000s)	8560	7650	89.4
Rural	(000s)	14035	10263	73.1
States:Rajasthan				
Urban / Rural				
Urban	(000s)	12712	9859	77.6
Rural	(000s)	35590	9956	28.0
States:Tamil Nadu				
Urban / Rural				
Urban	(000s)	28058	26494	94.4
Rural	(000s)	30563	27851	91.1
States:Uttar Pradesh				
Urban / Rural				
Urban	(000s)	33143	22530	68.0
Rural	(000s)	103871	29758	28.6
States:Uttarakhand				
Urban / Rural				
Urban	(000s)	2149	1901	88.5
Rural	(000s)	5203	3115	59.9
States:West Bengal				
Urban / Rural				
Urban	(000s)	21900	18568	84.8
Rural	(000s)	49578	23050	46.5

Source: IRS Q1 2011.

## HINDI SECTION

A separate Hindi Section is functioning in the Directorate for the implementation of the Official Language policy of the Union in the Directorate General: Doordarshan and its subordinate offices. The main activities performed by the Section during the year 2010-11 are as follows:-

1. Four meetings of the Official Language Implementation Committee were organized during the year to review the position of the implementation of the Official Language policy in the Directorate.
2. Four Hindi workshops were organized during the year.
3. Hindi fortnight was celebrated from 15th to 29th September, 2010 and various Hindi Competitions were held during the period and cash prizes were given away to the successful participants.
4. The Committee of Parliament on Official Language inspected 4 DDKs/Offices regarding the progressive use of Hindi.

# PRASAR BHARATI

ANNUAL REPORT-2010-11



5. The fifth issue of the Hindi house magazine 'Darshan' was published as Golden Jubilee issue.
6. Hindi Magazines published by seven DDKs were awarded Shields/ Trophies under the best Magazine Award Scheme during the year.

## ADMINISTRATION

Budget Section makes the Budget Estimates for each financial year for Doordarshan after obtaining the Budget Estimates from all the Kendras/DMCs/HPTs/LPTs, spread all over the country. During the financial year 2010-11, major initiatives and activities of the Budget Section is as follows:

- Periodical review meetings are held to review the trend of Plan and Non Plan expenditure with a view to ensure the proper utilization of the Budget.
- Material for the preparation of the 'Outcome Budget' is consolidated and sent to Prasar Bharati.
- The sanctioned Budget Grant allocated by Prasar Bharati were distributed to all the Kendras/DMCs/HPTs/LPTs, proportionate to their requirement projected by them.
- At the time of submission of Revised Estimates for the year, proposals were called for from the Kendras/DMCs etc. and the Revised Budget Estimates for the Doordarshan as a whole was consolidated and forwarded to Prasar Bharati.
- The Revised Estimates allocated by Prasar Bharati was distributed to all the Kendras/DMCs/HPTs and LPTs.
- Monitoring of the Plan and Non Plan expenditure by the HQrs in respect of all the field units by obtaining monthly expenditure statements from all the concerned and the same was consolidated and forwarded to Prasar Bharati.

Group-wise incumbency position as on 31.12.2010, in Doordarshan is as follows:

Incumbency position as on 31.12.2010, in Doordarshan				
S.No.	Group-Wise	Sanctioned Strength	Existing Position	Vacant
1.	A	1116	0398	0718
2.	B	4183	3468	0715
3.	C	12027	9222	2805
4.	D	4374	3057	1317
	Total	21700	16145	5555

# PRASAR BHARATI

ANNUAL REPORT-2010-11

RTI Annual Return Information System (2010-2011)			
Progress in 2010-11			
Received during the	No. of cases	Decisions where	Decisions where
Quarterly (including	transferred to other	request/appeals	requests/appeal
cases transferred to	Public Authority	rejected	accepted
other Public Authority)			
2680	77	0	2603
155	13	Nil	142

No. of cases where disciplinary Action taken against any Officer	NIL
--	-----

No. of CAPIOs Designated	No. of CPIOs Designated	No. of AAs designated
59	316	23

No. of items various provisions were invoked while rejecting requests Relevant Sections of RTI Act 2005													
Section 8 (1)								Sections					
A	B	C	D	E	F	G	H	I	J	9	11	24	Other
				23			05		26				27

Amount of Charges Collected (in Rs.)		
Registration Fee Amount	Additional Fee & Any other	Charge Penalties Amount
9,479	13,033	Nil

Statement showing the details of Grievance Petitions in DG: Doordarshan			
No. of Petition as on 01.04.2010	No. of Petition received from 01.04.2010 to 31.03.2011	No. of Petition Disposed off for 01.04.2010 to 31.03.2011	Balance as on 01.04.2011
33	86	51	68

## REGIONAL/LOCAL DOORDARSHAN KENDRAS:

For Programme production, there are 66 Studio centres in Doordarshan Network. These include 17 major Studio centres at state capitals, where National/Regional channels originate. The remaining 49 Studio centres with varying facilities are located at state capitals & other important towns. The Kendras telecast regional as well as local/area specific programmes in their respective coverage zones.

Brief descriptions of some of the Regional Doordarshan Kendras and its activities during the period 2010-11 are given below:

### DD: Ahmedabad

Doordarshan Kendra, Ahmedabad came into existence way back in 1977. The 1 KW MW TV transmission started functioning on 15-03-1977 in Gujarat at PIJ village. From 19.11.1983 the existing 10 KW Transmitter at Thaltej, Ahmedabad started Doordarshan Programmes. The existing Doordarshan Studio along with required production facilities was commissioned on 02-10-1987. The Kendra is now putting out round the clock 24 hours transmission. The much-awaited Regional link up of the Kendra was inaugurated on 30.12.1992.

The Commercial Service was introduced in Doordarshan Kendra, Ahmedabad from 7th January, 1988. On 01.05.1994 DD-2 Metro transmission was inaugurated in Ahmedabad as the 8th city in the country, which converted to 24 hours DD News Channels with effect from 3rd November 2003. Telecast time for terrestrial transmission is from 1500 Hrs to 2000 Hrs for 5 Hours daily. Educational Programmes are also telecast on terrestrial at 1000 Hrs to 1030 Hrs from Monday to Friday.

With programme production centers at Ahmedabad and Rajkot, at present Doordarshan Kendra caters the needs of 94.7 % of the population of the Gujarat State distributed in a land area of 93.8 %. The cities of Ahmedabad (HPT) and Gandhinagar (LPT) have an access to DD (News). DDK Rajkot also contributes a one hour capsule of repeat Programmes to DDK Ahmedabad from Mon to Fri between 08.00 hrs to 09.00 hrs.

At present Doordarshan Kendra, Ahmedabad originates about 59 hours of programmes every month on the primary channel. The programme include in-house segment, News and Current Affairs, Sponsored Programmes/ Serial /archival daily soap in addition to programmes for linguistic minorities i.e. Urdu, Sindhi and Rashtrabhasha Hindi. Agricultural and Rural programme are telecast for half an hour on 5 week days entitled Gram Jagat and Krishi Darshan. Educational programme for 30 minutes from Monday to Friday at 10.00 to 10.30 hrs (weekly 2.30 hours) on terrestrial transmission produced by the Gujarat Institute of Educational Technology.

Janmashtami celebrations at Dwarka is telecast live on Grandstand basic along with Mathura on National Network and the Rathyatra at Ahmedabad telecast live on Doordarshan Regional Network.



*Rathyatra at Ahmedabad*



*Janmashtami celebrations at Dwarka*

The following important events were covered in Regional News during the year under reference:

On the occasion of World Braille Day on January 4, RNU Ahmedabad telecast news presented by a blind

# PRASAR BHARATI

ANNUAL REPORT-2010-11

newsreader along with the regular news reader.

Extensively covered the Public Information Campaign at Dahegam-Gandhinagar, Bareja- Ahmedabad and Jasdan-Rajkot and other places organized by PIB in order to publicize the Government schemes so that the common man gets maximum benefit from the schemes.

Hindi Pakhwada in the Kendra was organized from 1st -15th September,2010 to promote the use of official language more and more. Photograph showing inauguration of Hindi Pakhwada & participants in Hindi workshop in the Kendra.



*Celebration of Hindi Pakhwada from 1st -15th September, 2010*

Awards won by Doordarshan Kendra: Ahmadabad:

Technical Innovation in the Engineering Field of AIR & Doordarshan, International conference of BES, New Delhi: 2010

Outstanding in Broadcasting, International conference of BES, New Delhi: 2010

Special Prize for Best Daily Soap Award for “EK DAL NA PANKHI” (Highlight running serial – 1580 Episodes) Transmedia Award – 2010, Mumbai.

Programme on Environment entitled “HEED THE CALL OF THE EARTH” – A Merit Certificate was awarded in Music Category for the Topic: Song on the Environment Scenario, Doordarshan Annual Awards – 2010.

## DD GUWAHATI

Doordarshan Kendra, Guwahati was commissioned on 24th March’ 1985. The programmes of DDK, Guwahati are popular among viewers as reflected through DART survey. In-house programme being recorded as the major telecasting programme (68%) followed by sponsored programme (15%), Commissioned programme (7%) and others (10%). Assamese as the prime language of the Kendra has occupies more time (85%) than English (7%), Hindi (3%), Bodo (4%) and other dialects (1%) in which programmes are telecast. Informative programme (42%) was followed by Educative programme (30%) and Entertainment programme (28%).

Achievements/Awards Received: This Kendra bagged 3 Awards in Doordarshan Annual Awards for the year 2010 in the following category:

# PRASAR BHARATI

ANNUAL REPORT-2010-11

In the Tele Film category programme entitled ‘Eti Shapnave Pam Khedi’ produced by Smt. Ajanta Das, Production Assistant got the award as ‘Best Entry for the year 2010’.

In the Women category programme entitled ‘Eti Shapnave Pam Khedi’ produced by Smt. Ajanta Das, Production Assistant bagged the award as ‘Best entry for the year 2010’.

Doordarshan Kendra, Guwahati got the award in the category of ‘Best Maintained Kendra in the North East Zone’. Shri A.K.Mangalgi, Superintending Engineer, DDK, Guwahati received the award on behalf of the Kendra.

## Activities:

- Special programme on *Rongali Bihu-“Jatir dapan-Rongali Bihu”* telecast on 15.04.2010.
- Live telecast on *Janakristi Samaroh-a programme on Rural Concert* held at Dhudnoi on 06.06.2010.
- Live telecast of 3rd *All India Coference of Social and Infrastucture with focus on the North East* from Hotel Nakshtra, Guwahati on 12.07.2010.
- Special programme “*Mor Desh Mor Swadesh*” on the occasion of Independence Day was telecast on 15.08.2010.
- *Sur Sunowali*”-live telecast of Musical and Folk Dance Concert on the occasion of Golden Jubilee Celebration of Doordarshan was highlighted on 03.09.2010.
- A live Musical show programme “*Enajori*” was telecast on 15.09.2010 on the occasion of Doordarshan Foundation Day.
- Regional Version of *Commonwealth Games’ 2010 highlights* telecast from 05.10.2010 to 14.10.2010.15.
- “*Rashtriya Shiksha Divas*”-a discussion programme was telecast on 11.11.2010.
- A documentary programme was telecast on 15.01.2011 on the occasion of Bhogali Bihu entitled “*Bhogalir Bhogjara*”.
- With a view to promote, reserve and telecast the rich folk culture of different communities, the Doordarshan Kendra, Guwahati is organizing a series of Rural Concert (Jana Kristi Somaroh) for the first time. The first somaroh organized at Dudhnoi area of Goalpara district on 30.05.2010 and second somaroh was organized at Gohpur area of Sonitpur district on 12.01.2011.
- Live telecast of Sambhawana Award Function on 08.03.2011.
- *Janadesh 2011-Panel discussion on Assam State Assembly Election’ 11* which was telecast on 13.03.2011.
- A field based programme on *World Water Day* namely “*Jiban Pran Pani*”- telecast on 22.03.2011.

*Gross Revenue Earning of DDK, Guwahati for the period from April’ 2010 to March’ 2011 towards booking made by Marketing Division, Mumbai is Rs. 1,91,52,890/- whereas this Kendra was given a target of Rs.4.0 Crores for the Revenue earnings for the year 2010-11.*

### DD BHUBNESHWAR

The first entry of DD into the state of Orissa was in the form of opening of a Base Production Centre (BPC) at Cuttack in September, 1973. The Upagraha Doordarshan Kendra (UDK) at Cuttack came into existence in August, 1974 to feed programmes for Satellite Instrumental Television Experiment (SITE). During this period, the Cuttack Kendra originated Oriya language programmes and also contributed programmes for Hindi speaking rural viewers of Madhya Pradesh. The SITE continuity terrestrial X-mission began for the viewers of Sambalpur from 30.4.1978. The duration of transmission was for 1 hour 15 minutes. A High Power Transmitter was commissioned at DDK, Cuttack on 10.3.1985 and relayed the programmes telecast through the INSAT-B for the viewers around 80-100 KMs radius of its transmission zone.

The local transmission of Cuttack Kendra was inaugurated on 12.11.1987 and regional Oriya programmes started from the Kendra from 16.11.1987. Regional news bulletin was introduced from 1.7.1988.

The regional programme up-linking facilities were made available to Orissa network from 7.9.1991 which enabled regional programme transmission by all HPTs/LPTs in the state. The new DD complex at BBSR was commissioned on 19.11.1992 and since then the Kendra is doing its best to fulfill its set objectives of providing information, education and entertainment to the viewers of Orissa.

In July, 2002 DDK, Bhubaneswar started another news bulletin in Oriya in morning transmission and added two news bulletins at 3 P.M. and 5 P.M.

As on today, DD has 84 transmitters for DD-1 and 11 transmitters for DD-News in Orissa. DD-1 covers 88.7% of the land area and 93.3% population of the state. On the other hand DD-News has coverage of 12.4 percent of land area and 25.3 percent of population of the state.

The Regional News Unit (RNU), DDK, Bhubaneswar has been telecasting four Bulletins, Two Prime Bulletins one at 8.00 AM other at 7.00 PM with the duration of 15 minutes and News Headlines at 3.00 PM and 5.00 PM with duration of 2 minutes. Besides, the RNU telecasts the Assembly Bulletins, when Assembly is in session. In addition to this, the unit telecasts State Scan for three days from DD News on Mondays, Tuesdays and Fridays.

Events organised during April' 2010 to January' 2011:

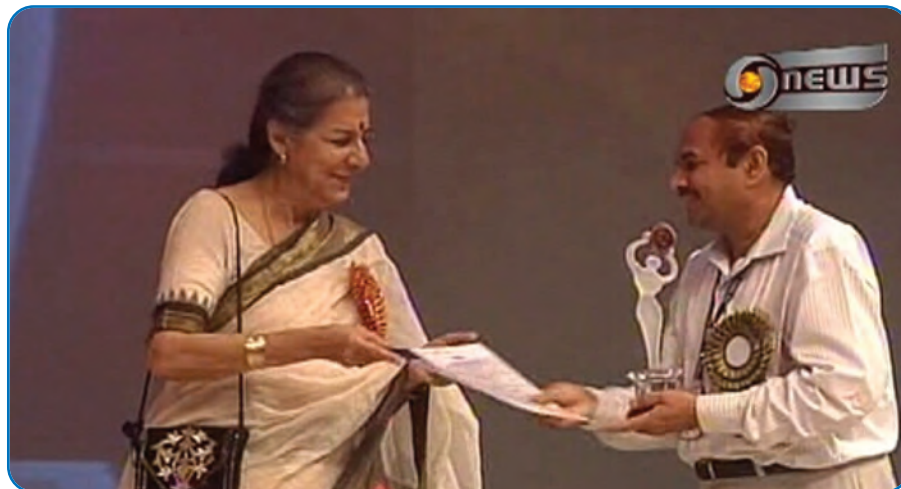
- Deba Snana Purnima – the Bath Ceremony of the Deities in Sri Mandir, Puri on 26.06.2010 (Saturday).
- Sri Gundicha Yatra of Lord Jagannath from Puri on 13.07.2010 (Tuesday) on Regional Service & National Service from 8.00 AM to 4.30 PM.
- Suna Besha (the Golden Attires of the Deities) from Puri on 22.07.2010 (Thursday).
- Doordarshan Foundation Day Programme – “SAPTARANGA” ON 15.09.2010 FROM Studio (2 Hours)
- Mukteswar Dance Festival – the Annual Festival of Excellence on Odissi Dance, organized by Tourism & Culture Department of Govt. of Orissa during 14-16 January, 2011 for duration of 9 Hrs. The event was aired LIVE on DD Bharati.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## DD ANNUAL AWARDS-2010 for DDK, Bhubneshwar

### BEST MAINTAINED KENDRA – 2010



*Shri L. K. Pradhan (Superintending Engineer) receiving the AWARD from Hon'ble I&B Minister Smt. Ambika Soni*

Revenue earned by Doordarshan Kendra Bhubaneswar during 2010-11 is Rs. 595.00 lakh

## DD KOLKATA

Doordarshan, Kolkata commenced telecast from 9th August, 1975. From then onwards, there has been no looking back and with steady strides Doordarshan, Kolkata has covered several milestones in the sphere of Public Service Broadcasting. During the period Doordarshan telecast 55.4 % of In-house & Commissioned programmes and 23.0 % Sponsored programmes. 11.9% was acquired from different sources and rest were slide/filler/announcements/ commercial etc.

### Area and Population Covered in West Bengal.

Channel	Area (%)	Population (%)
DD National	97.7	97.9
DD News	55.2	64.6

### News bulletins of Doordarshan, Kolkata

Total – 18 News Bulletins, Bengali – 16, Urdu – 1, English – 1

- ★ Morning (06.00 hrs. to 10.00 hrs.) : 6 (Six) Bulletins.
- ★ Mid-day (11.00 hrs. to 14.55 hrs.) : 5 (Five) Bulletins.
- ★ Evening (17.00 hrs. to 22.20 hrs.) : 5 (Five) Bulletins, 1 (One) Urdu Bulletin,  
: 1 (One) English Bulletin



Important live coverage and in-house programmes during April, 2010 to March, 2011.

- A special programme on Bengali New Year “Swagata Nanabarsha” telecast on 15.04.2010 at 0700 hrs.
- “Naba Aanande Jago” (Musical Variety Programme recorded at Science City Auditorium) telecast on 22.04.2010 at 1530 hrs.
- Live programme on Tagore’s Birth Anniversary “Kabi Pranam” from Jorasanko Thakur Bari and Rabindra Sadan Compound telecast on 09.05.2010 at 0602 hrs onwards.
- Programme on poet Kazi Najrul Islam’s birthplace Churulia “Jyaisther Jhar” telecast on 01.06.2010 at 0700 hrs.
- Programme telecast on awareness on reproduction Health and Family Planning in ‘Ghare Baire’ programme on 07.07.2010 at 2000 hrs
- Live telecast of Polar Satellite launch vehicle (PSLV) C-15 carrying cartosat-2B satellite from Srihorikota from 0900 hrs. on 12.07.2010.
- ‘UDAY’ –live programme on 36th foundation day of Kolkata Doordarshan on 09.08.2010 at 2000 hrs.
- “Mahan August” – a short feature based on importance of month of August “Independence Movement of India” in “Yog Biyog” programme on 28.08.10 at 1530 hrs.
- Live telecast on Durga Puja from Belur Math on 13.10.2010 (2035 hrs.), 14.10.2010 (0602 hrs.), 15.10.2010 (0700 hrs.), 16.10.2010 (0700 hrs.), 17.10.2010 (0827 hrs.).
- Live telecast of “Indira Gandhi Award” for National Integration for the year 2009 from Teen Murti Bhaban, New Delhi on 31.10.2010 at 1700 hrs.
- Live telecast of US President Barack Obama’s address to the members of the Parliament on 08.11.2010 at 1700 hrs.
- Live telecast of the opening ceremony of the “XVI Asian Games 2010” from Guanzown (China) on 12.11.2010 at 1730 hrs.
- Live telecast of the Opening Ceremony of 41st International Film Festival of India, 2010 at Panaji, GOA on 21.11.2010 at 1700 hrs.
- Special programme telecast on New Year eve “Dashe Dash“ on 31.12.2010 at 2100 hrs.
- Live telecast of “Kalpataru Utsav” of Sri Ramakrishna Paramahansa on 01.01.2011 at 0700 hrs.
- Live telecast of musical festival from Ramakrishna Mission, Golpark on 12.01.11 from 0910 hrs. to 1100 hrs. on the occasion of Swami Vivekananda’s Birth Anniversary.
- Programme on ‘Netaji : Through the Eyes of his Daughter’ telecast on 23.01.2011 at 1800 hrs. and another programme on Netaji Subhas Chandra Bose telecast at 2100 hrs on same day.
- Live telecast of ceremonial March Past on the occasion of “Republic Day 2011” from Indira Gandhi Sarani (Red Road), Kolkata on 26.01.2011 from 0950 hrs. to 1100 hrs.
- Live telecast of the 63rd anniversary of the Martyrdom of Mahatma Gandhi “Sarbo Dharma Prarthana” from 1600 hrs. to 1730 hrs. on 30.01.2011.
- Live telecast of closing ceremony of “34th National Games 2011” on 26.02.2011 at 1728 hrs. to 2000 hrs.
- “Basanti-Hey-Bhubanmohini” – A special programme on Tagore’s songs and dance based on Spring on 19.03.2011 at 2000 hrs.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

Revenue Generation of Doordarshan, Kolkata during the Financial Year 2010 – 2011 is Rs. 18,10, 21,937.

## DD MUMBAI

Doordarshan Mumbai came on Television map on 2nd October 1972. Initially the telecast was for 2 hours per day. Also, the transmission went through a small transmitter which catered the need of few TV households. Today DDK Mumbai manages transmission of two 24 hours channels namely DD1 (National Network) and Sahyadri (RLSS). DDK Mumbai runs the regional language satellite channel 'Sahyadri' round the clock transmission on satellite mode and with terrestrial support on National Network from 06.00 am to 09.00 am and 03.00 pm to 08.00 pm. With overall technical and production development Kendra is in a position to produce more than 70 % in-house programmes.

### Important events held at DDK Mumbai in 2010-11

S. No.	Programme	Month
1.	Navratna Puraskar	May 2010
2.	Sahyadri Manik Awards	June 2010
3.	Sahyadri Marathi Cine Awards	September 2010
4.	Navjyoti Sahyadrichya	December 2010
5.	Sahyadri Krishi Sanman Sohala	February 2011
6.	Hirkani Awards	March 2011

### Live Telecast of Important Events in Maharashtra during 2010-11

S. No.	Programme	Month
1.	Pandharpur Ashadhi Ekadasi	July 2010
2.	84th Akhil Bharatiya Marathi Sammelan	December 2010
3.	91st Akhil Bharatiya Marathi Natya Sammelan	January 2011
4.	Mumbai Marathon	January 2011

### Important programmes produced by Kendra in 2010-11

1. Arth Manthan – Interview/Discussion based programme on finance
2. Uttardaha – Programme for the welfare of senior citizens
3. Chanderi Soneri – Film based programme
4. Felicitation programme of CWG 2010 medalists from Maharashtra
5. Krishi Prabhat – Sponsored programme
6. Dhyanganga – Sponsored programme
7. Bhramanti – Sponsored programme
8. Mahamumbai
9. Mumbai Tarunanchi

Award winning programme Public Service Award 2010-11 Shri Madhukar Shishupal (Public Service Broadcasting & Gandhian Philosophy Award)

Commercial Revenue earned during 2010-11 is Rs.41.33 crores. Information about Doordarshan Kendra,

Mumbai is available on [www.ddindia.gov.in](http://www.ddindia.gov.in) under the tab DDK Mumbai.

### DD CHENNAI

The inauguration of Television Centre at Chennai took place on 15th August, 1975. In the initial stages, the service range was limited to 20 KM only in view of low power transmitter. During that time, the Kendra transmitted programmes daily for two hours in the evening between 7.00 pm and 9.00 pm. After Commissioning of a permanent TV Tower in July 1976 the service range got extended to an area of 80 KM radius around, Chennai. It covered 12,000 Sq. Kms. reaching a population of 94.4 lakhs. The duration was increased by half-an-hour on 1st December 1975 and it was further extended to a three and half hours from 15th August 1976. The permanent tower was commissioned on 4th July 1976. Along with that, a morning transmission on Sunday was started. The Kendra had introduced education TV transmission in the morning with effect from 19th August 1975. From 1982 Kendra began to transmit programmes in colour. National Network programmes also got introduced on that day. 14th January 1987 was yet another milestone in the history of Doordarshan Chennai. The 10 KW TV transmitter that was installed at Kodaikannal started relaying Chennai programmes from the “Pongal Day”. Another memorable event in the history of Television in Tamil Nadu was the inauguration of second Channel (DD2) of Chennai Doordarshan, which was held on 1st July 1988. On 15th August 2004, the Regional Service was extended from 8.30 p.m. to 11.00 p.m.

With the introduction of a full-fledged Regional Network for Tamil Nadu (15th August 1990), all HPTs, LPTs, VLPTs carried the regional service. On 19th June 1994, a new second studio complex known as Channel II Studio complex was inaugurated. At present the Regional Service in Tamil Nadu is relayed by 10 HPTs, 54 LPTs, 7 VLPTs and one transposer from 3 pm to 11 pm from Sunday to Thursday and from 3 pm to 9.30pm on Friday and Saturday. The area covered and population served is 95.8%.

### Awards

1. Golden Jubilee Celebrations of Doordarshan Special Invited Audience Programme Classical and Hindustani Vocal Jugalbandhi Concert By : Dr. M. Balamuralikrishna and Panjit Ajay Chakraborty April 2010.
2. “Emergency Action” – Serial – Best Cinematography S. Rajkumar & T.M.S. Manoharan, Cameraman 2010.
3. “Emergency Action” – serial - best editing R.M.Sekar & Panneerselvam, Editors 2010.

### Coverage done during 2010-11 are listed below:-

1. Commemoration of the Golden Jubilee of Doordarshan –at Naradha Gana Sabha, Chennai, on Saturday, the 10th April 2010.
2. Recording of 7th National Youth (Under 18 years) Athelatic Championship at Coimbatore on 25th April 2010.
3. Live Coverage of “Car Festival” of Poondi Matha Church at Poondi, Tanjore District, Tamil Nadu, on 14th May 2010.
4. Live Coverage of “Indian Open International Grand Prix Badminton at JLN Stadium, Chennai from 9th to 13th June 2010.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

- 5 LIVE Coverage of the “Ulaga Tamizh Chemmozhi Maanadu” from 23rd to 27th June 2010 at Comibatore.
- 6 Live Coverage of “INIYAVAI NAARPATHU” Function during the World Classical Tamil . Conference (SEM MOZHI MAANADU) at Coimbatore on 23rd June 2010.
- 7 Live Coverage of “LAUNCH OF PSLV-C15/CARTOSAT-2B at Sriharikota on 12.07.2010.
- 8 Recording of Dance Drama written by the Hon’ble Chief Minister of Tamil Nadu on 12.07.2010 at Music Academy, Chennai.
- 9 Live Coverage of “All India Basket Ball Invitation Tournament for Women & Men at Jeppiar Engineering College, Chennai, from 18th to 20th July 2010 .
- 10 Recording of Pattimandrum for World Population Day at Dharmapuri on 08.08.10 .
- 11 Live Coverage of Flag Hoisting Ceremony & Independence Day Message by the Hon’ble Chief Minister of Tamil Nadu on 15.08.10 at Fort St.George, Chennai.
- 12 Live Telecast of Chennai Marathon 2010 at Chennai on 29th August 2010.
- 13 Live Coverage of “Vailankannai Car Festival” at Vailankannai, Nagapattinam on 7th September, 10.
- 14 Live Telecast of Davis Cup World Group Play Off ties India vs Brazil at Chennai, from 17th to 19th September, 10.
- 15 Live Telecast of the millennium celebrations of Sri Brahadeeshwarar Temple, Thanjavur, on 25.09.2010.
- 16 Live Telecast of FIVB Tournament at Chennai from 29th September 2010 to 2nd October 2010.
- 17 RECORDING OF SPECIAL PATTIMANDAPAM for ”DEEPAVALI” at Bharatiya Vidhya Bhavan on 25.10.10.
- 18 Live Coverage of “Surasamharam Festival” of Sri Subramanya Swamy Temple at Thiruchendur, Tamil Nadu, on 11th November, 10.
- 19 Live Coverage of “ Sri Karthikai Deepam” Festival at Sri Arunachaleshwarar Temple Thiruvannamalai, Tamil Nadu, on 21st November, 10.
- 20 LIVE Coverage of Paramapadha Vaasal (Sorga Vaasal) Thirappu at Arulmigu Aranganatha Swamy Thirukkoyil, Srirangam, on 17.12.2010.
- 21 LIVE Coverage of Paramapadha Vaasal (Sorga Vaasal) Thirappu at Sri Parthasarathy Kovil, Triplicane on 17.12.2010.
- 22 LIVE Coverage of GSAT-5P – GSLV F06 at 1600 hrs. on 20th December, 2010 at SHAR Centre, Sriharikota.
- 23 Recording of “Kavi Arangam” at Pudukottai on 29th December, 10 for “Pongal Festival”.
- 24 LIVE Coverage of Science Congress – Inauguration by the Prime Minister at SRM University, Chennai on 03.01.2011.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

- 25 LIVE Coverage of the “Thai Poosam” Festival at Sri Aadhiparashakthi Amman Temple, Melmaruvattur, on 20th January, 2011
- 26 LIVE Coverage of the “Saint Thyagaraja Aradhana Festival” at Thiruvaiyyaru from 21st to 25th January, 11
- 27 Live Coverage of Republic Day Celebration, Chennai, on 26th January, 2011
- 28 Live Telecast of Tamilnadu State Assembly Budget Presentation on 5th February, 2011
- 29 LIVE Coverage of the “Nattiyanjali Festival“ at Sri Nataraja Temple, Chidambaram, on the occasion of Sri Mahashivarathiri from 2nd to 6th March, 2011
- 30 Recording of Special Pattimandapam for “Chithirai Thirunal at Bharatiya Vidhya Bhavan on 20.03.11

Commercial earnings of Doordarshan Kendra, Chennai for 2010-11 is Rs. 16.72 Crores

## DD HYDERABAD

Doordarshan Kendra, Hyderabad, was inaugurated on 23rd October, 1977. The Kendra was started as a part of India’s Experiment in Instruction through Satellite Television (SITE). From DRS (Direct Reception Set) and single Transmitter stage, now the service is extended to the entire state and some parts of the country and the world.

So far, the Kendra has received 102 “Nandi” Awards constituted by the Government of Andhra Pradesh and 12 DD-Annual Awards for its programmes. The latest one is Doordarshan Annual Award 2010 for the Best Doordarshan Kendra. The Kendra received Swiss TV award for ‘LET’S PLAY PLEASE’ and UNICEF award (jointly) for serial and short film ‘Nivedita’ in 2011. The Kendra received the first ever constituted Doordarshan Director General’s special award for its Audience Research survey report on “Narrowcasting from LPT at Amalapuram”. The Kendra has produced several special series of programmes based on the literary works of eminent and popular writers like Gyanpeeth Awardees Late Sri Viswanatha Satyannaraya and Dr.C.Narayana Reddy.

### Important In-house programmes during 2010-11:

- ★ **Navya :-** Women’s magazine programme- Monday to Saturday at 1.30 pm. This is a useful programme intended to deal different development aspects related to women – Success stories , health , legal aspects, cookery, fashion etc.,
- ★ **Narrowcasting Agriculture Programmes :-** During this financial year, one Crop seminar was conducted at Vijayanagaram on Social forestry and another farmers seminar was conducted at Sangareddy (Medak district), on Animal husbandry. These programmes were telecast Live.
- ★ **Pragathi Padham :-** Pragathi padham (Gulf window) is a special magazine programme for the Telugu viewers in Gulf and Middle east region.
- ★ **AMMA :-** This is a notable programme on mother. The viewers contributed to this programme. Which is telecast every Friday at 7.35 am.
- ★ **Grameen Bharat :-** This programmes covered various rural aspects like importance of

# PRASAR BHARATI

ANNUAL REPORT-2010-11

gramsabha, women empowerment, role of women in panchayats, success stories of gram panchayats, development activities- drinking water supply, total sanitation, education, health, interaction with authorities to solve immediate problems of village specific etc.,.

This Kendra has produced some programmes for government agencies / departments as well as private institutions to increase revenue.

- ★ **Sankranti Sambaralu :-** Special programmes consist of a special song on sankranti greetings and a documentary were telecast on eve of sankranti Sivoham on eve of sivaratri a special programme – a song by Nihad a cine singer slokas and siva strotras were covered.
- ★ **Patala Pallaki: -** A reality show. This is a music based programme to promote light music and to provide opportunity to young generation singers in the field of light music from various parts of Andhra Pradesh to prove their talent. This programme was telecast on every Sunday at 8.30.
- ★ **Sports: –** Participation in Commonwealth Games: The staff of this Kendra actively particularly in broadcast information office of in Commonwealth games – 2010 held in Delhi. This Kendra covered ITF men's tournament (tennis) conducted at Vijayawada and International Cadet table tennis tournament conducted in Hyderabad.
- ★ **Paryavaran Darshan: -** This special programme is telecast to create awareness about the need to conserve environment, prevent pollution.
- ★ **Jeevana Rekha: -** Various programmes were covered on health and different diseases based on the importance of that particular day (Viz. World Kidney Day).
- ★ **Janapada Sahityam Maulika Swarupam: -** It was jointly organized by Doordarshan Saptagiri and Andhra Pradesh Saraswata Parishat, Hyderabad. Gynapeeth Awardee and Padmabhushan Dr.C.Narayana Reddy has delivered a key note address in this programme. Many other professor's of various universities of Andhra Pradesh and popular folk art groups participated in this programme.

## DD BANGALORE

DD Bangalore is catering the media needs of 82.4% Population and 76.2% of total area of the state. Out of the total programmes produced by the Kendra during 2010-11, 63.35 percent was In- house & commissioned programme whereas 36.65 percent were sponsored. Language wise it produced 98.30 percent programmes in Kannada and 1.70 percent in Urdu, Kodava, Konkani & Tulu.

### Important Achievement of the Kendra

- Best maintained major Kendra during 2010 to 2011
- Hindi In house Magazine “ Adithaya” has been awarded with 2nd Prize 2010

### Important In-house Programmes

1. That Anta Heli (Quiz Programme)
2. Madhura Madhurave Manula Gaana (Prog. Based on old Kannada film hits)
3. Belagu (Interview with achievers who are not so well known)

4. Hello Geleyare (Phone-in)
5. TV Doctor (Phone-in)
6. Jeevana Darshana (Phone-in with an expert on values of life)
7. Marga Darshana (Moral and spiritual discourse)
8. Satya Darshana (Addresses subtleties of dharma and intricate issues in epics/mythology)

Total Revenue for Terrestrial channel :Rs. 3, 92, 09,751/-

### DD THIRUVANANTHAPURAM

A low power TV transmitter was commissioned on 19th November, 1982 on the eve of New Delhi Asian Games. Since then Doordarshan Kendra Thiruvananthapuram has made great strides forward. Now Doordarshan reaches every nook and corner of the state through a network of terrestrial transmitters. Production facilities have been established at Thiruvananthapuram, Trichur and Kozhikode. With High Power TV transmitters in Thiruvananthapuram, Kochi, Kozhikode and Kannur and a network of LPTs and VLPTs spread across the state, programmes originating from Doordarshan Kendra Thiruvananthapuram can now be received and viewed across the state without the support of cable connections. Doordarshan Kendra Thiruvananthapuram is also serving the union territories of Lakshadweep and Mahi. 2010-11 was election year in the state. The Kendra also made elaborate arrangements for covering election results live and the programme was very well received by the people. Further the Kendra have covered all important political milestones in the state which include the swearing in ceremony of the new Cabinet, Governor's address to the State Assembly, and presentation of the State Budget.

The Kendra can boast several outstanding live coverage's to its credit during the year. The Kendra was host broadcaster for the Commissioning of the Container Terminal Project at Vallarpadam and the International Airport Terminal at Thiruvananthapuram by the Honourable Prime Minister of India Dr. Manmohan Singh. Other important live coverage's include Makaravilaku festival from Sabarimala, Attukal-Pongala from Thiruvananthapuram, Thrissur-Pooram from Thrissur, and Nehru Trophy Boat Race from Alleppy.

2010 saw the Kendra venturing into totally new territory, the domain of reality shows. And the obvious choice for the public broadcaster was social reality show. 'Green Kerala Express', the first Social Reality Show organized by Doordarshan Kendra Thiruvananthapuram was a land mark project in the media history of the country. The programme created the lasting message 'to be successful local self-government institutions should focus on evolving models of sustainable development'. Thereafter the Kendra has taken up other social reality shows like 'Haritha Vidyalayam' (a Reality show to select the best school in the State) and 'Ellarum Chollanu' (Folklore based reality show). These shows helped in boosting the viewership of the channel.

Doordarshan Kendra Thiruvananthapuram has won Doordarshan National Award for the best Regional News Division (RND) of Doordarshan. Dr. K. Ampady received the award from Union Minister for Information and Broadcasting, Ambika Soni at a function in New Delhi on 23rd March, 2011. The Kendra also received several other awards and citations during 2010-2011. Sponsored Serial 'Aagneyam', telecast by Doordarshan Kendra Thiruvananthapuram has won five Kerala State Government television awards for 2009 declared during February 2011. The serial "Aagneyam", has also won Kerala State Critics award

for the best television serial, best male actor and best art director awards.

The Kendra has streamlined in-house programming and achieved 64.34% mark in in-house production excluding news castings. If news is also included to in-house content then the figure will exceed 70 % for the year.

In spite of the global meltdown and fierce competition from the private television channels the Kendra has succeeded in generating a net revenue of Rs. 9.47 crores excluding DCB which is the highest among all Regional Kendra's and if DCB is also taken into consideration total revenue for the Kendra will be Rs. 17.5 crores for the current financial year 2010-2011. Taking an overall picture it was undoubtedly one of the most satisfying year's in the history of the Kendra.

### **DD NAGPUR**

Doordarshan Kendra Nagpur came on the telecast map of India on 15th August, 1982 when it started relaying programmes originated from Delhi through 1 KW Transmitter. Commencement of area specific programmes produced by DDK Nagpur and telecast through INSAT from New Delhi end for Nagpur, Chandrapur, Gadchiroli & Gondia district started in 1983. In Oct. 1985 transmitter power was enhanced from 1 KW to 10 KW. To cater the need of Marathi population of Nagpur the tapes of popular programmes of Doordarshan Kendra, Mumbai were initially relayed from this Kendra. A small make shift programme production studio was set up in May, 1994 and in-house programme production started for an hour. A 150 square meter studio was commissioned on 20.05.1999 which has programme production facilities. Nagpur being the second Capital of Maharashtra, MIB has set up an uplinking facility at Nagpur. DDK, Nagpur has two 10 KW transmitters for transmitting National programmes & News programmes. In addition to this, DDK Nagpur is providing platform to the artists from Vidarbha Region. In November 2002 Production of N/C programmes started from the kendra. Now it produces 100 % IN-HOUSE programme, out of which 90.0 % is Information & Education and 10.0 % Entertainment programme.

This Kendra regularly contribute the programmes to Sahyadri channel (RLSS) of Mumbai. With the facility of Digital Earth Station, hot switching is done for DDK Mumbai's current affair programme. Earth station also facilitates to feed the news to Doordarshan Kendra, Mumbai and New Delhi for its inclusion in respective News Bulletin and some time hot switching for Batmya (News Bulletin of DDK Mumbai) is also done from Nagpur end.

### **Important Coverages & Programmes during 2010-11 by Doordarshan Kendra Nagpur**

- |   |                   |
|---|-------------------|
| 1. International Nagpur Marathon 2010     | 2nd October, 2010 |
| 2. International Poetry Festival 'Kritya' | February, 2011    |
| 3. 56th Dhamma Chakra Pravartan Din       |                   |



# PRASAR BHARATI

ANNUAL REPORT-2010-11

## Commercial Revenue

2010-11	12,13,300/-	Department of Forest Govt. of Maharashtra (Documentaries on various Tiger Projects in Vidharbha)
2010-11	1,50,054/-	Other Sources (Training / Advertising)

## DD: DELHI

Delhi Doordarshan started functioning from September, 1959 to provide educational and developmental programme(s) on an experimental basis with half an hour programming and limited transmission of three days a week to the population in the capital city and around. Now it has grown into the biggest terrestrial broadcasting Kendra among all the Doordarshan Kendra in India with 25 hours of local /Regional service, 32 hours of national and 78 hours of Network programming on DD1 and 126 hours of Metro Network including signal Metro & 133 hours of DD international Service.

In the process of its growth, it has made significant contributions to the Socio-Economic change, promote National integration stimulate scientific temper, means of population Control and family welfare, Agricultural information and knowledge, Preservation of environmental and Ecological balance, to highlight the need for social welfare measures for women, children and less privileged, to promote Games and Sports and Artistic and Cultural Heritage of the country.

Over the years, the structure and composition of the programmes has undergone many changes. Delhi Doordarshan has expanded both its network and the scope of its activity. 338 Number of transmitters relaying Delhi Regional service programmes at different time intervals (HPT+LPT) reaching 137.2 million viewers in 19 states and Union territories of the Country. National Network is reaching to 296 million viewers and Metro Network to 116 million viewers. 71% of the programmes are In-house & commissioned programme followed by acquired programmes (15.8%), Government agencies (5.4%), Others (3.8%) and Sponsored programme (3.1%). During the year 2010-11, Public service, entertainment and others programmes was telecast most with (48. %) followed by News & Current affairs (23.3%), others (11.6%), Sports programme (7%), Children programme (3.3%), Health programme (3%), Education programme (2.7%) and Environment (1.1%).

## Some important Programmes / OBs carried by DDK Delhi on DD-1

- ★ Fourth Umpire: Triangular ODI Cricket Series: Live from DD Studio
- ★ Inauguration of Pravasi Bhartiya Diwas-2010- Live from Vigyan Bhawan
- ★ Army Day Parade-2010: Live from Garrison Parade Ground
- ★ 20th Conference of Speakers Presiding Officers of CSPOC
- ★ 10th Indira Gandhi Conference- Inaugurated by PM Live from Teen Murti
- ★ Army Day Parade 2011: Live from Garrison Parade Ground
- ★ Swearing in Ceremony and Expansion of the Union Council of Minister Live from Rashtrapati Bhawan

# PRASAR BHARATI

ANNUAL REPORT-2010-11

- ★ Diamond Jubilee Celebration of Election Commission
- ★ Film Award – Live from Taj Palace Hotel
- ★ Beating Retreat – 2011 Live from Vijay Chowk
- ★ Inauguration of Chief Minister’s Conference by Prime Minister-Live from Vigyan Bhawan
- ★ Jt. Budget Session addressed by President of India – Live from Parliament House
- ★ Presentation of Union Railway Budget – 2011-12 – Live from Parliament House



*Republic Day Parade – Live from Rajpath*

- ★ Silver Jubilee Celebration of 88th Mahila Battalion of CRPF – Live from Jharoda Kalan
- ★ New Year Eve Programme: Aagat ka Swagat
- ★ Navomesh-2011: DVC release function of DD Archive Inaugurated by I&B Minister Mrs. Ambika Soni – Live from Sri Satya Sai Auditorium
- ★ Inauguration of 150th Anniversary of Swami Vivekanand – Live from Vigyan Bhawan
- ★ Message by Hon’ble President of India on the eve of Independence Day
- ★ Flag Hoisting Ceremony by Hon’ble PM at Red Fort – Live from Red Fort
- ★ Presentation Ceremony of Prime Minister Shram Awards – Live from Vigyan Bhawan
- ★ International Literacy Day Celebration – 2010 – Live from Vigyan Bhawan
- ★ Memorial Concert to Commemorate Death Anniversary of Smt. Indira Gandhi – Live from 1, Akbar Road
- ★ Presentation of Indira Gandhi National Integration Awards – Live from Teen Murti
- ★ Jt. Press Conference of US President & PM of India- Live from Hyderabad House
- ★ US President addressed to Jt. Session of Parliament – Live from Parliament House
- ★ PM’s NCC Rally – Live from Garrison Parade Ground
- ★ Beating Retreat 2010: Live from Vijay Chowk

### DD : RANCHI

Doordarshan Kendra, Ranchi was commissioned on priority basis on 25th September'1984 to accelerate the socio-economic and cultural development of the people including tribal of this area. The Kendra produced "Area Specific Programme" till 2nd April'2002 catering to a single ethno-cultural zone of Jharkhand. On 2nd April'2002, the Kendra became a regional unit with its coverage extending to entire Jharkhand. On this very day, another remarkable event in the form of telecast of Regional News began from the Kendra. Programmes catering to needs of Women, Children, Youth, Tribal and on fields like Agriculture, Health, Music & Dance, Literature, Industrial Development were got prioritized emphasizing the state's economy, culture and tradition. From the day of its commissioning, the Kendra has made remarkable progress in producing programmes of high standard with State's rich talents. Innovative & well Researched programmes like Kalyani, Krishi Darshan, Flagship Programmes are being introduced from time to time with increase in the duration of transmission time of the Kendra. The transmission of DD-1 & DD News covers 96.7% & 15.7% respectively of the total area of Jharkhand. Similarly population covered by its are 97.4% & 23.4% respectively.

### Some special programmes telecast / recorded during 2010-11:

- ★ The Birth Centenary of Great Litterateur "**Baba Nagarjun**" was celebrated by the Kendra during 16-17 September'2010.
- ★ The Doordarshan Foundation Day Programme "**Sona Nagpur**" was telecast Live from the Kendra on 15.09.2010. The programme was quite entertaining with a mix of State's rich Folk Music & Dance (Nagpuri, Khoratha, Paika, Chhau, Uraon, Mundari, Panchparganiya & Kurmali).
- ★ The Cultural Programme "**Johar**" was telecast on 31.12.2010. Special New Year Eve Programme 'Break Down' was telecast from the Kendra at 9.00 PM on 31.12.2010. The programme was a mix of Folk Song/Dance, Modern Song/Dance with Skit, Humorous Poem Recitation. The programme received the highest viewership of 23.54(TRP).
- ★ Programme "**Nava Varsha**" was telecast on 01.01.2011. Bhojpuri Song/Dance, Khortha Geet & Dance, Romantic Geet, Adhunik Nagpuri Dance were some of the attractive musical items of the programme.
- ★ The 34th **National Games** was organized during 12-26 February'2011 in the State of Jharkhand, held in three different cities i.e. Ranchi, Jamshedpur & Dhanbad Doordarshan Kendra, Ranchi being the Host Kendra provided all logistic supports to the Doordarshan Directorate. Live as well as Highlights of sports events were telecast on DD-Sports and also from DDK, Ranchi from 4.00 PM to 6.00 PM daily during 12-26 February'2011.

# PRASAR BHARATI

ANNUAL REPORT-2010-11



*Doordarshan Officials inspecting a stadium at Ranchi  
For coverage of National Games '2011*

*Closing Ceremony of 34th National Games '2011:  
Katrina Kaif performing dance alongwith her troupe*

The Message of Hon'ble Governor of Jharkhand, Shri M.O.H.Farooq was telecast on the Independence Day (15.08.2010) and on the Republic Day (26.01.2011) in Hindi and English.

Anniversary programmes like World No Tobacco Day(31.05.2010), Kranti Diwas (30.06.2010), National Sports Day(29.08.2010), Teacher's Day (05.09.2010) Eye Donation Fortnight(07.09.2010), National Nutrition Week (07.09.2010), International Literacy Day(08.09.2010), Rajbhasa Diwas(14.09.2010), TB Seal Day (30.09.2010), Postal Week(15.10.2010), World Disabled Day(03.12.2010) & International Women Day(08.03.2011) were telecast from the Kendra.

Special Programmes on different Religious Festivals like Raksha Bandhan (24.08.2010), Janmasthanami (01.09.2010), Id-UI-Fitre (10.09.2010), Chhath(13.10.2010)Bakrid (17.11.2010), Milad-Un-Nabi (19.11.2010), Christmas (25.12.2010) & Holi(19.03.2011) were also telecast from the Kendra to join the festive mood of the Viewers.

Revenue Earning of the Kendra during 2010-11 is Rs. 1,43,79,450.00

## DD JAIPUR

Regional terrestrial service for Rajasthan started in July 1987 with origination of 30 minutes programme per day. At present the Kendra produces 4 hours transmission per day from Monday to Saturday whereas the duration of the transmission is 90 minutes on Sunday. The reach of DD-1/ DD14 ( Jaipur) is 79.3% by population and 72.4% by area of Rajasthan. In case of DD-news, it covers 36.1% population and 13.2% area of the state. Apart from other programmes the Kendra originates two news bulletins per day – one in Rajasthani for duration of 10 minutes and the other in Hindi for 30 minutes per day. The duration of Hindi news bulletin was 15 minutes per day. Its duration has been enhanced from 15 minutes to 30 minutes with effect from 1st March 2010. 75.53% of the programmes telecast are in Hindi whereas 10.05% are in Local Language/Dialect. Besides this two major languages, programmes telecast in other languages are English, Urdu Sanskrit, Sindhi, Punjabi etc.

Regional News bulletin from Jaipur Doordarshan started w.e.f. 11th February 1990 in Hindi by Regional News unit of the kendra. Later on during the year 2001, the kendras started another news bulletin in Rajasthani language. At present Regional News unit is telecasting three news bulletins regularly. Out of these three bulletins, two are being telecast in Hindi and Rajasthani languages respectively where as one bulletin is being telecast on DD-News thrice a week under the category 'Rajyon se samachar'.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

Automated News services started in January, 2009. With start of this service major news agencies are connected directly with the computer and enabling to add important news in between the telecast of bulletins. Gross Revenue for year 2010-11 from Government Department/Private Sector is Rs. 5,60,35,626

## Activities, major initiatives and achievements :

- Jaipur Doordarshan organised a programme entitled 'Lokotsav'. This was in continuation of the series of programmes organised in the Golden Jubilee year of Doordarshan. About 150 artists across different part of the country participated in the programme and performed folk dance/Music of their respective areas.
- A lecture on 'Doordarshan ki Bhoomika' covering the subject right to information was organized by Jaipur Doordarshan.
- A discussion entitled 'Sadbhavna Samay' was telecast by the kendra. The programme was telecast live at 4 p.m. on the day of High Court decision on Babri Masjid and Ram Lala birth place dispute.
- The Quiz programme 'Prashnottari' which has already got place in Limca book of world record has been the favourite programme of the viewers in its 18th year of telecast.
- Political and law and order in the state had been under pressure during the months of may, June and December 2010 due to Gurjar reservation agitation.
- During the year coverage of video conferencing of American President Barak Obama in Khanpura village of Ajmer district was telecast live on DD-News. Honourable President of India Smt. Pratibha Devi Singh Patil came on visit to Udaipur and Vice President of India Shri Hamid Ansari and Prince Charles of Britain, visited Jodhpur.
- DD telecast stories based on sad demise of Shri Bhairav Singh Shekhawat- the former chief minister of Rajasthan and former vice President of India. News story was also telecast on sad demise of Jain Muni Acharya Mahapragya.
- Recording of interview of Gold medal winner athlete of Commonwealth Games Smt. Krishna Puniya was telecast.

## DD GORAKHPUR

To fulfil the aspirations of eastern UP viewers and to cater their needs, DD Gorakhpur was commissioned on 14th November 1984 with limited hours of transmission. The transmission timing of the Kendra has been extended from 90 minutes to 115 minutes (5.05 PM to 07.00 PM) from 03.02.2011 for increasing the length of Krishi Darshan Programme under the scheme "Mass Media Support to Agriculture Extension". As per new fixed point chart Kendra is putting on air one hour agriculture Programme from 5.30 PM to 6.30 PM days in a week.

The major activities of this Kendra other than Krishi Darshan is specific programme i.e. on children, youth, women, health, light, semi classical, folk music, drama, quiz, documentary, programmes on senior citizen, NGOs, discussion on topical issues literary programme/poetic symposia, sports and special programme on folk art culture and tradition of the region. TV coverage of cultural activities of the week important events, happenings in the city is covered in Aas Pass Programme.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

- On occasion of children's day fair has been organized in Doordarshan premises in which about 500 children from 22 schools participated. The main aim behind organizing the event was to give them opportunity to celebrate their day on equal platform and show their talents.



*Children's day programme*

- On 27th Foundation Day of Doordarshan Kendra Gorakhpur "Cultural Programmes" performed by well known local artists have been presented before invited audience (approx 1000). During the show shorts films "DD Gorakhpur Journey" clippings from award winning programmes and Award Ceremony 2009 in which DDK, Gorakhpur had won the title of being the best installed Studio and best maintained transmitter in North Zone have been played back.
- In the New Year 45 minutes In-house sponsored programmes entitled "Tabadtod Channel" the entertaining items were presented.
- Other than the routine music programmes about 50 folk artists from different villages and outside the Gorakhpur have been invited and recorded during the year.

## DD PATNA

Doordarshan Kendra, Patna was commissioned on 13.10.1990. 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 from March, 1999. The main language of telecast is Hindi.

### Major Achievements and initiative:-

- Live Coverage/Telecast of "The Birth Anniversary of Sri Guru Govind Singhji Maharaj" from Patna Saheb from 9th January, 2011 to 11th January, 2011 which was telecast on DD-I, DD-Bharati and DD-Punjabi.
- A Special Cultural Programme based on "Quawwali" & "Sufi" songs was organized on 15th September, 2010 before the invited audience to mark the 50 years of Doordarshan.

# PRASAR BHARATI

ANNUAL REPORT-2010-11



- Telecast of the most pious festival i.e. 'Chhath' (Sun Festival) by DD was done on 12.11.2010.
- Bihar Vidhan Sabha Election-2010' telecast was done from 15.10.2010 to 24.10.2010 including the recording and telecast of various associated activities, which went upto December 2010.
- Live telecast of crop seminar and special folk programme 'Chalo Aaj Deswa Ki Ore' was done from 16.12.2010 to 18.12.2010 from the internationally known 'Sonepur Fair'.
- Hilarious programmes were produced and telecast on 31.12.2010 & 01.01.2011 respectively to bid farewell to the year 2010 and welcome to the coming year – 2011.

## Special Recording & Coverage

- (a) Coverage of federation Cup at Ranchi 01.05.2010 to 04.05.2010.
- (b) Live Coverage of Junior Men & Women throws bass Championship for DD Sports at PCS- 23.05.2010 to 26.05.2010.
- (c) Queens Baton relay Live coverage – 15.07.2010.
- (d) Recording of 'Golden Jubilee Celebration' of Doordarshan – 15.09.2010.
- (e) Live Coverage of 'Prakash Utsav from Gurudwara & recording of Kavi Darbar for DDK, Jalandhar – 09.11.2010 to 11.01.2011.
- (f) Live Coverage of '20-20 Cricket Match' from Jhanjharpur for DD Sports.
- (g) Coverage of Folk Music programme from 'Open Theatre Bhartiya Nritya Kala Mandir'– 31.03.2011.

## Commercial earning from different sources

- (a) Revenue generation worth Rs. 320426.25/- against the target of 3 crores
- (b) Rs. 831369/- from Vocational Training.

### DD SRINAGAR

It was commissioned on 26th January 1973. The foundation stone of the complex was laid on 9th May, 1970. In the initial stages, a 10 KW transmitter was commissioned and the programmes were produced in black and white. Since then Doordarshan has made tremendous strides not only by increasing telecast time but also by putting out programmes as per the tastes and aspirations of different sections of society.

Way back in 1973 a few interview based programmes, documentaries, songs and drama used to be the only software inputs that were telecast and generated lot of interest among the viewers. Kendra has the distinction of producing programmes in 12 different languages/dialects being spoken by people of different regions of the state. These include “Kashmiri, Urdu, English, Hindi, Dogri, Ladakhi, Punjabi, Gojri, Pahari, Balti, Sheena and Pashtoo”.

Introduction of new formats with suitable treatment has added colours to our transmissions of both Regional and Kashir Channel. This Kendra has taken several measures to widen the programme generation base including Optimum utilization of manpower, equipment and other facilities etc.

### Activities of the Kendra in 2010-11

- ★ Live telecast of Grand Finale Two Hours Musical talent haunt show “Miley Sur” on 05.03.2010 (Total episodes = 134, Total contestants = 332).
- ★ Live telecast of 5th convocation of SKAUST, Kashmir from SKICC, Srinagar on 07.06.2010 and the Guest of Honour was Hon’ble Prime Minister Dr. Manmohan Singh.
- ★ First of its kind Tourist Festival was held at Budrawah, District Doda, a far flung area of Jammu province on 16th June 2010 and was telecast live. The area is still militancy affected.
- ★ Live telecast of presiding officers and the secretaries of the legislative bodies conference presided over by Hon’ble speaker of Lok Sabha on 20th June, 2010 from J&K Legislative Assembly Hall, Srinagar.
- ★ Live telecast of Queens Bation Relay (Commonwealth Games Delhi- 2010) from Shalimar to SKICC, Srinagar – 3 Kms Distance (29.06.2010).
- ★ OB for 2nd Sub-Junior National Kabaddi Championship (Boys & Girls) at M.A. Stadium Jammu (10.11.2010 to 13.11.2010).
- ★ Live telecast of His Excellency the Governor of J&K, inaugural address of J&K Legislative Assembly & Legislative council from Jammu on 28.02.2011.
- ★ Live telecast of Budget Session in J&K Legislative Assembly & Legislative council from Jammu on 07.03.2011.



Commercial earning by the Kendra during Financial Year 2010-2011 is Rs. 62,11,631/-.

### **DD INDORE (MP)**

Doordarshan Kendra, Indore Started as DD Relay Centre with 100W Transmitter from November, 1982. In the initial stages, a 10 KW transmitter was commissioned in January, 1985. Studio Building was completed in March, 1997. After that installation of Studio equipment were completed in May, 1999. Commissioning of the studio took place on 7th May, 2000. Starting of local Transmission (under Narrowcasting) begin from 21st January, 2004 and in general local transmission started from 3rd September, 2007 with half an hour regular transmission from Monday to Friday between 0500 to 0530 pm in addition to half an hour narrowcasting Krishi Darshan programmes. Programmes on flagship and Innovation in e- Governance are telecast on every Friday between 0500 to 0530 PM in local transmission since June, 2008. Regular contributions are being made to Doordarshan Kendra, Bhopal to highlight local talents from different fields as such Literature, Sports, Poetry, Folk artists, Film personalities etc.

### **Activities of the Kendra**

1. Malwanchal-(every Saturday at 0415 PM) This programme is mounted on the activities of Literature, Education, Sports, Cultural etc. in Malwa and Nimad area. In addition to Malwanchal Programme Samajhdar Nari and Kalyani Programme are also contributed to DDK, Bhopal.
2. News Coverage-During the visit of VVIP/VIP personalities as such His Excellency President of India, Hon'ble PM, Hon'ble I&B Minister and other VVIPs/VIPs, Doordarshan Kendra Indore cover functions for local transmission and also send the video clips for its telecast in regional news/National news through ISDN.

Contribute Programmes for DD Sports by covering important events related to sports like Junior Tennis Championship, Cricket etc.

Doordarshan Kendra, Indore has been nominated for Best maintained Kendra in WZ by CE(WZ), TVM, Mumbai thrice.

Commercial earning from different sources for 2010-11 is Rs. 6,46,630/-

### **DD SHIMLA**

Doordarshan Kendra Shimla was commissioned on 7th June, 1995. It is situated at an angle of 90 Degree from the national Highway-22 at Mount Pleasant. The Kendra at present is transmitting regional programme every Monday to Saturday from 4:00 P.M. to 8:00 P.M. and on Sunday from 6:30 P.M.

### Activities during 2010-11:-

- A) International Shimla Summer Festival: Doordarshan Kendra, Shimla organized and presented International Summer Festival at the Ridge, The Mall, Shimla from 2nd to 6th June, 2010 in coordination with district administration. Daily one hour live show was telecast from 7:00 P.M. to 8:00 P.M. while recordings of various presentations were done from 7.00 p.m. to Midnight.



- B) A Folk/Light music concert titled “Shrawanotsav” was organized on 22nd & 23rd July, 2010 in association with department of Language & Culture, Himachal Pradesh. This was an audience based presentation on both days in historical Gaiety Theatre of Shimla. This programme was recorded and telecast on DD Bharati and DD Shimla.

- C) Charu Castle Foundation, Shimla in association with Doordarshan Shimla and department of Language & Culture, Shimla organized All India Women Folk Dance Competition on 28.09.10 to 03.10.10 in Gaiety Theatre Shimla.

- D) Queen’s Baton Relay: Arrival of Queen’s Baton in connection with Commonwealth Games was recorded during the visit on 05.07.2010. The live telecast of Queens Baton Relay from the Ridge, the Mall, Shimla was organized by DD Shimla on DD Sports from 7 P.M. to 9 P.M. The TV Reports of visit of Baton in the state was also telecast.



- E) The prestigious New Year Eve special programme “Wah Ji Wah” was telecast on 31st December, 2010 from 9 P.M. to 10 P.M. in which prominent artists of Himachal Pradesh participated.

- F) Joint Regional Official Language Seminar & Prize Distribution Function was organized by Ministry of Home Affairs, Govt. of India on 16th & 17th March, 2011 in coordination with Doordarshan Shimla in which dignitaries from all over India participated. A special cultural presentation was done by Doordarshan Shimla which was well appreciated by all.

- G) The Annual Prize Distribution Function of Nagar Rajbhasha Karyanvyan Samiti was organized on 16.03.11 in the auditorium of CPRI, Shimla in coordination with DDK, Shimla .

- H) The festival of folk and traditional performing arts was presented by Sangeet & Natak Academy, New Delhi and department of Language & Culture, HP in Kullu from 20th to 26th March, 2011. The whole festival was recorded and telecast by Doordarshan Shimla. The prominent folk artists of all 12 districts of Himachal Pradesh participated in the festival.

Apart from programmes, other special programmes based on anniversaries and festivals telecast during

the period are as under:-

1. TV Reports on International Lavi Fair were telecast on 02.12.10 & 06.12.10.
2. TV Report on Renuka Fair was telecast on 13th & 15th December, 2010.
3. TV Reports on Winter Carnival Manali were telecast on 7th, 9th & 10th February, 2011
4. TV Reports on International Mandi Shivratri were telecast on 7th, 11th & 14th of March, 2011

### **Commercial earnings from different sources:-**

Govt. Sources	:	Rs. 86.79 Lac
Others	:	Rs. 19.46 Lac
Total	:	Rs.106.25 Lac

### **DD CHANDIGARH**

Doordarshan Kendra, Chandigarh was inaugurated on 28th April, 2001. Regional Service of Doordarshan Kendra Chandigarh began from May, 2001 onward when the signals of DD Regional Service of Doordarshan, Jalandhar were transmitted through 500 watt transmitter of DD Chandigarh. The formal inauguration of DD Metro and Regional Service was made on 3rd September, 2001 when the programmes were locally produced and telecast for a duration of half an hour at 6.00 PM onwards. Local Transmission was further enhanced to one hour for five days a week from Monday to Friday between 6.00 PM to 7.00 PM. Transmission hour were further enhanced to two hours for five days a week from Monday to Friday between 5.00 Pm to 7.00 Pm from 24th April, 2006 onwards. The Coverage Area of DD is 25 Km (Chandigarh & surrounding area)

Local News Bulletins started from Doordarshan Kendra, Chandigarh w.e.f. 24th April, 2006 when the News Unit was established. The News in local language Hindi is being telecast at 5.45 PM on Tuesday and Thursday and at 5.30 PM on Friday and in Punjabi language on Monday and Wednesday at 5.30 PM. Live Hindi News Bulletins telecast on Tuesday, Thursday and Friday are also hot switched for DD News Channel under the caption "Rajyon Ke Samachar".

### **Achievements of the Kendra:-**

1. Telecast of Celebration of Golden Jubilee Function of Doordarshan on 10th November 2010 held in Punjab University Chandigarh.
2. On the occasion of New Year Celebrations a Programme entitled "Phulkari 2011" was organized before invited audience in the premises of DDK.

### **DD SAMBALPUR**

SITE was started by ISRO in the State of Odisha from 1st August 1975 to 31st July, 1976. Later on a terrestrial transmitter of one KW power operating on VHF Band-III was installed in Sambalpur and regular

# PRASAR BHARATI

ANNUAL REPORT-2010-11

transmission came in existence from 30th April, 1978. The transmitters were upgraded in the year 2000. Besides relaying DD national program, local content of fifteen minutes was also recorded and played back on the transmitter. Besides these, recorded programmes were also received from Cuttack for telecast. Most of these locally produced programmes are based on agriculture, folk, women and children etc.

General programme frequency is twice a week i.e. on Monday and Thursday from 5.02 p.m. to 5.30 p.m. Sambalpuri dance/songs, folk songs, folk dance, programme on Eco-tourism and various cultural aspects of the region are the main components of these slots. In Narrow casting Kisan programme is produced and is being telecast from Monday to Friday between 5.30p.m. to 6.00p.m. In April, 2006 the transmission of DD Kisan was extended to Cluster mode by simultaneous play back at LPTs Kuchinda, Rairakhol, Bargarh and Sundargarh.

The 12 point flagship programme named “Bharat Nirman” of the Prime Minister of India started from 6th June, 2008.

Special programmes like New Year, Nuankhai, Bhajjiuntia, Dussera, Independence Day, Holi are produced and telecast from this Kendra. Programmes on health and hygiene, sports, folk culture, children’s programme have got popularity. All the programmes are telecast and is hook up (DD1, DD6, DTH) from DD, Bhubaneswar at 06.30 pm on every Saturday.

Two programmes of this Kendra got Doordarshan Annual Awards 2010 in All India level. In the Documentary category, “Pakshira Needa” (Nests of the Birds) and in Dance category “Pachim Sur” (The rhythm of Western Odisha) have been adjudged as the best programmes. Moreover, one programme of this Kendra “Green Mind, Green Action” came in final list in the Commonwealth Broadcasting Association, London in the category of Science Programming & Reporting.

## DD JALANDHAR

DD-I Regional Channel was originally commissioned at Amritsar on 29th September, 1973. Later on it was shifted and inaugurated at Jalandhar on 13th April, 1979. The foundation stone of Doordarshan Jalandhar was earlier laid on 27th April, 1975. A full fledged functioning began with the commissioning of a 10 KW transmitter installed at village Khurla Kingra on Jalandhar – Nakodar Road on 01.06.1981 (4 Kms. from studio complex). During 2010-11, 61.89% of the programmes produced are In-house & commissioned & 31.48 % were Sponsored programmes. Besides programmes in Punjabi, few programmes are telecast in Hindi & Urdu also. Other details in respect of Regional channel are as follows:

Coverage Area of Punjab	-	99.9% (85 Kms. radius in the Primary Service Area in Punjab) (Also covering some parts of Haryana, Himachal Pradesh, UT of Chandigarh and Jammu)
Coverage by Population	-	99.9%

DD News channel was inaugurated on 25th June, 1994 with 10 KW transmitters covering 50 Kms radius in the primary service area. The channel telecast News and Current affairs programmes round the clock.

### DD RAIPUR

Doordarshan Raipur was commissioned in the year 1977 with the installation and commissioning of 1 KW High Power TV Transmitter to telecast programmes for villagers. The Kendra used to telecast 2 Hrs. of programme prepared and recorded at New Delhi. With effect from 1.6.1985, the DDK programmes were fed via satellite and recorded at Raipur and played back later as per schedule. From 1.6.1987, the Kendra started relaying the entire program of DDK Delhi via satellite. The Kendra started telecasting a weekly program from 7.4.1989 for 30 minutes duration. Gradually, the duration and days of telecast from the Kendra were increased. From 17.8.1998 the Kendra started giving 90 minutes local transmission, 5 days a week from Monday to Friday out of which 20 to 25 minutes Agriculture Programmes were being telecast live. The Regional News Unit, started functioning from 20th September 2002.

In September 2002 Digital Earth station was commissioned and with this the Regional service and Regional News for the Chhattisgarh state started. Since 6th February 2006 the Regional transmission duration of the Kendra has increased. Now the Kendra is relaying 4 hours Regional transmission from Monday to Saturday and 90 minutes transmission on every Sunday. At present this unit is producing one bulletin of 15 minutes from 7.00 to 7.15 pm.

Commercial revenue has been earned locally to the tune of Rs.716432/- (Rupees seventy one lakh six thousand four hundred thirty two only) during the financial year 2010-11 for DDK, Raipur.

#### Activities during 2010-11

- Special Programme on the occasion of Foundation Day of Doordarshan on 15th September was arranged for invited audience.
- Special Programme was produced and telecast on the eve of New year, 2011.
- A programme on eminent writer Shri Vinod Kumar Shukla, was recorded for archival purpose as well as for telecast from the Kendra.

DDK Raipur had won 1st prize for the best programme produced and telecast on “Panchayati Raj” from Ministry of Rural Development (Gramin Vikas Mantralay) Govt. of India.

### DD PUDUCHERRY

This Kendra was commissioned on 15th August, 1992 and at present originating programmes for 2 hrs. from 5.00 PM to 7.00 PM (Monday to Friday) for five days in terrestrial mode. From 27th May 2010 (on the occasion of Buddha Purnima) duration of telecast was increased to half an hour. Important events held at Puducherry are being sent to DD-News, DDK, Chennai through feeds. Local Transmission of the Kendra is from 1730 hrs. to 1900 hrs, till 26th May 2010 and 1700 – 1900 Hrs from 27th May 2010. This Kendra has earned a revenue of Rs.5,19,085/- from commercials.



# PRASAR BHARATI

ANNUAL REPORT-2010-11

On occasion of Doordarshan's Golden Jubilee Year celebrations on 15th September 2010, this Kendra has organized a special invited Audience Programme at Kamban Kalai Arangam, Pondicherry.

A chunk is allotted in DD-Podhigai on Saturdays between 1.15 PM and 1.40 PM to telecast Health programmes produced in-house by Doordarshan Kendra, Puducherry with the sponsorship of Puducherry AIDS Control Society. Another chunk for Children programmes was allotted on DD-Podhigai on every fourth Thursday for 25 mts. for the benefit of viewers to watch DD, Puducherry programmes on Satellite channel also.

Apart from above, on the occasions of Tamil New Year, Diwali, Christmas, New Year and Pongal festival, special programmes were recorded.

## DD RAJKOT

As a local Kendra, DD Rajkot started functioning from 30th August 1984. This Kendra has only one hour transmission from 5.00 p.m. to 6.00 p.m. five days a week i.e. Monday to Friday. All the Programmes produced are 100% in-house in Gujarati language. It also contributes one hour programme to DD-Girnar for telecast on RLSS and on Terrestrial Mode and RNU as and when required. The Kendra does not have RNU. The Kendra has earned total revenue of Rs.6,88,960/- from different sources .

### Activities of the Kendra including major initiatives and achievements:

1. Literary Programme of Poetry Recitation on 'Swarnim Gujarat' by Sahitya Academy and AIR Rajkot at Arvindbhai Maniar Hall was telecast.
2. Literary Programme on 'Hanumant Award' to veteran Music Artists, Artists of Painting at Talgajarda, Mahuva by Moraribapu during 'Asmita Parva' was telecast.
3. A special programme on State level celebrations at Rajkot of the 64th Independence Day was produced and telecast.
4. The final episode of the Quiz Programme 'Chat Sawal Pat Jawab', a programme for inter-college students of Saurashtra and sponsored by Saurashtra University was recorded before invited audience in lieu of which a humorous programme 'Rang Jamavo' was also organized.
5. Live Phone-in Programmes on the following was telecast:
  - i. International Women's Day
  - ii. Precautions on purchase of property in which District Collector answered viewer's queries.

## DD DIBRUGARH

In-house programme are produced by the Kendra itself in Assamese, Hindi, English languages and also in local dialects. Govt. and private sponsored programmes are telecast in Hindi and Assamese languages besides commercial. The Total revenue earned by this Kendra in the year 2010-11 is Rs.10 lacs. One weekly News magazine covering all important activities of the area is telecast on regular basis. New programmes like "Hello Doctor", Mukta Manch (interaction with audience on any burning issue), other programmes like "Hello Murchana", "Mukha Mukhi" were introduced and are becoming popular amongst the viewers. Govt. sponsored "Flagship" programmes which are informative and educative, are also telecast.

In 2010, the programme “Rongor Subhash” got nomination for DD Awards as TV Show programme.

### DD GANGTOK

The Kendra telecast programmes in terrestrial mode and mostly in Nepali Language for duration of 30 mts. These are mostly field based with ENG camera and some recorded in the studio. There was no commercial earnings for the year 2010-2011 as the reach of the Kendra is restricted to the area of around 30 KM confined to East Sikkim only including Gangtok and the city does not have any commercial establishment. The following is the activities of the Kendra during 2010-11:

1. Intensive coverage was given to the Queens Baton Relay for the Commonwealth Games 2010.
2. Coverage of All India Governors Gold Cup Football Tournament.
3. Telecast the message of Governor and Chief Minister on the occasion of Republic Day and Independence Day.
4. Organized a Crop Seminar under the scheme “Mass Media Support to Agriculture Extension”.
5. News feed are regularly sent to DD National and DD Guwahati.

### DD LEH

The Doordarshan Kendra, Leh situated at an altitude of 11500 ft, came in to existence in the year, 2002 to meet the great aspiration of the people of Ladakh region. At present Kendra is beaming one hour programme for five days in a week from Monday to Friday between 6 PM to 7 PM. The programmes are produced in all formats including Tele-serials, Tele-films, Talks and discussions. Most of these programmes are produced in Bodhi, Balti and Tibetan languages. The Kendra also telecast Urdu news bulletin from 7.15 PM to 7.30PM and DD Kashir from 7AM to 11AM. The commercial revenue earmarked for the year 2010-2011 is Rs. 3 lac. DDK, Leh contributed human interest stories besides important coverage including VIPs visit to Leh for DD News, Delhi DDK, Srinagar and Jammu from time to time and also Ladakh Diary a weekly news magazine programme for telecast to Srinagar.

#### Programme activities of the Kendra

1. A serial projecting the cultural heritage besides socio economic issues faced by the society of Ladakh was produced.
2. Programme on Bharat Nirman phase-II was produced regularly to emphasis on the importance of each schemes.
3. Programme on Ladakh festival and Singhe Khabas focusing on the heritage of Indus civilization, Cultural programmes, Sports events were covered during the festival.
4. During flash flood in Ladakh which was occurred in the month of August, 2010 crippled the life of the region and more than 275 person were killed besides property worth of crores were destroyed. During this devastation the services of Airport, AIR, BSNL, Electricity and communication were disturbed but DDK, Leh was able to contribute news to DD News and DDK, Srinagar despite many

# PRASAR BHARATI

ANNUAL REPORT-2010-11

odds. Kendra fed the news of International/ National News agencies for 32 hours during the first four days of incident.

5. Election and Oath ceremony of Ladakh Autonomous Hill Development Council also covered.
6. Kendra also celebrated and organized functions on Hindi fortnight, Vigilance Week, Sadhabhavana programmes and other local traditional festivals from time to time.

## DD BHAWANIPATNA

The local transmission of the Kendra started on 15.09.2004 on the occasion of DD foundation Day. Agriculture programme that was being produced and telecast by this Kendra since 01.11.2004 was converted in to Narrowcasting mode for simultaneous telecast by DDK Bhawanipatna and its 5 (five) cluster LPTVs namely; Bolangir, Khariar, Nuapara, Nawarangpur & Jeypore from 25.07.2005 to make the back bone of this tribal dominated pocket's economy strong & stable one. At present DDK Bhawanipatna transmits its own programme for 58 minutes duration on Monday & Thursday from 5.02 PM to 6.00 PM and 30 minutes of programme on Tuesday, Wednesday & Friday from 5.30 PM to 6.00 PM totalling 03 hrs. 26 minutes of programmes per week. Commercial Earnings from sponsorships of In-House productions for the local channel and sale of unedited video footages for domestic consumptions during the year 2010-11 is Rs.26, 052/-.

DDK Bhawanipatna regularly contributes 30 minutes of its programmes for telecast by Bhubaneswar on DD-I on Saturday from 6.00 AM to 6.30 AM for a wider reach. Further this Kendra makes a tangible contribution of programmes for telecast in RLSS DD-6. All major News events of the undivided KBK region are covered and sent to RNU Bhubaneswar for state-wide and Nation-wide viewing. This Kendra regularly sends its programmes of archival value to the Central Archives of Doordarshan at New Delhi to preserve them for posterity.

### The programmes produced during the year 2010-11 are as follows:-

- Special Music programme in March 2011
- Flagship/Bharat Nirman/Others
- Special Programmes (Music/DD Foundation Day/New Year Prog. etc.)

## DD PUNE

This is PGF Kendra and the main activity of the Kendra is production and telecast of agricultural programmes. All these programmes are sponsored by Ministry of Agriculture. These programmes are telecast from 6 to 6.30PM (Monday to Friday) from HPT, Pune and LPTs at Mangaon, Karad, Sangli, Kolhapur (Maharashtra State). There are two fresh programmes and three repeat programmes in a week. In addition to this, Doordarshan Kendra, Pune contributes two agricultural programmes in a week to Doordarshan Kendra, Mumbai (Satellite and terrestrial network of "Sahyadri" channel). Language is mainly Marathi. Contribution of the Kendra to National network is in Hindi/English.

This Kendra is producing 104 fresh agricultural programmes per year in narrowcasting mode. Min. of Agriculture, Govt. of India is providing Rs.1,00,000/- per programmes to the Prasar Bharati Corporation.



# PRASAR BHARATI

ANNUAL REPORT-2010-11

Revenue earned by the Kendra is Rs. 1 crore and 4 lakhs. In addition to this, Kendra has earned a revenue of Rs.10, 00,000/- (Rs. Ten lacs only) mainly from in-house sponsored programmes and sale of CDs to the interested parties.

## DD TURA

Doordarshan Kendra Tura started on 26th January 1993 on experimental basis. Later on it was commissioned on 21st May 1993 and the local Programme started beaming from 31st May 1993. Further Inauguration of DD-2 took place on 16th December 1995 and Metro HPT on 19th August 2000. At present the telecast timing of the Kendra is from 5:30 pm to 7:45 pm from Monday to Friday with a break up for News at 7:15 pm to 7:30 pm. The kendra relays “City Scan” from DDK Shillong from 7:45 pm to 8:00 pm (as on 31st December 2010).

Most of the programmes are in Garo language with Folk Music / dance of Hajong, Rava, Koch & Boro. Kendra is also producing Agriculture programme with Flagship and other programmes in Bengali, Hindi, Assamese and Nepali language. 90 % of the programmes are in Garo language. Revenue earned by the kendra for the financial year 2010-11 from DCD is Rs.7, 81,999/- and In-house production Rs.45, 180/-

Kendra produced and telecast a “Rural Concert” at Dalu during the year 2010 which is a remarkable achievement.

## DD WARANGAL

A Low Power Transmitter (TV LPT) of 100W, BEL 131 VHF Channel#6 was under operation from 02.08.1984 to 02.12.2001 i.e. until installation and commissioning of 10 KW NEC TV HPT at Warangal. Later on, this LPT was upgraded into 10 KW High Power Transmitter, facilitating the terrestrial coverage of DD National and Regional Service (DD Saptagiri) upto 70 Kms catering the needs of the Warangal City and surrounding areas. HPT, Warangal was officially in operation from 03.12.2001 and formally inaugurated on 16.06.2002. The Doordarshan Studio inaugurated on 14.04.2005. Initially, it was under the administrative control of Doordarshan Maintenance Centre, Warangal and later on transferred to the establishment formed for DDK in the middle of this financial year.

### Special programmes of the year

- Special Dance Programme in the occasion of Ugadi festival by Rajendra & party
- On the special occasion of Good Friday, songs played by Swara Ministries Members.
- A special song on Dr. B.R. Ambedkar Jayanthi celebrations by K. Bhaskar & party.

## DD: PANAJI (GOA)

A 1 KW Transmitter started relaying DD programmes in Goa from 19th November 1982 which was upgraded to 10 KW on 28th November, 1986 covering entire Goa. Local programme generation and telecast increased from 30 minutes to 60 minutes in between the period 23rd June 1990 to April 1994. Introduction of Marathi Programmes (Telecast increased to 75 minutes with Marathi Programmes) started from October 1996. On 19th Feb. 2003 Earth Station was Commissioned and keeping in view the requirement for more programme generation additional Studio Facilities was commissioned on 19th December, 2008. The commercial revenue target of Rs.10 lakh given to this Kendra was partially achieved. Following are the glimpses of some of the programmes.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

- **Flagship Programmes:** The Govt. of India has come out with various schemes for the upliftment of the weaker sections of the society. Kendra is giving due publicity to these schemes by producing programme based on it. These programmes are telecast every Friday at 6.00pm.
- **Health Programme:** Vaizuki Malar – a weekly health programme features health related issues. Besides, information, live demonstration of surgery, utilization of state of art equipments and Govt. health schemes were highlighted. Important programmes like AIDS Awareness, Leprosy eradication and Vector Borne Diseases were telecast.
- **Sarbhoutani:** This is a socio-cultural roundup of events in and around Goa. Events like International Nurse Day, Naval Academy Passing out Parade, inauguration of ‘e’ governance, mega tree plantation drive, etc. are suitably covered by ENG Unit in this weekly socio-cultural magazine programme.
- **International Film Festival of India (IFFI):** Goa is a permanent venue for IFFI. The Kendra telecast opening and closing ceremony live and besides curtain raiser and daily reports on National Network.
- **Aajche Pahune:** Goa is a popular tourist destination. Many a time eminent personalities from different walks of life are invited by various organizations as guest, lecturer, performer etc. The Kendra takes an opportunity to invite these guests to the studio.
- **Women’s Programme:** All issues relating to women are highlighted through interviews, discussions on issues of women. Talk show on the occasion of women’s week with prominent women and lawyers and activists were telecast.
- **Fulti Fulan (Children’s Programme):** Children programmes including story-telling, magic shows, crafts training, skits and short plays on inspirational themes for children are presented by children itself.

## DD JAMMU

Kendra got uplinking facilities in 2008 and by this virtue the channel is being viewed everywhere in the region, especially in border areas of the state where Gojri and pahari languages are spoken. Programmes in following languages i.e. Dogri, Pahari, Punjabi, Urdu, Hindi, Kashmiri and Bhaderwahi of the region are produced without any deviation. Year 2010-11 can be termed as renaissance with regard to Programme activities of DDK Jammu.

- “Ruth Rade” – a 25 mts. documentary on a cultural tradition of Jammu produced and telecast.
- Docu-Drama on doyens of Dogri literature like Shri Narsingh Dev Jamwal, Shri Yash Sharma, Shri Mohan Singh were produced and telecast.
- “Dogri aur urdu ke Bahami lisani Rawabit” This was the topic of Late Jetender Sharma memorial lecture and the lecture was delivered by Prof. Zahoore-ud-Din. This was first lecture of its kind. DD Urdu also contributed in its making. A documentary show casing life and works of Jetender Sharma was also shown during this lecture.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

- Besides these progs. some films on border areas were also telecast. One of the famous programmes among the series was “Sarhad Ki Godh Main”.
- A series on architecture of Duggar Desh was prepared under “Dharan De Nazaray”.
- Thirteen episodes Dogri tele-serial on a famous folk tale of Duggar land “Kunjo Chanchaloo” was also produced and telecast. This serial was liked by the viewers.
- New Year Programme “Welcome 2011” was also produced and telecast on eve of New Year. This was a grand musical Programme.
- To meet the aspirations of Jammu people a series under “Paharan Ni Lokan” was produced and telecast.

## DD MADURAI

To cater to the various cultural, social and intellectual interest of South Tamil Nadu, a Programme Production Centre was commissioned in this historic city on 15.08.2005. The Kendra has a single studio which is digital. The main activities of the Kendra are Studio recording and ENG. The programmes produced are edited and sent to DDK, Chennai for telecast. The programmes produced include cultural, religious, industrial, social and intellectual aspects.

The following Studio Recordings were carried out from April-2010 onward.

1. Shri: Venkatesa Mahathmium: 15 episodes each 25 minutes duration with chroma keying effect
2. Kannapiran Kadhaimuthu: 16 episodes each of 15 minutes duration
3. Shri: Venkatesa Mahathmium: 15 episodes each of 25 minutes duration with chroma keying effect
4. Classical Kalathai Ventra Kaviyarasu Kalathai Ventra Kaviyarasu Kannadhasan (concluding part of the programme).

## DD BAREILLY

DD Bareilly started functioning from 30th June 1995. It has organized a cultural programme before invited audience on the occasion of fifteenth Foundation Day Celebration of DDK, Bareilly i.e. 30th June, 2010. It has organized another cultural programme before invited audience entitled “Nazrana-2010” in IMA Hall, Bareilly. Commercial earning of this Kendra for the year 2010-11 is Rs.1,57,509/- from the only sponsored Programme “Bhakti Lehar”.

## DD IMPHAL

Manipur was brought under Doordarshan coverage during the Asian Games in 1982 with a 100W LPT installed at the present AIR, Imphal complex. This low Power Transmitter was upgraded to HPT of 1 KW in September 1987 and shifted to the present DDK, Imphal complex at Porompat.

For the first time people of the region watches the first ever Regional Transmission on 30th April 1993. Initially the coloured Regional Transmission was only for half an hour. By the second year, the duration increased up to 45 minutes and by February 1995 the Kendra began to originate programmes for 60 minutes, five days a week. Since 4th April 2004 kendra telecast two and half hours programmes from 5.30 p.m. to

8.00 p.m. seven days week. And again from the 4th October 2009 Kendra began to telecast programme from 3.00 P.M. to 8.00 P.M. on Saturdays and Sundays. The Kendra in general telecast programmes in Manipuri. Due care is given for special audience programmes like, agriculture, Children, Women, Youth, Senior Citizen, Environmental Programmes etc. Apart from Anniversary programmes the Kendra devoted weekly 15 mts. chunk for minorities and backward classes. The Kendra is also telecasting various colorful tribal songs and dances regularly. The long awaited demand of the state was fulfilled in the year 2005 August with the origination of Manipuri News live from the Studio of DDK Imphal. At the moment Kendra is telecasting two Manipuri News Bulletins, i.e; 5.30 p.m. for duration of 5 mts and 7.00 p.m. for 10 mts. every day.

The Kendra is also a major contributor of programmes for the 24 hrs. North East Satellite Channels. Almost all programmes of the Kendra are produced in-house other than a few Commissioned Programmes and a sponsored programme.

Kendra is telecasting a popular 30 mts. Krishi Darshan Programme 'Loubuk Maikhei Panglashi' for five days a week. Important anniversaries and festivals of different communities are also a regular feature in the programme.

For the sports loving state of Manipur, Kendra made extensive coverage's of sporting events telecasting various highlights and other programmes regularly. For the time being Kendra telecast 30 mts. sports programme every week.

Inspite of serious law and order lapses in the state the Kendra extends coverage's of army and paramilitary civic functions held in the remote areas of the state.

### **DD: HISSAR**

DD: Hisar was inaugurated on 1st November, 2002. For the last 9 years in existence the Kendra is serving the people of Haryana. During this period tape system for incorporating news stories from different district was dispensed with and replaced by E-mail, FTP System which resulted in updated stories being taken in daily news bulletin. With this achievement now the regional news bulletin of 15 minutes being broadcast from DD Hisar, it acquired a new shape and maximum stories carried out with visuals & bytes. In 2010-11, Kendra earned Rs.13, 69,044 as commercial earning.

Activities of the Kendra including major initiatives and achievements of different units during 2010-11 is as follows:

1. Kendra produced a 55 minutes special cultural programme "Tarang 2011" highlighting the cultural heritage of Haryana, telecast on 31.12.2010 on the eve of New Year.
2. Haryana Panchayat Election was covered comprehensively throughout the State.
3. Special programmes on anniversaries and on important events and dates i.e. on freedom fighters etc.
4. Special programmes on 'Kanya Bhuran Hatya' to save the girl child and, 'Bandan Kukat Nari' to uplift empowerment of females.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

5. The sensitive issues like Mirchpur incident and Jat Reservation agitation was handled carefully and feed was sent to DD News on regularly basis.
6. The elections of Municipal Corporation in Faridabad & Gurgaon and elections of 10 Municipal councils and 28 Municipal committees held in the month of May, 2010 were extensively covered. The Panchayat election of 13 districts were covered and results carried out in the news bulletins.
7. The flash floods occurred in the Haryana State during July-August were covered to the maximum and feed was provided to DD News on regularly basis.
8. Census-2011 was covered extensively and census related stories from different districts carried out in the news bulletins.

## DD ALLAHABAD

Foundation stone of DDK, Allahabad was Laid on 1st August 1983. On 2nd December 1984 a 10 KW BEL transmitter was commissioned. On 7th July 1990 foundation stone for Studios was laid and the same was inaugurated on 11th August 1998. From 1st December 2000 Local transmission started. Initially programmes produced by this Kendra were telecast by DDK, Lucknow. Live transmission started from the studio from 1st December, 2005. Local transmission hours are from 1730- 1800 hrs for narrowcasting Krishi Darshan and from 1830-1900 hrs for Local Transmission except Monday, Saturday & Sunday.

### Major Activities

- A cultural evening (concerts) was organized by DDK Allahabad on 25th ,26th and 29th March 2011 in which renowned artists of UP zone performed Light Music, folk music and classical music in front of invited audience.
- Seminars (Krishi Gosthi) under Narrowcasting programme was organized by the DDK Allahabad.
- Flagship programmes being run by the Govt. of India was produced and telecast by Kendra.



Commercial Earning from vocational training worth Rs. 1,75,377=00 (Rs. One lakh seventy five thousand three hundred seventy seven) was generated during 2010-11.

## DD THRISSUR

Doordarshan Kendra, Thrissur commenced its activities from September 06, 2001. Doordarshan Kendra, Thrissur is a PGF centre. Kendra is telecasting programmes on Gandhi Darshan, Narrowcasting of Agricultural Programme, Research Based Programmes on Art and Culture such as docu-features on Mohiniyattam, Kathakali, Mudiyettu, Kalamezhuthu, Chavittunatakam, etc. A weekly magazine titled 'Pradhakshinam' covering the socio-cultural activities of the central Kerala is produced by this Kendra and telecast every week on Saturday at 02:00 PM from DDK, Thiruvananthapuram.

### Activities during 2010-11:

- Recently this Kendra has produced a docu-feature on the evolution of Mohiniyattam in 9 episodes. The programme was highly appreciated by the viewers, as it featured all the maestros in the field of Mohiniyattam, which has never happened so far.
- Every year Kendra is recording the famous Chembai Sangeetholsavam, Guruvayur, in which the maestros in the field of music present classical music recitals for duration of 15 minutes to one hour. This is being telecast regularly half an hour per day from DDK, Thiruvananthapuram.
- Live telecast of Thrissurpooram, temple festival, which is a unique contribution of this Kendra attracting viewership and revenue. This takes place during April-May in the festival season.
- Live coverage of Chembai Music Festival at Guruvayoor) and Thrissur Pooram.

Revenue Earning during 2010-11 is Rs.18,768/- (Rupees Eighteen thousand Seven hundred sixty eight only) by in-plant training.

### DD DALTONGANJ

DD Daltonganj was brought under Doordarshan coverage on 10.03.1991. Inauguration of Programme Generating Facility (PGF) by the then Hon'ble Union Minister of Information & Broadcasting, Col. K.P.Singhdeo took place on 25.06.1995 and on the same day Kendra began to telecast local Programme between 6.30 PM to 7.00 PM. However, Regular Programmes started from 01.07.95 from the Kendra. Introduction of Narrowcasting in Agriculture Programme started from 20.01.2004. Present Transmission Timings of DD Daltonganj is from 5.30 PM to 6.30 PM(Monday to Friday). It telecast programmes for 5 hours in a Week and mostly in hindi alongwith local dialects .

Some Important Programmes telecast during 2010-11:

### Anniversary Programmes:

- Prog. On World Red Cross Day (Janasevamein Red Cross Ka Yogdan) - 07.05.10
- World Environment Day (Paryavaran Sangrakshyana: Kyon Aur Kaise)- 04.06.10
- World Population Day (Chhota Pariwar Samagra Vikash) – 16.07.10
- Hindi Fortnight( Hindi Bhasa Ki Dasa Aur Disha) – 14.09.10
- World Blind Fortnight – 28.10.10
- International Women Day – 08.03.11

### Festival/Cultural Programmes:

- Special Programme on Srikrishna Janmastami – 01.09.10 & 02.09.10
- Special Programme on Eid ( Eid Mubarak) – 10.09.10
- Special Programme on Durga Puja – 15.10.10

# PRASAR BHARATI

ANNUAL REPORT-2010-11

- Special programme on Chhath – 11.11.10 & 12.11.10
- Special Programme on Muharrum (Sahadat-E-Hussain) – 17.12.10
- Special Programme on Shivratri – 02.03.11
- Special Programme on Holi – 16.03.11, 17.03.11 & 18.03.11
- Daltonganj Mein Red Ribbon Express – 26.07.10
- Hindi Pakhwada Samapan Par Bishesh Kavi Gosthi – 28.09.10 & 30.09.10
- New Year Eve Programme – 31.12.10
- New Year programme (Welcome-2011) – 03.01.11
- TVReport on Republic Day Celebration – 26.01.11

## Doordarshan Present Network & services

### Satellite Channels

Doordarshan is presently operating 35 Satellite Channels. Breakup of the channels is as under:

All India Channels : (7)	DD National DD Sports	DD RajyaSabha DD GyanDarshan	DD Urdu DD News	DD Bharati
Regional Channels : (11)	DD Podhigai DD Keralam DD Saptagiri	DD North East DD Chandna DD Sahyadri	DD Odiya DD Girnar DD Kashir	DD Bangla DD Punjabi
State Networks : (15)	Uttarakhand Jharkhand Meghalaya Chhatisgarh	Arunachal Pradesh Himachal Pradesh Madhya Pradesh Uttar Pradesh	Bihar Tripura Manipur Haryana	Mizoram Rajasthan Nagaland
International Channel: (1)	DD India			
HDTV Channel: (1)	DD HD			

### Free-to-air DTH Service

Doordarshan is providing free-to-air DTH Service (KU-band), “DD Direct +” in the country. This was started primarily for providing TV coverage to the areas uncovered by terrestrial transmission. Presently, there are 56 TV channels on DTH platform. DTH signals can be received anywhere in the country (except Andaman & Nicobar Islands) with the help of small sized dish receive units. For A&N Islands, DTH service in C-band with a bouquet of 10 channels is in operation.

Developmental activities during 2010-11

### **HDTV channel**

Doordarshan's HDTV Satellite channel "DD HD" was launched on 30.09.2010 on the eve of Commonwealth Games. Transmission of HDTV channel is both in C band and Ku-band (DTH).

### **State Networks**

Telecast of programmes produced at DDKs, Itanagar, Kohima and Imphal from the HPTs & LPTs in the respective states started w.e.f. 15th August, 2010. Channel identity of the above states is as under:

DD27 : Kohima (Nagaland), DD28 :Imphal (Manipur), DD29 :Itanagar (Arunachal Pradesh), HPT Kokrajhar (permanent set up), 10 KW transmitters with antenna on 150 M tower commissioned at Kokrajhar. HPT Bilaspur 20 KW transmitter (UHF) with antenna on 150 M tower commissioned at Bilaspur(in replacement of LPT).

Automode LPTs (in replacement of old LPTs)

Following eight auto mode LPTs (500 watt in 1+1 configuration) were commissioned:

Ranibennur (Karnataka) ,Barshi (Maharashtra) ,Gurdaspur (Punjab), Deeg (Rajasthan),

Rampur - DD News (UP) ,Mathura (UP), Kashipur (Uttarakhand), Pali (Rajasthan)

### **Studio projects**

Following Studio projects are at advanced stage of completion

- a) Additional Studio at DDK, Jammu
- b) Additional Studio at DDK, Chandigarh
- c) Permanent Studio set up at Leh

### **Satellite Earth station**

Project of permanent Earth station at Jammu (3 channel system) is nearing completion.

### **New schemes**

#### ***Digitalization***

Doordarshan scheme of digitalization involving an outlay of Rs. 620 crore was approved in April' 10. Major projects approved, as part of this scheme are as under:

- Full digitalization of 39 Studio centers (31 partially digital & 8 analog Studio centres)
- Establishment of digital HPTs at 40 places

Location of the Studios (39 nos.), which are to be fully digitalised are given at Annexure III. Location of proposed digital HPTs (40 nos.) are given at Annexure IV. Implementation of the above projects has been taken up.



### ***DTH upgradation***

Doordarshan's DTH platform, presently, has a capacity of 59 TV channels. Scheme of capacity expansion of Doordarshan's DTH platform from 59 to 97 Channels was approved in August, 2010 at an outlay of Rs. 75.43 crore. Implementation of the scheme has been taken up and upgradation of DTH platform is expected to be completed by 2012. All the channels would be free and no subscription would be payable by the viewers.

### ***Training***

Doordarshan has been laying emphasis on training of its staff especially in view of fast developments taking place in broadcast technologies. Training Programmes for new recruits as well as for upgrading skills of existing personnel in tune with new emerging technologies besides management programmes are conducted at the in-house training institutes viz STI (T) Delhi, DTI Lucknow, RSTIs (T) at Shillong Bhubaneswar and Malad (Mumbai). Training courses are also conducted at IIT Kanpur, IIM Shillong and certain other outside institutes. In addition, training is provided by the equipment manufactures at their works. About one thousand engineering officers have been provided training during, 2010.

### **Important Coverage**

#### ***Commonwealth Games:***

Doordarshan was the 'Host Broadcaster' for Commonwealth Games held at Delhi in October, 2010. First time in the Commonwealth Games history, the entire TV coverage of the Games along with Opening and Closing Ceremonies was produced in HDTV format.

As Right Holder Broadcaster, Doordarshan had covered Commonwealth Games from 3.10.2010 to 17.10.2010. Elaborate arrangements were made for HD customized coverage of CWG-2010 for Indian viewers. The customized coverage in HD and SD format were telecast simultaneously on DD HD channel and DD Sports Channel, respectively. At the same time unbiased feed of certain games of CWG-2010 were provided to DD-Urdu & DD-Bharati channels.

#### ***Guangzhou Asian Games-2010:***

Doordarshan as a Right Holder Broadcaster (RHB) covered the 16th Asian Games held at Guangzhou (China) during 12-27 November, 2010 and provided customized TV coverage of 20 India specific Sports events besides Opening and Closing Ceremonies to Indian viewers. For this, elaborate facilities comprising 3 camera Studio setup, Production Control Room, Editing & Post production facilities, Master Switching Room & feed record room were set up by Doordarshan at IBC at Guangzhou. Customised TV signals and India specific capsules were transported to India through satellite for transmission on DD channels.

### **Other events**

Other major events covered live by Doordarshan during 2010 – 11 are as under:-

1. Launching of Geo Synchronous Satellite live from Sriharikota on 15.04.10
2. Sworn-in ceremony of chief Justice of India live from Rashtrapati Bhawan on 12.05.10

# PRASAR BHARATI

ANNUAL REPORT-2010-11



*Inauguration ceremony of Pipavav Shipyard on 01.06.10 by PM*

3. World Class Tamil conference live from Chennai from 23rd to 27th June,10.
4. Grand Coverage of Queen Baton Relay live from Wagha Border on 29.06.10
5. Launching of PSLV live from Sriharikota on 12.07.10
6. Car Festival (RathYatra) live from Bhubaneswar on 21-22.07.10
7. Independence Day Coverage-2010 at Red Fort, Delhi
8. Visit of US President from 6th to 8th Nov,10.
9. Airtel Delhi Half Marathon, 2010 on 21.11.10

#### DOORDARSHAN KENDRAS (STUDIO CENTRES)

STATE/UT	LOCATION
ANDHRA PRADESH	HYDERABAD VIJAYWADA-- WARANGAL
ARUNANCHAL PRADESH	ITANAGAR
ASSAM	DIBRUGARH GUWAHATI
GUWAHATI (PPC)	SILCHAR
BIHAR	PATNA MUZAFFARPUR CHHATISGARH JAGDALPUR
RAIPUR	GOA
PANAJI	GUJARAT AHEMDABAD RAJKOT
HARYANA	HISSAR
HIMACHAL PRADESH	SHIMLA
JAMMU & KASHMIR	SRINAGAR JAMMU LEH RAJOURI
JHARKHAND	RANCHI DALTONGANJ
KARNATKA	BANGALORE GULBARGA
KERALA	CALICUT TRIVANDRUM TRICHUR
MADHYA PRADESH	BHOPAL INDORE GWALIOR

# PRASAR BHARATI

ANNUAL REPORT-2010-11

STATE/UT	LOCATION
MAHARASTHRA	MUMBAI NAGPUR PUNE
MANIPUR	MPHAL
MEGHALAYA	SHILLONG TURA
MIZORAM	AIZAWL
NAGALAND	KOHIMA
ORISSA	BHUBANESWAR BHAWANIPATNA SAMBALPUR
PUNJAB	JALANDHAR PATIALA
RAJASTHAN	JAIPUR
SIKKIM	GANGTOK
TAMIL NADU	CHENNAI COIMBATORE MADURAI
TRIPURA	AGARTALA
UTTAR PRADESH	ALLAHABAD BAREILLY LUCKNOW GORKHPUR MAU VARANASI MATHURA
UTTARAKHAND	DEHRADUN
WEST BENGAL	KOLKATA SHANTINIKETAN JALPAIGURI
A & N ISLANDS	PORT BLAIR
CHANDIGARH	CHANDIGARH
DELHI	DELHI DELHI (CPC)
PONDICHERRY	PONDICHERRY

# PRASAR BHARATI

ANNUAL REPORT-2010-11

Annexure-II

## DOORDARSHAN TRANSMITTERS (as on 31.12.2010)

Sl. No	State/UT	Primary Channel (DD 1)					No. of transmitters News Channel (DD News)				DD 1 transmitters relaying Regional programmes during entire duration of transmission			
		HPTs	LPTs	VLPTs	Trp	TOTAL	HPTs	LPTs	VLPTs	TOTAL	HPTs	LPTs	VLPTs	TOTAL
1	ANDHRA PRADESH	9	75		1	85	4	6		10			10	10
2	ARUNACHAL PRADESH	1	3	39	1	44	1			1				0
3	ASSAM	4	20	1	1	26	2	1		3				0
4	BIHAR	4	32	2		38	2	2		4				0
5	CHHATISGARH	4	15	8		27	1			1				0
6	GOA	1				1	1			1				0
7	GUJARAT	7	51			58	4	3		7		3		3
8	HARYANA	2	13			15	1	7		8				0
9	HIMACHAL PRADESH	3	7	39	2	51	2	1		3				0
10	JAMMU & KASHMIR	10	7	69	1	87	5	3		8	4	8	18	30
11	JHARKHAND	3	17	2		22	2	2	1	5				0
12	KARNATKA	8	47			55	4	2		6			7	7
13	KERALA	4	20			24	3	2		5		4		4
14	MADHYA PRADESH	8	60	6		74	4			4				0
16	MAHARASTHRA	8	78			86	5	10		15		20		20
17	MANIPUR	2	1	4		7	1			1				0
15	MEGHALAYA	2	3	2	1	8	2			2				0
18	MIZORAM	2	1	2	1	6	1	1		2				0
19	NAGALAND	2	2	6	2	12	1	1		2				0
20	ORISSA	5	62		1	68	2	7	2	11			16	16
21	PUNJAB	4	4		1	9	3	1		4				0
22	RAJASTHAN	7	65	17	2	91	4	4		8				0
23	SIKKIM	1		6		7	1			1				0
24	TAMIL NADU	6	44		1	51	2	9		11	1		7	8
25	TRIPURA	1	5	1	1	8	1	1		2				0
26	UTTAR PRADESH	11	52	3		66	7	10	1	18				0
27	UTTRAKHAND	1	15	33	2	51	1	2		3				0
28	WEST BENGAL	8	19			27	4	2		6	1		1	2
29	A & N ISLANDS	1	1	18		20	1	1	6	8				0
30	CHANDIGARH		1			1				0				0
31	DADAR& NAGAR HAVELI		1			1				0				0
32	DAMAN & DIU		2			2				0				0
33	DELHI	1				1	1			1				0
34	L' DWEEP ISLANDS		1	1		2			7	7			7	7
35	PONDICHERY	1	1	1		3		1		1			1	1
	<b>Total</b>	<b>131</b>	<b>725</b>	<b>260</b>	<b>18</b>	<b>1134</b>				<b>169</b>	<b>6</b>	<b>8</b>	<b>94</b>	<b>108</b>

*Note:* In addition to above transmitters, four digital transmitters (HPTs) at four metros are in operation. Total No. of transmitters ----1415

# PRASAR BHARATI

ANNUAL REPORT-2010-11

Annexure-III

## STUDIO CENTRES TO BE FULLY DIGITALISED AS PART OF 11TH PLAN

STATE/UT	STUDIOS TO BE FULLY DIGITALIZED
ANDHRA PRADESH	VIJAYWADA
ARUNANCHAL PRADESH	ITANAGAR
ASSAM	DIBRUGARH
	GUWAHATI (PPC)
	SILCHAR
BIHAR	MUZAFFARPUR
CHHATISGARH	RAIPUR
	JAGDALPUR
GOA	PANAJI
GUJRAT	RAJKOT
HIMACHAL PRADESH	SHIMLA
JAMMU & KASHMIR	JAMMU
JHARKHAND	RANCHI
	DALTONGANJ
KARNATKA	GULBARGA
KERALA	TRICHUR
MADHYA PRADESH	INDORE
	GWALIOR
MAHARASTHRA	NAGPUR
	PUNE
MANIPUR	IMPHAL
MEGHALAYA	SHILLONG
	TURA
MIZORAM	AIZAWL
NAGALAND	KOHIMA
ORISSA	SAMBALPUR
	BHAWANIPATNA
SIKKIM	GANGTOK
TRIPURA	AGARTALA
UTTAR PRADESH	MAU
	VARANASI
	ALLAHABAD
	BAREILLY
	MATHURA
WEST BENGAL	JALPAIGURI
	SHANTINIKETAN
A & N ISLANDS	PORT BLAIR
CHANDIGARH	CHANDIGARH
PONDICHERRY	PONDICHERRY

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## DIGITAL TRANSMITTERS TO BE SETPU AS PART OF 11TH PLAN

STATE/UT	LOCATION OF DIGITAL TRANSMITTERS
ANDHRA PRADESH	HYDERABAD VIJAYWADA
ASSAM	GUWAHATI
BIHAR	PATNA
CHHATISGARH	RAIPUR
DELHI	DELHI
GUJRAT	RAJKOT SURAT VADODARA AHMEDABAD
HIMACHAL PRADESH	KASAULI
JAMMU & KASHMIR	SRINAGAR
JHARKHAND	RANCHI
KARNATKA	BANGALORE MYSORE
KERALA	TRIVANDRUM KOCHI
MADHYA PRADESH	INDORE GWALIOR BHOPAL
MAHARASTHRA	NAGPUR PUNE MUMBAI AURANGABAD
ORISSA	CUTTACK
PUNJAB	JALANDHAR AMRITSAR
TAMIL NADU	CHENNAI KODAIKANAL
UTTAR PRADESH	KANPUR VARANASI ALLAHABAD BAREILLY LUCKNOW AGRA
UTTRAKHAND	MUSSOORE
WEST BENGAL	KOLKATA KURSEONG KRISHNANAGAR

### CHAPTER V PRASAR BHARATI – FINANCE & ACCOUNT

#### Accounting System & Accounts

Prasar Bharati switched over from the Government budgeting and accounting system to accrual accounting system with effect from 1st April, 2002. 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 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 audited by the Comptroller and Auditor General of India. The accounts of Prasar Bharati certified by C&AG is forwarded annually to the Central Government to be laid in both the House of Parliament

By the end of March 2010, Prasar Bharati had laid accounts up to the year 2007-08 in Parliament. Audited accounts of Prasar Bharati for the year 2008-09 are given at Annexure 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. All India Radio and Doordarshan have now completed Proforma Accounts upto 31st March, 2000. These Proforma Accounts were submitted to respective AG offices 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 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, 2003 itself. However, there is no similar relief available for Service Tax. The Prasar Bharati has paid approx. Rs106.57 core as Service Tax in the year 2009-10



### **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 posts If Accounts Personnel to Prasar Bharati Provisional arrangement has been made with the existing staff of PAOs for counting 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 if the accounts conducted by outsourcing the work to the firm of Chartered Accounts.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## ALL INDIA RADIO Annual Plan (2010-11)

Sl. No	Name of Scheme/ Programme	FINANCIAL			PYSICAL		Remarks
		Outlay 2010-11 (PLAN BUDGET)	RE	Expenditure 2010-11	Quantifiable Deliverables/ Physical Outputs	Achievements w.r.t. Col (5) as on 31.03.2011	
1	2	3	4	5	6	7	8
1	<b>Continuing schemes</b>	<b>80.50</b>	<b>112.98</b>	<b>57.31</b>			
	Capital	75.50	107.98	55.41			
	Revenue	5.00	5.00	1.90			
1	J&K special package (Ph-I & II)	3.50	5.00	4.67			
	Capital	1.50	3.00	2.77	(i) J&K Package Phase-I- Completed. (ii) J&K Package Phase-II- Completion of SITC (Supply, Installation, Testing & Commissioning) work of- (iii) DG Sets 500 KVA (2 Nos.)- Narbal, Srinagar- Completion of SITC (Supply, Installation, Testing & Commissioning)	(i) Phase-1 completed (ii) Two 1000 kVA DG sets at Jammu installed & commissioned and 3rd set at Narbal Srinagar received at site & installation is nearing commission. 500 kVA DG sets installed & commissioned.	
	Revenue	2.00	2.00	1.90			
2	North-East Special Package	40.00	37.93	10.54			
	Capital	37.00	34.93	10.54	<b>1. 19 new FM Stations-</b>  (i) Acquisition of remaining 4 sites [15 sites were taken over upto last year] at Anini (Arunachal), Ukhrul & Tamenglong in Manipur & Zunehboto (Nagaland).	(i) Payment made for Zunehboto(Nagaland) site. Sites are yet to be allotted by the State Govt. at Anini (Arunachal), Ukhrul & Tamenglong in Manipur	<ul style="list-style-type: none"> <li>• At Anini, details of alternate site being offered by the State Government are awaited from them.</li> <li>• At Tamenglong, the alternate site was not found suitable by the Zonal office team which visited the place. District Administration has been requested to allot alternate site near the city centre. Details are awaited. Matter is being pursued.</li> <li>• At Ukhrul, the District administration is yet to allot the identified site. Matter is being pursued.</li> </ul>
					(ii) Completion of fencing at 15 sites taken over. (2 already completed last year)	<ul style="list-style-type: none"> <li>• Work completed at 10 places including 8 completed during the current year.</li> <li>• Work is in progress at 4 places . Estimate for fencing at Karimganj is under process for sanction.</li> </ul>	

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## ALL INDIA RADIO Annual Plan (2010-11)

Sl. No	Name of Scheme/ Programme	FINANCIAL				PYSICAL	Remarks
		Outlay 2010-11 (PLAN BUDGET)	RE	Expenditure 2010-11	Quantifiable Deliverables/ Physical Outputs	Achievements w.r.t. Col (5) as on 31.03.2011	
1	2	3	4	5	6	7	8
					(ii) Completion of fencing at 15 sites taken over. (2 already completed last year)	<ul style="list-style-type: none"> <li>• Work completed at 10 places including 8 completed during the current year.</li> <li>• Work is in progress at 4 places. Estimate for fencing at Karimganj is under process for sanction.</li> </ul>	
					(iii) Completion of Transmitter building at 6 places and Award / Progress of building works at 9 places.	<ul style="list-style-type: none"> <li>• Transmitter building completed at Tuipang, Nutan Bazar , Udayapur, Goalpara, Daporijo &amp; Kolasib.</li> <li>• At 4 places building work is in progress. Technical area is ready at Champhai &amp; Luming and at Khonsa &amp; Changlang, roof slab is being cast.</li> <li>• At 2 places (Cherrapunjee &amp; Wokha), tenders are under process.</li> <li>• Building Estimates for Phek sanctioned and are under process for sanction for Karimganj , &amp; Bomdila</li> </ul>	<ul style="list-style-type: none"> <li>• Approach roads to sites allotted to AIR at Khonsa, Changlang, Phek, Goalpara, Daporijo and Kolasib are to be constructed by the concerned State Govts. At Champhai, approach road is to be metalled by the concerned State Govt. Progress of works is hampered due to non-availability of approach roads. And there is Law and order problem in some areas particularly in Manipur.</li> </ul>
					(iv) Completion of installation at 5 places.	Transmitter installed at 5 places.	Staff sanction is awaited from the Govt.
					<b>2. Silchar-5 KW FM Tr.</b> - Placement of order for transmitter.	Purchase order for Transmitter has been issued and LC opened. Call for pre-dispatch inspection received from the firm & inspection is being arranged.	

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## ALL INDIA RADIO Annual Plan (2010-11)

Sl. No	Name of Scheme/ Programme	FINANCIAL				PYSICAL	Remarks
		Outlay 2010-11 (PLAN BUDGET)	RE	Expenditure 2010-11	Quantifiable Deliverables/ Physical Outputs	Achievements w.r.t. Col (5) as on 31.03.2011	
1	2	3	4	5	6	7	8
					<b>3. Gangtok-10 KW FM Tr.</b> - 1. Procurement of transmitter 2. Construction of Hostel accomodation (6 Nos.) - Estimate was under process.	1. Pre-dispatch inspection of Tr. completed & transmitter is under dispatch. 2. Estimate for Construction of Hostel accomodation (6 Nos.) is yet to be cleared by Internal Finance.	
					<b>4. Chinsura – 1000 KW MW Tr.</b> - Procurement of Tr. and progress of installation.	Civil works inside Tr. building are complete and departmental works are in progress. Call for pre-dispatch inspection of Tr. received and inspection proposal submitted for approval	Supplier for both Rajkot and Chinsura Trs. being the same, the Tr. for Chinsura was to be offered for inspection by the supplier only after the inspection of Tr. for Rajkot was completed. Rajkot inspection got delayed on account of delay in approval of deputation proposal by the Ministry.
					<b>5. 100 Watt FM Trs. at 100 places.</b> Completion of installation at balance 20 places (Installation at 80 places was completed last year)	Installed at 9 places (Total completed at 89 places ) and in progress at 3 places. Work at 8 places will start after getting clearance from the State Govt (2 in Arunachal) and improvement in law & order Situation ( 4 in Manipur & 2 in Tripura).	
					<b>6. Kohima 10 KW FM Tr.</b> - Pursue for completion otherwise Rescinding of Contract	Installation work of 10 KW FM Tr. & tower has not been executed by the firm M/s WEBEL despite notice. Order was rescinded in July,10. Remaining work to be re-tendered after estimation/ quantification of the work, action for which is under process.	

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## ALL INDIA RADIO Annual Plan (2010-11)

Sl. No	Name of Scheme/ Programme	FINANCIAL				PYSICAL	Remarks
		Outlay 2010-11 (PLAN BUDGET)	RE	Expenditure 2010-11	Quantifiable Deliverables/ Physical Outputs	Achievements w.r.t. Col (5) as on 31.03.2011	
1	2	3	4	5	6	7	8
					<b>7. DSNG systems (3 Nos.)-</b> To be re-tendered. Specs were being revised.	None of the tenders was found technically acceptable. After review of specifications fresh NIT was issued on 31.08.2010. Tenders opened on 27.10.2010. After seeking clarifications from the firm, technical evaluation completed. Price bids opened on 14.3.11 and Purchase proposal is under process	
	Revenue	3.00	3.00	-			
3	Expansion of MW services	0.00	0.05	0.03	Completed		
4	Expansion of FM services	30.00	37.00	12.47	<b>i) 1 KW FM Trs.(3 nos.):</b> <ul style="list-style-type: none"> <li>• Srikakulam- Installation of Tr.</li> <li>• New Tehri- Completion of building &amp; start of departmental works and award of 50M tower work</li> <li>• Gairsain- Completion of building &amp; start of departmental works and award of 50M tower work</li> </ul>	<ul style="list-style-type: none"> <li>• Srikakulam- 1 KW FM Tr. will be brought back from Vijayawada soon after the installation of 10 KW FM Tr. at Vijayawada,</li> <li>• New Tehri- Order for 50M tower placed, but Civil works could not start as forest department did not clear cutting of trees.</li> <li>• Gairsain- Achieved</li> </ul>	10 KW FM Tr. for Vijayawada received & installation is expected to be completed in about 3 months..  After revising the plans, building work is now taken up and expected to be completed by July,11
					<b>ii) 5 KW FM Trs (3nos.)</b> <ul style="list-style-type: none"> <li>• Ujjain &amp; Bagheshwar- Completion of building works &amp; procurement of Tr.</li> <li>• Karimnagar- Installation of transmitter</li> </ul>	Buildings completed. Order for transmitters placed. LC opened. Call for pre-dispatch inspection received from the firm and inspection is being arranged.. An interim set up of 1 KW Installed & commissioned.	5 KW FM Tr. will be brought back from Hyderabad soon after the installation of 10 KW FM Tr. there, 10 KW FM Tr. for Hyderabad received & installation is expected to be completed in about 3 months..

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## ALL INDIA RADIO Annual Plan (2010-11)

Sl. No	Name of Scheme/ Programme	FINANCIAL				PYSICAL	Remarks
		Outlay 2010-11 (PLAN BUDGET)	RE	Expenditure 2010-11	Quantifiable Deliverables/ Physical Outputs	Achievements w.r.t. Col (5) as on 31.03.2011	
1	2	3	4	5	6	7	8
					<p><b>(iii) 10 KW FM Trs.- 41 Nos •</b></p> <p>Placing order for Trs.</p> <ul style="list-style-type: none"> <li>• Panel antenna - Procurement for 7 places at Lakhimpur khiri, Banda, Maunathbhanjan, Balurghat, Patna, Srinagar&amp; Vijayawada.</li> </ul> <p>Combiners /Diplexer (3 Nos.) - Procurement for Lucknow, Ranchi &amp; Patna.,</p>	<p>First batch of 5 transmitters received &amp; being sent to sites for installation. Inspection of 2nd batch of 19 Trs. is complete &amp; are under dispatch. Inspection of last batch of 17 transmitters is scheduled on 26th April 2011.</p> <p>Order placed for Diplexers (3 nos.). Call for pre-dispatch inspection received.</p> <p>Tenders for Panel antenna technically evaluated &amp; price bid opened . Purchase proposal is under process.</p>	
					<p><b>20 KW FM TxS. (4nos.):</b> (Amritsar, Chautanhill, Fazilka &amp; Raibareilly)</p> <ul style="list-style-type: none"> <li>• Procurement of Transmitters</li> <li>• Amritsar- Start of civil works after the completion of 300M TV tower.</li> <li>• <b>Chautanhill-</b> Completion of building .</li> <li>• Raibareilly- Acquisition of site</li> </ul>	<p>Trs. re-tendered as purchase proposal for Trs. not concurred by Internal Finance.</p> <ul style="list-style-type: none"> <li>• Civil works at Amritsar will start after the completion of 300M TV tower. It is presently reached a height of about 250M and likely to be completed by Sept,11</li> <li>• Civil works at Chautanhill are in progress.</li> </ul> <p>A 2.5 acre site was identified in village Dhaurahara under Nagar Palika Parishad, Rai Bareilly and requisition was placed in October, 07. However, inspite of consistent efforts at the highest level, site is yet to be allotted</p>	

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## ALL INDIA RADIO Annual Plan (2010-11)

Sl. No	Name of Scheme/ Programme	FINANCIAL				PYSICAL	Remarks
		Outlay 2010-11 (PLAN BUDGET)	RE	Expenditure 2010-11	Quantifiable Deliverables/ Physical Outputs	Achievements w.r.t. Col (5) as on 31.03.2011	
1	2	3	4	5	6	7	8
5	Digitalisation of production facilities	1.00	1.00	1.00	<b>1. Digital Consoles</b> Procurement of • Digital Transmission consoles (16 nos.) • Digital Recording consoles (17 nos.)-	Digital Transmission consoles (17 nos.) & Recording consoles (16 nos.) procured.	
6	Automation of Studio Facilities & Misl. Schemes	6.00	32.00	28.60	<b>1. Captive Earth Station (Uplink) at Silchar &amp; Dehradun.</b> - Procurement and installation of equipment. No tender was found technically acceptable. Fresh NIT was issued.	To be re-tendered as no bid was found acceptable. NIT is under issue	
					<b>2. Procurement of Hard Disc Based Work Systems</b> at 48 stations(SITC of High End Servers). Specs are under revision. NIT issued	Technical evaluation of tenders completed and purchase proposal submitted for concurrence of internal finance.	
					<b>3. Rajkot-1000 KW MW Tr.</b> - Procurement of Tr. and completion of installation.	Civil works are complete. Transmitter received. Installation and other departmental works are in progress.	
					<b>4. Permanent studio at Tawang</b> - (Limited working season). - Completion of installation	Installation works are complete except heating plants, which has been re-tendered.	
					<b>5. Permanent studio at Jaipur</b> - Completion of installation.	Installation complete. Measurements are in progress.	

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## ALL INDIA RADIO Annual Plan (2010-11)

Sl. No	Name of Scheme/ Programme	FINANCIAL				PYSICAL	Remarks
		Outlay 2010-11 (PLAN BUDGET)	RE	Expenditure 2010-11	Quantifiable Deliverables/ Physical Outputs	Achievements w.r.t. Col (5) as on 31.03.2011	
1	2	3	4	5	6	7	8
7	Accommodation for Staff (Metro S/Q)	Funding is being done by Doordarshan			<b>Delhi</b> -Construction of Ph-I (323 Qrs.) and Ph-II (203 Qrs.)	i. Phase-I –323 quarters: Construction completed. ii. Phase-II- 203 qrs. – • Construction of 128 quarters [Type C -90, D-30 & E-8 quarters] is nearing completion. • Construction of remaining D-75 quarters (5 blocks) is in progress. Electrical wiring is also in progress.	
					<b>Mumbai</b> - Construction of 68 quarters. Local body approval received for four blocks. Pile foundation work is in progress. <b>Chennai</b> - Local body approval for building plans awaited.	Tenders for superstructure work of block I & II for 40 quarters awarded and work is in progress.  CMDA has notv agreed to waiver of Infrastructure & Amenities charges .  Matter of clearance of plans is being pursued with CMDA	
					<b>Kolkata</b> - Local body approval of building plans is pending for want of mutation of land by KMC.	Matter is sub-judice and is being pursued.	
2	New Schemes						
	Capital	92.98	45.02	25.02			
	Revenue	10.00	10.00	4.60			
2.1	Digitalisation of transmitters, studios, connectivity and DTH channel	30.00	38.49	23.93			



# PRASAR BHARATI

ANNUAL REPORT-2010-11

## ALL INDIA RADIO Annual Plan (2010-11)

Sl. No	Name of Scheme/ Programme	FINANCIAL				PYSICAL	Remarks
		Outlay 2010-11 (PLAN BUDGET)	RE	Expendi- ture 2010-11	Quantifiable Deliverables/ Physical Outputs	Achievements w.r.t. Col (5) as on 31.03.2011	
1	2	3	4	5	6	7	8
<b>2.1.1</b>	<b>MW DRM Transmitters</b>						
2.1.1.a	Replacement of 31 old MW Transmitters by new DRM MW Transmitter at Existing Stations				Obtaining EFC proposal from the Ministry and processing of tenders for equipment	Approval of EFC proposal received from CCEA on 27.04.2010. Technical evaluation of tenders completed & Price bids opened. Purchase proposals are under process for concurrence of Internal Finance..	Purchase proposals are awaiting concurrence of Internal Finance
2.1.1.b	(i)Upgradation of 3 MW DRM Tr. With Captive Power Plant at Arunachal-China Border				Obtaining EFC proposal from the Ministry and processing of tenders for equipment	-do-	
2.1.1.c	Replacement of 6 Nos.10 KW MW Mobile by MW DRM Transmitters				Concurrence of Min. of I & B already obtained for the SFC amounting to Rs.19.0 Cr. Procurement of Trs.	Transmitters procured.	
2.1.1.d	Conversion of 36 Existing DRM compatible MW Tr. to DRM mode.				Obtaining EFC proposal from the Ministry and processing of tenders for equipment	EFC approval received on 27.4.2010. Price bids opened for DRM equipment and are under process.	
<b>2.1.2</b>	<b>FM DRM compatible Transmitters</b>						
2.1.2.a	FM Expansion at existing 24 AIR/TV sites & 100 Watt FM Trs. at existing 100 LPTs of DD				Obtaining EFC proposal from the Ministry and processing of tenders for major equipment	EFC approval received on 27.4.2010. Tenders for (1 KW-12 Nos. & 5 KW-12 Nos. and 100 W-100 Nos.) technically evaluated. & price bids opened. Purchase proposals are under process for concurrence of Internal Finance.	Purchase proposals are awaiting concurrence of Internal Finance.

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## ALL INDIA RADIO Annual Plan (2010-11)

Sl. No	Name of Scheme/ Programme	FINANCIAL				PYSICAL	Remarks
		Outlay 2010-11 (PLAN BUDGET)	RE	Expendi- ture 2010-11	Quantifiable Deliverables/ Physical Outputs	Achievements w.r.t. Col (5) as on 31.03.2011	
1	2	3	4	5	6	7	8
2.1.2.b	Replacement of old FM Transmitters at remote and border areas at 34 locations & 6 nos. of 1 KW MW Transmitters by FM Transmitters.				Obtaining EFC proposal from the Ministry and processing of tenders for equipment	EFC approval received on 27.4.2010. • Fresh tenders are under issue for 13 Nos. of 10 KW FM Trs. •Purchase proposal for 27 Nos. of 6 KW FM Trs. is under process for concurrence of Internal Finance. .	
2.1.3	<b>SW DRM Trs.</b> Replacement of 5 SW Transmitters (Delhi-2 Nos., Aligarh-2 Nos., Bangalore-1 No.)				Obtaining EFC proposal from the Ministry and processing of tenders for major equipment	EFC approval received on 27.4.2010. Tenders for Transmitters technically evaluated & price bids opened. Purchase proposal are under process for concurrence of Intenal Finance	Purchase proposals are awaiting concurrence of nternal Finance.
2.1.4	<b>Studios</b>						
2.1.4.a	Digitalisation of 98 studios and Networking of studios				Obtaining EFC proposal from the Ministry and processing of tenders for major equipment	EFC approval received on 27.4.2010. • NIT issued for Studio equipment like Phone-in-Console, Portable Digital Recorders, Digital work stations, Digital Consoles & Digital Cabling. Purchase proposal is to be cleared by IFA for Phone-in-Console, Portable Digital Recorders & hand-held digital Recorders. Other tenders are under technical evaluation. Zonal offices are procuring UPS, DG sets, AC plants etc. • For Studio networking, tenders opened on 21.10.2010 & are under process. For SITC work of Servers with Centralised Storage & System Software, tenders are under technical evaluation.	

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## ALL INDIA RADIO Annual Plan (2010-11)

Sl. No	Name of Scheme/ Programme	FINANCIAL				PYSICAL	Remarks
		Outlay 2010-11 (PLAN BUDGET)	RE	Expenditure 2010-11	Quantifiable Deliverables/ Physical Outputs	Achievements w.r.t. Col (5) as on 31.03.2011	
1	2	3	4	5	6	7	8
2.1.4.b	Augmentation of Archival facility at Delhi & creation of Archival facility at Chennai, Mumbai, Kolkata & Hyderabad				Obtaining EFC proposal from the Ministry and processing of tenders for major equipment	EFC approval received on 27.4.2010. Tenders for SITC work opened on 26.10.2010. No bid qualified. To be retendered. Fresh NIT under issue.	
2.1.4.c	Automation of 44 existing News units & Creation of 7 New Regional News Units				Obtaining EFC proposal from the Ministry and processing of tenders for major equipment	EFC approval received on 27.4.2010. For SITC work of Servers, Workstations & System Software for RNUs, tenders were opened on 28.10.2010 and technical evaluation is complete. Price bids to be opened. • Price bid opened for Portable Digital recorders. Purchase proposal is under process.	
<b>2.1.5</b>	<b>Digital Connectivity</b>						
2.1.5.a	Replacement of STL connectivity				Min. of I&B has approved this sub scheme amounting to Rs. 31.50 Cr.- Placement of order for equipment.	As per decision of PB Sectt. on the representation of one of the vendors, tender of the firm was technically evaluated. TE report is under examination.	
2.1.5.b - 2.1.5.d	New proposals of CES & STL				Obtaining EFC proposal from the Ministry and processing of tenders for major equipment The scheme includes 35 new Studio to Transmitter Links & 3 new Captive Earth Stations.	EFC approval received on 27.4.2010. The scheme includes 35 new Studio to Transmitter Links & 3 new Captive Earth Stations. i. Tenders for new STLs technical evaluated. Price bids are to be opened. One firm has represented, which is under process.. ii. Tenders technically evaluated for new Captive Earth Stations at Tiruchirapalli, Madurai & Dharwad.	

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## ALL INDIA RADIO Annual Plan (2010-11)

Sl. No	Name of Scheme/ Programme	FINANCIAL				PYSICAL	Remarks
		Outlay 2010-11 (PLAN BUDGET)	RE	Expendi- ture 2010-11	Quantifiable Deliverables/ Physical Outputs	Achievements w.r.t. Col (5) as on 31.03.2011	
1	2	3	4	5	6	7	8
2.1.5.e	Provision of C-Band RNT (44 Nos.)				Min. of I&B has approved this sub scheme amounting to Rs.4.28 Cr. Placement of pro-curement order	Re-tendered in June,10. Tenders technically evaluated & price bids opened. Purchase proposal is yet to be cleared by IFA.	Purchase proposal is awaiting concurrence of Internal Finance.
2.1.5.f	Augmentation of DTH Channel				Obtaining EFC proposal from the Ministry and processing of tenders for major equip-ment	EFC approval received on 27.4.2010. Technical Evaluation of tenders for equipment completed. Price bids to be opened.	
<b>2.2</b>	<b>Strengthening of External Services</b>	<b>0.10</b>	<b>0.10</b>		Min. of I&B has approved this sub scheme amounting to Rs.10.00 Cr.		
2.2.1	Conversion of compatible Ex-ternal Services SW Trs. to DRM (Delhi- 250 KW SW Trs.-2 Nos. & Aligarh - 250 KW SW Trs.-2 Nos.).				Placement of order for conversion equipment	It was proposed to procure the system on PAC (Proprietary Ac-ceptance Certificate) basis, but Member (Finance) asked to invite open tenders. However, proposal has been put up for a review of the decision to DG/CEO.	
<b>2.3</b>	<b>E-Governance, training, Re-sources, secu-rity, IOF, D/G for coastal area, Addl. Office ac-commodation, Welfare activi-ties and Staff Quarters etc.</b>	<b>21.38</b>	<b>3.45</b>	<b>0.60</b>			

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## ALL INDIA RADIO Annual Plan (2010-11)

Sl. No	Name of Scheme/ Programme	FINANCIAL				PYSICAL	Remarks
		Outlay 2010-11 (PLAN BUDGET)	RE	Expendi- ture 2010-11	Quantifiable Deliverables/ Physical Outputs	Achievements w.r.t. Col (5) as on 31.03.2011	
1	2	3	4	5	6	7	8
2.3.a	E-Governance and up-gradation of IT facilities				Obtaining of SFC approval. Processing of tenders for equipment	SFC proposal under approval with the Ministry	
2.3.b	Augmentation of STI(T) and STI(P) including regional training institutes.				Obtaining of SFC approval. Processing of tenders for equipment	SFC proposal approved by the Ministry at a cost of Rs. 20 crores on 31.08.2010. Civil requirements are being finalised in coordination with CCW. Approval received. A/A & E/S for procurement of equipment issued on 27.9.2010. Equipment specifications are being finalised.	
2.3.c	I.O.F.at Existing Centres				Obtaining of SFC approval. Processing of tenders for equipment	SFC proposal approved by the Ministry. Equipment specifications are being finalised.	
2.3.d	Office Accommodation/Staff Quarter at Guwahati including hostel accommodation at Srinagar				Obtaing SFC approval and Sanction of Civil Estimates & award of civil works	SFC approval recived in June 10. The Estimate for staff quarters at Guwahati & Hostel at Srinagar sanctioned and work awarded. The estimate for office accommodation at Guwahati sanctioned in March '11. Tender action initiated	
<b>2.4.</b>	<b>New Technology and Science &amp; Technology (R&amp;D)</b>	<b>1.50</b>	<b>1.98</b>	<b>0.49</b>			
<b>2.4.1</b>	<b>New Technology</b>						
	Webcasting/ Pod casting				Proposal approved by CEO, PB amounting to Rs.3.70 Cr.	Installation completed & Content is under development	

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## ALL INDIA RADIO Annual Plan (2010-11)

Sl. No	Name of Scheme/ Programme	FINANCIAL				PYSICAL	Remarks
		Outlay 2010-11 (PLAN BUDGET)	RE	Expenditure 2010-11	Quantifiable Deliverables/ Physical Outputs	Achievements w.r.t. Col (5) as on 31.03.2011	
1	2	3	4	5	6	7	8
2.4.2	S&T schemes				Approval received. Equipment specifications are under finalization. A/A & E/S for eqpt issued. Equipment would be procured and part of civil modifications & departmental works will be completed.	NIT issued for 26 MHz AM DRM Tr., Cross field antenna & 1 KW MW DRM Tr. Tenders opened & are under scrutiny.	
2.5	Software	10.00	10.00	4.60	Modified EFC proposal for Rs 100 Crore is being submitted to Prasar Bharati for onward transmission to MIB.	Proposal approved by M/o I&B.	
2.6	J&K Phase-III	40.00	1.00	-	Approval of EFC proposal amounting to Rs 100 crore. Identification of sites	Appraisal meeting held on 8th July'10 & Govt approval issued on 18.8.2010. Administrative approval issued. Tender action for equipment is under process and acquisition of sites is under process.	The scheme includes setting up of four FM & five TV High Power Transmitters. In addition to this, 4 numbers of Low Power 100 Watt FM Transmitters have also been included in uncovered regions
	<b>Total of All India Radio</b>	<b>168.48</b>	<b>153.00</b>	<b>80.43</b>			
		<b>15.00</b>	<b>15.00</b>	<b>6.50</b>			
		<b>183.48</b>	<b>168.00</b>	<b>86.93</b>			

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## DOORDARSHAN (CAPITAL PLAN) ANNUAL PLAN 2010-11

Sl. No.	Name of Scheme	Approved outlay (2010-11) (BE) (Rs. in Cr.)	RE(2010-11) (Rs. in Cr.)	Exp. upto 31.03.2011 (Rs. in Cr.)	Physical Targets	Achievements till 31.03.2011	Remarks
<b>A</b>	<b>Continuing Schemes</b>						
1	J&K Plan (Ph.- I & II)	4.00	7.31	5.51	HPTs (DD1 & DD News-pmt. setup) at Amritsar - 1		Tower erection in progress (240 Mtr. height attend)
					Upgradation of Earth station(pmt.) at Jammu-1	1	Earth station(pmt. Set up) at Jammu operationalized.
2	Digitalization and Modernization of Production Facilities (Studio/OB)	10.00	12.23	8.99	Procurement of studio eqpts.	In progress.	Multi camera OB Van supplied.
3	NE Special Package (Ph.-II)	4.00	6.07	3.67	HPT (pmt set up) at Kokrajhar - 1	1	HPT at Kokrajhar (pmt. Set up) commissioned .
4	HDTV Pilot Project	2.00	3.72	3.55	HDTV pilot project	HDTV cam-corders and VCRs supplied.	
5	Other spill over X Plan approved schemes	10.00	33.80	29.66	<b>I. Studio projects</b>		
					Studios (Additional Studios at Jammu and Chandigarh -2, Pmt. Studio set up at Leh-1, New Studio at Tirupati-1)	2	ASF at Jammu and Chandigarh operationalized. Studio building constructed at Leh & Tirupati. Departmental work in progress. Part equipment procured.
					New HPT at Bilaspur-1	1	HPT, Bilaspur commissioned .
					HPTs(pmt. Setup) at Cannanore & Kumbhakonam -2 .		Erection of tower at Kumbhakonam in progress (104 metre height attained) . Delay in tower erection at Cannanore.
					Automode LPTs - 50	20	20 automode LPTs commissioned. Installation of 10 additional automode LPTs completed. Tenders for procurement of 50 additional automode LPTs opened and technically evaluated. Commercial bids to be opened.
	<b>Total of Continuing Schemes</b>	<b>30.00</b>	<b>63.13</b>	<b>51.38</b>			

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## DOORDARSHAN (CAPITAL PLAN) ANNUAL PLAN 2010-11

Sl. No.	Name of Scheme	Approved out-lay (2010-11) (BE) (Rs. in Cr.)	RE(2010-11) (Rs. in Cr.)	Exp. upto 31.03.2011 (Rs. in Cr.)	Physical Targets	Achievements till 31.03.2011	Remarks
<b>B</b>	<b>New Schemes</b>						
1	Studio Digitalization Modernization, Augmentation, Replacement of Studio/OB Equipments	25.00	8.87	2.50	Part procurement of equipment for digitalisation of studios.		Tenders opened for major equipment item. Order placed for 8 equipment items. Procurement of remaining equipment in progress.
2	Digitalization of transmitters, Modernization, Aug. Replacement of Transmitter eqpts.	20.00	8.00	1.30			
3	DTH Modernization, Aug., Replacement of Satellite Broadcast Equipment	5.00	2.50	0.28	Upgradation of Earth Stations -4		1. Tenders opened and under technical evaluation.
4	HDTV	15.00	15.00	8.13	Providing HDTV uplinking facility at Delhi & placing it on DTH platform -1	1	HDTV Satellite Channel commissioned . HD channel uplinking facility provided at DDK, Delhi and Earth station Todapur(DTH)
5	Staff Quarters, other misc. works	5.00	2.50	4.51			
	<b>Total of New Schemes</b>	<b>70.00</b>	<b>36.87</b>	<b>16.72</b>			
	<b>Total of Doordarshan (Capital)</b>	<b>100.00</b>	<b>100.00</b>	<b>68.10</b>			



# PRASAR BHARATI

ANNUAL REPORT-2010-11

<b>PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)</b>			
<b>BALANCE SHEET AS AT 31.03.10</b>			
		<b>Rs</b>	<b>Rs</b>
	<b>SCHEDULE</b>	<b>As at 31-Mar-10</b>	<b>As at 31-Mar-09</b>
<b>CORPUS/CAPITAL FUND AND LIABILITIES</b>			
Corpus/Capital Fund	1		
Reserves and Surplus	2		
Earmarked/Endowment Funds	3	27225798417	25653027296
Secured Loan	4		
Unsecured Loan	5	97672133400	91473377260
Deferred Credit Liabilities	6		
Current Liabilities and Provisions	7	18792293600	14110021713
<b>TOTAL</b>		<b>143690225417</b>	<b>131236426269</b>
<b>ASSETS</b>			
Fixed Assets	8	8393251955	13888418000
Capital Work-in progress	8	6427767666	5804091051
Investments (I) Earmarked/Endowment Funds	9		
(ii) Others	10		
Current Assets, Loans and Advances	11	12696022655	13344628542
Miscellaneous Expenditure			
Deficit as per Income & Expenditure Account		116173183141	98199288676
<b>TOTAL</b>		<b>143690225417</b>	<b>131236426269</b>
<b>SIGNIFICANT ACCOUNTING POLICES</b>	25		
<b>CONTINGENT LIABILITIES AND NOTES</b>			
<b>ON ACCOUNTS</b>	26		

**Jawhar Sircar**  
**Chief Executive Officer**  
**Place: New Delhi**  
**Dated**

**A.K. Jain**  
**Member (F)**

**J.P.S. Chawla**  
**Sr. GM (B&A)**

# PRASAR BHARATI

ANNUAL REPORT-2010-11

PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA) INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR 2009-10			
		Rs	Rs
	Schedule	FOR THE YEAR ENDED 31 MARCH 10	FOR THE YEAR ENDED 31 MARCH 09
<b>INCOME</b>			
Income from Sales/ Services	12	10016452564	9337228885
Grants /subsidies	13	11693233213	9933300099
Fees/subscriptions	14	9316363	112262708
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	315625240	1001566914
Other Income	18	1003804265	582058732
<b>TOTAL A</b>		<b>23038431645</b>	<b>20966417338</b>
<b>EXPENDITURE</b>			
Establishment Expenses	19	17361186356	13907100467
Other Administrative Expenses	20	6683626142	5805685030
Programme related Expenses	21	5326761946	4920212677
Expenditure on Grants & subsidy	22		
Interest	23	5082691116	4890014008
Depreciation		6501558013	6431925157
<b>TOTAL B</b>		<b>40955823573</b>	<b>35954937339</b>
Balance being excess of Expenditure over Income ( A-B)		-17917391928	-14988520001
Add/Less: Prior Period Adjustments	24	-56502537	
Add: Balance brought forward from previous year		-98199288676	-83210768675
<b>BALANCE BEING DEFICIT CARRIED OVER TO BALANCE SHEET</b>		<b>-116173183141</b>	<b>-98199288676</b>
SIGNIFICANT ACCOUNTING POLICIES	25		
CONTINGENT LIABILITIES AND NOTES ON ACCOUNTS	26		

Jawhar Sircar  
Chief Executive Officer  
Place: New Delhi  
Dated

A.K. Jain  
Member (F)

J.P.S. Chawla  
Sr. GM (B&A)

# PRASAR BHARATI

ANNUAL REPORT-2010-11

PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA) SCHEDULES FORMING PART OF BALANCE SHEET AS AT 31.03.10		
	Rs	Rs
SCHEDULE 1- CORPUS/CAPITAL FUND:	As at 31.03.10	As at 31.03.09
Balance as at the beginning of the year		
Add: Grants -In-Aid received during the year.		
Balance Corpus/Capital Fund		
income and Expenditure Account		
<b>BALANCE AS AT THE YEAR END</b>		
<b>SCHEDULE 2- RESERVES AND SURPLUS</b>		
1.Capital Reserve:		
As per last account		
Additions during the year		
<b>Total</b>		
2.General Reserve		
As per last account		
Addition during the year		
Less: Deductions during the year		
<b>Total</b>		
<b>SCHEDULE 3- EARMARKED/ENDOWMENT FUNDS</b>		
<b>CAPITAL ASSETS FUNDS</b>		
a) Opening Balance of the funds	25653027296	23396927395
b)Add to the Funds: Amounts transferred from Grants/Corpus/Capital Fund for meeting	1572771121	2256099901
Capital Expenditure/Advances		
<b>NET BALANCE AS AT THE YEAR END (a+b)</b>	<b>27225798417</b>	<b>25653027296</b>
<b>SCHEDULE 4- SECURED LOANS AND BORROWINGS:</b>		
<b>SCHEDULE 5- UNSECURED LOANS</b>		
1.Loan In Perpetuity	42580802000	42580802000
Interest thereon being taken up for waiver( Refer Schedule 26, Note 4 of Notes to Accounts)	29806561400	26825905260
2. Central Government		
3. Capital Loan from Ministry of I&B	10274470000	10087470000
4. Repayment of Loan due but not paid	3988100000	3053600000
Interest thereon taken up for waiver Refer Schedule 26, Note 5 of Notes to Accounts)	9970200000	8180000000
Penal Interest on Interest / principal due	1052000000	745600000
<b>TOTAL</b>	<b>97672133400</b>	<b>91473377260</b>
Note: Amount due within one year (nil)		

Jawhar Sircar  
Chief Executive Officer

A.K. Jain  
Member (F)

J.P.S. Chawla  
Sr. GM (B&A)

# PRASAR BHARATI

ANNUAL REPORT-2010-11

PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA) SCHEDULES FORMING PART OF BALANCE SHEET AS AT 31.03.10		
	Rs	Rs
	As at 31.03.10	As at 31.03.09
<b>SCHEDULE 6- DEFERRED CREDIT LIABILITIES:</b>		
<b>SCHEDULE 7- CURRENT LIABILITIES AND PROVISIONS</b>		
A. Current Liabilities		
Advances received- against deposit work	764531374	608759641
Deposits, earnest money, caution money/security deposits	433008881	460195022
Other current liabilities -recoveries from salary and wages and others etc.	2387771	2066801
Salary accrue for the Month of March	1265100000	910000000
Income tax/Sales tax deducted at source		
Remittances to/from HQ/DDOs in transit/reconciliation	2587374416	1297687396
<b>Total A</b>	<b>5052402442</b>	<b>3278708860</b>
B. Provision		
For Spectrum/Space Segment expense	11781332520	10711617520
For other expenses	817412972	119695333
For unspent Grant-in-aid	1141145666	
( Refer Schedule 26, Note 12 of Notes to Accounts)		
<b>Total B</b>	<b>13739891158</b>	<b>10831312853</b>
<b>Total A+B</b>	<b>18792293600</b>	<b>14110021713</b>
<b>SCHEDULE 9- INVESTMENTS FROM EARMARKED/ENDOWMENT FUNDS</b>		
1. In Government Securities		
2. Other approved securities		
3. Other		
<b>Total</b>		
<b>SCHEDULE 10- INVESTMENTS-OTHER</b>		
1. In government Securities		
2. Other approved securities		
3. Others		
<b>Total</b>		
<b>SCHEDULE 11- CURRENT ASSETS, LOANS AND ADVANCES ETC</b>		
A. CURRENT ASSETS:		
Inventories	91991370	71592085
Sundry Debtors- Good	1519261546	1610600000
Sundry Debtors- Doubtful		
Cash Balance in hand/Imprest	61453396	48069802
Bank Balance With Scheduled Banks		
on current accounts	6629062063	1388254212
on Collection accounts	64698025	545809493
on Deposit account and other FDRs	608223524	6830456997
with Various offices	3395830545	2546331448
with CP Fund A/c	25777588	12846860
<b>Total( A)</b> (Refer Schedule 26, Note 9 of Notes to Accounts)	<b>12396298057</b>	<b>13053960897</b>

Jawhar Sircar  
Chief Executive Officer

A.K. Jain  
Member (F)

J.P.S. Chawla  
Sr. GM (B&A)

# PRASAR BHARATI

ANNUAL REPORT-2010-11

<b>PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA) SCHEDULES FORMING PART OF BALANCE SHEET AS AT 31.03.10</b>		
	<b>Rs</b>	<b>Rs</b>
	<b>As at 31.03.10</b>	<b>As at 31.03.09</b>
<b>B. Loans/advances</b>		
<b>1. Loans/advances</b>		
Staff	107597437	91216719
Others-departmental	154833007	154528066
Suspense account		
<b>2. Advances and other amounts recoverable in cash or in kind or for value to be received</b>		
On capital account		
Prepayment		
Others		
<b>3. Interest Accrued:</b>		
On investments from Earmarked/endowment funds		
On Term Deposits with Scheduled Banks		20410958
Others		
<b>4. TDS</b>	37294154	24511902
<b>Total (B)</b>	299724598	290667645
<b>Total (A)+(B)</b>	12696022655	13344628542
<b>SCHEDULES FORMING PART OF INCOME &amp; EXPENDITURE A/C 31.03.2010</b>		
	<b>Rs</b>	<b>Rs</b>
	<b>2009-10</b>	<b>2008-09</b>
<b>SCHEDULE 12- INCOME FROM SALES/SERVICES</b>		
Income from services		
AIR, Commercial and DD	10315014385	9336043996
Deduct: Share of other agencies	305969315	
Add: Sales of CD/VCD	7407494	1184889
Add: DTH Income		
<b>Total</b>	10016452564	9337228885
<b>SCHEDULE 13- GRANTS /SUBSIDIES</b>		
Add: Grants -In-Aid received during the year from Govt. Of India, Ministry of I&B -Plan.	485000000	711600000
Add: Grants -In-Aid received during the year from Govt. Of India, Ministry of I&B -Non-Plan.	12472150000	11371200000
Add: Grants-In-Aid received during the year for Commonwealth Games.	1450000000	106600000
Deduct: Transferred to Capital Assets Fund	1572771121	2256099901
Deduct: Unspent balance of Grant in aid for Commonwealth Games	1009865666	
Deduct: Unspent balance of Grant in aid received from Govt. Of India Ministry of I&B -Plan.	131280000	
<b>Total</b>	11693233213	9933300099
<b>SCHEDULE 14-FEES/SUBSCRIPTIONS</b>		
Professional/Consultancy services fee	9316363	112262708
<b>Total</b>	9316363	112262708

Jawhar Sircar  
Chief Executive Officer

A.K. Jain  
Member (F)

J.P.S. Chawla  
Sr. GM (B&A)

# PRASAR BHARATI

ANNUAL REPORT-2010-11

PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA) SCHEDULES FORMING PART OF INCOME & EXPENDITURE A/C 31.03.2010			
		Rs As at 31.03.10	Rs As at 31.03.09
<b>SCHEDULE 15-INCOME FROM INVESTMENTS</b>			
Interest on Fixed Deposits	Investments from earmarked funds		
<b>Total</b>			
<b>SCHEDULE 16-INCOME FROM ROYALTY, PUBLICATIONS ETC</b>			
<b>SCHEDULE 17 INTEREST EARNED</b>			
On Term Deposits with Scheduled Banks		264856847	926375821
On others like employees advances etc.		7272457	41465116
On overdue from AIR, DD service income		43495936	33725977
<b>Total</b>		<b>315625240</b>	<b>1001566914</b>
<b>SCHEDULE 18- OTHER INCOME</b>			
A. Other Receipts including Fees from Towers/staff quarters			
a) License Fees from Towers		459183442	
b) License Fees from staff quarters		18686044	
c) DTH Income		326542800	
d) Others		175278833	
<b>Total A</b>		<b>979691119</b>	<b>556772655</b>
B. Profit on Sales/disposal of assets			
a) Owned Assets		1192955	807823
b) Assets acquired out of grants, or received free of cost		103833	146566
c) Assets acquired prior to 1.4.2000		22816358	24331688
<b>Total B</b>		<b>24113146</b>	<b>25286077</b>
<b>Total (A+B)</b>		<b>1003804265</b>	<b>582058732</b>

Jawhar Sircar  
Chief Executive Officer

A.K. Jain  
Member (F)

J.P.S. Chawla  
Sr. GM (B&A)

# PRASAR BHARATI

ANNUAL REPORT-2010-11

<b>PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)</b>				
<b>SCHEDULES FORMING PART OF INCOME &amp; EXPENDITURE A/C 31.03.2010</b>				
<b>SCHEDULE 19- ESTABLISHMENT AND OTHER ADMINISTRATIVE EXPENSES</b>	<b>Rs</b>	<b>Rs</b>	<b>Rs</b>	<b>Rs</b>
	<b>2009-10</b>			<b>2008-09</b>
	<b>Plan</b>	<b>Non Plan</b>	<b>Total</b>	<b>Total</b>
Establishment Expenses				
a) Salaries & Wages		14586381058	14586381058	11580918074
b) Allowances and Bonus		382455183	382455183	348268970
c) Contribution to CPF		2794792	2794792	2214168
d) Exp. on Employee's retirement/ terminal exp./Pension etc.		2160100384	2160100384	1815119693
e) Staff Welfare expenses		1766103	1766103	1493947
f) Scholarship Stipends		6371348	6371348	5788578
g) Others including Medical		221317488	221317488	153297037
<b>Total</b>	<b>0</b>	<b>17361186356</b>	<b>17361186356</b>	<b>13907100467</b>
(Refer Schedule 26, Note 8 & 12 of Notes to Accounts)				
<b>SCHEDULE 20- OTHER ADMINISTRATIVE EXPENSES</b>				
	<b>Rs</b>	<b>Rs</b>	<b>Rs</b>	<b>Rs</b>
	<b>2009-10</b>			<b>2008-09</b>
	<b>Plan</b>	<b>Non Plan</b>	<b>Total</b>	<b>Total</b>
Electricity and Power		1869243820	1869243820	1792014865
Water charges		22532168	22532168	23749669
Insurance on plant & Machinery		24323	24323	313485
Repairs and Maintenance on Plant & Machinery		150694786	150694786	8111782
Insurance on land and Buildings			0	132429
Rent, Rates and taxes		148684182	148684182	105591644
Repairs and Maintenance of vehicles		272813062	272813062	257020788
Postage, telephone and communication charges		129021320	129021320	128123788
Printing and Stationery		94095664	94095664	87595176
Traveling & Conveyance expenses- local		247341254	247341254	207449374
Traveling -Foreign		5005684	5005684	5167525
Auditors remunerations		8766780	8766780	11128669
Hospitality Expenses		7377756	7377756	6299416
Professional charges		598294635	598294635	370689193
Bad and doubtful debt/advance Provisions			0	0
Irrecoverable balances written off			0	0
Advertisement and Publicity		36820719	36820719	10491417
Bank Charges		586285	586285	339783
Supplies & material consumables		498862459	498862459	381012195
Other administrative expenses		476304372	476304372	587574873
Minor works and mach. & equipments and tools		1051410663	1051410663	899179199
Service Tax		1065746210	1065746210	923699760
Income Tax			0	0
<b>Total</b>	<b>0</b>	<b>6683626142</b>	<b>6683626142</b>	<b>5805685030</b>

**Jawhar Sircar**  
Chief Executive Officer

**A.K. Jain**  
Member (F)

**J.P.S. Chawla**  
Sr. GM (B&A)

# PRASAR BHARATI

ANNUAL REPORT-2010-11

<b>PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)</b>				
<b>SCHEDULES FORMING PART OF INCOME &amp; EXPENDITURE A/C 31.03.2010</b>				
	Rs	Rs	Rs	Rs
	2009-10			2008-09
<b>SCHEDULE 21-PROGRAMME RELATED EXPENSES</b>				
	<b>Plan</b>	<b>Non Plan</b>	<b>Total</b>	<b>Total</b>
	2009-10			2008-09
Royalty		247629935	247629935	236401725
Payment to UNI/PTI		152016126	152016126	134151201
Commissioning of Programme Soft Wares exp.		999942599	999942599	654331710
Panam Satellite expenses		827405185	827405185	500493317
Sport Events Expenses		75726609	75726609	254460118
Payment to Artists		1050083796	1050083796	1125027955
Other programme expenses		140364317	140364317	519845423
J&K Package	247483045		247483045	717051845
N.E. Package	75000000		75000000	
Spectrum & Space Segment Charges		1070976000	1070976000	699865000
Commonwealth Games	440134334		440134334	78584383
<b>Total</b>	<b>762617379</b>	<b>4564144567</b>	<b>5326761946</b>	<b>4920212677</b>
<b>SCHEDULE 22- EXPENDITURE ON GRANTS, SUBSIDIES ETC</b>				
	<b>Plan</b>	<b>Non Plan</b>	<b>Total</b>	<b>Total</b>
	2009-10			2008-09
<b>Expenditure on grants</b>				
<b>SCHEDULE 23- INTEREST</b>				
	<b>Plan</b>	<b>Non Plan</b>	<b>Total</b>	<b>Total</b>
	2009-10			2008-09
Interest on Loan- Central Government		1790200000	1790200000	1690200000
Interest on Loan in Perpetuity		2980656140	2980656140	2980656140
Other Penal Interest etc		306400000	306400000	214000000
Other Finance charges		5434976	5434976	5157868
<b>Total interest</b>		<b>5082691116</b>	<b>5082691116</b>	<b>4890014008</b>
( Refer Schedule 26, Note 4 & 5 of Notes to Accounts)				
<b>SCHEDULE 24-PRIOR PERIOD ADJUSTMENTS</b>				
	<b>Plan</b>	<b>Non Plan</b>	<b>Total</b>	<b>Total</b>
	2009-10			2008-09
Prior period Expenses- Refund of Grant	113800000		113800000	
Prior Period Income( depreciation write back)	57297463		57297463	
<b>Total</b>	<b>56502537</b>	<b>0</b>	<b>56502537</b>	
( Refer Schedule 26, Note 14 of Notes to Accounts and Schedule 8)				

**Jawhar Sircar**  
Chief Executive Officer

**A.K. Jain**  
Member (F)

**J.P.S. Chawla**  
Sr. GM (B&A)



# PRASAR BHARATI

ANNUAL REPORT-2010-11

PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA) SCHEDULES FORMING PART OF BALANCE SHEET AS AT 31.03.10								
SCHEDULE 8- FIXED ASSETS								
DESCRIPTION	GROSS BLOCK				Depreciation		Net Block	
	Cost as on 1st April'09	Additions/ Transfers from civil wings during the year	Deductions/ transfers/ disposal reclassification during the year	Cost at the year end 31.03.10	For the year	Cumulative upto to the year	As at 31st Mar' 2010	As at 31st Mar' 2009
			**					
<b>A. Fixed Assets</b>								
1. Land	15280761	0		15280761	0	0	15280761	15280761
	0			0			0	0
2. Buildings	108574784	10392308		118967092	2275419	9483593	109483499	101366610
Others	0			0			0	0
	0			0			0	0
3. Plant Machinery & Equipments	0			0			0	0
a) Studios	21272350583	367683640		21640034223	2145619240	18575436110	3064598112	4842533713
	0			0			0	0
b) Transmitters	31201927916	312488802		31514416718	3135817232	27988678488	3525738230	6349066659
	0			0			0	0
c) Machinery/Equipments	1673537028	215202725		1888739753	178113839	862214649	1026525104	989436218
	0			0			0	0
d) Electrical Installations	353711107	4421734		39792841	1503279	5238183	34554658	31636203
	0			0			0	0
4. Vehicles*	68358086	20077		68378163	8033705	53938110	14440053	17052548
	0			0			0	0
5. Furniture, Fixtures	98903104	13159327		112062431	6592673	31309992	80752439	74185785
	0			0			0	0
6. Office Equipments*	128449551	9723035		138172586	11637203	107063798	31108788	22476695
	0			0			0	0
7. Computers *	117711679	16002858		133714537	14959302	111339683	22374854	-20018770
8 Other fixed assets	0			0			0	0
Capital Expenditure on various schemes	9970061214			9970061214	997006121	9501665758	468395456	1465401578
	0			0			0	0
Total of Current Year (A)	64690525813	949094506	0	65639620319	6501558013	57246368364	8393251955	13888418000
<b>B CAPITAL WORK-IN-PROGRESS Total(B)</b>	<b>5804091051</b>	<b>623676615</b>		<b>6427767666</b>			<b>6427767666</b>	<b>5804091051</b>
<b>TOTAL</b>	<b>70494616864</b>	<b>1572771121</b>	<b>0</b>	<b>72067387985</b>	<b>6501558013</b>	<b>57246368364</b>	<b>14821019621</b>	<b>19692509051</b>
<b>Previous Year</b>	<b>68238516963</b>	<b>2256099901</b>	<b>0</b>	<b>70494616864</b>	<b>6431925157</b>	<b>50802107813</b>	<b>19692509051</b>	

\* Note: Excess depreciation of Rs 5,72,97,463 charged in previous years for Vehicles, Office equipments & Computers, adjusted from accumulated depreciation.

**Jawhar Sircar**  
Chief Executive Officer  
Place: New Delhi  
Dated

**A.K. Jain**  
Member (F)

**J.P.S. Chawla**  
Sr. GM (B&A)

# PRASAR BHARATI

ANNUAL REPORT-2010-11

## PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA) SCHEDULES FORMING PART OF THE ACCOUNTS FOR THE YEAR ENDED 31.03.10

### 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 Bharati and the corresponding credit is to " Loan In Perpetuity"

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

In respect of capital expenditure incurred on different 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.

Jawhar Sircar  
Chief Executive Officer  
Place: New Delhi  
Dated

A.K. Jain  
Member (F)

J.P.S. Chawla  
Sr. GM (B&A)

# PRASAR BHARATI

ANNUAL REPORT-2010-11

<b>PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)</b>		
<b>SCHEDULES FORMING PART OF THE ACCOUNTS FOR THE YEAR ENDED 31.03.10</b>		
<b>SCHEDULE 26- NOTES ON ACCOUNTS &amp; CONTINGENT LIABILITIES</b>		
<b>NOTES ON ACCOUNTS</b>		
<b>1. Prasar Bharati Broadcasting Corporation of India is established as general public</b>		
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 upto 31.03.2005. From		
01.04.2005 the accounts have been prepared under the historical cost convention		
using the accrual method of accounting.		
<b>2 Contingent Liabilities:</b>		
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
<b>3. Grants received from Central Government are treated as Income, which were utilized</b>		
for Capital Assets formation and other Revenue expenses.		
<b>4. Interest rate on Loan in Perpetuity granted by Government is 7% p.a. and on Capital</b>		
Loan received from Government during 1.4.2000 to 31.03.2006 is 14.5% p.a and Capital		
Loan received after 1.4.2006 is 11.5% p.a.		
<b>5. The Group of Minister on Prasar Bharati has decided to convert the Loan in Perpetuity</b>		
& Capital Loan into grant and to waive off interest there on. However, Notification in this		
regard is yet to issue.		
<b>6. The amount of Fixed Assets transferred at book value to Prasar Bharati by the Central</b>		
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.		
<b>7. Taxation</b>		
Prasar Bharati is registered under section 12A read with section 12AA(1)(b) of Income		
Tax Act as Non-Profit Organization.		

Jawhar Sircar  
Chief Executive Officer  
Place: New Delhi  
Dated

A.K. Jain  
Member (F)

J.P.S. Chawla  
Sr. GM (B&A)

# PRASAR BHARATI

ANNUAL REPORT-2010-11

<b>SCHEDULES FORMING PART OF THE ACCOUNTS FOR THE YEAR ENDED 31.03.10</b>
<b>SCHEDULE 26- NOTES ON ACCOUNTS &amp; CONTINGENT LIABILITIES</b>
<b>NOTES ON ACCOUNTS</b>
<b>8. Leave salary and Pension contribution are paid to Government of India as Prasar</b>
Bharati's contribution towards employees pensionary benefits as notification of transfer of employees to the Entity has not been issued.
<b>9. Inter Office Transactions Accounts</b>
These represent remittances in transit on the end of financial year, accordingly they are shown as such in the accounts. On a review it was noted that this and the figures under "Capital work and Progress" require immediate reconciliation. Accordingly, it has been decided to outsource the work of reconciliation to a firm of Chartered Accountant for completing the work in a time bound manner.
<b>10. Deposit Works</b>
Amounts received from parties for deposit work is after adjusting expenditure against such work.
<b>11. CAG's fee for auditing of accounts of Prasar Bharti has been provided for.</b>
<b>12. No provision has been made in the Accounts for doubtful debts in respect of</b>
legal action initiated by the corporation for recovery, as the extent of doubtfulness is not ascertainable in the current situation.
<b>13. Provision for Spectrum &amp; Space Segment Charges have been provided on estimated</b>
basis. The Group of Minister on Prasar Bharati has decided to waive off the accumulated areas of Spectrum & Space Segment charges. However, Notification in this regard is yet to issue.
<b>14. Capital Loan relating to previous year refunded during the year Rs 22,70,00,000</b>
previous year ( Rs 6,20,00,000) reduced from Capital Loan.

Jawhar Sircar  
Chief Executive Officer  
Place: New Delhi  
Dated

A.K. Jain  
Member (F)

J.P.S. Chawla  
Sr. GM (B&A)

# PRASAR BHARATI

ANNUAL REPORT-2010-11

R&P Account - 2009-10					
	Receipts A/c for the year of 2009-10	AIR Total	DD Total	P.B. Sectt.	Grand Total
<b>I. Opening Balances</b>					
a) Cash in hand		977961	5024077		6002038
b) Bank Balances					
(i) in current A/c					
Receipt A/c (Field Offices)	143590322	152326822			295917144
DD's A/c (11084233390)				419183141	419183141
AIR's A/c (11084233414)				126626352	126626352
Expenditure A/c (Field Offices)	1208720178	1041694126			2250414304
SBI (11084239041)				910633134	910633134
Canara Bank (1730)				476643342	476643342
Indian Overseas Bank(7430)			729933		729933
Bank of India (12255)			247803		247803
(ii) In deposit A/c (for fixed deposit, if any)	44496843	66880469	6395340000		6506717312
(iii) C.P.FUND A/c		12846860			12846860
c) Imprest A/c	7817788	34249976			42067764
<b>II. Grants Received</b>					
a) From Govt. of India					
(i) Capital					
(ii) Revenue PLAN	0	0	485000000		485000000
NON-PLAN			10323450000		10323450000
Common Wealth Game	0	0	1450000000		1450000000
(iii) Other Min. / Deptt.	0	0			
(To Be Filled By PB (HQ))	0	0			
<b>III Inter current A/c transfer by PB (HQ)</b>	<b>0</b>	<b>0</b>			
a) Funds-received-from PB	12999490146	14486453484			27485943630
	0	0			
b) Other station/Kendra/Office	279537857	58929935	11573785708		11912253500
c) CPF		13060686			13060686
d) Recovery of HBA & Other Advances	3468570	16487858			19956428
<b>IV. Interest Received</b>					
a) On bank deposits (FDR)	11519314	4589622	269158869		285267805
b) Loans & Advances etc.					
(i) From Employees	210741	465142			675883
(ii) Others	184532	6412042			6596574
c) Overdue interest on outstanding dues	944025	4860908			5804933
<b>V. Other Income</b>					
a) Rent/LF for AIR/DD Qrs.	13801345	4884699			18686044
	0	0			
b) LF for AIR/ DD Towers	459183442	0			459183442
c) Profit on sale/disposal of assets	0	0			
	0	0			
(i) Owned assets	1136497	56458			1192955
(ii) Assets acquired out of Govt. Grants	103833	0			103833
	0	0			
(iii) Misc. Income	16095058	6721300			22816358

# PRASAR BHARATI

ANNUAL REPORT-2010-11

R&P Account - 2009-10					
	Receipts A/c for the year of 2009-10	AIR Total	DD Total	P.B. Sectt.	Grand Total
	(For assets acquired prior to 1.4.2k & other Income)	0	0		
		0	0		
	d) Others	310099	24614819		24924918
<b>VI.</b>	<b>Amount borrowed</b>				
	a) Capital loan from Govt.			1348500000	1348500000
<b>VII.</b>	<b>Income from Sales</b>				
	a) Commercial Receipts	0	0		
	AIR	2159226299	0		2159226299
	DD	0	8284817543		8284817543
		0	0		
	b) Sale of CD/VCD	967478	6440016		7407494
	c) DTH	0	326542800		326542800
<b>VIII.</b>	<b>Income from Services</b>	0	0		
	a) Professional /Consultancy Service	7270174	2046189		9316363
<b>IX.</b>	<b>Other Receipts</b>				
	a) Security Deposit /Earnest Money	105960396	12495495		118455891
	b) Deposit work	765327453	21441215		786768668
		0	0		
	c) Advances to staff	0	0		
	i) HBA	819698	3889866		4709564
	ii) Car Advance	551374	652448		1203822
	iii) Computer Adv.	1404129	0		1404129
	iv) Motor Cycle/Scooter Adv.	2187612	731448		2919060
	v) Cycle /Mopad Advance	80803	0		80803
	vi) Other Advances	8913067	0		8913067
	d) Earmarked fund CP Fund	3682128	0		3682128
	e) Others	125744603	24609312		150353915
<b>X.</b>	<b>Receipt from Govt. buisness</b>	0	0		
	Give Min. / Deptt. wise details	0	0		
<b>Xi</b>	<b>FDR</b>	<b>143847552</b>	<b>74530767</b>		<b>218378319</b>
	<b>TOTAL</b>	<b>18517571317</b>	<b>24699734118</b>	<b>33778320546</b>	<b>76995625981</b>

Jawhar Sircar  
Chief Executive Officer

A.K. Jain  
Member (F)

J.P.S. Chawla  
Sr. GM (B&A)

# PRASAR BHARATI

ANNUAL REPORT-2010-11

R&P Account - 2009-10	Total AIR		Total DD		P.B. Sectt.	Grand Total	
Payment A/c for the year of 2009-10	Non Plan	Plan	Non Plan	Plan		Non-Plan	Plan
<b>I. Expenses</b>							
a) Establishment Exp.							
( Details as per Annexure.I)	7592713073		7157880109			14750593182	
b) Admn. Exp.							
( Details as per Annexure.II)	3292636793		2111857686			5404494479	
c) Programme related							
( Details as per Annexure.III)	724256169		2650302358	383854334	410000000	3374558527	793854334
d) Exp. On grants/subsidies							
(i)Grants given to Institutions							
(ii)Subsidies given to Institutions	0						
(iii) Grants received from other Min./Deptt.	0						
<b>II. Inter current A/c transfer of funds(PB)</b>							
a) To Prasar Bharati	1822533729		6006764319	0		7829298048	
b) To other station/kendra/office	160984133		2493013411	0	26337597126	28991594670	
c) To IEBR (HBA)	33995		42115071			42149066	
d) To Recovery of C.P.F.	3361158		0			3361158	
<b>III. Deposits made Out of own funds</b>							
(Investemnt others) FDR	182400298		106429482			288829780	
<b>IV. Exp. On fixed assets &amp; Capital</b>							
Work-in-progress							
a) Purchase of fixed assets	0		0	0			
(Details as per annexure.IV)	36172990	319395235	10018387	563538085		46191377	882933320
b) Exp. On Capital work-in-progress	0	0	0	0			
(i) Major Works	0	336893170		32962352			369855522
	0	0	0	0			
(ii) Misc. Works Scheme	0	197374623		56446470			253821093
<b>V. Refund of surplus money/loans</b>							
a) to Govt. of India	0	0	0		340800000	340800000	
b) to PB, HQ	923042744	0	355442696			1278485440	
<b>VI. Finance charges (Interest)</b>							
a) On loans from Govt.	0	0	0				
b) Others loans	0	0	0				
c) Others	2217905	0	3168710			5386615	
<b>VII. Other payments</b>							
a) Refund of SD/EM	135443665		10198367			145642032	
b) Exp. on Deposit work	618687434		12309501			630996935	
c) Advances to Parties	282879	0	22062			304941	
d) Advances to staff	0	0	0				
i) HBA	1575465	0	13493820			15069285	
ii) Car Advance	1733528		2280000			4013528	
iii) Computer Adv.	3297275		1930500			5227775	
iv) Motor Cycle/Scooter Adv.	1790310		2925957			4716267	
v) Cycle /Mopad Advance	18000	0	0			18000	

# PRASAR BHARATI

ANNUAL REPORT-2010-11

	R&P Account - 2009-10	Total AIR		Total DD		P.B. Sectt.	Grand Total	
	Payment A/c for the year of 2009-10	Non Plan	Plan	Non Plan	Plan		Non-Plan	Plan
<b>vi.</b>	Other Advances	6294986	0	271322			6566308	
	e) Income Tax	12697748	0	84504			12782252	
	f) Service Tax	222089812		821025882			1043115694	
	g) Bank Charges	70357		146748		369180	586285	
	h) Others	70731965		8794108			79526073	
		0		0				
<b>VIII.</b>	<b>Exp. Against receipt from Govt. Buisness</b>							
	(Min./Deptt. wise breakup to be given)	0	0	0				
<b>IX.</b>	<b>Closing Balances</b>							
	a) Cash in hand	1211617		7814326			9025943	
	b) Bank Balances							
	(i) in current A/c							
	Receipt A/c (Field Offices)	110011592		26731917			136743509	
	DD's A/c (11084233390)					3612234	3612234	
	AIR's A/c (11084233414)					61085791	61085791	
	Expenditure A/c (Field Offices)	1677976501		1581110535			3259087036	
	SBI (11084239041)					4406143803	4406143803	
	Canara Bank (1730)					2218712412	2218712412	
	Indian Overseas Bank(7430)	568157		1805216			2373373	
	Bank of India (12255)			1832475			1832475	
	(ii) in deposit A/c (FDR if, any)	50899556		163132822			214032378	
	(iii) C.P.FUND A/c(SBI-30234030526)			25777588			25777588	
	c) Imprest A/c	8174455		44252998			52427453	
	<b>TOTAL</b>	<b>17663908289</b>	<b>853663028</b>	<b>23662932877</b>	<b>1036801241</b>	<b>33778320546</b>	<b>74695161712</b>	<b>2300464269</b>

**Jawhar Sircar**  
Chief Executive Officer

**A.K. Jain**  
Member (F)

**J.P.S. Chawla**  
Sr. GM (B&A)



# PRASAR BHARATI

ANNUAL REPORT-2010-11

Annexure-I								
	Annexure A/c for the year of 2009 - 10	Total AIR		Total DD		P.B. Sectt.	Grand Total	
1	Establishment Expenditure	Non Plan	Plan	Non Plan	Plan		Non-Plan	Plan
	a) Salaries & Wages (include. Hono./ LTC / TF)	7313120616		6811644607			14124765223	
	i) Medical reimbursement	82061489		70483510			152544999	
	b) Allowance & Bonous including OTA/CEA	141804133		231319349			373123482	
	c) Contribution to CPF ( if any)			2794792			2794792	
	d) Staff welfare Expenditure	825010		941093			1766103	
	e) Expenses on employees retirement & Terminal Benefits including L/S & Pension Contribution	8000		11392384			11400384	
	f) Establishment Capital	20326184		58411			20384595	
	g) Others	34567641		29245963			63813604	
	<b>Total</b>	<b>7592713073</b>		<b>7157880109</b>			<b>14750593182</b>	

Annexure-II								
	Annexure A/c for the year of 2009 - 10	Total AIR		Total DD		P.B. Sectt.	Grand Total	
2	Other Administrative Expenditure	Non Plan	Plan	Non Plan	Plan		Non-Plan	
	a) Domesic Travel Expenditure	131636982		107304459			238941441	
	b) Foreign Travel Expenditure	1273586		3732098			5005684	
	c) Rent Rate & Taxes	61620088		67506094			129126182	
	d) Advertising & Publicity	5644466		31176253			36820719	
	e) Professional Charges , Armed Guard etc .	397100598		166017537			563118135	
	f) Scholarship Stipend	2029781		4258567			6288348	
	g)Supplies & Mateial	173701436		242252296			415953732	
	h) Vehicle Repairs & Maintenance	128655812		135845655			264501467	
	i) Electricty Power & Maintenance	1105107314		743915706			1849023020	
	j) Water Charges & Maintenance	14522044		8010124			22532168	
	k) Postage	11450280		6279898			17730178	
	l)Telephone & Communication							
	(i) Landline	67313885		36773680			104087565	
	ii) Mobile	5264605		1938972			7203577	
	m) Hospitality Expenditure	4629553		2422203			7051756	
	n) Insurance on P&M			24323			24323	
	o) Insurance on Land & building							
	p) Auditor's remuneration (out of Provision)	8436162		0			8436162	
	q) Printing & Stationary	61266361		32414516			93680877	
	r) Irrecoverable Balancs - Written off			0				
	s) Provision for Bad & Doubtful debts/advances			0				
	t) Purchase (Stock)	9562264		10837021			20399285	
	u) Minor Work	398979530		143498917			542478447	
	v) METP	356068945		101577318			457646263	
	w) Consumable	35097105		47811622			82908727	
	x) Local Conveyance	2377505		1696524			4074029	
	y) Operation & Maintenance of Capital Assests	150603887		90899			150694786	
	z) Others	160294604		216473004			376767608	
	<b>TOTAL</b>	<b>3292636793</b>		<b>2111857686</b>			<b>5404494479</b>	

Jawhar Sircar  
Chief Executive Officer

A.K. Jain  
Member (F)

J.P.S. Chawla  
Sr. GM (B&A)

# PRASAR BHARATI

ANNUAL REPORT-2010-11

Annexure-III								
	Annexure A/c for the year of 2009 - 10	Total AIR		Total DD		P.B. Sectt.	Grand Total	
3	Programme Expenses	Non Plan	Plan	Non Plan	Plan		Non-Plan	Plan
	a) Royalty	36112849		123820086			159932935	
	b) Payment to UNI/PTI	118415322		33558804			151974126	
	c) Commissioning of Programme	81081775		892159324			973241099	
	d) Panam Satellite Expenditure	450110		826955075			827405185	
	e) Sport events Expenses	25329000		50373609			75702609	
	f) Payment to Artist	455917136		592072660			1047989796	
	g) Spectrum charges			1261000			1261000	
	g) J & K Package				278720000			278720000
	h) NE Package				75000000			75000000
	i) Commonwealth Games				30134334	410000000		440134334
	j) Others	6949977		130101800			137051777	
	<b>TOTAL</b>	<b>724256169</b>	<b>0</b>	<b>2650302358</b>	<b>383854334</b>		<b>3374558527</b>	<b>793854334</b>

**Jawhar Sircar**  
Chief Executive Officer

**A.K. Jain**  
Member (F)

**J.P.S. Chawla**  
Sr. GM (B&A)

# PRASAR BHARATI

ANNUAL REPORT-2010-11

Annexure-IV								
	Annexure A/c for the year of 2009 - 10	Total AIR		Total DD		P.B. Sectt.	Grand Total	
4	Purchase of Fixed Assets	Non Plan	Plan	Non Plan	Plan		Non-Plan	Plan
	i) Land							
	ii) Building							
	(1) Studio		56015430		302931998			358947428
	(2) Trasmmitter							
	a) Normal		119701269		185313143			305014412
	b) J & K							
	c) N E		49615					49615
	(3) Office		501259		0			501259
	(4) Others		7457061		1796370			9253431
	iii) Plant Machinery & Equipment			0	0			
	a) Normal		99657971		73496574			173154545
	b) J & K		36012630					36012630
	c) N E							0
	iv) Vehicles						0	0
	(a) Trucks, Jeeps & Vans							
	(b) Motor Car							
	(c) Motor Cycles / Scooter & Three Wheelers							
	(d) Rickshaws/ Cycles	16750		2850			19600	
	v) Furnitue / Fixtures	0		0				
	(a) Cabinets /Almirah . Filing Racks	2021410		834086			2855496	
	(b) Air Conditioners . A/C Plan	1822502		570039			2392541	
	(c) Air Coolers	375591		267200			642791	
	(d) Water Coolers	945342		293425			1238767	
	(e) Tables / Chairs / Sofas / Carpets	2744636		1123953			3868589	
	(f) Wooden Partitions	69110		294778			363888	
	(g) Voltage Stabilisers / U P S System	641323		901832			1543155	
	(h) Others	1583466		750508			2333974	
	vi) Office Equipments			0				
	(a) Typewriters	1078080		1305			1079385	
	(b) Photocopiers / Duplicators	2527079		656862			3183941	
	(c) Fax Machines	627284		83198			710482	
	(d) Others	1983518		142147			2125665	
	vii) Computers / Periphines							
	(a) Computers	9716324		1830700			11547024	
	(b) Printers	1739464		399125			2138589	
	(c) Floppies	18096		700			18796	
	(d) C D's	364784		31207			395991	
	(e) Software	1544210		110077			1654287	
	(f) Others	226738		55990			282728	
	viii) Electric Installations			0				
	(a) Electrical Machinery	1522927		719763			2242690	

# PRASAR BHARATI

ANNUAL REPORT-2010-11

Annexure-IV								
	Annexure A/c for the year of 2009 - 10	Total AIR		Total DD		P.B. Sectt.	Grand Total	
4	Purchase of Fixed Assets	Non Plan	Plan	Non Plan	Plan		Non-Plan	Plan
	(b) Electric Light / Fans	351936		157636			509572	
	(c ) Switchgear Instruments	98083		30044			128127	
	(d) Transformers	23148		68150			91298	
	(e) Electric Wiring & Fittings	512212		136620			648832	
	(f) Others	585725		110429			696154	
	ix) Library Books	745952		176353			922305	
	x) Tube wells & Water Supply System	221185		169510			390695	
	xi) Arbitration Charges	2066115		99900			2166015	
	<b>TOTAL</b>	<b>36172990</b>	<b>319395235</b>	<b>10018387</b>	<b>563538085</b>		<b>46191377</b>	<b>882933320</b>

**Jawhar Sircar**  
Chief Executive Officer

**A.K. Jain**  
Member (F)

**J.P.S. Chawla**  
Sr. GM (B&A)

# PRASAR BHARATI

ANNUAL REPORT-2010-11

PRASAR BHARATI (Broadcasting Corporation of India)					
Receipts and payments Account for the year 2009-10					
Appendix-1		Rupees			
CWG		Non -Plan	Plan	Total	
1	Construction and Operation of IBC		21604418	21604418	
2	Host Broadcaster Coordination monitoring Logistics and support service		2303102	2303102	
3	Contingency		6226814	6226814	
4	Payment to ITPO		410000000	410000000	
	<b>Total</b>		<b>440134334</b>	<b>440134334</b>	

**Jawhar Sircar**  
Chief Executive Officer

**A.K. Jain**  
Member (F)

**J.P.S. Chawla**  
Sr. GM (B&A)



प्रसार भारती  
PRASAR BHARATI  
आवाज़ श्राव्यत की



सत्यम् शिवम् सुन्दरम्