



# Prasar Bharati

**Pioneering Entertainment**  
Annual Report 2011-12



**प्रसार भारती**  
India's Public Service Broadcaster



# ANNUAL REPORT

## 2011-12

**PRASAR BHARATI**  
INDIA'S PUBLIC SERVICE BROADCASTER



प्रसार भारती  
PRASAR BHARATI  
INDIA'S PUBLIC SERVICE BROADCASTER







DD Free Dish



All India Radio



Doordarshan

PRASAR BHARATI BOARD



**Smt. Mrinal Pande**  
Chairperson



**Shri Jawhar Sircar**  
Executive Member (CEO)



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



**Shri V. Shiva Kumar**  
Member (Personnel)



**Shri Rajiv Takru**  
Addl. Secretary, MIB



**Shri George Varghese**  
Part-time Member



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



**Shri Suman Dubey**  
Part-time Member



**Shri Muzaffar Ali**  
Part-time Member



**Shri Vikram Kaushik**  
Part-time Member



**Shri S.K. Barua**  
Part-time Member



**Shri L.D. Mandloi**  
Ex-officio Member (DG, AIR)



**Shri Tripurari Sharan**  
Ex-officio Member  
(DG, Doordarshan)

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## PRASAR BHARATI – THE CORPORATION

### 1.1 Introduction:

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

Prasar Bharati was established in 1997 by an act of Parliament with a mandate to organise 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:

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

### The Prasar Bharati Board

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

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

## The Members of the Board

During the year 2011-12, Prasar Bharati held six meetings (102nd to 107th). The Members of these meetings were as follows:

<b>Chairperson</b>	<b>: Smt Mrinal Pande</b>	
<b>Executive Member (CEO)</b>	<b>: Sh. Jawhar Sircar</b>	<b>(From 22nd February, 2012 (AN))</b>
<b>Member (Finance)</b>	<b>: Sh. A.K. Jain</b>	
<b>Member (Personnel)</b>	<b>: Sh. V. Shiva Kumar</b>	<b>(Upto 28th October, 2011)</b>
<b>Representative of the Ministry of I&amp;B</b>	<b>: Sh. Rajiv Takru</b> Addl. Secretary, Ministry of I&B (Also empowered to act as CEO upto 22.02.2012 (FN))	
<b>Part-time Members</b>	<b>: Dr George Varghese</b>	<b>(Upto 22.11.2011)</b>
	<b>: Sh. Sunil Kapoor</b>	
	<b>: Sh. Suman Dubey</b>	
	<b>: Sh. Muzaffar Ali</b>	<b>(Upto 22.11.2011)</b>
	<b>: Sh. Vikram Kaushik</b>	<b>(From 103rd meeting on 7.06.2011)</b>
	<b>: Prof. S.K. Barua</b>	<b>(From 104th meeting on 6.09.2011)</b>
<b>Ex-Officio Members</b>	<b>: Sh. L.D. Mandloi</b> As Director General Current Charge of AIR & DD	<b>(From 1.4.2011 to 28.07.2011)</b>
	As Director General, All India Radio	<b>(From 29.07.2011)</b>
	<b>: Sh. Tripurari Sharan</b> <b>Director General,</b> <b>Doordarshan</b>	<b>(From 29.07.2011)</b>

## ORGANISATION SET UP

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 manage the budget, accounts and general financial matters of the Corporation.

Prasar Bharati Marketing offices located at centres such as New Delhi, Mumbai, 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 Directors General head the Directorate General of All India Radio and Doordarshan.

### ALL INDIA RADIO

Director General, All India Radio is responsible for the overall administration of the entire Akashvani network consisting of 277 stations and 433 broadcast transmitters of which 148 are MW (Medium Wave), 237 FM (Frequency Modulation) and 48 SW (Short Wave) transmitters as on 01.04.2012. In the performance of the duties of the Director General, the following officers assist:

### PROGRAMME WING

The Director General is assisted by Additional Directors General in the Headquarters and in the regions in matters relating to programming and content creation. The Headquarters of the Regional ADGs are situated at Kolkata (ER), Mumbai (WR-I&II), Lucknow (CR-I), Bhopal (CR-II), Guwahati (NER I&II), Chennai (SR-I), Bangalore (SR-II), Delhi (NR-I) and Chandigarh (NR-II).

### ENGINEERING WING

In respect of technical matters of All India Radio, The Director General is assisted by the Engineer-in-Chief and Additional Directors General (Engineering) posted in the headquarters and in the Zones. A Planning and Development Unit in the Headquarters assists the Director General in respect of Development Plan Schemes of All India Radio. The Civil Construction Wing (CCW), headed by a Chief Engineer looks after the civil construction needs of the department. CCW also caters to the needs of Doordarshan.

### ADMINISTRATION WING

A Deputy Director General (Administration) assists the Director General on all matters of general administration while Additional Director General (Programme), 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

A Deputy Director General (Security), is assisted by Assistant Director General (Security) and a Deputy Director (Security) on matters of 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 on the programmes broadcast by various stations of All India Radio.

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

There are a 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. This division is headed by Director General, News. There are 44 Regional News Units originating regional news and providing inputs for National/Regional news.

### 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

Transcription and Programme Exchange service looks after exchange of programmes among the stations, and building and maintenance of sound archives and release of prestigious recordings of music maestros their marketing.

### 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 STORE OFFICE

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

### STAFF TRAINING INSTITUTE (PROGRAMME)

The Staff Training Institute (Programme) was setup in 1948 at the Directorate. The institute is now located at Kingsway Camp, Delhi and imparts in-service training to Programme Personnel and Administrative Staff and induction course for the newly recruited staff and short duration refresher courses. It also conducts departmental examinations for administrative staff.

In addition, there are Regional Training Institutes at Bhubhuneswar, Hyderabad, Shillong, Lucknow, Ahmedabad and Thiruvananthapuram.

### STAFF TRAINING INSTITUTE (TECHNICAL)

The Staff Training Institute (Technical), part of the Directorate since 1948, 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.

### CBS CENTRES & VIVIDH BHARATI

There are 37 Vividh Bharati-cum-Commercial Broadcasting Service (CBS) Centers including exclusive VB Centers. The CBS centers are responsible for marketing of airtime on Primary channels and on Vividh Bharati channels. The CBS centers coordinate with the apex sales office Central Sales Unit, located in Mumbai for airtime sale, billing, accounting, client service, agency registration etc.

## DOORDARSHAN

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

### PROGRAMME WING:

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

### NEWS WING:

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

### Engineering Wing:

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

### Administration & Finance Wing:

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

### Sanctioned strength :-

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

Wing	All India Radio	Doordarshan
Programme	6,915	3764
News Wing	232	170
Engineering	6140	12,122
CCW	1457	-
AIR HQ	810	
Administration (AIR Station)	10,768	5,644
<b>Total</b>	<b>26,322</b>	<b>21,700</b>

## 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 in 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 organisation 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 six meetings during the year (2011-2012) (i.e. 102nd to 107th) 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 organisation but also enabling it to meet challenges passed by the competitive scenario as well as rapid technological advances. Some of the significant decisions taken during the year are given here under:

- Introduction of e-auction system for allocation of Channels on DTH platform.
- Expansion of the capacity of Doordarshan's DTH platform.
- Allocation of Rs 300 crore to AIR for setting up of new AIR FM Radio stations.
- Set up of PB Secretariat organisation.



## PROGRESSIVE USE OF HINDI IN PRASAR BHARATI SECRETARIAT

- Hindi Section of Prasar Bharati Secretariat is dealing with the day-to-day usage of Hindi and to implement the policy of official Language.

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

- Annual Report of Prasar Bharati
- Audit Report
- Parliamentary Questions
- Accounts Reports
- Other reports and returns and as when assigned
- RTI Act replies
- Quarterly progressive reports in Hindi
- Agenda and minutes of all meetings translated in Hindi
- Quarterly OLIC meetings are held regularly, minutes of these meeting issued and implemented.
- Hindi translation of correspondence covered under section 3 (3) of OL Act.
- Organizing Hindi workshops.
- Imparting training in Hindi, Hindi typing/shorthand through Hindi Teaching Scheme.
- Organizing Hindi day/fortnight etc, holding Hindi Competitions.
- Organizing all other activities for progressive use of Hindi as and when asked for.

## PRASAR BHARATI – 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 2011-12 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 2011-12

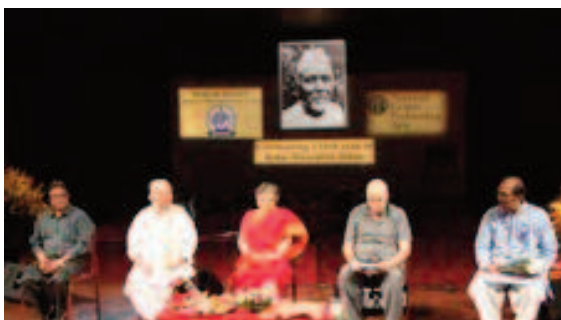
#### PROGRAMME ACTIVITIES

- Live broadcast of the Inaugural Session of National Panchayati Raj Diwas from Vigyan Bhawan, New Delhi on 24.04.2011.
- Live Broadcast of the Inaugural Function of 150th Birth Anniversary of Gurudev Rabindra Nath Tagore from Vigyan Bhawan, New Delhi on 07.05.2011.
- Special Composite live Programme on Results of Assembly Elections in Assam, West Bengal, Tamil Nadu, Puducherry and Kerala (incorporating News Bulletins in Hindi and English scheduled between 9.00 am and 2.00 pm including additional News Bulletins on 13.05.2011.
- Radio Bridge Programme in connection with the Results of Assembly Elections in Assam, West Bengal, Tamil Nadu, Puducherry and Kerala on 13.05.2011.
- Broadcast of the recording of Prime Minister Dr. Manmohan Singh's Speech delivered on 22.05.2011 on the occasion of completion of 2 years of UPA Government on 23.05.2011.
- Broadcast of the recording of Prime Minister Dr. Manmohan Singh's Address at the 2nd Africa-India Forum Summit at Addis Ababa, Ethiopia on 24.05.2011.
- Live broadcast of the Inaugural Ceremony of Fifth Conference of Association of SAARC Speakers and Parliamentarians from Central Hall, Parliament House on 09.07.2011
- Live broadcast of Swearing-in Ceremony of new members of the Union Council of Ministers from Rashtrapati Bhavan, New Delhi on 12.07.2011.
- Live broadcast of the 83rd ICAR Foundation Day from NASC Complex, DPS Marg, New Delhi on 16.07.2011.

#### Following programmes were broadcast in connection with the celebration of Independence Day:

- i) Hon'ble President Smt. Pratibha Devisingh Patil's address to the Nation on the eve of Independence Day on 14.08.2011 in Hindi and in English. Regional language versions were also broadcast by concerned AIR Stations.
- ii) Live Running Commentary simultaneously in Hindi and English on the National Flag Hoisting Ceremony and live broadcast of Address to the Nation from the ramparts of Red Fort, Delhi by Hon'ble Prime Minister Dr. Man Mohan Singh on 15.08.2011.
- iii) Radio report on the various functions organised to mark the Independence Day on 15.08.2011.

- Live broadcast of the presentation ceremony of National Awards to Teachers-2010 by the Hon'ble President Smt. Pratibha Devisingh Patil from Vigyan Bhawan, New Delhi on 05.09.2011
- Live broadcast of the function on International Literacy Day from Manekshaw Centre, Parade Road, Dhaula Kuan, New Delhi on 08.09.2011.
- Live broadcast of the 58th National Film Awards Presentation Ceremony from Vigyan Bhawan, New Delhi on 09.09.2011.
- Radio Report on the 58th National Film Awards presentation ceremony on 09.09.2011.
- On the eve of Hindi Diwas ,broadcast of message of Union Home Minister ,Shri P. Chidambram on 13.9.2011
- Live broadcast on the occasion of Hindi Diwas on 14.09.2011 from Vigyan Bhawan,, New Delhi
- Live broadcast of the Inaugural Ceremony of the Regional Seminar for Asian Parliaments on 'Preventing and Responding to Violence against Women and Girls from Legislation to Effective Enforcement' in New Delhi on 15th September, 2011.
- A composite live bilingual discussion including the live broadcast of the Prime Minister's Address delivered at UN General Assembly on 24.09.2011.
- Broadcast of the recording of Prime Minister's Address delivered at UN General Assembly on 24.09.2011.
- A radio report on various programme conducted on the occasion of birth anniversary of father of the nation Mahatma Gandhi and former Prime Minister Late



*Chairperson, Prasar Bharati Smt. Mrinal Pande at Radio Function*



*Dushyant Kumar Smriti Lecture*

shri Lal Bahadur Shastri on 2.10.2011

- Broadcast of a special interview with Maj. Gen. R. K. Kaushal, National Advisor, National Disaster Management Authority on the subject " Disaster Management" on the the occasion of 24th Foundation Day of N.D.M.A. on 28.09.2011.
- A radio report on relief work "Earthquake in Sikkim " on 13.10.2011
- Live broadcast of the function on the distribution of Shram Awards by the Prime Minister Dr. Manmohan Singh from Vigyan Bhawan, New Delhi on 13.10.2011.
- Radio Report on 6th Annual Convention of Central Information Commission held at Vigyan Bhawan on 15.10.2011

- Live broadcast of the Memorial Concert from 1, Akbar Road to commemorate the 27th Death Anniversary of former Prime Minister Smt. Indira Gandhi on 31.10.2011.
- Live broadcast of Indira Gandhi Award Function for National Integration from Teen Murti House, New Delhi on 31.10.2011.
- Radio Report on the various functions held in the Capital to commemorate the death anniversary of Smt. Indira Gandhi on 31.10.2011.
- A composite live bilingual discussion including the live broadcast of the Prime Minister's Address delivered at the 17th SAARC Summit at Addu city, Maldives on 10.11.2011.
- Broadcast of the recording of the Address delivered by the Prime Minister Dr. Manmohan Singh at 17th SAARC Summit at Addu city, Maldives on 10.11.2011.
- A Radio Report on the function at Nuh in Mewat District of Haryana on the occasion of launching of the year- long nation-wide campaign titled 'Shiksha Ka Haq Abhiyan' to mark the National Education Day on 11.11.2011.
- A consolidated Report on Asia-Pacific Broadcasting Union (ABU) General Assembly and other related events held in New Delhi on 11.11.2011.
- Live broadcast of the special function from the premises of Broadcasting House on the occasion of 'Public Service Broadcasting Day' to commemorate the 64th Anniversary of Mahatma Gandhi's visit to Broadcasting House on 12.11.2011.
- Broadcast of the recording of the Address delivered by the Prime Minister Dr. Manmohan Singh in the Parliament of Maldives on 12.11.2011.
- Following programmes were broadcast in connection with the 17th International Children's Film Festival of India held at Hyderabad:
  - (i) Curtain Raiser on 13.11.2011.
  - (ii) Live broadcast of Inaugural Ceremony on 14.11.2011.
  - (iii) Daily Radio Reports from 15.11.2011 to 19.11.2011.
  - (iv) Live broadcast of Closing Ceremony on 20.11.2011.
- A Radio Report on the Inaugural Ceremony of 31st India International Trade Fair on 14.11.2011.
- Curtain Raiser on 42nd International Film Festival of India at Panaji, Goa on 22.11.2011.
- Live broadcast of the inaugural and closing ceremonies of 42nd International Film Festival of India at Panaji, Goa on 23rd November 2011 and 3rd December 2011 respectively. Daily Radio Report on International Film Festival of India 2011 from 24th November, 2011 to 3rd December, 2011.
- Radio report on the events to commemorate the Birth Anniversary of Smt. Indira Gandhi on 19.11.2011.
- Live broadcast of presentation function of the National Awards for the Empowerment of Persons with Disabilities on the occasion of International Day of Disabled Persons



on 03.12.2011.

- Live broadcast of the function on 13th December, 2011 from Parliament House to pay floral tributes to the martyrs who sacrificed their lives during terrorist attack on Parliament on 13th December, 2001.
- Live broadcast of the Swearing-in-Ceremony of New Members of Union Council of Ministers from Rashtrapati Bhawan on 18.12.2011.
- Curtain Raiser on President's Fleet Review held at Mumbai on 19.12.2011.
- Live broadcast of the President's Fleet Review and Radio Report on President's Fleet Review held at Mumbai on 20.12.2011.
- Live broadcast of inaugural function of the 150th Anniversary Celebrations of Archaeological Survey of India (ASI) from Vigyan Bhawan, New Delhi on 20.12.2011.
- Live broadcast of the Inaugural Function of 99th National Science Congress held at KIIT, Bhubaneswar on 03.01.2012.
- Radio Report on the Closing Ceremony of National Science Congress held at Bhubaneswar on 07.01.2012
- Live broadcast of the Inaugural and valedictory Session of Pravasi Bharatiya Divas function held at Jaipur on 08.01.2012. and 09.01.2012
- Consolidated Radio Report on Pravasi Bharatiya Divas function held at Jaipur on 08.01.2012 and 09.01.2012.
- Radio report on various functions held in Delhi in connection with the Birth Anniversary of Netaji Subhash Chandra Bose on 23.01.2012.

**Following programmes were broadcast in connection with celebration of Republic Day-2012:**

- i) Address by the Hon'ble President Smt. Pratibha Devisingh Patil to the Nation on the eve of the Republic Day on 25.01.2012.
  - ii) Broadcast of the recordings of National Symposium of Poets on 25.01.2012.
  - iii) Live broadcast of Republic Day Parade and Cultural Pigments from Rajpath in New Delhi on 26.01.2012.
  - iv) Radio report on Beating Retreat Ceremony on 29.1.2012.
- Radio report on the various functions held in New Delhi to mark the 62nd Anniversary of Martyrdom Day of Mahatma Gandhi on 30.01.2012.
  - Radio report on the inauguration of Saakshar Bharat Yatra by Hon'ble President Smt. Pratibha Devisingh Patil at Rashtrapati Bhawan on 18.02.2012.
  - Radio report on the Inaugural Session of the second National Community Radio Sammelan held at Vigyan Bhawan, New Delhi on 18.02.2012.
  - Live broadcast of Golden Jubilee Convocation of Indian Agricultural Research Institute (IARI) from B.P. Pal Auditorium, IARI, Delhi on 20.02.2012.

- A radio report on the Valedictory session of the Second National Community Radio Sammelan held at Vigyan Bhawan, New Delhi on 20.02.2012.
- Address by the Hon'ble President Smt. Pratibha Devisingh Patil to the Joint Session of both Houses of Parliament on the opening day of Budget Session on 12.03.2012
- Live broadcast of the Presentation of the Rail Budget 2012-13 in the Lok Sabha by the Union Railway Minister, Shri Dinesh Trivedi on 14.03.2012.
- Live broadcast of the Presentation of the Union Budget 2012-13 in the Lok Sabha by the Union Finance Minister, Shri Pranab Mukherjee on 16.03.2012.
- Live broadcast of Golden Jubilee Celebration of Afro-Asian Rural Development Organisation on 05.03.2012.
- Message by Shri H.V. Chaturvedi, Inspector General of CISF on the eve of 43rd CISF Day celebration on 10.03.2012.
- A Special Programme on BRICS Summit held in New Delhi on 29.03.2012; Introductory discussion on the Summit followed by Live Broadcast of the Speeches of Dignitaries including the address by Prime Minister Dr. Manmohan Singh succeeded by the live discussion.
- Coverage of various important national/International events was done as and when information was received.

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

- Party Political Broadcasts were duly organised for the State Legislative Assembly Elections for Goa, Manipur, Punjab, Uttar Pradesh and Uttarakhand as per the Guidelines of the Election Commission of India.
- Special Composite live programme and live Phone-in Programme in connection with General Elections to the State Legislative Assemblies of Goa, Manipur, Punjab, Uttar Pradesh and Uttarakhand on 06.03.2012.
- Programmes supporting Systematic Voter's Education and Electoral Participation (SVEEP) 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 which were Goa, Manipur, Punjab, Uttar Pradesh and Uttarakhand

#### **INDIAN CLASSICAL MUSIC AND AKASHVANI HINDUSTANI MUSIC**

The following eminent artists were engaged from April, 2011 to March 2012 in the National Programme of Music and Ravivasariya Akhil Bharatiya Sangeet Sabha:

Ramuprasad Shashtri (Violin), Uma Kant Rama Kant Gundecha (Dhrupad Damar), Varun Kumar Paul (Guitar), Jayashree Patnekar (Vocal), Sunilkant Gupta (Flute), Pt. Ajay Chakravorty (Vocal), Babulal Gandharva (Bela Bahar), Pt. Luxman Das Sindhu (Lt. Cl. Vocal), Madan Shankar Mishra (Sitar), Pt. Chitranjan Jyotishi (Vocal), Pt. Ramesh Prem (Vichitra

Veena), Pt. Totaram (Pakhavaj), Vid. Shanno Khurana (Vocal), Pt. Arvind Parikh (Sitar), Mohd. Mohattaram Sabri (Sitar), B. S. Narang (Vocal), Ustand Shokat Hussain (Vocal), Smt. Geeta Banerjee (Lt. Cl. Vocal), Smt. Pusph Raj Koshti (Surbahar), M. Venkatesh Kumar (Vocal), Deboprasad Chakravorty (Sitar), Sadhna Deshmukh Mohite (Vocal), Avininder Sheolika (Sitar), Shubhda Pradkar (Vocal), Manas Kumar Chamuah (Violin), Nand Kishore (Tabla), Shruti Nitin Gokhle (Vocal), Harshankar Bhattacharya (Sitar), Abhay Phagre (Flute), Vidya Dhar Vyas (Vocal), Mohmood Khan (Sitar) and Sharad Sutavana (Vocal).



*All India Folk and Light Music Concert*



*Pandvani By- Usha Bai Barlay & Party*

AIR organized Akashvani Sangeet Sammelan in 2011. Following promising artists performed in the Sammelan.

Satish Prakash Qammar, Ramdesh Pandey, Ratnakar Gokhle, Prakash Sangeet, Vid. Poornima Choudhary, Mustafa Raza, Kamal Bhonde, Sangeeta Shankar, Harvinder Kumar Sharma, Mohanlal Mishra, Vid. Krishana Chakravorty, Kamal Kamle, Vikas Kasalkar, Pt. Ronu Majumdar, Pt. Kaiwalaya Kumar Gurav, Pt. Mani Prasad, Purbayan Chatterjee, Pt. Samresh Choudhary, Vipul Kumar Rai, Uday Bhavalkar, Vinayak Torvi, Satish Chandra, Vid. Ashwini Bhide Deshpande, Ustad Mazhar Ali and Jawad Ali and Anupama Mahajan.



*Pandit Hariprasad Chaurasia at Akashvani Radio Sangeet Sammelan*



*Vasanti Sangeet Sandhya*

AIR organised chain concerts of Classical Music by staff artists at Jalandhar, Patiala, Shimla, Udaipur, Jaipur, Jodhpur, Kota and Ajmer In the month of Feb 2012.

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 youth. For the year 2011, this competition was held at Delhi and Chennai for Hindustani and Carnatic Music respectively.

## CARNATIC MUSIC

The financial year i.e. April 2011 to March 2012, commenced with the Trinity and Other Vaggeyakara Music Festival which was held at Chennai from 15th to 17th April, 2011. In this festival both young and prominent artists featured to enrich the occasion. Tyagaraja Compositions were rendered by Smt. Geetha Rajshekhar, Ramnadpuram Srinivasa Iyengar Compositions by Sri DV Mohanakrishna, Shyama Shastri Compositions by Smt. Vijayalakshmi Subramanian, Iraiman Thambi Compositions by Cheppad Sri AE Vamanan Namboodiri, Muthuswamy Dikshitar Compositions by Sri A Sadashivam, Jayachamaraja Wodiyar Compositions by Dr. Nagavalli Nagaraj. These programmes were broadcast in the National Programme of Music from June to July, 2011.

Another notable event that closely followed was AIR Music Competitions 2010 (Carnatic Music) prize distribution function with Concert performance by the prize winners which was held before invited audience in the month of April at Chennai.

The National Folk & Light Music Festival for the year 2011 was held at Coimbatore, Shimoga(Bhadravati) and Vijayawada in Southern India for South Indian connoisseurs featuring a Tamil Light Songs by Smt. Usha Rajan (Chennai), Malayalam Light Music by Sri V Muraleedharan (Thiruvananthapuram), Tamil folk songs by Sri T Kottaai Saamy & Party (Madurai), Kannada Light Music by Ms.C Pushpalatha (Mysore), Malayalam Folk by Sri CK Kunhiraman (Kozhikode), Kannada Light Songs by Smt. Renuka Nakod (Dharwar), Telugu Light Music by Sri Kalaga Krishna Mohan (Hyderabad), Malayalam Light Music by Sri KV Abouty (Kozhikode) and Telugu Folk Songs by Sri Patri Kumaraswamy (Hyderabad).

Another Major event in this year was Akashvani Sangeet Sammelan concerts. This year Akashvani Sangeet Sammelan Concerts were held at 24 venues on 25th September, 2011 out of which Carnatic Music was featured at 12 places across the country presenting eminent and promising artists. To mention a few, Sri Sanjay Subramanian (Vocal), Sri S Shankar (Vocal), Dr.L Subramaniam (Violin) Sri Mannargudi A Eswaran (Mridangam), Smt. Ranjani & Smt. Gayathri (Vocal duet) Shri Kalahasthi Subramaniam (Nagaswaram) and Sri D Srinivas (Veena) from Carnatic Music have participated in these concerts.

The recordings of these concerts were broadcast from 22.10.2011 to 01.12.2011.

The **Thyagaraja Aradhana Music festival concerts** were broadcast live from **Thiruvaiyaru** on **13th January, 2012** on the National Hook-up and also in the morning on the same day i.e. on **13th January, 2012** there was a live coverage of **Pancharatna Gosthi Ganam** to mark



the 165th Aradhana Celebrations of Saint Composer Thyagaraja.

## FARM & HOME BROADCAST

Farm & Home section of the Directorate General of All India Radio guides, monitors and supervises the programming activities for rural listeners specially designed to cater to the day to day seasonal needs of the farming community in Hindi and different regional languages/dialects from more than 188 Radio stations across the country.

AIR has expanded its Agriculture Broadcasts with the launch of an exclusive project on Mass Media support to Agriculture Extension entitled 'Kisanvani' from Feb. 2004, in collaboration with the Department of Agriculture & Cooperation, Ministry Of Agriculture, to keep local farmers informed about the daily market rates weather reports and day to day information in their respective areas at micro level. Presently Kisanvani is being broadcast and relayed from identified 96 AIR stations across the country.

## Workshops

In the fiscal 2011-2012, Directorate General, All India Radio has also conducted six Appraisal and Refresher workshops for its Kisanvani programme producers in collaboration with Department of Agriculture and Cooperation, Ministry of Agriculture. The workshops were successfully conducted at Guwahati, Chennai, Ahmedabad, Bhubneshwar, Palampur, and Patna to improve upon the programme quality and content.

## Radio Kisan Diwas

All India Radio observes 15th February as Radio Kisan Diwas over all its stations by mounting



*Radio Kisan Diwas Celebration at kolkata*



*Radio Kisan Diwas Celebration at Kurukshetra*

special programmes on the occasion. Farmers get benefited by the information disseminated through agricultural programmes on AIR and share their experiences with other fellow farmers in their regional language/dialect.

## Environment

In view of its importance, wildlife and forest conservation is treated by AIR as a challenge and emphasis is given on development activities as well as social rituals. All India Radio projects the success of governmental initiatives, which take place in forestry, wildlife conservation and ecological balance. World day to combat desertification is also observed by AIR stations every year to create awareness about land degradation and desertification.

## HEALTH & FAMILY WELFARE

Health programmes form regular part of broadcasts of All India Radio. The subjects covered 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.



*Children Programme Evening on the Occasion of Children's Day*

## PROGRAMMES FOR CHILDREN

AIR broadcast programmes from almost all its stations for children of three categories, viz, programmes for children between the age of 5 and 7 years and 8 and 14 years age, and special programmes for rural children.

## 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, adult education, women empowerment, gender issues etc. Special programmes focusing on the status and importance of the girl child are broadcast throughout the year to create social awareness to welcome the girl child's birth.

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 rural women audience,

## TRANSCRIPTION & PROGRAMME EXCHANGE SERVICE

The Transcription Service started on 3rd April 1954 and entrusted with the main function of preparing transcription of speeches of high dignitaries with special reference to the President and Prime Minister of India. This unit was also performing the duty of processing of vinyl discs labeled "AIR-TS records" for preservation of recordings for future broadcast. The designation of service was changed to "Transcription & Programme Exchange Service" on 1st April 1959 and the office was placed under the independent charge of a "Director". As the processed records eventually proved to be uneconomical, the processing work had to be closed down in June 1967 and new modes of preservation like analogue magnetic tapes etc. came into use. Informal Archiving had been there in the country, but as an organized activity, the job was assigned to this unit later.

This office has the following functional units –

- a. Central Archives
- b. Programme Exchange Unit (Internal & Foreign)
- c. Transcription & President/Prime Minister's speeches
- d. Refurbishing Unit
- e. Commercial Release & Marketing



*Kavi Sammelan*



*Smt. Ashwini Bhide Deshpande, vocalist, performed at the Akashvani Sangeet Sammelan held on 25<sup>th</sup> September, 2011 in Delhi.*

- f. Digital Sound Archives

## Releases From Air Archives "Akashvani Sangeet" And Marketing

Since April 2003 All India Radio's Central Archive releases music albums under the banner "Akashvani Sangeet". So far we have released 66 albums Two CD'S of Vidushi Sharan Rani were released on 10 Feb 2012.

## SOUND 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 recording of more than 16500 hours containing music and spoken word recordings in different categories. It is the largest library of Indian Music recordings and it possesses more than 12000 tapes of Hindustani, Carnatic and various folk traditions.

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

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

## RADIO AUTOBIOGRAPHY

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

Autobiography are recorded.

## ARCHIVES DIGITAL LIBRARY

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

Programme transferred into digital medium are approximately 16400 hours. Break up of recordings transferred into the digital format is as follows:-

Prime Ministers's speeches	: 3300 hours
Presidents's speeches	: 1250 hours
Mahatma Gandhi	: 280 hours
Sardar Patel	: 35 hours
Gurudev Tagore and recordings related with Tagore	: 175 hours
Radio Autobiography	: 525 hours
Hindustani Classical	: 3100 hours
Carnatic Classical	: 1450 hours
Light Music	: 1050 hours

Folk Music & Tribal

: 600 hours

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

## PROGRAMME EXCHANGE LIBRARY

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

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

## TRANSCRIPTION UNIT

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

It is obligatory on the part of AIR stations to record all the speeches delivered in public functions by the President and Prime Minister. Tapes containing recording of speeches along with transcripts are received by T&PES from various concerned AIR stations. The bound volumes of all transcription are prepared and kept in the archive. All the speeches of President and Prime Minister are preserved in the CD form with detailed data entry.

## REFURBISHING UNIT

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

## NEW WEBSITES

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



All India Radio is in the process of developing a professional website which will have not only the information of Akashvani Sangeet albums but also about the availability of recordings in All India Radio Archives.

## COMMERCIAL WING

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 has 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.

## REVENUE

The table below shows All India Radio's gross revenue earnings from all sources including commercials during the last five years.

2006-07	Rs. 283.65 crore
2007-08	Rs. 289.21 crore
2008-09	Rs. 291.49 crore
2009-10	Rs. 303.18 crore
2010-11	Rs. 372.96 crore
2011-12	Rs. 359.65 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.

## SPORTS

During the year 2011-12, All India Radio provided appropriate and effective coverage to the various international, national, regional and local sporting events. The details of some of the more prominent Sports broadcasts are as hereunder:

### (A) CRICKET:-

1. India- Australia 4 Test Matches Series, two T/ 20 and Tri-Series between India –



*Interview of Shri Kapil Dev was recorded for AIR Delhi*

Australia and Srilanka in Australia only India participated (8 Matches) and 3 Finals of Tri- Series from December, 2011 to March, 2012.

2. Live coverage of ODI matches on 16th, 18th and 22nd March, 2012 of the Asia Cup- 2012 held in Bangladesh.
3. Live coverage of the Eliminator Match played at Bangalore on 23.05.2012, 2nd Qualifier Match played at Chennai on 25.05.2012 and Final Match of the Indian Premier League also played at Chennai on 27.05.2012.

#### **(B) FOOTBALL:-**

1. Live coverage of Under-17 Boys Final match of Subroto Cup Football Tournament played in Delhi on 25th Nov., 2011.
2. Live coverage of 9th South Asian Football Federation (SAFF) Championship played in Delhi from 9th to 11th Nov., 2011.
3. Live coverage of India- Bayern Munich Exhibition Match played in Delhi on 10th January, 2012.
4. Live coverage of 116th IFA Shield Football Tournament- 2012 played in Kolkata on 16th Match, 2012.
5. Live coverage of 66th National Football Championship for Santosh Trophy-2012 played at Cuttack, Odisha on 25th, 26th and 28th May, 2012.

#### **(C) HOCKEY:-**

1. Live coverage of 48th Nehru Senior Hockey Tournament played in Delhi on 25.11.2011.
2. Live coverage of 116th Beighton Cup Hockey Tournament played in Kolkata on 11.11.2011.

#### **(D) TENNIS:-**

1. Live Coverage of ATP Chennai Open Tennis Tournament – 2011 played on 8th January 2012 at Chennai.

2. One preview programme in Hindi as well as in English on 25th June 2012 and Daily Radio Report thereafter from 26th June 2012 to 7th July 2012 each one in Hindi and English on Wimbledon Tennis Championship-2012.

### (E) TABLE TENNIS:-

Radio Report on 73rd Senior National and Inter-State Table Tennis Championship-2012 held at Lucknow on 30.01.2012.

AIR Stations provided suitable Coverages to the Professional Sports Events organized under the aegis of All India Police Sports Control Board under their jurisdiction as requested.

Radio report on 1st World Cup Women's Kabaddi Championship-2012 held at Patna on 5th March, 2012. Radio report on World Chess Championship-2012 played at Moscow on 31st May, 2012. Radio report on Inaugural India Wrestling Grand Prix- 2012 held at Delhi on 28th May, 2012.

Live coverage of the Final matches of Men's Singles, Women's Singles, Men's Doubles, Women's Doubles, and Mixed Doubles matches of the India Open World Super Series Badminton Championship, 2012 on 29th April, 2012.

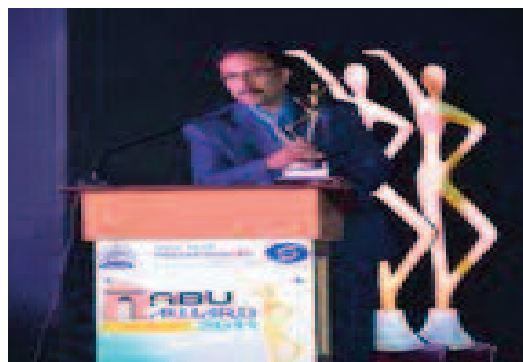
All India Radio is also providing exclusive live radio coverage to the ongoing India - Australia Cricket Series-2011-12 in Australia. Suitable coverage will be provided to other sporting events also, as and when intimation and request for the same are received by AIR.

## INTERNATIONAL RELATIONS UNIT

International Relations Unit of DG, AIR, handles all matters concerning the foreign broadcasting/media organizations relating to All India Radio. Its task-profile includes coordination of the implementation of Cultural Exchange Programmes signed between Govt. of India and the foreign countries relating to the articles concerning AIR; dealing with the issues relating to mutual cooperation with foreign broadcasting & media organizations; Foreign trainings; Participation in the international Media conferences & meetings held abroad;



*"Autobiography of a Sparrow" won the 2011 ABU Prize in 48th ABU General Assembly held in New Delhi*



*"Early Warning and Indigenous Knowledge" won the ABU Production Grant in 2011.*

Participation in international radio completions; hosting of in-country workshops etc . The major achievements of the Unit during the year are as under:

- AIR and its staff actively participated in the successful hosting of the 48th ABU General Assembly & Associated Meetings by Prasar Bharati from 2nd to 8th November, 2011 in New Delhi.
- A programme produced by Shri Biju Mathew, Programme Executive, AIR, Thiruvanthapuram, titled 'Autobiography of a Sparrow' won the 2011 ABU Prize in the Children Programme category. The Prize was presented in the award ceremony held during the 48th ABU General Assembly held in New Delhi.
- A programme produced by Ms. Meenu Khare, Programme Executive , All India Radio, Gorakhpur, titled 'Joy-Live' in Hindi language, bagged the UNICEF's prestigious global '2011 International Children's Day of Broadcasting (ICDB) Award for Radio'.
- Sh. Biju Mathew, PEX, AIR Thiruvanthapuram and Sh. R. Sudarsan, PEX, AIR, Chennai also won the ABU-Production-Grant in 2011, for producing programmes on 'Early Warning and Indigenous Knowledge' for ABU .
- AIR and Radio Netherland Worldwide (RNW) agreed to continue the co-production of radio series on climate related issues titled 'Earth Beat', for one more year from 1st June 2011 to 31st May, 2012, to broadcast the same from the 20 identified AIR stations spread across the country.
- Mrs. Pushpinder Kaur, Dy. Director (News), NSD, AIR, Delhi, was nominated to participate in the 'UNESCO-ABU Online Training on Radio Journalism and Production and the Regional Workshop on Radio Programmers' Network on Sustainable Development', held from 27-30, June, 2011 in Kuala Lumpur, Malaysia.
- AIR organised an ABU/UNESCO/AIR In-country Training Workshop with the support of ABU on Conflict Sensitive Reporting from 13th to 17th June, 2011 in New Delhi , in which 21 programme and news personnel participated. Mrs. Bettina Amback, Director, Wayamo Communication Foundation, Germany, was the Course Director.

## STAFF TRAINING INSTITUTE (PROGRAMME)

The Staff Training Institute (Programmes) of Prasar Bharati situated at Kingsway Camp, Delhi, is responsible for training of in-service personnel working in various stations of All India Radio & Doordarshan. It was declared as a subordinate office of DG, AIR, New Delhi with effect from 01.01.1990. Subsequently other six Training Institutes namely, STI (P).Bhubaneswar & Regional Training Institutes at Ahmedabad, Hyderabad, Lucknow, Shillong & Thiruvananthapuram came into force in different zones covering the entire region of the

country with a module to impart training to the staff of AIR & Doordarshan. The training centers located at different places, are controlled by the STI (P), Delhi for coordination of various training programmes.

## OUTSIDE PAID COURSES

### VANI Certificate Course:

All India Radio is the first electronic media in the country where Announcers/Presenters/Comperes and News Readers have set the style in presentation. Based on this unique expertise, Staff Training Institute (Programme) has specifically designed courses for the performers in broadcast media. VANI Certificate Course is one such course which is helpful in honing the skills of Presenters, etc.

The five day VANI (Voice Articulation and Nurturing Initiative) Certificate Course is conducted by AIR Stations. Candidates for this course are selected after auditions at each station and then trained. Total no. of courses conducted during the period was 77 in which 1277 participants were trained.

### Mass Communication ( Practical Training)

Internship (Practical training) is imparted to the students of mass media of recognized institutes/universities on payment at Capital/Regional Stations.

### Air India

STI (P), Delhi executes Voice Culture Training Programme for Cabin Crew of Air India with a view of developing competence that has become a crucial issue for establishing a smart work force that can achieve a competitive success. A five/four days' comprehensive programme based on myriad aspects of Voice Culture involves both theory and practical exercises helping trainers to hone their skills. An amount of Rs.4, 36,787/- (Four Lakhs Thirty Six thousand & Seven hundred & Eighty Seven) was earned through these courses in the year April 2011- March 2012.

### IGNOU

STI (P), Delhi in collaboration with IGNOU, is conducting practical training for the students of IGNOU undertaking PGDAPP (Post Graduate Diploma in Audio Programme Production) and PGDRP (Post Graduate Diploma in Radio Prasaran). These practical trainings are conducted at various identified stations of All India Radio. During the reporting period none of the course was conducted.

### Revenue Earned

STI (P), during April 2011 to March 2012 has earned net revenue of Rs. 60,19,555/- (Rupees



Sixty Lakhs Nineteen thousand Five hundred & Fifty five only) from various externally paid courses such as VANI, Air India, IGNOU etc.

77 in-house Workshops and training courses were conducted during the year by the training institutes. Some of the important courses conducted were **Basic Legal Knowledge for Programme officers, Leadership Skills, Challenges in Public Service Broadcasting, Kisan Vani, Management Development Programme, Art of Presentation, Digital Convergence, Stock Characters & Radio Programming, Training the Trainers, Voice Culture & Communication etc.** The Administrative courses were also held for the Administrative staff as well as for staff posted in programme and Engineering wing of AIR and Doordarshan and include subjects like, **RTI and Record Management, Disciplinary Procedures and Departmental Inquiries, Financial Management, Advance Computer Applications, Copyright and Intellectual Property Rights, Station Management, Office Management, Handling Court Cases so on and so forth.**

Some of the courses like **Hard Disc Based recording System, Digital Audio Production & Editing, Digital Production & Post Production for Radio** were also conducted in collaboration with STI (T).

Courses on **Polio Eradication in Collaboration with UNICEF & Conflict Sensitive Reporting in collaboration with AIBD** were also held during period under report

## 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 Pushto 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,



*Young members of an NRI delegation visited External Services Division of AIR at Delhi recently*



*Sh. Sudhesh Pachouri, mediaperson delivering the Girija Prasad Mathur Memorial Lecture at AIR Delhi on 15<sup>th</sup> September, 2011*

Commentaries, Current 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.

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 and 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. Plans are being made 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 messages 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 for 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 OF IMPORTANT EVENTS:

### FROM 1ST APRIL-2011 TO 31ST March- 2012.

- A special feature entitled “Left Side Room, Ward No. 4 (For ABU entry) was broadcast in April, 2011.
- A series on the 100th year of Delhi as capital of modern India entitled “Delhi 100 series” ( 4 episodes) was broadcast.
- Coverage of India International Trade Fair, 2011 including the curtain raiser.
- ABU Radio working party meeting (on content production) in November, 2011
- Special tribute programmes to great personalities like Jagjit Singh and Bhupen Hazarika
- Extensive coverage of Leh Festival, 2011
- Special Birth Anniversary programmes on Rabindra Nath Tagore, Faiz Ahmad Faiz, Baba Nagarjun, Pt. Panna Lal Ghosh, Nirmal Verma and Ramdhari Singh Dinkar.
- Special programme on Independence Day, 2011 (Radio Report consisting of Prime Minister’s Address to the Nation from the ramparts of Red Fort and President’s Address to the nation on 14.08.2011).
- Elaborate coverage of Pravasi Bhartiya Divas 2012 (in January) including the curtain raiser.
- Coverage of Auto expo 2012.
- Special programme on Republic Day 2012. (Radio Report and President’s Address to the nation on 25.01.2012).
- A special feature on unique kidney bank – a project of Kidney Federation of India (March, 2012).
- Special programme on Beating Retreat Ceremony, 2012. 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

The News Services Division, of All India Radio broadcasts 647 bulletins daily for a total duration of nearly 56 hours in about 90 Languages / Dialects in Home, Regional, External and DTH Services. 312 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 Regional News Units (RNUs). The programmes focus on issues related to common man and development initiatives taken by the Government.

NSD caters to the information needs of people of different regions across the country through its 44 RNUs. These Units mount 177 regional news bulletins daily in 76 regional languages / dialects for over 23 hours duration in home services and 10 news bulletins in 6 languages in external services for over 1 hour duration. Besides above news bulletins, RNUs also broadcast

Headline bulletins on FM Rainbow and other frequencies are also broadcast per month by RNUs.

Comprehensive coverage of assembly elections in Assam, West Bengal, Kerala, Tamil Nadu and Puducherry was done regional news bulletins and national news bulletins during 2011 by RNUs at Guwahati, Silchar, Kolkata, Kurseong, Trichy, Chennai, Pudducherry, Kochi and Thiruvananthapuram.

The News Services Division maintains a multilingual news website [www.newsonair.nic.in](http://www.newsonair.nic.in) to reach a wide cross-section of the people in the world including the Indian Diaspora living abroad. Besides accessing latest National, State, International, Business and sports News, visitors can listen to audios of 165 news bulletins / news based programmes in 28 regional languages including English and Hindi. The scripts of over 90 news bulletins are also available in 27 languages on the website. The website also provides a huge archive of News and Audio Bulletins / programmes in searchable format which is very useful for the public. RSS feeds are provided for each of the news items on the website. Podcasting facility is also available for visitors who can access audio bulletins on their handsets / computers.

In order to further strengthen the USP of NSD website, 12 more regional bulletins were added to the website from April 2011 to December -2011. The popularity of the website also increased during the aforesaid period as average number of daily hits increased by 34 % from 13,656 in April-2011 to 20,836 in December -2011. The Website Cell has set in motion redevelopment of website with the support of NIC to provide additional features on the website and further enhance the security of the website. Appropriate action was taken on the feed back received from the listeners by giving regular replies to them. Some of the suggestions given by the visitors were taken on board and incorporated in the website.

NSD also provides news to its listeners through News-on-Phone (NOP), SMS and Electronic Display Board. Latest news headlines are made available to listeners on phone from 14 AIR Stations in 10 languages.

## **SPECIAL PROGRAMMES PREPARED AND BROADCAST BY NEWS SERVICES DIVISION OF ALL INDIA RADIO, NEW DELHI:**

1. The News Services Division organizes daily and weekly programmes on news, current issues and other issues relating to common people, which need to be communicated for general awareness. Generally, NSD highlights the policy programmes and achievements of the government. The daily programmes broadcast on such themes are Spotlight/News analysis/Samayaki. The weekly programmes include Money Talk, Public Speak, Charcha Ka Vishay Hai, Vad Samvad, Surkiyon Se Parey, Current Affairs, Human Face, Interview of the Week etc., besides organizing four features daily which are used in various bulletins and news related programmes. Major issues/events which were covered in various news bulletins and news-based programmes of Talks & Current Affairs Unit, Feature Unit of NSD during the year are as follows:

- Flagship programmes of the UPA government including Mahatama Gandhi National Rural Employment Guarantee Act, (MGNREGA), Sarva Shiksha Abhiyan, Midday Meal Scheme, Empowerment of Women, National Rural Health Mission, (NRHM), Jawaharlal Nehru Urban Renewable Mission, (JNURM), Rajiv Awas Yojna, Right to

Information, (RTI), Integrated Child Development Scheme, (ICDS), and Bharat Nirman.

- Extensive coverage of the President's visit to Switzerland, Austria, South Korea, Mongolia and Mauritius and her speech on the eve of Independence Day celebration with her call to provide free justice to the poor, to improve girl child ratio and to empower women was broadcast from NSD Headquarters and RNUs.
- Dr. Singh's participation in G-20 Summit in France, SAARC Summit in Maldives, Indo-Maldives Summit in Male, ASEAN Summit and East Asia Summit in Bali, Indo-Singapore Summit in Singapore, BRICS Summit in Pretoria, BRICS Summit in China, Indo-Kazakhstan Summit in Kazakhstan, Indo-Belgium Summit in Belgium, Indo-Germany Summit in Germany, G-20 Summit in South Korea, second Indo-Africa Summit in Ethiopia, Indo-Tanzania Summit in Tanzania, Indo-Afghan partnership Summit in Kabul, Indo-Russian Summit in Moscow and his address at the UN General Assembly staking India's permanent membership in expanded UN Security Council in New York.
- The UPA Chairperson, Mrs. Sonia Gandhi's visit to Bangladesh to receive the highest civilian award for the late Prime Minister Mrs. Indira Gandhi for her extraordinary role in 1971 Bangladesh liberation war, Mrs. Gandhi's direction for social audit of health under National Rural Health Mission, (NRHM), her priority on National Food Security Mission and National Food Security Bill for the benefit of marginalized sections of society. Launch of National Rural Livelihood Mission for the upliftment of the Below Poverty Line, BPL families in Rajasthan by Mrs. Sonia Gandhi.
- The Vice President, Mohd. Hamid Ansari's visit to Australia to take part in Commonwealth Heads of Government, CHOGM Summit, Turkey to strengthen Indo-Turkish cooperation, Juba to represent India on the historic occasion of newly independent country South Sudan, Kampala to meet the Ugandan President, Mr. Yoweri Museveni, his stress on the best possible utilization of water to boost national economy, call to strengthen Urdu Language and appeal to Urdu Journalists for objective reporting at the World Urdu Editors conference at Hyderabad.
- The Lok Sabha Speaker Mrs. Meira Kumar's visit to Switzerland, the External Affairs Minister, Mr. S.M. Krishna's visit to Nepal, the Deputy Chairman of Planning Commission, Dr. Montek Singh Ahluwalia's visit to South Korea, USA and France, re-election of Mr. Kamlesh Sharma as the Secretary General of Commonwealth and PIB Economic Editors' Conference.
- The German Chancellor, Ms. Angela Merkel receiving Jawaharlal Nehru Award for international Understanding in New Delhi, the Japanese Prime Minister, Mr. Yoshihiko Noda's visit to India, the Minister in South Sudan President's office, Dr. Pricilla Kuch's visit to India.
- Indian perspective on different international developments and fostering greater strategic partnership with focus on defence cooperation and dealing with the menace of terrorism and piracy were also given due coverage.
- Coverage of Environmental and Pollution control efforts of the government; various programmes were mounted on these topics periodically.



- Special focus was given to the measures being taken to conserve the ecology and environment. The discussions at Durban Conference were also duly highlighted to present the global picture on the issue.
- Natural calamities like drought, cyclones, floods and earthquakes were also given adequate coverage with government's response to deal with such situations.
- Successful launch of the PSLVC-16 and PSLVC-18, successful test fire of Agni Missiles and seven thousand crore rupee Ganga Action Plan, World Bank loan of One Billion US Dollars for National Ganga River Basin Project.
- The establishment of a National Mission for Justice delivery and Legal Reforms to provide speedy justice to the people and establishment of 71 fast track special CBI courts to deal with corruption cases.
- Special Economic and development plans announced for 60 Maoist affected districts for effective development of these areas.
- Acquisition of agricultural land for non-agriculture purpose was a hot issue. Supreme Court verdict also came during the period. This was well covered by mounting several programmes on this issue.
- RBI's initiatives and strategies to contain inflation and boost growth.
- Decisions of the Government to attract more foreign direct investment in the infrastructure sector and boosting the exports.
- High inflation was another issue. Programmes were chalked out well in advance to give adequate coverage on Government's efforts to bring down inflation and rising costs of food items.
- Coverage to Panchayati Raj Institutions.
- Several VVIPs and Union Ministers, Chief Minister of Delhi, Ministers from State Government, Planning Commission Members, Chairman of several national level commissions – Padma Vibhushan, Padma Bhushan and Padmashree Awardees were included in various programmes of NSD.
- With corruption emerging as centre of discussion in the society, the measures taken by the Government both legislative and executive were highlighted to present a holistic picture.
- Prominent coverage by NSD on five states Assam, West Bengal, Puducherry, Tamil Nadu and Kerala to provide authentic and objective coverage of election campaign, voting, counting of votes, election of leaders and post election scenario through special bilingual English and Hindi Radio Bridge programmes from the NSD Headquarters. Announcement of upcoming state assembly elections of Uttarakhand, Uttar Pradesh, Punjab, Manipur and Goa by the Election Commission of India, ECI was extensively covered.
- Extensive coverage was given to the Election Commissions's code / guidelines including ban on paid news, opening of separate account number for each contesting candidate, strict vigil of Income Tax department on poll related activities of each and

every party and appointment of more than 200 officers from Income Tax department to curb the use of black money during the Assembly elections.

- Important proceedings of Parliament covered under programmes like “Issues before the Parliament”, “Today in Parliament”, “Sanasad Sameeksha” and all major national and regional bulletins.
- NSD’s sports coverage included Virender Sehwag’s world record beating the double century record of Sachin Tendulkar, New Delhi’s victory over Pakistan in the inaugural Asian Hockey champions’ trophy in China, Saina Nehwal’s victory in Swiss Open Grand Prix championship in Badminton, launch of formula one Grand Prix at the Buddha International Track in Greater Noida and India retaining SAFF cup.
- Coverage of International Film Festival of India at Goa and International Children’s Film Festival of India at Hyderabad.
- Important stories originating from the Courts and investigating like CBI were extensively covered.

**2. Some of the special interviews conducted by the Reporting Unit, Talks and Current Affairs Unit and the Feature Unit with prominent personalities were:**

- Finance Minister, Mr. Pranab Mukherjee,
- Panchayati Raj and Tribal Affairs Minister, Mr. Kishore Chandra Dev,
- Parliamentary Affairs Minister, Mr. Pawan Kumar Bansal,
- Minister of Micro, Small and Medium Enterprises, Mr. Virbhadra Singh,
- Minister of State in Prime Minister’s Office, Mr. V. Narayanaswamy,
- Delhi Chief Minister, Mrs. Sheila Dikshit,
- Chief Election Commissioner, Dr. S.Y. Qureshi,
- Director of Vikram Sarabhai, VEER Raghvan, Space Centre,
- Labour Minister, Mallikarjun M. Kharge,
- Chairperson National Commission for Women, Mamta Sharma,
- Minister of State for Parliamentary Affairs, Harish Rawat,
- Tribal Affairs & Panchayati Raj Minister, V. Kishore Chander Dev,
- Member of Planning Commission, Ms. Syeda Hameed,
- Lok Sabha Speaker, Meira Kumar,
- DG, National Skill Development Corporation, Dilip Chenoy,
- Minister of State for North East Region, Pawan Kumar Ghatowar,
- Minister for Social Justice & Empowerment, Mukul Wasnik,

- Chief Information Commissioner, Satyanad Mishra,
- Census Commissioner of India, Dr. C. Chandramouli.

## AUDIENCE RESEARCH UNIT

In order to gather the qualitative and quantitative feedback of various programmes broadcast by the various stations, All India Radio has a wide network of 38 Audience Research Units across the country. Based on the feedback, programmes are planned, produced and modified according to the needs, tastes and aspirations of the people. Thus, listener friendly and quality programmes are aired for the wide spectrum of audiences.

Various types of research methodologies are used by the Audience Research Units of All India Radio to gather qualitative and quantitative feedback. Some of the important research methodologies used is as under:-

- Listeners' letter analysis
- Programme content analysis
- Focus Group Discussions(FGD)
- Field surveys
  - Radio Audience surveys
  - Quick feedback studies
  - Feed forward studies
  - Telephone surveys
  - Panel Studies

**1. Listener's letter analysis:** A large number of letters are received from the listeners for the various programmes. These letters are sorted & analyzed. Accordingly, programmes are planned, designed and modified.

**2. Content analysis and FGD:** Further in an effort to constantly improve upon the quality of programmes, the contents of the programmes are analyzed with the help of the panel of the experts on the subject. Focus Group Discussion with the panel of experts are also held time to time to check the quality of the programmes.

### 3. Field surveys:

- Radio Audience Surveys: Radio Audience Surveys are undertaken on regular intervals

YEAR	SL No	TITLE OF THE STUDY	NO. OF STATIONS WHERE STUDY CONDUCTED
2011-12			
	i)	Radio Audience Survey on Primary Channels	39 Stations
	ii)	Radio Audience Survey on FM Channels- Rainbow and Gold	Proposal under process.

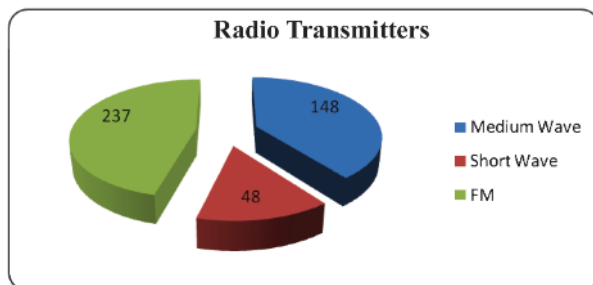
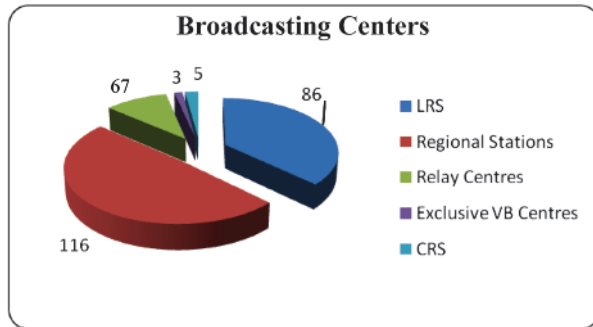
in order to get detailed listenership data including listeners' characteristics, size, listening habits and other variables effecting listening.

During the year 2011-12 studies carried by Audience Research Units are as under:-

Besides the above mentioned studies, various other small studies were conducted at the station level by the respective Audience Research Units at regular intervals according to the needs of the local station.

### FACTS AT A GLANCE

<b>Broadcasting centers</b>	<b>277</b>
• Regional Stations	116
• Local Radio Stations	86
• Exclusive Vividh Bharati Centres (Chandigarh, Kanpur, Vadodara)	3
• Relay Centres	67
• Community Radio Stations	5
<b>Radio Transmitters</b>	<b>433</b>
• Medium Wave	148
• Short Wave	48
• FM	237



	<b>By Area(%)</b>	<b>By Population(%)</b>
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	90.52	98.38

### Home Service

Three Tier Broadcasting Service:	National,	Regional and Local
Language of Broadcast	Languages	22
	Dialects	146

### AIR News

- o Established in 1937
- o Credibility for authenticity

### NSD Broadcasts

o Total daily News Bulletins	647
o (Home & External Services, 75 Indian & 26 Foreign languages including Chinese)	
o Regional News Bulletins in 75 languages/ dialects daily from RNUs	463
o 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.
<b>Total</b>	<b>26</b>	<b>70 Hrs.45 Mts.</b>
Captive Earth Stations	32	
Studios	215	

## Radio Population in India

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

Source: Radio Audience Survey All India Radio -2012

## Progressive Use of Hindi

Hindi Unit of DG AIR (Hq) is devoted in following the Official Language Policy of Union of India and Implementation of Official Language Policy and has been continuously trying to implement all orders/directions of Home Ministry, Official Language Department in all AIR Stations/Offices



and achieving targets fixed in Annual Programmes. During the year 2011-12 besides regular works related to implementation of Official Language Policy, Hindi Unit performed various tasks to speed up implementation of Official Language Policy:-

### **Hindi Diwas/Hindi Pakhwara organized in year 2011-12**

In year 2011-12 DG AIR (Hq) celebrated Hindi Pakhwara from 14.09.2011 to 29.09.2011. During this period 16 competitions were organized. In organizing competitions during the Pakhwara, special emphasis was given on participation of more and more Non-Hindi speaking Officials/Personnel in these competitions. In view of this, separate competition were organized for Non-Hindi Speaking Officials/Personnel in large numbers participated in these competitions. 80 winning Officials/personnel were honored with prizes and certificates. An expenditure of Rs. 95,500/- was incurred on these prizes.

## **ADMINISTRATION**

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

PrasarBharati 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.

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

Grievance redressal and access mechanism has been set up at the Station Level, Zonal Headquarters level & the Central Headquarter level in accordance with the guidelines of Department of Administrative Reforms&Public Grievances. Information and Facilitation Counter setup at all offices of AIR. Regular status reports on disposal of grievances are being submitted to the Ministry of I&B. In the year of 2011-12, i.e. total grievances received were 303, out of which 302 were disposed of & remaining 1 is under process. Dy. Director General (A) is nominated as the Staff Grievance Redressal Officer of this Directorate.

### **3. Implementation on 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 features 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 have been designated for implementation of RTI Act. In the year 2011-12 (from 01.04.2011 to 31.03.2012), 658 RTI applications were received and were replied within the stipulated time. 292 appeals were received by the Appellate Authority during the period (from 01.04.2011 to 31.03.2012) and all were disposed of.

## 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 streams 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 PrasarBharati is a lady. There is a female officer working as Director (A) in Admn. Wing in DG, AIR besides many lady officers in SAG, JAG, STS, JTS, levels of Programme and Engineering. 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/Offices accordingly.

## 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. PrasarBharati 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. Growth of Network & Coverage

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

By 31st March, 2012 AIR network has grown to 277 stations and 433 transmitters (148 MW, 48 SW & 237 FM) which provide coverage to 99% of the population spread over 91% area of the country. Graphics showing growth of AIR Stations and Transmitters over the five year Plans are enclosed.

### B. Highlights of the Activities during the year:

1. Since last year, the number of stations has increased from 241 to 277 and number of transmitters from 385 to 433.

**I. Number of New Stations/Tr. commissioned during the year (2011-12):**

1	Sitamarhi (Bihar)	100 W FM Tr. (LPT Relay Centre)	13.04.2011
2	Bhatwari (Uttarakhand)	100 W FM Tr. (LPT Relay Centre)	14.04.2011
3	Gaya (Bihar)	100 W FM Tr. (LPT Relay Centre)	15.04.2011
4	Sringeri (Karnataka)	100 W FM Tr. (LPT Relay Centre)	25.04.2011
5	Udhampur ( J&K)	100 W FM Tr. (LPT Relay Centre)	29.04.2011
6	Ongole (Andhra Pradesh)	100 W FM Tr. (LPT Relay Centre)	06.05.2011
7	Nellore (Andhra Pradesh)	100 W FM Tr. (LPT Relay Centre)	06.05.2011
8	Gurej (J&K)	100 W FM Tr. (LPT Relay Centre)	06.05.2011
9	Tithwal (J&K)	100 W FM Tr. (LPT Relay Centre)	06.05.2011
10	Rampur (H.P.)	100 W FM Tr. (LPT Relay Centre)	23.05.2011
11	Neemuch (M.P.)	100 W FM Tr. (LPT Relay Centre)	17.07.2011
12	Berthein (H.P.)	100 W FM Tr. (LPT Relay Centre)	19.07.2011
13	Cherrapunji (Meghalaya)	100 W FM Tr. (LPT Relay Centre)	25.08.2011
14	Chamba (H.P.)	100 W FM Tr. (LPT Relay Centre)	12.09.2011
15	Mandi (H.P.)	100 W FM Tr. (LPT Relay Centre)	27.09.2011
16	Sunder Nagar (H.P.)	100 W FM Tr. (LPT Relay Centre)	27.09.2011
17	Kishan Ganj (Bihar)	100 W FM Tr. (LPT Relay Centre)	28.09.2011
18	Pratap Nagar (Uttarakhand)	100 W FM Tr. (LPT Relay Centre)	04.10.2011
19	Bacher (Uttarakhand)	100 W FM Tr. (LPT Relay Centre)	18.11.2011
20	Uri (J & K)	100 W FM Tr. (LPT Relay Centre)	21.11.2011
21	Suryapet(Andhra Pradesh)	1 KW FM Tr. (Relay Centre)	07.12.2011
22	Rajgarhi (Uttarakhand)	100 W FM Tr. (LPT Relay Centre)	01.01.2012
23	Zemithang (Arunachal Prad)	100 W FM Tr. (LPT Relay Centre)	07.03.2012
24	Kalaktang (Arunachal Prad)	100 W FM Tr. (LPT Relay Centre)	07.03.2012
25	Bomdila (Arunachal Prad)	100 W FM Tr. (LPT Relay Centre)	07.03.2012
26	Taliha (Arunachal Prad)	100 W FM Tr. (LPT Relay Centre)	07.03.2012
27	Seppa (Arunachal Prad)	100 W FM Tr. (LPT Relay Centre)	07.03.2012
28	Senapati (Manipur)	100 W FM Tr. (LPT Relay Centre)	07.03.2012
29	Regdil (Mizoram)	100 W FM Tr. (LPT Relay Centre)	07.03.2012

30	Laisawrai (Mizoram)	100 W FM Tr. (LPT Relay Centre)	07.03.2012
31	Samtore (Nagaland)	100 W FM Tr. (LPT Relay Centre)	07.03.2012
32	Tanakpur(Uttrakhand)	100 W FM Tr. (LPT Relay Centre)	20.03.2012
33	Ukhimath (Uttrakhand)	100 W FM Tr. (LPT Relay Centre)	22.03.2012
34	Khetikhan (Uttrakhand)	100 W FM Tr. (LPT Relay Centre)	26.03.2012
35	Bilaspur(HP)	100 W FM Tr. (LPT Relay Centre)	28.03.2012
36	Magladevi Fort (J&K)	100 W FM Tr. (LPT Relay Centre)	31.03.2012

## II. Transmitter commissioned at existing stations during the Year(2011-12):

1.	Silchar(Assam)	100 Watt FM Tr. added to the existing set up
2.	Tawang(Arunachel Pradesh)	100 Watt FM Tr. added to the existing set up
3.	Ziro(Arunachel Pradesh)	100 Watt FM Tr. added to the existing set up
4.	Kokrajhar(Assam)	100 Watt FM Tr. added to the existing set up
5.	Dibrugarh(Assam)	100 Watt FM Tr. added to the existing set up
6.	Vijayawada(Andhra Pradesh)	1 KW MW Tr. replaced by 10 KW FM Tr. & 1 KW FM Tr. as additional Channel
7.	Gangtok(Sikkim)	10 KW FM Tr. and 100 Watt FM Tr. installed as Additional Channels
8.	Bangalore(Karnatka)	1 KW FM Tr. as Additional Channel
9.	Patna(Bihar)	10 KW FM Tr. installed as Additional Channel
10.	Ranchi(Jharkhand)	10 KW FM Tr. installed as Additional Channel
11.	Bikaner(Rajasthan)	10 kW FM Tr. installed as Additional Channel
12.	Srinagar(Jammu & Kashmir)	10 kW FM Tr. installed as Additional Channel (Inaugurated by Secty I&B on 06.10.2012)
13.	Tirunelveli(Tamilnadu)	10 KW FM Tr. installed as Additional Channel
14.	Solapur(Maharastra)	1 KW MW Tr. replaced by 10 KW FM Tr. (1 kW MW Tr. Decommissioned on 31.12.12)
15.	Jalandhar(Punjab)	1 KW MW Tr. replaced by 10 KW FM Tr. (1 kW MW Tr. decommissioned on 11.12.12)
16.	Lucknow(Uttar Pradesh)	10 KW MW Tr. replaced by 10 KW FM Tr. (10 kW MW Tr. Decommissioned on 11.12.12)
17.	Jorhat(Assam)	Replaced from 2X5 KW FM Tr. to 10 KW FM Tr.
18.	Puducherry(Puducherry)	Regular set up of 10 KW FM Tr. became operational in place of 5 KW FM Tr. interim set up

19.	Varanasi(Uttar Pradesh)	Regular set up of 10 KW FM Tr. became operational in place of 1 KW FM Tr. interim set up
20.	Gorakhpur(Uttar Pradesh)	Regular set up of 10 KW FM Tr. became operational in place of 1 KW FM Tr. interim set up
21.	Hyderabad (CBS)[A.P.]	Regular set up of 10 KW FM Tr. became operational in place of 5 KW FM Tr. interim set up
22.	Aurangabad(Maharastra)	Regular set up of 10 KW FM Tr. became operational in place of 1 KW FM Tr. interim set up (1kW MW Tr decommissioned on 21.05.2012)
23.	Kanpur(Uttar Pradesh)	Regular set up of 10 KW FM Tr. became operational in place of 1 KW MW Tr. (1kW MW Tr decommissioned on 21.05.2012)
24.	Shimla(Himachel Pradesh)	Regular set up of 10 KW FM Tr. became operational in place of 1 KW FM Tr. interim set up
25.	Raipur(Chattisgarh)	Regular set up of 10 KW FM Tr. became operational in place of 1 KW FM Tr. interim set up
26.	Bellary(Karnatka)	Regular set up of 10 KW FM Tr. became operational in place of 1 KW FM Tr. interim set up
27.	Gulbarga(Karnatka)	Regular set up of 10 KW FM Tr. became operational in place of 1 KW FM Tr. interim set up
28.	Madurai(Tamilnadu)	Regular set up of 10 KW FM Tr. became operational in place of 1 KW FM Tr. interim set up
29.	Rohtak(Haryana)	Regular set up of 10 KW FM Tr. became operational in place of 1 KW FM Tr. interim set up
30.	Alwar(Rajasthan)	Upgraded from 2X3 KW FM Tr. to 10 KW FM Tr.
31.	Kurukshetra(Haryana)	Upgraded from 2X3 KW FM Tr. to 10 KW FM Tr.
32.	Banswara(Rajasthan)	Upgraded from 2X3 KW FM Tr. to 10 KW FM Tr.
33.	Chittorgarh(Rajasthan)	Upgraded from 2X3 KW FM Tr. to 10 KW FM Tr.
34.	Hydrabad(Rainbow) [Andhra Pr.]	Upgraded from 2X3 KW FM Tr. to 10 KW FM Tr.
35.	Cochin(Kerala)	Upgraded from 2X3 KW FM Tr. to 10 KW FM Tr.
36.	Nagpur(Maharastra)	Upgraded from 2X3 KW FM Tr. to 10 KW FM Tr.
37.	Pune(Maharastra)	Upgraded from 2X3 KW FM Tr. to 10 KW FM Tr.
38.	Surat(Gujarat)	Upgraded from 2X3 KW FM Tr. to 10 KW FM Tr.
39.	Mysore(Karnatka)	Permanent Studio set up put in to operation
40.	Jaipur(Rajasthan)	Permanent Studio set up put in to operation



- |     |                            |  |
|-----|----------------------------|--|
| 41. | Tawang (Arunachel Pradesh) | Permanent Studio set up put in to operation  |
| 42. | Leh(Jammu & Kashmir)       | Permanent Studio set up put in to operation  |
| 43. | Chandigarh                 | 10 KW FM Tr. installed as Additional Channel |

## 2. 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.

(iii) **Phase-III** – Government's approval for Phase-III of the special package amounting to Rs.100 crores was received on 18th August, 2010. Administrative approval for procurement of equipment & departmental activities also issued.

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. 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. | <b>Arunachal Pradesh</b> | : | Anini, Bomdila, Changlang, Daporijo, Khonsa |
| 2. | Assam                    | : | Karimganj, Lumding, Goalpara                |
| 3. | Manipur                  | : | Ukhrul, Tamenglong                          |
| 4. | Meghalaya                | : | Cherrapunjee                                |
| 5. | Mizoram                  | : | Tuipang, Chemphal, 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 Bomdila,

Changing, Khonsa & Daporijo in Arunachal, Golpara, Karimganj & Lumding in Assam; Cherapunjee in Meghalaya; Champhal, 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.
- 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, side 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 12 places i.e. at Lumding, Tuipang, Udaipur, Nutan Bazar, Daporijo, Kolasib, Bomdila, Khonsa, Champhal, Goalpara, and Cherapunji & Wokha.
- Work in progress at 2 places at Phek & Changlang. Work awarded for Karimganj.

*b. Transmitter building*

- Technical area of Transmitter building is ready at 8 places at Tuipang, Nutan Bazar, Udaipur, Goalpara, Daporjio, Lumding, Champai & Kolasib and departmental works have been taken up. Transmitters installed at 6 places with interim antenna. Tower work awarded. Installation in progress at two places.
- Building Work at 7 places is in progress at Khonsa, Cherapunjee, Wokha, Phek, Karimganj, Bomdila and Changlang.

**(2) Silchar – 5 kw FM Txr. & Gangtok – 10 kW FM Txr.**

- Civil Works for the FM transmitter at Silchar and Gangtok are complete and departmental works are in process.
- For Silchar 5 kW FM transmitter received in Delhi & being dispatched to site and for Gangtok 10 kW FM transmitter installed and measurement in progress.

**(3) 100 W FM relay transmitters at 100 places** – Installed at 89 places. 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 Txr. (Replacement of existing 1000 kW MW Txr.)** – Transmitter received and under installation.

(5) **Kavaratti – 10 kW MW Txr. (Replacement of 1 kW MW Txr.)** – Transmitter received and under installation.

(6) **Digital Satellite New Gathering Systems (3 Nos)** – Purchase order placed on 12.711. Delivery is expected by December 2011.

(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 procured.

### C. New Initiatives:

1. Digitalization of AIR network is one of the Major Thrust Areas of draft 11th Plan. Government has approved the scheme of AIR Digitalization of Transmitters, Studios Connectivity in AIR Network at a cost of Rs.898.32 crores. This includes the following:

- Digitalization of 98 studios & connectivity.
- Replacement of 31 old MW Transmitters by new DRM MW Transmitter at Existing Stations.
- Upgradation of MW DRM Txr. with Captive Power Plant at Arunachal-China Border at 3 places.
- Replacement of 10 kW MW Mobile by MW DRM Txr. at 6 places.
- Conversion of 36 compatible MW Txr. to DRM Mode.
- New 1 kW/5 kW FM digital compatible Txr. at 24 places.
- 100 Watt FM Dgigital Compatible Txr. 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 Txr. at remote & border areas at 34 locations with the same power & 6 nos. of 1 kW MW Txr. by 10 kW FM Txr.
- Replacement of 5 SW Txr. by DRM SW Txr.
- 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 New-on-Phone service from 16 places & augmentation of existing News-on Phone services at 13 places.
- Digital Studio Txr. links.
- 3 New Captive Earth Stations at Tiruchirapalli, Madurai & Dharwad.

2. 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 finalised in coordination with CCW. Equipment specifications finalised.

3. 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 & work awarded. The estimate for office accommodation at Guwahati sanctioned and work awarded.

#### D. 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, 09 private FM Channels in three cities are operational. Under the Phase-II scheme, 219 FM Channels are operational in 86 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. 57.40crore during the period April, 2011 to March, 2012.

#### E. Activities of IT Division:

1. **Webcasting 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. The 11th Plan approved scheme for Provision of Webcasting services of AIR is under implementation. Initially, one channel has been planned for live streaming as a pilot project.
2. **Online Court Cases Monitoring System:** The development of an online system for monitoring the court cases in Prasar Bharati has been taken up. The basic

version of the system has already been developed. The system will enable online updation of the status of court cases by various stakeholders and generating various reports for both AIR and Doordarshan.

3. **Development of new AIRNET** : The existing online system for sharing of information between various offices of AIR has become old and lack support for new technology. The development of a new AIRNET online system has been taken up meet the new requirements.

### Staff Training Institute(Technical)

Staff Training Institute (Tech.) at Delhi is the apex training centre to cater to the training needs of all the engineering personnel of All India Radio and Doordarshan. Regional training institutes have also been set up at Bhubaneswar & Shillong 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 centre 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 departmental competitive examinations for promotions in the subordinate engineering cadres.

Name of training institute	No. of courses conducted	No. of staff trained
Staff Training Institute(Technical), Delhi	81	1623
Regional Staff Training stitute(Technical) Bhubaneswar	32	1043
Regional Staff training Institute(technical) Shillong	12	157

Regional Staff Training Institute(T),Bhubaneshwar conducts training courses mainly for East Zone & South Zone. The institute conducts training on various topics like Audio video measurements, Audio/Video editing, Radio/TV Transmitters, stress management, computer networking, computer awareness, TV studio, Equipment & lighting, refreshers course, OB, Earth Station, DSNG etc.

Regional Staff Training Institute (T), Shillong conducts training courses mainly for North-East Zone. The institute organizes training on Radio/TV transmitters, TV Studio, Hard-disc based recording, system & virtual studio, IT awareness, computer network, Digital Earth Station/DSNG/DTH, refresher course etc.

#### a. Details of training courses conducted and no. of persons trained

- b. Outside courses conducted by STI(T) faculties at various centres/Kendras are 27.
- c. International participation:



Four participants from Bhutan Broadcasting Corporation attended the “Refresher Course for Tech.” for the period from 09-20 May 2011 on payment basis.

- d. Summer training of four/six weeks duration was conducted by STI(T), Delhi for 246 students of Degree/Diploma in Engineering.
2. Revenue generated by STI (T) Delhi.
    - i) Revenue to the tune of Rs. 7, 70,998/- was generated by conducting training courses for 246 students of degree and diploma in Engineering during May-June 2011.
    - ii) A course was conducted on FM Radio Transmitter for 10 candidates of UP Polytechnic from 12-16 February 2012 and revenue of Rs. 1, 37,500/- was generated.

### 3. Hostel Facilities at STI

Hostel at STI, Delhi has five blocks with furnished 124 rooms. 20 rooms are with double-bed with attached bath and air-conditioned (deluxe rooms) and 60 rooms are with single-bed with attached bath and air-conditioned (semi-deluxe rooms). Rest 44 rooms are single non-attached (with common bathroom). It has an air-conditioned dining hall with a capacity of 64 members. Kitchen with all modern cooking facilities provides full day meals at a very reasonable rate.

**STI(T) hostel generated revenue of Rs. 21,62,770/- during the year.**

### 4. Staff Welfare activity:

- i. Cable TV connections & refrigerators were provided to the deluxe rooms of hostel.
- ii. A book-library of containing 40 Technical books was started in hostel. These books are utilized by the trainees during their stay at Hostel.

## Annual Report related to Research & Development for the year 2011-12

Research Department of All India Radio & Doordarshan is a premier national R&D organisation involved in research and development activities in field of Sound and TV Broadcasting. Following are the main achievements of this office for the current year.

### Achievements during the period 1 April 2011 to 31 March 2012

#### (A) Telemetry System Group

##### (i) Medium Wave telemetry

- The AM Telemetry system had already been tested for its normal operation on PSTN and GPRS/GSM link at AIR Kota. During the period the application software has been modified to incorporate the changes/suggestions like fire alarm etc. made by CE (NZ) and DG: AIR.
- The conversion of application software (GUI) from Linux OS to MS Windows OS using Visual basic code.
- Modification, fabrication and testing of Modulation Card carried out in the lab.
- The lab testing of modified software completed.

- Procurement of hardware for Advance Telemetry System is under process.

#### (ii) FM Telemetry Group

After development and commissioning of GSM based FM Telemetry System in the last week of March 2011 at AIR Kurseong, further modifications in the FM Telemetry system have been made using the TCP/IP protocol so that it can be used at any place having LAN connectivity. Net connect serial to Ethernet server devices were procured and configured and few experiments have been carried out in the lab for implementing the serial to Ethernet connectivity between Transmitter Controller and PC.

Application software (GUI) for TCP/IP connectivity in visual basic has been developed and tested with the local area network. Further experiments carried out with the Internet. Study is also going on to implement the system with R&S make FM Transmitters. The necessary modification in hardware and software carried out. Further debugging & modifications in the application software also completed.

#### (iii) Telemetry Group for Unmanned VLPTs :

Research Department has developed a GSM/SMS Based Remote Monitoring and Control System for Unmanned VLPTs. Two such units have been installed in DMC Nasik and two associated VLPTs Junnar and Karjat. The system is working satisfactorily. Resetting of Automatic Switching Unit and power supply facility has been introduced through SMS. Further modifications in application Software and Hardware completed as per requirements of DMCs.

#### (iv) Remote Monitoring and Control system for 100 watt FM transmitters:

The developmental work on 'GSM/SMS based Remote Monitoring and Control system for 100 watt FM transmitters, completed. Testing of system also completed. Further modifications carried out.

#### (B) Antenna lab

- Work carried out for better return loss and tested 10 KW High Power FM antennas using symmetrical splitter.
- Study and related specifications and standards defined to develop a setup for performance measurement of state of the art cost effective cross field antenna for medium wave transmitters.
- Antennas fabricated for DRM reception for fixed place as well as mobile vehicle.
- The design & development of 20 KW to 40 KW high power FM antenna using RF Coaxial splitter (Rigid line) for 4 bay & 6 bay cross V antenna is under progress.

#### (C) Propagation Lab

During the period from April,11 to March 2012 the lab has carried out following propagation related studies.

- Regular monitoring of DRM transmission in Full DRM/Simulcast / Multicast mode.
- Active participation in DRM+ showcase cum workshop by DRM consortium at Akashwani Bhawan & assisted as well in reception survey of DRM+ Transmission by providing mobile van & other survey equipment.
- Reception survey of AIR MW Transmitters (Delhi A, Delhi B) at Nangli, for satisfactory reception of signal within 1 km radial distance as desired by the AIR Directorate.
- Reception survey of AIR MW Transmitters (Delhi C, Delhi D & National Channel) at Mall Road, for satisfactory reception of signal within 1 km radial distance as desired by the

AIR Directorate. Later on the survey extended upto 5 km, 10 km, 15 km, 20 km & 25 km for further study.

- Further study on DRM Transmission is going on.

#### (D) Acoustic Group

Research Department of All India Radio and Doordarshan has vast R&D experience in the field of acoustic engineering. The acoustic laboratory continuously engaged in carrying out various acoustic measurements of AIR & DDK stations, testing and evaluation (NRC, STC, FIIC etc) of acoustic materials including evaluation of electro-acoustic transducers viz. microphones and speakers in accordance with existing national and international standards. Further up-gradation of Acoustic measurement infrastructure is in process under plan project.

### Earning / Receipt

During the year 2011-12, an amount of Rs 287780/- is received from various firms against testing charges of acoustic material/transducers till 31 March 2012.

#### Departmental Acoustical Measurement of AIR Stations

Acoustic measurements at AIR Jaipur and DDK Chandigarh were carried out and Report submitted to the authorities at Zonal office, Station/Kendra and DGAIR.

#### (E) International Monitoring & Receiving Station, Todapur, New Delhi

International Monitoring & Receiving centre situated at Todapur, Inderpuri, New Delhi, is responsible for carrying out broadcast signal monitoring of MW, SW and DTH signal carrying internal and external services of AIR. The activities carried out during the period 2011-2012 are detailed below:-

##### 1. Frequency Checking of MF & HF Transmitters of AIR

- Carried out monitoring of all SW & MF transmitters, viz. Kingsway, Khampur, Aligarh, Bangalore, Gorakhpur, Chennai, Panaji, Mumbai, Chinsura, Rajkot, Jalandhar, Tuticorin, Guwahati which carry external, internal and Vividh Bharti services of All India Radio with the following objectives:-
  - Performance of the transmitters i.e. breakdown, modulation, distortion, cross talk, excessive frequency deviation and
  - Checking the correct scheduling of programme and their technical quality.
- Carried out monitoring of regional shortwave transmitters located at Lucknow, Bhopal, Hyderabad, Jaipur, Shimla, Srinagar, Leh, Jammu and Mumbai.

S.No.	Details of watches	No. of occasions
1	VVIP broadcast transmission	14
2	Special watches	10

##### 2. Clear Channel watches and Identification of Interference of Shortwave Channels

## of AIR

Clear channel watches and identification of interfering stations of All India Radio channels carrying internal, external, Vividh Bharti services were carried out regularly. The observations from these watches were used for taking remedial action. Special monitoring of various channels was carried out for arriving at a decision before finalizing each seasonal aerial/frequency schedule for programme finalization on Republic Day, Sports, National events, VVIP broadcasts and other important events. During 2011-2012 special watches and VVIP transmission monitoring were carried out as per details below:-

### 3. Monitoring of RN Channels/FM Channels

- Monitored all seven RN channels of INSAT-3C originating from Broadcasting House, New Delhi. These channels were monitored round the clock on hourly basis daily.
- Monitored all the regional RN channels (7 stations) thrice daily for overall performance.
- Monitoring of both the FM channels of Delhi station is being done on hourly basis daily.

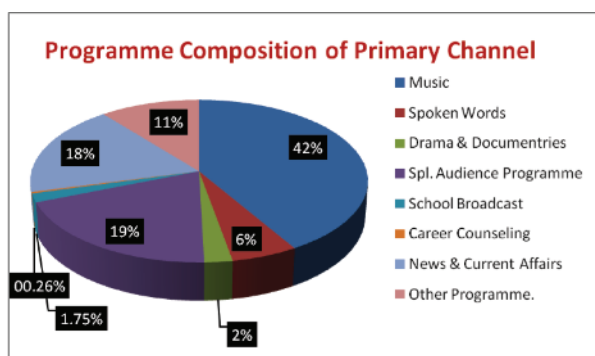
### 4. D.T.H. Radio Monitoring

Regular monitoring of 21 Nos of D.T.H. Radio channels were carried out on hourly basis daily. The abnormalities observed were communicated to concerned stations and National Channel immediately for taking necessary action and the report emailed.

### 5. Monitoring of the Transmissions of Foreign Organisations

Technical monitoring of the transmissions of countries beamed towards India was carried out regularly on a reciprocal basis. Periodic reports were prepared and sent to respective broadcasting organizations by email.

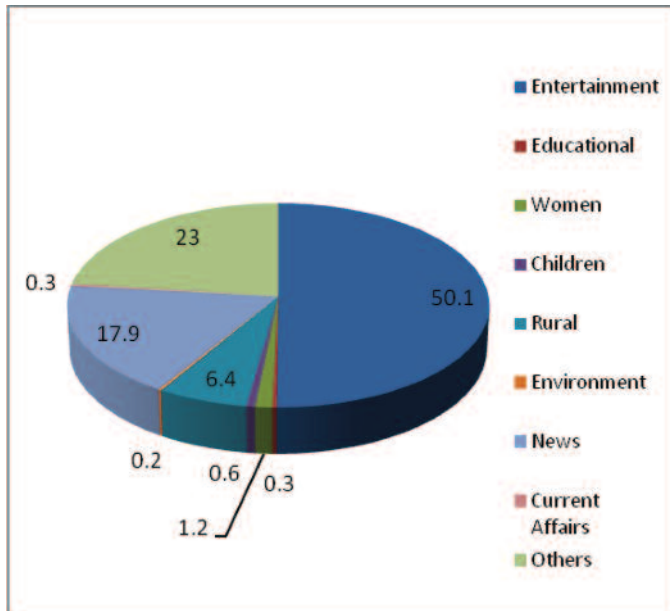
## Primary Service: All India Radio



### 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 Programmes	11.0

During the year 2011-12 the pattern of programme composition of broadcast from Primary Channel of the Regional 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

### Local Radio Stations: All India Radio

The percentage of programme composition of broadcast from Local Radio Stations of All India

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

Radio was as follows: -

### All India Radio

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

During the period from 1st April, 2011 to 31st March, 2012 more than ninety percent of the programmes broadcast by the All India Radio were produced in-house. This was ensured by optimum utilization of the studio facilities.

### Utilisation of various transmission facilities in terms of transmission hours

The average per month utilization of AIR Transmission facilities in terms of transmission hours during the year 2011-12 was as follows:-

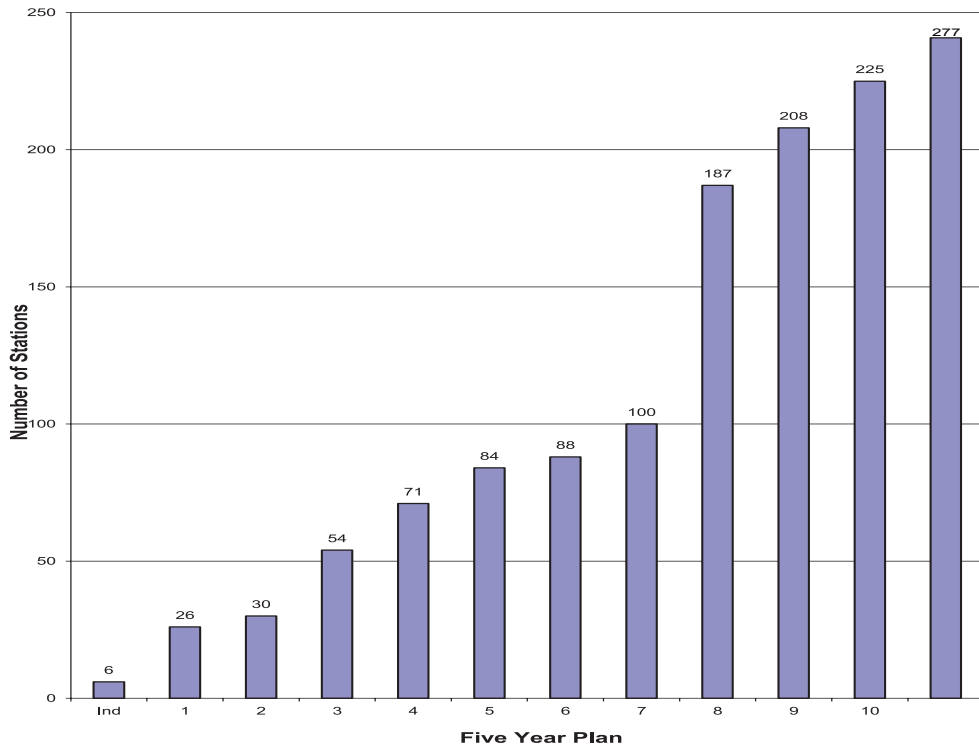
- (1) Medium Wave Transmitters: 52, 179 hours
- (2) Short Wave Transmitters: 18, 862 hours
- (3) FM Transmitters: 64, 997 hours



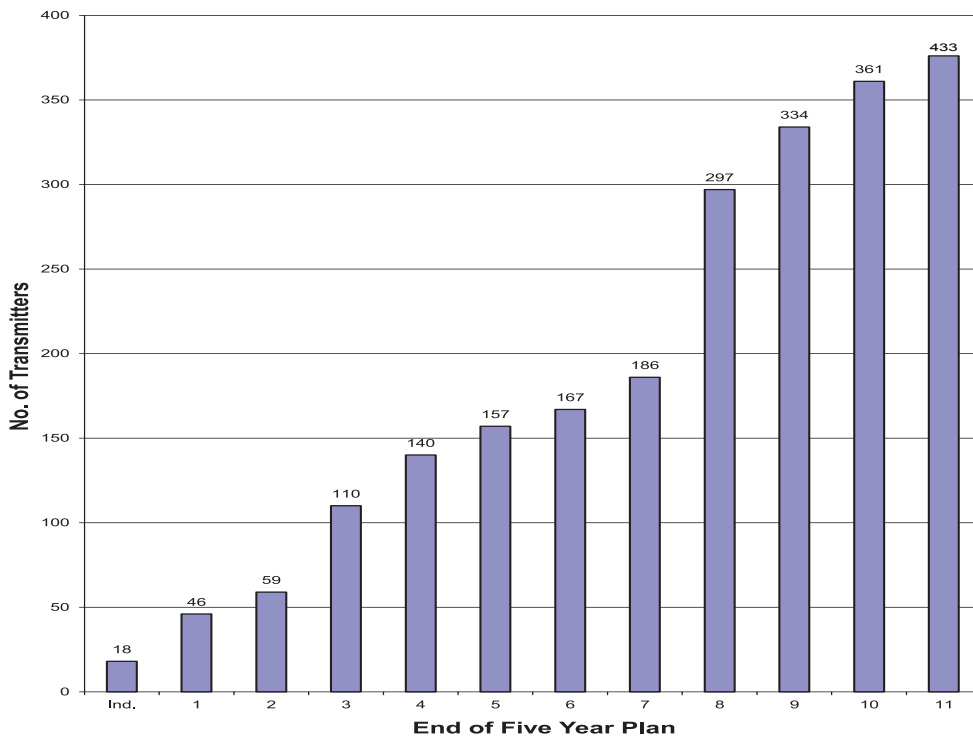
GROWTH OF AIR									
Five year plan	As on	No. of Centres	Number of Transmitters				Coverage (%)		
		Broadcasting Centres	Auxiliary/ MW Rec.centres	SW	FM	Total	Area	Population	
	15.08.47	06	–	06	12	–	18	2.50	11.00
	01.04.51	25	01	29	17	–	46	12.00	20.00
End of I(51-56)	31.03.56	26	02	29	17	–	46	31.00	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
	31.03.12	277	--	148	48	237	433	91.87	99.19

**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**



## ALL INDIA RADIO STATEWISE COVERAGE DURING DAY TIME

As on 31.03.2012

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	99.03	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
	National Average	91.87	99.16	92.92	99.49



## CHANNELS AND PROGRAMMES

The phenomenal growth achieved by All India Radio through eight decades has made it one of the largest media organisations in the world. Now in the new millenium, it has about 277 stations and 433 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, Its vast reach especially in the rural and tribal areas make it the primary and sometimes the only source of information and entertainment.

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 86 Local Radio stations on FM mode set up to cater to the needs and tastes of audience of small towns in various parts of the country. 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 UTs states and 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. Jairam Ramesh, Hon'ble Minister for Rural Development during his speech at the Sardar Patel Memorial Lecture organized by AIR on 11<sup>th</sup> October, 2011*



*Smt. Sonal Mansingh (R) eminent dancer being interviewed by Sunita Budhiraja in AIR Delhi recently*

### 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.

## 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/low income 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 youth 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 237 FM transmitters across the country, by which it covers 29.18% of the area and 41.43% 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 airs 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 interference and noise.
- \* Uniform day and night coverage.
- \* Capacity to provide value added service.



“Sham Ki Chai” with Dr. Namwar Singh



Station Director AIR Delhi honouring Dr. Namwar Singh in the program “Sham Ki Chai”

## 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 Metro's 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.



*Ms. Ambika Soni, Hon'ble Minister for I&B, looking at a display of the Akashvani*



*Ms. Meira Kumar, Hon'ble Speaker Lok Sabha delivering her speech at the Rajendra Prasad Memorial Lecture organized by AIR on 2<sup>nd</sup> December, 2011 in*

## COMMUNITY RADIO STATIONS

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

1.	MON	CRS	1 kW MW	1584 khz
2.	TUENSANG	CRS	1 kW MW	1602 khz
3.	NONGSTOIN	CRS	1 kW MW	1485 khz
4.	WILLIAMNAGAR	CRS	1 kW MW	1602 khz
5.	SAIHA	CRS	1 kW MW	1602 khz

## 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
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
21. **Amruthavarshini/Ragam** : AIR Bengaluru/Tiruchirapalli



## 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.

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



*Pt. Bholu Prasad performed at the Public Service Broadcasting Day Function on 12<sup>th</sup> November, 2011 at ALR Delhi.*

VIVIDH BHARATI CENTRES						
TOTAL-37 Stations &Trs.-38 [ FM-31, MW-7]						
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	FM	10 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	FM	10 KW	1278
23	MUMBAI	MAHARASHTRA	WEST	MW	50 KW	1188
24	NAGPUR	MAHARASHTRA	WEST	FM	6 KW	100.6
25	PANAJI	GOA	WEST	FM	10 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	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. Career 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 is 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 news-bulletins, alternatively in Hindi and English are broadcast only from the National Channel throughout the night. Whenever the Parliament is in session, National Channel broadcasts recording of the "Question Hour" for the benefit of the listeners.

During the Holy Month of 'RAMZAAN' a special 50 Minutes. 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).

## DOORDARSHAN

Television broadcasting started in India in September, 1959 on an experimental basis at Delhi. Regular TV service was later started in 1965. Doordarshan came in to existence in April, 1976 when TV got delinked from AIR and a separate Directorate of Doordarshan was formed. Colour TV and National networking through satellite were introduced in 1982. Over the years, Doordarshan has not only expanded its network throughout length and breadth of the country but also kept pace with new technological developments in the field of broadcasting. Doordarshan is presently operating 35 satellite channels. It is also providing free-to-air DTH Service (Ku-band) in the country. For A & N islands, which do not receive Ku band signals, DTH service in C-band with a bouquet of 10 channels is in operation. Doordarshan became a part of Prasar Bharati which came in to existence in November, 1997. Today, Doordarshan is counted among the leading broadcasting organizations of the world. Growth of Doordarshan since its inception is given at Annexure I.

For terrestrial coverage 1415 transmitters of varying power are in operation. 1242 DD 1 transmitters (108 transmitters relay Regional programmes during entire duration of transmission; 169 DD News transmitters; and 4 Digital transmitters). See Annexure III for Statewise distributions of transmitters. In terrestrial mode, DD 1 Channel covers about 92% population and 81% area of the country. Terrestrial coverage of DD News Channel is estimated to be about 49% population and 26% of the area.

For Programme production, there are 66 studio centres in the country. These include 17 major Studio centres at state capitals, a Central Production Centre at Delhi, a Regional Production Centre at Guwahati and 47 other Studio centres located at various places in the country. State-wise no. of Studio centres is given at Annexure-II. Out of 66 Studio Centres, 22 are fully digital & 31 are partially digital. The remaining 13 studio centres are analogue. With the completion of the ongoing projects, all studio centres will become fully digital with the exception of 4 Studio centres. The remaining four Studio centres are planned to be digitalized during 12th Plan.

### Doordarshan Network

#### DD: National

DD: National channel is the largest terrestrial network in the world covering about 92% population and 81% land area of the country. DD: National is the no. 1 channel in the country in terms of absolute viewership. The channel lends a healthy mix of entertainment, information and education. 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 composite public service channel is so devised that it caters to the needs of different viewers at different timings.

In the year 2011-12 all major National Events of the year like Republic Day Parade, Independence Day celebrations, Presidents and Prime Minister's address to the joint session of parliament, important parliament debates, Presentation of Railway and General Budget. Question Hour in Lok Sabha and Rajya Sabha, etc. were covered live. Along with coverages,

massive campaigns were provided to various Govt. Departments, developmental programmes, socially relevant special programmes e.g. Pulse Polio Campaign, Anti cancer, leprosy, Tuberculosis, dengue, Swine Flu and other health related issues, special campaign for primary education for all, AIDS, consumer education, Road Safety and free legal aid to weaker section of the society were the major planks of the telecast.

Some of the popular evening serials telecast on DD: National were Bunty Bubbly Ki Mummy, Mere Desh Ki Beti, Hum, Ek Aangan Ke Ho Gaye Do, Muawazaa Madad Ya Abhishaap, Shama, Mangalsutra-Ek Maryada, Kaisi Yeh Zindagani, Aashiyana, Sankatmochan Hanumaan, Yahan Ke Hum Sikandar, Kanaphusi, Magar Ke Nagar, Janani, Noorie, Hum Aise Kyoun Hai etc. Besides, Gramin Bharat, Panchayati Raaj and Paryavaran Darshan were also telecast.

As a run up to Commonwealth Games Delhi 2010 a series of sports programmes were telecast in prime-time slots on DD-National from March 2010 to September 2011. ICC Cricket World Cup 2011 series, 34th National Games, Wimbledon & Roland Garros Tennis (French Open) were also covered on Doordarshan.

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

## DD News

DD News is the only bilingual news channel in the country. Launched on November 3, 2003, Doordarshan News Channel has been fulfilling its role as a public service broadcaster. Having the unique distinction of being the only terrestrial-cum-satellite news channel, DD News reaches the non-cable, non-satellite homes which account for the major portion of the population. It is also the news channel with the largest reach in the country and among the market leaders in the "All Homes" category.

The channel in its programming mix is covering a wide canvas of issues dealing with Politics, Business, Sports, International news events, Parliament proceedings, health issues and Science and Technology, Central Government Flagship Programmes, Crime etc. Inputs from remote areas are made available for telecast through broadband based FTP link. Extensive coverage was given to 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.

Special coverage of J & K and North –eastern states, and extensive exclusive coverage of the Sikkim earthquake were the prominent highlights for the year. Addresses of Indian Prime minister in Afghanistan Parliament and in India Africa summit in Ethiopia were shown LIVE on DD News.

The newsroom operating on a 24x7 basis throughout the year was instrumental in bringing the latest to the millions of DD News viewers across the country. The newsroom, the nerve

centre of the channel generated news bulletins by its experienced editorial team in English, Hindi, Urdu, Sanskrit and also for the Hearing-Impaired. Doordarshan News telecasts a fifteen minutes daily bulletin for the Hearing-Impaired at 0615 hrs.

The Business News Desk covered a number of issues related to economic policy decisions of the government, developments in the corporate world, personal finance, international economy and stock markets in its daily news coverage 'Business Wrap' from Delhi in the evening and 'Business Hour' from Mumbai in the afternoon. Union Budget, Union Railways Budget, RBI's Monetary Policy announcement were telecast live along with discussions with experts from diverse fields. The foreign visits of Prime Minister, Finance Minister, Commerce & Industry Minister to G20, BRICS meeting and IMF meetings were given coverage through inputs from our correspondents. Personal finance related issues were taken up in the weekend programme 'Money Mantra'. The stock market analysis and phone-in based queries were replied to in the weekend programme 'Market this Week' and 'Bazaar Iss Hafte'.

Viewers are enlightened through programmes like 'Jaanane ka Haq' on 'Right to Information Act, 2005'. 'Mere Desh Ki Dharti' on flagship programmes, 'Mehnat Rang Layegi' on career and employment opportunities in different fields and 'Ehsaas' on various socio-economic issues.

The inaugural Asian Hockey Championship Tournament in China won by India's men's team was extensively covered along with field reports through special arrangement. Wide coverage for the first ever F1 race held in the country – 'The Buddha International Circuit' that brought laurels to the country - was organized.

DD News receives large chunk of news stories and footages through FTP (File Transfer Protocol) by using internet. In order to improve and simplify the workflow, one of the latest Canopus NLEs was connected on the LAN of FTP. This facilitated receiving of all FTP content directly on NLE's timeline and allowing immediate editing of the received content including voiceover, if required.

In addition to the above, the same NLE has also been configured with AVN (Asia Vision News) FTP system for receiving and sending AVN contents directly to and from the news automation system. This also allows sharing DD News content amongst all AVN countries by uploading the content through same NLE.

In order to meet the requirement, one dedicated internet lease line was obtained from MTNL and was passed through a protected firewall & well configured proxy server for security, administrative control and immunity from virus threats and connected on ENPS network. This facilitated internet access on ENPS systems with negligible virus threats and thus allowing journalists to take any story picked up from internet directly on to ENPS through cut & paste.

DD News has 26 functional Regional News Units across the country. These RNUs telecast 109 bulletins daily in 19 languages/dialects.

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

Doordarshan News website [www.ddinews.gov.in](http://www.ddinews.gov.in) provided the latest news updates. It has registered good response from within and outside the country. The website has pages dedicated to the following categories-Entertainment, Science and Technology, Social, Health,

Weather report of four metro cities (New Delhi, Mumbai, Chennai & Kolkata), A Daily Poll Question (on a current Topic where viewers can answer in either Yes or No).

Top Story and the four Headlines of the Homepage are linked to the official government of India website ([www.india.gov.in](http://www.india.gov.in)) as and when news is to be updated in the ([www.ddinews.gov.in](http://www.ddinews.gov.in)) website. The website carried special dedicated page catering to the following events in 2011

- State Assembly Election result (Assam, Kerala, Tamil Nadu, West Bengal & Pondicherry – in April-May, 2011)
- 2011- ICC Cricket World Cup (February to April, 2011)

## DD Bharati

Launched on 26th January, 2002 DD Bharati Channel focuses on literature, theatre, art, crafts, paintings, sculpture, architecture, travelogue classical dance & music programmes performed by top grade artists of national and international repute. Cultural heritage, monuments and places of historical and religious importance, life & works of eminent poets & writers etc. are also being telecast in this band. The Channel was revamped from June 7th 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.

DD Bharati has telecast the Classic feature films upto October 2011 at 20.00 hrs on every Thursday & Sunday.

DD Bharati channel has attracted sponsored programmes given below: -

- “Sindhu Darshan” highlighting the Sindhu culture and traditions once in a week upto June-2011 and twice a week after that upto October 2011.
- “Sanskrit Bhasha Sikshanam” in Sanskrit Language by Rashtriya Sanskrit Sansthan, New Delhi, thrice in a week.

In-House Programmes: - DD Bharati has produced a prestigious programme titled “Shabd Shatabdi” on the literary legends like “Agyeya”, “Nagarjuna”, “Kedarnath Agrawal”, “Faiz Ahmed Faiz”, Gopal Singh “Nepali” & “Shamsher Bahadur Singh” to mark their birth centenary year. After this a series of “Shatabdi Smaran” was produced on the Literary Legends mentioned above by DD Bharati before the invited audience at different DD Kendras like Jaipur, Patna, Allahabad, Varanasi & Delhi.

The other literary programmes produced in DD Bharati include: Patrika, Srijan and Kala Parikrama, Debate on the making of Indian Constitution, Spl Prog on the occasion of Birth and Death Anniversary of eminent personalities.

Live Events & Coverages: - DD Bharati has been telecasting “Live” events of music, dance & literary programmes from all across the country such as : Sachal Tirth Vaagarth-Nishantketu-Swati-Satkar Granth-30th April 2011 at Delhi, centennial Birth Anniversary of Gurudev Rabindranath Tagore 2011- 6th May 2011 at Dhaka (Bangladesh), International Seminar of

Global Warming & Disaster Management: Law & Society-24th July 2011 at Delhi, International Literacy Day Celebrations 2011- 8th September, 2011 at Delhi, Prime Minister's Shram Awards 2010-13th October, 2011 at Delhi, Inaugural Function of 17th International Children's Film Festival, India-14th November, 2011 at Hyderabad, Closing Ceremony of International Film Festival-3rd December, 2011 at Panaji (Goa), Function for Presentation of the National Awards for the Empowerment of Persons with Disabilities-3rd December, 2011 at Delhi, Akhil Bharatiya Hasya Kavi Sammelan -1st January, 2012 at Bhopal, the Inaugural Function of the 15th World Sanskrit Conference-5th January, 2012 at Vigyan Bhawan, Delhi, Island Tourism Festival (ITF)-5th January, 2012 at Port Blair, President's Message -25th January, 2012 at Delhi, Republic Day Celebration -26th January, 2012 at Delhi, The Beating Retreat-January, 2012 at Janpath, New Delhi.

Programmes under MOU with the Outside Agencies:- Indira Gandhi National Open University

PSBT/UNESCO: - Best documentaries on different social issues, produced by eminent directors, are telecast every Thursday & Friday at 16:00 to 16:30 hrs on DD Bharati.

## DD: Urdu

Launched on 15th August 2006 DD:Urdu became 24x7 channel w.e.f. 14th November 2007. First notification for commissioning of DD Urdu programmes was issued in 2009 followed by second notification in 2011. 616 proposals were received in response to first notification and 430 proposals were received in response to second notification. These proposals were examined by the Evaluation Committee from 26th December, 2011 to 24th February, 2012 and 580 proposal for commissioning of DD Urdu got approval.

Major telecasts of DD Urdu in 2011-12 are as under:

1. Urdu version of Hon'ble President of India's message to the nation on 14.08.2011.
2. Live telecast of Prime Minister's address to the nation from the Ramparts of Red fort on Independence Day.
3. Urdu version of Hon'ble President of India's message to the nation on 25.01.2012.
4. Special Programme on Mahatma Gandhi's Birth Anniversary.
5. Programme 'Urdu Adab ke Satoon' on Death Anniversary of Saadaat Hasan Manto (18.01.2012).
6. Programme 'Zaban-e-Ishq' on Faiz Ahmed Faiz Centenary (13.02.2012).
7. Programme 'Aitraaf-e-Galib' on Mirza Ghalib's Death Anniversary (15.02.2012).
8. Programme 'Shaksiyat-e-Hind' on Maulana Abul Kalam Azad's Death Anniversary (22.02.2012).
9. Programme 'Fikr-e-Nau Ka Tarjuman' on Sahir Ludhyanvi's Birth Anniversary (08.03.2012).
10. Programme 'Shaksiyat-e-Hind' on Indira Gandhi Death Anniversary (31.10.2011).
11. Special Programme on Meer taqi Meer 'Sartaj-e-Sukhn' on 21.09.2011.



## 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. The programming offers international viewers an update on the Indian social, cultural, political and economic scenario. DD-India was launched with a mission “to build bridges of communication with Indians living abroad and to showcase the real India to the entire world through programmes of high quality that will inform, educate and entertain people in the highest traditions of public service broadcasting.” DD-India carries News bulletins, Features on Topical Events, Entertainment Programmes, Feature Films, Music and Dance, Serials, Documentaries, News and Current Affairs, Events and Tourism. 15 minutes news bulletin in Urdu, Gujarati, Tamil, Telugu, Malayalam, Sanskrit and Punjabi are telecast all over the world.

A free to air round-the-clock channel DD-India is uplinked from New Delhi. DD-India was being uplinked on Intelsat Satellite and was reaching 86 countries throughout the world till the agreement with Intelsat expired on 5th March, 2011. However, since DD-India was also being uplinked on INSAT-4B, C-Band, it is now reaching 38 countries listed below which are within the footprint of INSAT-4B.

### Asia

Afghanistan, Bangladesh, Bhutan, Brunei, Darussalam, China (Partly), Cambodia, Hong Kong, Israel, Malaysia (Partly), Myanmar, Laos, Nepal, Pakistan, Singapore, Sri Lanka, Thailand, Vietnam, India.

### CIS

Armenia, Azerbaijan, Georgia (Partly), Kyrgyzstan, Tajikistan, Turkmenistan (Partly), Ukraine, Uzbekistan (Partly).

### Middle East

Bahrain, Iran, Iraq, Kuwait, Oman (Partly), Qatar, Saudi Arabia, Syria, Turkey (Partly), United Arab Emirates, Yemen (Partly).

DD-India is also available on Doordarshan’s satellite DTH service DD Direct Plus.

A strategy of distributing the channel and to have footprint all over the world is under way in consultation with MEA.

DD-India is taking vigorous steps to enrich its programme content by refurbishing its fixed point chart. At present 8 hours programme loop is being telecast and the same is being repeated twice in 24 hours to suit the prime time zones of the world.

## DD Sports

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

1. Mumbai Standard Chartered Marathon
2. Delhi Half Marathon
3. Pune Marathon
4. Bangalore Marathon
5. Davis Cup
6. Santosh Trophy
7. National Games 2011, Ranchi

In addition to this DD Sports has given coverage to the various National level Sports events held in India. Important in-house productions have been:

- (a) One-hour live programme "SPORTS HOUR" in English & Hindi (30 mts. each) featuring National & International sports events.
- (b) Programme "Sports Pulse".
- (c) O.B. coverage as well as live running commentary of various Sports events of National & International repute.
- (d) Pre/Post Discussion Programme on the ODI Cricket Series played between India and England.
- (e) Live studio discussion on Asian Champions Trophy Hockey 3/9/11 to 11/9/11 in China.
- (f) Live studio discussion programme "Caribbean Tour" on ODI cricket series played between India vs. West Indies from 04/06/2011 to 16/06/2011.
- (g) Live discussion programme on "Sultan Azlan Shah International Hockey Championship" from 05/05/2011 to 15/05/2011.

Ever since the Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act, 2007 was notified on 19th March, 2007 Doordarshan has been telecasting sports events of national importance on its National channel and free to air DTH network in compliance of the Sports Act.

A decision had been taken to introduce the system of cash outflow for covering non-Olympic and traditional sports. It was also decided to continue covering sport events organized by the different sports rations and association with whom DD has entered in agreement to pay rights fee.

In view of the public service mandate of Prasar Bharati to promote sports, PB from time to time exempted the cash outflow principle in respect of the following: -

- Armed and Para Military Forces
- Games of disabled
- Education and cultural institutions.
- Sports in rural areas – National or Regional level
- Promotion of Women Sports / events irrespective of discipline

- Events held in remote areas like J&K, North East States, Himachal Pradesh, Ranchi, Chattisgarh, Andaman Nicobar and Lakshadweep.
- Live coverage of National Games 2012 in Thiruvananthapuram from February 2012.
- London Olympics 2012.

## Regional Language Satellite Channels (RLSC)

Doordarshan is presently operating 11 Regional Language Satellite Channels, which telecast programmes round the clock in Regional/ Local Languages of the state. These telecasts are available on terrestrial mode in the state during regional transmission and in the satellite mode at other times to the viewers. These programmes are also available in the satellite mode to the outside state viewers. Programmes for RLSC originate at Regional Kendras in regional languages and dialects and most of the programmes are area specific. 11 regional channels are:

DD Sahyadri	DD Malayalam	DD Odiya
DD Podhigai	DD Chandana	DD Punjabi
DD Girnar	DD Bangla	DD Saptagiri
DD Kashir	DD North East	

### DD-Sahyadri:

Launched on 15th August, 1994, DD Sahyadri is a Marathi language Satellite Channel, which became round the clock channel in 2000 on satellite mode. Sahyadri Channel is available on Terrestrial Support also from 6.00 to 9.00 am (except on Sunday) & 15.00 to 20.00 hrs.

Supported by Doordarshan Studios in Mumbai, Pune and Nagpur, DD Sahyadri is a household name in Maharashtra, largely because of its programmes with 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 like Navratna Awards, Manik Awards, Sahyadri Marathi Cine Awards, Navjyoti Awards, KrishiRatna Awards and Hirvani Awards.

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

DD Sahyadri is uplinked from Mumbai through INSAT-3A Satellite in C-Band and can be viewed in the entire footprint area of INSAT-3A. It is also available on DD-Direct Plus.

### Podhigai Channel

Regional Language "Tamil Satellite Channel" 'Podhigai' started functioning from Pongal day i.e., 15.1.2001 with round the clock transmission. Considering the genre of programmes telecast it is coined as 'infotainment Channel'.

### Important in-house productions telecast during 2011-12:

Podhigaiyin Kaalai Thendral, Needhi Mandra Seidhigal, Seidhigal, Emergency Action, Suvaiyo Suvai(recipe), Ellaame Sangeethamthaan, Nam Virunthinar, Thullatha Manamum Thullum, Kara Saram (Talk show), Vaaliba Vaali, Vaniga Thagavalgal, Theneer Neram, Konjam Kavidhai Konjam Theneer, Azhagukalai, Endrum Inimai, Sirippu vedigal, Ponvilayum Bhoomi(Agriculture), Hello Ungaludan( phone-in-live) Suththamum Soozhalum, Konjum Salangai and Kannabiran Kadhaiyamudham.

Live coverage of Saturn Transit, a famous temple festival of the UT of Puducherry, was done with DSNG from Thirunallar (Karaikkal) on DD Podhigai on 21st December 2011 for one hour with commercials.

### DD Girnar

The Satellite Regional Language Service (SRLS) in Gujarati known as DD-11 started on 01.10.1993 by uplinking from Delhi and the same service got uplinked locally from 15.08.1994. The channel was named DD-Girnar from September 15, 2008. 24 Hours (round the clock) transmission on Regional Satellite Language Service started with effect from 01.05.2000. It covers 86% area and 87.0% population of the state. The channel reach of DD-Girnar is 29.1 with 2.3% share in all TV homes. The Annual programmes of Rathyatra, Janmashtami and Kite Festival were covered live. It has successfully established its credentials as a production house by undertaking production on different contemporary issues and Govt. schemes.

On the occasion of the Silver Jubilee Year of Doordarshan Kendra, Ahmedabad, DD Girnar instituted "1st Girnar Shiromani Puraskar – 2012" for Achievement and significant contribution to Gujarat in the fields like Film, Theatre, Music, Literature, Women of Substance, Social service, Industry, Agriculture, Sports etc. Ground Event recording was done on Thursday, 19th April 2012 at Rabindranath Tagore Hall, Ahmedabad.

### DD Kashir

Though terrestrial transmission of four hours daily service started from 27.03.1995 but the identity of "DD Kashir" as a separate Regional Satellite Channel got established with its formal inauguration on 26.06.2000. DD Kashir is a satellite channel with 24 hrs. of daily transmission through terrestrial x-mitters located in different parts of the valley.

Programme of DD Kashir are simultaneously telecast on DD 1 for four hours from 1600 hours to 2000 hours on weekdays i.e. Monday to Saturday. Important programmes of DD Kashir are:

Sadhbavana, Janoob Asia, Khabarnama, PTV Sach Kya Hai, Hum bhi mounah mein zubaan rakhtay hain, Halat-e-Hazara, Pakistan Reporter, Kashmir Now, Kashmir Nama, Sarhad Ke Do Rukh, Date line Kashmir, Tarz-e-Hayat, Darceeha, Such to yeh Hai. Good Morning J&K – a morning show programme have programme inputs from all the 3 regions of J&K State, i.e; Jammu, Kashmir and Ladakh. It cater to all sections of population highlighting cultural heritage, religious tolerance and national integration to attract greater viewership.

## DD Malayalam

Launched on 15th August, 1994 DD Malayalam became a round the clock service in 2000. The channel is supported by Doordarshan studios in Thiruvananthapuram, Trissur and Calicut. In the terrestrial mode DD Malayalam reaches nearly 100% population of Kerala. DD Malayalam is available all over the country and in 68 countries across the Globe.

DD Malayalam has been able to make deep inroads into the information and entertainment market with the introduction of new genre of programmes like live current affairs debate, live quiz shows, live and interactive health programmes, live musical shows, stock market analysis, women's programmes, youth shows, children's programmes, morning shows, cultural magazines, film based programmes etc. while maintaining all the special audience and target group programmes intact.

## DD Chandana

Launched on 15th August, 1994 DD Chandana is the Kannada language Satellite Channel. Supported by the Doordarshan studios in Bengaluru and Gulbarga, it became round the clock satellite channel in 2000 and its coverage expanded to more than 30 countries from 24th March, 2003.

The Kendra has started some innovative programmes as channel driver like Kannada Film songs based programme – 'Madhura Madhuravee Manjila Gaana' and special programmes during religious/national festivals. The telecast of live/deferred /recorded versions of these have also become a source of revenue generation for the Kendra.

- A special programme to welcome New Year, 2012, was telecast on the night of 31st December, 2011.

The programmes 'Belagu' and Anta Heli Quiz are popular among viewers. Further these are ideal programmes to show case the achievements of known/unknown veterans and even youngsters in the respective fields. This platform aims to introduce new talents to viewers.

Programmes like Hello Chief Minister, Hello Minister, Hello Lokayukta, Hello Police Commissioner are in the process for telecast.

Programmes in Kannada language constitute 99.3% of the total telecast while other languages (Urdu, Kodava, Konkani & Tulu) constitute 0.7 %.

## DD Bangla

DD Bangla started with C-Band up-linking system from a temporary Earth Station set up on 20th August, 1992 through satellite reaching 36 countries in this continent. But DD Bangla programmes started from Kolkata on 15th August, 1994. 24 hours transmission of DD Bangla started from 1st January, 2000. Morning Bengali News Bulletin at 06.45 hours was introduced from 26th January, 2000. Digital Up-linking of DD Bangla Satellite Channel took place on 1st April, 2004.

DD Bangla has been playing an important role in preserving and furthering the cultural heritage of Bengal and has been a popular TV channel among the Bengali audience of the country.

## DD North-East

For the benefit and development of North-Eastern region, DD North-East was launched on 15th August, 1994 and it became 24 hours channel from 27th December, 2000.

Programme Production Centre (NE), DDK, Guwahati is the platform from where Doordarshan is offering uninterrupted programme service round the clock. Coverage area of DD North-East (DD-13) is extended to all the seven North-Eastern States and also Sikkim which has now come under the network of PPC (NE), DDK, Guwahati. Apart from PPC(NE), DDK, Guwahati's in-house programmes, contribution of different DD Kendras of the region constitute the telecast of DD North-East originating from DDK, Guwahati between 5.30 PM to 8.00 PM (Monday to Friday) and 3.00 PM to 8.00 PM (Saturday and Sunday) including News. DD North-East covers 76.6% of the area and 84.6% of the population of the entire North-East region.

### Programme Telecast on DD NE:

	In-house	Commissioned	Sponsored
Terrestrial	40%	20%	40%
NESC (DD-13)	90%	8%	2%

The programme of DD-13, i.e. the North-East Satellite service is widely viewed in the region particularly in the rural areas. These programmes are available in the DTH mode also.

PPC (N.E.), DDK, Guwahati received the prestigious Gandhian Philosophy award, 2010 for the programme, Mukti Sangram, produced by Debabrata Goswami in 2011-12.

Activities during 2011-12:

- A special North-East talent search musical reality show was successfully produced by PPC (NE), Doordarshan in 2011-12. Participants from the entire north eastern region took part in the mega reality show. The grand finale of 'Sursangam' was telecast live from the Pragjyoti ITA Centre, Machkowa on 3rd December, 2011. The winners of Sursangam were awarded cash prize of Rupees One lakh, Rupees Seventy five thousand and Rupees Fifty thousand to the first, second and third prize winners respectively. This cash money was sponsored by different local organizations.
- A special programme of Hindi Songs as a part of Golden Jubilee celebration of Doordarshan was telecast live on 23.06.2011.
- Doordarshan kendras functioning in the North-East region are:

### 1) DDK:Aizwal

Just before the commencement of IXth Asiad Games, a 100W, LPT was installed at Tuikhuahtlang near Aizawl in October' 1982. At that time, it was covering Aizawl town and



surrounding villages by relaying programmes originating from Delhi. That LPT was upgraded to 1 KW, HPT in 1989. Another 100 W LPT was setup for DD-Metro transmission which started on 12.06.1995 and later on converted to DD-News. PPC started functioning w.e.f.12.6.1995 with local transmission of one hour from 1800 to 1900 hrs which was extended later on. RNU started its service with Mizo news bulletin w.e.f. 26.01.2003.Both DD-1 and DD-News were upgraded to 10KW and 1KW and became operational from April 2004. Because of increase in coverage area the transposer was closed and dismantled.



*North-East Games*



*Chapchurkut Festival*

**Achievements and Activities of this Kendra during the year 2012**

Though DDK Aizawl is not well equipped for live coverages of big events, it has done a commendable job by successfully managing Live telecast of North East Games successfully with the help of other DDKs.

Coverage details of other events (2011-12)

- 1 Mizoram Foundation Day on 30/06/11
- 2 Live Independence Day Parade from 09.00 Hrs to 11.00 Hrs on 15/08/2011
- 3 National Karate Championship from 18 /01/2012 to 20/01/2012
- 4 Republic Day Celebrations on 26 /01/2012
- 5 Chapchurkut Festival on 02/03/2012
- 6 Governer’s Message on 20/03/2012
7. NE Games from 20/03/12 to 22/03/12

Some popular programmes telecast during 2011-12:

<b>Programme title</b>	<b>Date of telecast</b>
Live telecast of Discussion on Radiation	9/4/2011
Live telecast of Chapcharkut 2012 celebration at A.R. Ground	2/3/2012
Live telecast of opening ceremony of 26th North-East Games	20/3/2012

Live telecast of Closing Ceremony of 26th North East Games	23/3/2012
T.V report of Public Information Campaign	17/3/2011
Message on Christmas	24/12/2011
New Year programme at Central Hall,	31/12/2011
Message on 58th All India Co-Operative Week	15/11/2011
Discussion on World day for Prevention of Child Abuse	19/11/2011

## 2) DDK: Gangtok

The Kendra is co-located with 2 HPTs for DD-National and DD- News, each radiating 1KW power. It is available in entire Gangtok city and its Suburbs. The Kendra is having 5 VLPTs in Mangan in North district, Gazing in West district, Namchi in the South and Rangpo and Singtam in East District of Sikkim for relaying DD National. It produces programmes on Agriculture, Bharat Nirman, Sikkim Round, Swasth Bharat each of 30 minutes duration & Musical programme of 15 mts duration. Most of the programmes are OB based. Telecast timing of the Kendra from Monday to Friday is 6.00 PM to 7.30 PM. It covers 80.4% of the area and 95.7% Population of the State. The Language of the programmes is Nepali.



*Meeting with the parliamentary Committee on Rajbhasha was held at Gangtok.*



*Governor's message on Republic Day*

Activities of the Kendra during the year 2011-2012:

- I. T.V. Report on SPIC MACAY North East States Convention 2012 held at Gangtok.
- II. Coverage of National Veterans Table Tennis Championship.

## 3) DDK: Tura

Local transmission at DDK: Tura started on experimental basis from 26th January, 1993, but was commissioned later on 21st May 1993. Telecast of local Programme began from 31st May, 1993. Second channel DD-2 was inaugurated on 16th December 1995 and Metro HPT was inaugurated on 19th August 2000. At present DDK: Tura is telecasting programmes from 5.30 PM to 7.45 PM on weekdays (Monday to Friday) with intermittent News at 7.15 - 7.30 PM. The Kendra relays 15 minutes "City Scan" from DDK: Shillong at 7.45 PM. 90% of the programmes are in Garo languages comprising Folk Music/ dance of Hajong, Rava, Koch, Boro etc. Kendra is producing programme in Bengali, Hindi and Nepali language also.

Revenue earned by the Kendra for the financial year 2011-12 is: -DCD- Rs.3,00,000/- and In-house- Rs. 84,033/-

Programmes produced by the Kendra during the year 2011-12:

- Live telecast of two hours musical programme on the occasion of NE Directors Conference in collaboration with AIR Tura.
- Kalyani - A local Health care programme.
- Roving Eye- ENG- Weekly News based programme.
- Youth Programme and Children Programme.
- Folk forms of Garo Hills- EFP- covering almost all Folk forms both songs and dance.
- Agriculture & Flagship Programmes.

#### 4) DDK: Shillong

Shillong got its first 100W LPT in the year 1983-84. In 1990, a new transmitter of 1 KW was installed at Laitkor Peak. DDK, Shillong was later commissioned in 1993. In 2004, the 1 KW transmitter was upgraded to 10KW. The reception in and around Shillong has greatly improved and the coverage area has widely expanded with this upgradation of transmitter power,. It covers 95.1% geographical area and 97.8% population of Meghalaya. It has a 2 ½ hours transmission time on all weekdays, and 5 hours on Saturdays & Sundays. The Kendra gives emphasis on local language programmes.

The Vision for the channel:

- To make DDK Shillong programmes available on the satellite & DTH platform
- To Launch regional services from DDK Shillong for 5 hours duration, i.e. 3.00- 8.00 PM

Important Programmes telecast

- Hoisted a series of concerts showcasing the finest talents of the state at the remotest corners like Jowai and Mawkyrwat to mark the 50th anniversary of Doordarshan.
- Launching of Dedicated Health Programme-Kalyani II.
- Tribute to Bob Dylan on his 70th Anniversary.
- Six Episode series on 150th Anniversary of Gurudev Rabindranath Tagore.
- All Shillong Inter School Extempore Competition.
- Youth programme "Sound & Substance" an extempore competition featuring students from all the prominent Educational Institutions of Shillong highlighting the inherent talent of the youths of the region.

## 5) DDK: Silchar

Doordarshan came to Barak Valley on 04.12.1984 and relayed programme from Delhi through its LPT. Operation of HPT started on 26.09.1987. DDK, Silchar started telecasting locally produced 30 minutes programme from its studio from 30.04.1993, which was enhanced to one hour from 03.09.1995 and again to 2 hours (from 1800 - 2000 hours) from 01.08.2000 excluding relays of North East News bulletin in English and Assamese Batori of DDK Guwahati between 1900 and 1930 hours. Local transmission was further extended to 2.30 hours w.e.f. 02.07.2004. Kendra started earning commercial revenue from 30.10.2008. The Kendra has earned a revenues of Rs. 14,53,401/- during the financial year 2011-12.

### **Achievement and activities of the Kendra:**

The Kendra has produced special cultural programmes on Bengali New Year, English Year ending, community and ethnic festivals, special documentary on renowned Saint Fakir Makha Shah.

Some popular programmes telecast from the Kendra are:

Ain-Kanun (live Phone-in- programme on legal advice), Swastha Charcha (live Phone-in programme on Health), Mukho-Mukhi (Interview based programmes with famous personalities in the field of politics, administration etc.), Haste mana (Hilarious skits).

## 6) DDK: Dibrugarh

Formal inauguration of LPT for DD took place on 09th September, 1984 at Dibrugarh, which was upgraded to HPT on 31st March, 1988 for transmitting DD programmes in different parts of the state. A full fledged DD station came into existence on 31st May, 1993 with the inauguration of DDK; Dibrugarh. It has a 10KW HPT for DD-I and 100W LPT for DD News services. The studio has a 3 Camera set-up. Total coverage Area of the Kendra is 21,706 Sq. kms.

Some popular programmes telecast from the Kendra are:

- One weekly News Magazine covering all important activities of the area
- "Hello Doctor"
- Mukta Manch (interaction with audience on burning issues)
- "Hello Murchana"
- 'Mukha Mukhi'
- Govt. sponsored "Flagship" programmes

## 7) DDK: Itanagar

LPT Itanagar was commissioned in 1982 which was upgraded to 1KW in 1991. Full fledged functioning of the Kendra started from 05.02.1996. It covers 82.7% area and 89.7% population of the state. Kendra produce 92% of its Programme in -house and a few are commissioned

and sponsored from outside for telecast.

The Kendra has earned revenue of Rs. 11 lakh during the financial year 2011-12.

Activities during 2011-12:

- Coverage of All India Governors Gold Cup Football Tournament.
- Telecast of the messages of Governor and Chief Minister on the occasion of Republic Day and Independence Day.
- Organised a Crop Seminar under the scheme "Mass Media Support to Agriculture Extension"

## 8) DDK: Agartala

TVRC Agartala started functioning from October, 1982, which was upgraded to HPT on 05th December, 1986. It was finally inaugurated on 27th January, 1987. For programme production, Studio was inaugurated on 20.11.1992 but the telecast of Local Programme started from the year 1995. News in Bengali & Kokborok language/dialect started from 18th December, 2005. The telecast timing of the Kendra is from 5.30 PM to 8.00 PM from Monday to Friday and 3.00 - 8.00 PM on Saturday.

## 9) DDK: Kohima

DDK: Kohima started Relaying DD-I (National) with LPT (100W) installed in AIR Complex, Kohima from 1982. It was upgraded to 1KW HPT on 18th October, 1987. Formal Commissioning of PPC, Kohima took place on 22nd December, 1995. From 01st May, 2003 transmission of local programme was increased to 2 hrs duration daily. It also started telecasting 10 minutes local News bulletin from 01st May, 2003. Power of DD transmission was upgraded from 1KW to 10 KW on 01st April, 2004. From 22.03.2012 digital uplinking facility has been upgraded from single carrier mode to two carrier mode. All the studios and Earth Stations are operating in Digital Domain. It covers 71.5% area and 72.4% population of the entire state.

The Kendra has earned revenue of Rs. 3.0 lakh during financial year 2011-12

Some of the important programmes telecast during 2011-12 are:

Flagship Programme, Prog on Health Care, Sr. Citizen and Differently-Abled, TV Report/Western Music, Devotional Songs in English, Folk songs/Dances, General development Prog. (CP/IHP), Women's for a (CP/IHP0-1.3, Youthnet (CP/IHP)-2,4(Wednesday), Songs in Naga Dialects, Colours (Entertainment Programme), The North East News, Reliving the week etc.

## DD-6 (ODIA)

RLSC for Odisha known as DD-6(ODIA) was commissioned on 2.11.1993. However, it was made a 24-hour channel on Utkal Diwas (01.04.2001). At present, DD-6(Odia) channel is

getting terrestrial support of 55 hrs 30 minutes transmission per week and the rest 112 hours 30 minutes duration transmission is available exclusively on Satellite mode. Most of its programmes are produced at Bhubneshwar, Sambalpur and Bhawanipatna. Language-wise programme composition of DD-6(ODIA) shows that Odia constitute 96.57% of the total programme telecast followed by Commercials/Promos/Fillers(2.39 %) and Hindi Samachar from Delhi (1.04%).

Activities of DD-6(Odia) during the period 2011-12 are listed below:

“Utkal Pragyan Samman-2011”, Live telecast of Rath Yatra of Lord Jagannath, Lord Balabhadra & Devi Subhadra and Bahuda Yatra of Lord Jagannath Live from Puri. The Suna Besha (Golden Attires) of the deities was telecast Live from Puri on 12.07.2011 for a duration of 3 hours. The Foundation Day Programme of Doordarshan entitling “Saptaranga” was telecast on 15.09.2011 in a befitting way.

## DD Punjabi

DD Punjabi was launched on 06th August, 1998 and became 24 hour channel from 05th August, 2000. This Channel was initially 2+1 simulcast in Analogue mode, till 22nd March 2004 when this channel was converted into digital transmission channel. This is a 24 hours non-stop Punjabi channel which is seen widely in India and other countries where the footprints of satellite INSAT 3A and Satellite INSAT 4B are available. DD Punjabi is also available in DTH platform on Satellite INSAT 4B.

In terrestrial mode DD Punjabi has almost 100% reach in the state of Punjab. Doordarshan Kendra Jalandhar is the main source of supply of Punjabi programmes for telecast on DD Punjabi Channel. The 24 hours transmission of DD-Punjabi is divided into 5 parts under the titles Amrit Vela, Sajjri Saver, Day Time Transmission, Evening Transmission & Night Transmission. This channel also carries programmes such as Sports, Live Events and programmes of entertainment.

Other programmes telecast during 2011-12 are: Qanooni Nukte ,Ajj Da Masla , Doctor Nu Milo, “Khirkki” ( magazine programme of one hour telecast live at 14:00 hrs. for Middle East).

DD Punjabi earned a revenue of Rs.10.51 crore during the financial year 2011-12.

## DD Saptagiri

DD Saptgiri is Telugu language satellite channel supported by Doordarshan studios in Hyderabad, Vijayawada and Warangal. It was launched on 10th October, 1993 and became a round the clock service in 2000. The channel started its website from 23-04-2009 for the benefit of its viewers.

Some important programmes telecast on DD Saptagiri are as under:

- Muthyala Saram :- special programme `Muthyala Saram` (Garland of Pearls) based on patriotic songs
- Launching of a New Logo from 6.10.2011 on the eve of Dussehra festival.



- Covered ITF Tennis Tournament (deferred Live), Kabaddi Premier League (KPL), Indian Volley Ball League (IVL), Polo Season-2011, Tollywood Stars Cricket (on DD-Saptagiri), Sr. National Indian Style Wrestling, National Ranking Table Tennis Tournament, 57th Sr. National Ball Badminton Championship for men and women (deferred live), ITF Future Tennis Tournament, India vs Australia Women's T-20 Series.

### Other sections of Doordarshan

#### DD Commercial

Doordarshan Commercial Service is responsible for booking of advertisement and sponsorship normally 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 accepts scroll advertisement at HPT and LPT where there is no origination of Programme. Total revenue earned through commercial section for the year 2011-12 is Rs. 1128.48 Crores.

#### Development Communication Division

Doordarshan set up Development Communication Division in March, 2001 to enhance revenue from Govt. agencies. Direct marketing, eliminating middle-men (private agencies), pro-active approach, dynamic marketing tools & strategies, and on-time launch & completion has paid rich dividends with continuous growth in revenue to Development Communication Division. During the year 2011-12, the division recorded over 1300% increase in revenue since inception. Also 1664 programmes were produced by 16 Kendras in 10 languages & dialect.

It has provided platform for creation of partnerships with State Governments for in-house productions. The model has been replicated in setting up of Agricultural & Narrowcasting Cell with more and more govt. and non-govt. agencies seeking partnerships with Doordarshan for production & telecast of socially relevant programmes. This year our partnership with UNICEF for the popular serial "Kyonki Jeena Isi Ka Naam Hai" continued further.

WHO selected India's longest running health campaign 'Kalyani', (an in-house production of Doordarshan) as one of 15 top global "innovations" that advance the work of women and children health during the year. The programme, for its unique impact was exhibited by Ministry of Health & Family Welfare at International Trade Fair at Pragati Maidan. The campaign has been expanded to 21 states in 13 languages and 17 dialects.

#### Narrowcasting

"Mass Media Support to Agriculture Extension", introduced in 2004 has three-tier approach"

1. On the National Channel: Country specific Agriculture programmes are telecast Monday to Saturday from 6:30 AM to 7:00 AM.
2. On 18 Regional Channels: State specific Agriculture programmes are telecast five days a week (Monday to Friday) on the Regional Language satellite Channels (RLSS), from 6.00 PM to 6.30 PM.

3. In “Narrowcasting” Mode: Area specific information, produced twice a week, 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.

All aspects of Agriculture, Horticulture, Veterinary Sciences and Fisheries are included in the programmes. Weekly live Phone-in programmes, Information on weather and Crop seminars are important features of these programmes. It also provides Agriculture News Bulletin, Mandi Bhav Bulletin (market prices), publicity of minimum support price (MSP), campaign on seed treatment during kharif and other information provided by the DAC, Minister of Agriculture in each Krishi Darshan.

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

### **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 2011-12. 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.

## **Central Production Centre(CPC)**

### **DD Sports**

- (a) Telecast of 24X7 hrs. transmission
- (b) In-house production of one-hour programme “Sports Hour” in English & Hindi of 30 minutes. each which comprises coverage of Sports events of National & International repute.
- (c) In-house production of weekly prog. “Mission London-2012” for telecast on DD Sports.
- (d) In house production of fortnightly programme “Sports Pulse”.
- (e) Live Studio Discussion on Pre Game Shows/Interview of Indian Wrestlers for London Olympics-2012.
- (f) Live Studio Discussion on Champion Challenge International Hockey Championship from 26.11.2011 to 04.12.2011 at Johannesburg, South Africa.
- (g) Live Studio Discussion on International Hockey series played at Australia.
- (h) Live Studio Discussion on One Day International series played between India vs. England from 31.08.2011 at England.
- (i) Live Studio Discussion on Asian Championship Trophy Hockey held on 03.09.2011 to 11.09.2011 at Ordos, China.

- (j) Live Studio Discussion on Sultan Azlan Shah International Hockey Championship from 05.05.2011 to 15.05.2011.
- (k) Repackaging work of Commonwealth Games-2010, 16th Asian Games and 34th NationalGames-2011.

The programme schedule of DD Sports is prepared by DD Sports, DG: DD but telecast from CPC: DD.

#### DD HD:

Doordarshan is running a new channel, namely DD HD from 15.10.2010 and CPC: Doordarshan is transmitting three hours capsule consisting package of sports, National and International events daily from 1900 hrs. to 2200 hrs.

#### DD Urdu:

Telecast of 24X7 hrs. transmission. It is also contributing some in-house production meant for telecast on DD Urdu.

#### DD India

- (a) Telecast of 24X7 hrs. transmission.
- (b) In-house production of weekly programme “Yours Truly” for telecast on DD-India.
- (c) In house production of “Delhi Date Line” of 60 Min. duration till February 2012 telecast on DD India.
- (d) In house production of four episodes of the tele serial “Parikshak Guru”.
- (e) In House Production of “Udaan Ek Nayee Disha Ki Ore” (a programme on Women, Higher education, RTE, Missing Child).
- (f) In House Production of “A Report on 48th ABU General Assembly”.
- (g) In House Production of programme on Pravasi Bharatiya Diwas-2012 – India-Beyond Geographical Entities.
- (h) In House Production of special programme on Holi “Hori Ke rang, Radha ju ke sang”.
- (i) In House Production of “A T.V. Report on Delhi International Arts Festival 2011”.
- (j) In House Production of programme on Holi titled “Phagun Aayo Re”.
- (k) In House Production of repackaging a New Year programme titled “Naya Saal Naya Ullhas-2012”.
- (l) In House Production of Documentary based programme on “World Book Fair, 2012”.
- (m) In House Production of Documentary based programme on “Suraj Kund Craft Mela-2012”.

- (n) In House Production of two episodes of TV Reports based on “International Film Festival” held at Goa.
- (o) In house production of TV Report on “Delhi Horse Show-2012”.

### DD National

- (a) In house production of Musical Programme “Living Legend” before invited audience
- (b) In house production of 26 episodes out of 39 episodes of the programme “Awakening India” on Swami Vivekananda till 31.03.2012.

## ROBOCON

### Indian National Robocon 2011

Robocon (Robotic Contests) in India started by Doordarshan in 2002 with just four participants. This number swelled to 58 during the National Robocon 2011.

### International Robocon 2011

The International Robotic Contest, 2011 was held at IMPACT Arena Bangkok, Thailand in which 19 Engineering Colleges from 18 countries participated. The Theme for Robocon 2011 declared by MCOT was “Lighting Happiness with Friendship”.

## Film Section

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”, “Wake Up Sid”, “Do Knot Disturb”, “Oye Lucky Lucky Oye”, “Aladin”, “Arth”, “Love Aaj Kal”, “Ghajini”, “Rajneeti”, “Udaan”, “Jab We Met”, “I Hate Love Story”, “Ajab Prem Ki Gajab Kahani”, “Khuda Ke Liye”, “Tees Mar Khan”, “Dabangg”, “Jodha Akbar” were shown on Doordarshan in various categories mentioned above. Similarly films based on literary works were telecast under the title “Safar Shabd Se Celluloid Tak” in the Retrospective Slot.

## National Awardee Regional Films

Doordarshan telecasts 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 PM. “Periyar”, “Naan Kudavul”, “Vimukti”, “Vasundhara-The Earth”, “Shob Choritra Kalponik” (Bengali), “Thanmatra”, “Periyar”, “Chuuta Chheda” which bagged national award were shown recently.

New Film Guidelines 2007: New Film Guidelines 2007 have been revised 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 plans to invite offers for latest blockbusters to enhance the revenue and increase viewership. Process to procure latest blockbusters as a package from the eminent film makers like M/s Yash Raj Films, M/s UTV etc.

Guidelines for award winning regional language films as well as commercial regional films for telecast on NNW and Regional Kendras are also being formulated.

## Hindi Section

To ensure the compliance of the Official Language policy and instructions relating to the progressive use of Hindi, there is separate Hindi Section in the Doordarshan Directorate. The main activities of the section during the year 2011-12 are:

1. All documents under Section 3(3) of the Official Language Act 1963, were issued in bi-lingual form and all letters received in Hindi were replied to in Hindi.
2. Four meetings of the Official Language Implementation Committee were held during the year to review the position of the compliance of the Official Language policy in the Directorate.
3. Hindi workshops were organized from time to time to create awareness among the officers/employees regarding Official Language Hindi and to motivate them to do their work in Hindi.
4. Released sixth issue of Directorate's Hindi in house magazine 'Darshan'.
5. Organized Hindi Fortnight from 01st to 15th September, 2011. Various competitions were held and cash prizes given to the successful participants during this period.
6. Seven Hindi magazines published by various Doordarshan Kendras were awarded shields/trophies under the Best Magazine Award Scheme during the year.

## PR Unit

A complete guide to Doordarshan Programmes "DD This Week" is published from PR Unit and circulated to all Media units including agencies like PTI, UNI, All Newspapers and DTH Platforms for their Electronic Programme Guides. PR Section updates the Doordarshan Website on daily basis to keep the viewers updated on programme information.

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

## DD-Archives

Archiving is a continuous process in any broadcasting agency as important recordings are preserved for future telecast and of course for generation next and Indian broadcasting is no exception to it. Doordarshan is the biggest and was the first Audio Visual platform of Information, Education & Entertainment. It has a history of more than 50 years. But there was no provision to protect the rare and valuable programmes telecast through its various channels over the years. From 1959 to 2003 DD Archives was more or less a storehouse and archiving was only a process of not erasing recordings which were deemed to be important by individuals. Doordarshan Archives reinvented itself in 2003 with a new approach and prepared itself to meet the challenges of Audio Visual Digital World.

DD-Archives have been providing services in the following categories:-

1.	Beta	579
2.	Umatic	193
3.	DVC	152
4.	BCN	94
<b>Total Hours: 1018</b>		

- Digitization of the Programmes

DD-Archives has taken a major step towards digitization by acquiring Media Asset Management Solution with 8 ingest points and 5 terabyte on line storage and 19 LTO4 tapes which can store roughly 1200 hours of digitized and archived content. As it is evident, this is only a small beginning towards the migration of archival programmes into digital domain. At present approximately 1000 hrs. of digitized material have been archived.

During the year 2011, details of digitized (Dubbing) hours are as under:-

- Release of DVDS & CDS

Following three DVDs were released on 29/06/2011 during the release function organized by AIR at DDK Chennai by Hon'ble Minister of State for Information & Broadcasting Dr. S. Jagathrakshgan.

1. Kannanin Aaramudhu ( Discourses on Srimad Bhagwad Gita by Vellukudi Krishnan in Tamil )
  2. Bhamakalapam (Traditional operatic dance in Kuchipudi by Alekhya Punjala)
  3. Lalgudi G. Jayaraman, Violin Recital
- Sale of Archival Footage
  - Customized DVDS

Following projects are complete but awaiting release



**1. Shabd Shatabdi Project:**

Doordarshan Archives completed the work of Shabd Shatabdi Project consisting of two volumes. This will also be accompanied by an e- book which will contain Audio-visual content on following contemporary poets.

- Shamsheer Bahadur Singh
- Agneya
- Nagarjun
- Kedarnath Aggarwal

**2. DVD – Light Music – Compositions of Pt. Mohinder Sarin.**

3. Following titles are nearing completion:-

- a) Pt. Kumar Gandharva - one DVD (classical)
- b) Dhruwad - Dhamar

**DD archives create software for telecast in Regional Channels****DD Annual Awards**

Doordarshan instituted DD Awards in 2001 to recognize and felicitate thematic, aesthetic, 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. Awards were given in 34 categories were awarded on the maiden award function. The 10th DD Annual Award presentation ceremony was held in Delhi on 25th May,2011 wherein awards were given in 32 categories. The Hon'ble Minister of Information & Broadcasting announced a new category Innovative Ideas & Innovative Treatment based best Commissioned Programme for Doordarshan Annual Award-2011 which was later finalized. Revenue of Rs. 80 lakhs was earned in the 10th Doordarshan Annual Award ceremony.

**Audience Research**

Audience Research Unit of Doordarshan with its 19 field units located at Doordarshan Kendras all over the country is involved in Research studies on various aspects of broadcasting since 1976. During the year 2011-12, the Unit contribution is as follow:

- Analysis and reporting of TAM TVR on weekly basis.
- Preparation of annual report of Prasar Bharati for 2011-12 and Ministry of I&B for the year 2011-12.

- Report finalized on “Impact of DD, Pvt. Cable & Satellite channel on women and family in India”.
- Revised rural DART Panel Survey covering whole of India based on the recommendation of the Parliamentary Standing Committee on IT Technology started from August, 10. Based on it, regular feedback on rural DART are provided to DG: DD.
- Report on “Study on provision of DTH receiver-study of its usefulness and viewers perception under printing.

## 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 2011-12, 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 31.12.2011, in Doordarshan is as follows:  
Group-wise total

Administration Wing	Sanctioned Strength	Filled	Vacant
Group-wise grant total			
Group 'A'	1119	551	568
Group 'B'	4236	3427	809
Group 'C'	11971	9034	2937
Group 'D'	4374	2935	1439
Total	21700	15947	5753

### RTI Annual Return Information System (2011-2012)

Regional/Local Doordarshan Kendras:

Progress in 2011-12					
	Opening Balance as on 01.01.2012	Received during the Quarterly (including cases transferred to other Public Authority)	No. of cases transferred to other Public Authority	Decisions where request/appeals rejected	Decisions where requests/appeals accepted
Requests	Nil	2223	105	0	2118
First Appeals	Nil	112	30	Nil	82
No. of cases where disciplinary Action taken against any Officer				NIL	

No. of CAPIOs Designated	No. of CPIOs Designated	No. of AAs designated
59	321	24

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
					07	04	09		11				18

Amount of Charges Collected (in Rs.)		
Registration Fee Amount	Additional Fee & Any other Charge	Penalties Amount
12,245	14,138	Nil

The Programme production centres across the county telecast programmes in Regional/Local

languages in their respective coverage zones. Brief descriptions of these Regional/Local Doordarshan Kendras and its activities during 2011-12 are as follows:

### DDK:Delhi

Doordarshan Delhi is the primary Kendra of the country and has the credit of not only originating and launching television in India in September, 1959 but also of presenting the National Transmission to the rest of the country since its inception. Programmes initiated by the Kendra in its early days, about half a century ago like Krishi Darshan and Chitrahaar continue to have relevance today and are still household names in India.

It is responsible for 24 x 7 hour transmission of DD-I and DD Bharati while simultaneously functioning as a regional centre for Delhi, its adjoining areas and LPTs scattered in remote areas of the country.

The Kendra is also the pivotal central hub which originates over 150 live outdoor broadcasts annually on the National Network. Besides being carried terrestrially by all other Doordarshan kendras, many of these events being of national and international importance are also utilized by satellite channels based in India and other international channels.

All important international sporting events telecast on Doordarshan, including events of special interest featuring India viz. One Day Cricket matches, Davis cup matches, Hockey tests etc. were down linked by the Kendra and then transmitted to the rest of the country.

The Kendra also coordinates the daily three hours playout for DD HD Channel from 19:00 to 22:00 hrs and the state-of-the art archiving and restoration equipment with playback facilities of DD Archives at Akashvani Bhawan. In addition, the Kendra provides technical facilities and support for DD News.

#### **Major live coverages during 2011-12 for National Network :**

- Joint Budget Session address by President of India-Live from Parliament House
- Presentation of Union Railway Budget/General Budget -2011-12-Live from Parliament
- Diamond Jubilee Celebration of Election Commission of India –Live from Taj Palace Hotel
- Inauguration of Chief Minister's Conference by Prime Minister –Live from Vigyan Bhawan.
- Silver Jubilee Celebration of 88thMahila Battalion of CRPF –Live from Jharoda Kalan.
- Presentation of MOU and Scope Excellence Award Ceremony –Live from Vigyan Bhawan.
- Navonmesh-2011: DVC release function of DD Archive, inaugurated by the Minister for Information &Broadcasting, 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 -2011-Live from Vigyan Bhawan.
- Presentation Ceremony of 57th National Film Award –Live from Vigyan Bhawan.
- Memorial Concert to Commemorate Death Anniversary of Smt. Indira Gandhi –Live from 1 Akbar Road.
- Joint. Press Conference of the President of the United States of America and the Prime Minister of India – Live from Hyderabad House.
- US President's Address to Joint Session of Parliament –Live from Parliament House.
- Beating retreat- Republic day 2012 : Live from Vijay Chowk
- Fourth Umpire : Triangular ODI Cricket Series : Live from DD Studio
- 10th Indira Gandhi Conference- Inaugurated by PM-Live from Teen Murti
- Army Day Parade-2011: Live from Garrison Parade Ground.

Special mention can be made of Republic day live coverage – 2012. In 2011, using optical fibre networks, the Kendra connected for the first time in its history, 5 cameras deployed with the first OB set up at India Gate with the second OB Van set up at Rajpath. The OB set up at Amar Jawan Jyoti, India Gate which had hitherto been utilized for only the first five minutes, thus became an integral and continuous part of the rest of the parade from Rajpath.

In 2011, Doordarshan Kendra, Delhi was able to innovate its production plans and get a panoramic view of the Parade and the tableau by installing a Jimmy-zib camera at the saluting base of Rajpath. Thus, for the first time ever, an overhead camera was used to provide shots of the parade from a height enabling Doordarshan to show pictures of what was happening inside the tableaux to the viewers not just from the side-on perspective, but also to provide additional top down and frontal views.

## DDK, Kolkata

Doordarshan, Kolkata was commissioned on 9th August, 1975. The service range was increased from 50 kms to 80 kms in March, 1978. Colour transmission including outside coverages through OB Van started on 6th June, 1983. Inauguration of 2nd Channel at Doordarshan, Kolkata for one hour daily programme took place on 19th November, 1987. From 4th September, 1988 morning transmission was introduced. Duration of 2nd channel programmes increased to 2 hours from 19th November, 1988 and to 3 hours from 26th January, 1990(07.30 hours to 10.30 hours). The first full-fledged Digital Studio came into operation from December, 2001. Second Digital Studio came into operation from January, 2002. Programmes in Bangla occupies first position with 96.3%, followed by Music/Dance Programme (1.2%), Urdu (1.1%), Hindi & Nepali (0.7% each) during 2011 – 2012.

Revenue Generation during 2011- 2012 is Rs. 13,58,44,835/- (Sponsored Rs. 2,29,45,000/- and In-house Rs. 11,28,99,835/-)

Achievements of Doordarshan, Kolkata during 2011 – 2012:

- Special programme “Barsho Biday” – on the end of Bengali Year on 14.04.2011 at 2000 hrs.
- Special programme “Baishakhi Baithak” –on Bengali New Year on 15.04.2011 at 0700 hrs.
- Programme on 150th Birth Anniversary of Rabindra Nath Tagore, held at Jorasanko, Thakurbadi on 09.05.2011 from 2000 hrs.
- Live phone-in programme on “Test-tube Baby” (with in the reach of middle class people) on 29.06.2011 at 2030 hrs. in the health programme “Hello Daktarbabu”.
- Special programme on the Birth Anniversary of Doordarshan Kolkata “Kolkata – Chhotrish” from 2000 hrs. to 2100 hrs on 09.08.2011.
- Live telecast of Maha Saptamai Puja from Ramkrishna Math, Belur at 0602 hrs. on 03.10.2011.
- “Bhasan” – live telecast of immersion of idols of Devi Durga from Baja Kadamtala from 2000 hrs. on 07.10.2011.
- “Tomoshoma Jyirgamoy” – a programme on Kali Puja / Deepavali on 26.10.2011 at 2000 hrs.
- Programme on “Chacha Nehru” by children on 14.11.2011.
- TV report on Kolkata Film Festival on 14.11.2011 and 17.11.2011.
- Programme on Bhupen Hazarika “Ganer Jajabar” on 10.12.2011 at 2030 hrs.
- Special New Year programme “Ebar Baro” on 31.12.2011 at 2100 hrs.
- Programme on 150th Birth Anniversary of Swami Vivekananda at Golpark, Ramkrishna Mission on 12.01.2012.
- “Basanta Utsav’ (deferred telecast) from Jorasanko, Thakurbadi on 6th March, 2012.
- Governor’s address from State Assembly on 15th March, 2012.

## DDK, Mumbai

Doordarshan Mumbai came on Television map of India on 2nd October 1972. Another channel DD Metro was Commissioned on 1st May 1985. But Marathi Programmes were available to Maharashtra through commissioning of Regional Service from 9th August 1986. Going through various stages DDK Mumbai today has become one of the major centres in India and during the year 2005-06, Digitalization of Studio Production took place. At present DDK Mumbai manages transmission of two 24 hours channels namely DD National and Sahyadri (RLSC). With overall technical and production development, DDK Mumbai is in a position to produce more than 70 % in-house programmes. The programmes are telecast in Marathi (85.7 %), Hindi (2.4%), and (Sindhi 0.7%) languages. It covers 77.5 % area and 87.1% population of the State.



**Important activities during 2011-12**

Date	Name of event/venue	Live/Rec	Duration[HRS]	Telecast Channel
30& 31.08.11	All India Sr Major Ranking Badminton Championship	Live	9 hrs 35 mts	DD Sports
25.09.11	Akashwani Sangeet Sammelan 2011 at Ahmednagar	Rec.	3 hrs 30 mts	DD National
13.10.11	National Table Tennis Championship 2011 from Thane	Live	8 hrs 00 mts	DD Sports
12 & 13.01.12	Classical Music prog at Akashwani,Churchgate,Mumbai	Rec.	13 hrs 30 mts	DD Bharati
22.04.11	Roll Ball World Cup 2011 from Balewadi,Pune	Live	5 hrs 30 mts	DD Sports
1&2.06.11	28th National Basket Ball 2011 from Nagpur	Live	11 hrs 00 mts	DD Sports
25.09.11	Akashwani Sangeet Sammelan 2011 at Akashwani, Mumbai	Rec.	3 hrs 30 mts	DD National
6.10.11	Kakad Aarti from Sai Baba Mandir, Shirdi	Live	2 hrs 20 mts	DD 1 & DD 10
13.10.11	Diwali Music Concert at Akashwani, Mumbai	Rec.	2 hrs 30 mts	DD Bharati
18 & 19.11.11	ITF Men's Tennis Championship 2011 Pune	Live	10 hrs 00 mts	DD Sports
23.11.11	Opening Ceremony of 42nd IFFI 2011 from Mangaon,Goa	Live	2 hrs 00 mts	DD National
29.11.11	Football Match Zambia V/S India from Mangaon, Goa	Live	2 hrs 15 mts	DD Sports
3.12.11	Closing Ceremony Of 42nd IFFI 2011 from Panaji, Goa	Live	2 hrs 00 mts	DD National & News
23.12.11	'Chirsmarniya' Musical Prog. at Akashwani, Mumbai	Rec.	2 hrs 00 mts	DD Bharati
6 to 8.01.12	59th Super National Kabaddi Championship from Wadala,Mumbai	Live	14 hrs 30 mts	DD Sports
14 & 15.01.12	All India Sovio Cup[Basket Ball] 2012 from Matunga,Mumbai	Live	5 hrs 20 mts	DD Sports
3.02.12	Inauguration of MIFF 2012 from NCPA,Mumbai	Live	1 hrs 10 mts	DD Bharati & Sahyadri
9.02.12	Closing ceremony of MIFF 2012 from NCPA,Mumbai	Live	1 hrs 35 mts	DD National
21.02.12	Akashwani Annual awards 2012 at Y.B.Chavan auditorium, Mumbai	Rec.	3 hrs 00 mts	DD Bharati & Sahyadri
3.03.12	National Robocon 2012 from Balewadi,Pune	Live	2 hrs 50 mts	DD Sports

## DDK, Chennai

Satellite link was established in the year 1982 to facilitate downlinking of National Programmes transmitted from Delhi Kendra along with colour transmission. HPT with 10 KW was commissioned on 14th January, 1987 at Kodaikanal Hill top to relay the Programmes to reach the far-flung areas. DTH service was commissioned on 16th December 2004. At present, Regional service in Tamil language is being relayed by 10 HPTs, 54 LPTs and 7 VLPTs to serve the entire Tamilnadu state.

This Kendra provides VTR service support to other Kendras in the south zone. The services of the Kendra were extended to DDK Madurai, DDK Coimbatore and DDK Pudhucherry.

Revenue earned during the year 2011-2012 is Rs. 7.11 crores.

### Major events telecast live during 2011 – 12

Date	Event
27.04.11	Last rites rituals of Sri Sathyasai Baba at Puttabharti, Andhra Pradesh
15.05.11	Swearing-in-ceremony of Chief Minister Tamilnadu, at Madras University Centenary Auditorium
15.07.11	Launch of PSLV C17/GSAT-12 at Sriharikota
15.07.11	Independence Day Celebrations at Fort St.George, Chennai
09.08.11	78th National Snooker Championship 2011 at Chennai
13.08.11	Nehru Trophy Boat Race at Alappuzha, Kerala
18.09.11	112th Kottayam Boat race at Thazhathangady
06.10.11	Dussehra Procession at Mysore
12.10.11	Launch of PSLV-C18/Megha-Tropiques Mission from Sriharikotta
12/14.10.11	3rd All India Invitation Basketball Tournament
20.10.11	Metro Rail Inauguration at Bangalore
11/12.11.11	US 10K ITF Future Men's Tennis Tournament at SDAT Tennis Stadium Lake area, Nungambakkam, Chennai
08.12.11	Karthigai Deepam Festival at Thiruvannamalai
05.1.12	Vaikunta Ekadesi Festival at Srirangam on 05.01.12
8-14.01.12	Thiyagaraja Aradhana, Tiruvaiyaru, Thanjavur
26.01.12	Flag Hoisting Ceremony and Republic Day parade from Marina
05.02.12	Thai Poosam Festival at Melmaruvathur
20/24.02.12	Natyanjali Festival at Chidambaram
28.02.12	Kumbha Bharani Mahotsav at Chettikulangara
26.03.12	Budget 2012-13 Presentation at Legislative Assembly of TamilNadu

## DDK, Bengaluru

Doordarshan, Bengaluru was one of the SITE centre during 1975–76. It started relaying Programmes from 1st November, 1981 with the commissioning of LPT, which later became full fledged DD Kendra on 19.11.1983. To augment the Kendra infrastructure, Digital Earth Station was setup on 28.10.2003. It is catering the media needs of 82.4% Population and 76.2% area of the whole state. Out of the total programmes produced by the Kendra during 2011-12, 56.05 % were In- house & commissioned programmes whereas 43.95% were sponsored programmes. Language-wise it produced 98.38% programmes in Kannada and 1.62% in Urdu, Kodava, Konkani & Tulu.

Revenue earned by the Kendra during 2011 - 2012 is Rs.7,38,29,978/-

### Award

Hindi In-house Magazine “ Adithya” of this Kendra was awarded 3rd Prize in the award function held at New Delhi on 14th September, 2011.

Other important events during 2011-2012 were:

1. Deferred live telecast of Police Flag Day on 02.04.2011 at 8.00 am from KSRP parade ground, Koramangala, Bangalore.
2. Coverage of 51st National Senior Athletic Championship held at Kanteerava Stadium, Bangalore from 11.06.2011 to 14.06.2011.
3. Live telecast of Independence Day celebrations at Parade Ground, Bangalore from 8.55 AM.
4. Live coverage of Mysore Dussehra celebrations on 06.10.2011 from 12.55 pm.
5. Live coverage of inauguration of 1st line of Namma Metro from Byappanahalli to M.G.Road on 20.10. 2011 from 10.00 am
6. Live coverage of Republic Day function held at Parade Ground, Bangalore.
7. Live telecast of ‘Thyagarajotsava’ and ‘Purandara Aradhana’ organized by Bharatiya Samagana Sabha at Chowdaiah Memorial Hall, Bangalore on 5th February, 2012 from 10.00 am to 12.30 pm.
8. Live coverage of Union Railway Budget 2012– 13 on 14.03.2012, Union General Budget 2012 – 13 on 16.03.2012 and the State Budget 2012 – 13 on 21.03.2012 along with specially arranged Budget Analysis programs.
9. Deferred live telecast of 14th Annual convocation of Rajiv Gandhi University of Health Services, Karnataka held on 31st March, 2012 at 10.30 am at NIMHANS Convention Centre, Bangalore.

## DDK, Hyderabad

Inaugurated on 23rd October, 1977, partial colour transmission of Doordarshan Kendra,

Hyderabad began from 05-01-1983. News in Telugu (Varthalu) and commercial service started by the Kendra in November and December, 1983 respectively. Regular colour transmission started from 06th January, 1986. The Studios were shifted to its own premises at Ramanthapur, Hyderabad on 27-11-1988. It took almost 11 years for the Kendra to go for Digital mode of transmission (from 15-08-1999). Digital Uplinking System was commissioned on 13-10-2003. Now the service has been extended to the entire state and some parts of the country as well as the world. As per 2011-12 fixed point charts, language wise programme produced by the Kendra is as follows:-

Telugu (97.7%), Urdu (1.5 %) and Hindi (0.8 %).

Revenue earned by the Kendra during 2011-12 is Rs. 8.01 crores

### Major Events and activities of the Kendra during 2011-2012

- Organised world cup-2011 cricket mushairah before invited audience.
- A composite AIDS awareness programme was telecast on World AIDS day (01.12.2011).
- Radio Sangeet Sammelan on 25.9.2011 at Tyagaraja gaana sabha, Hyderabad.
- 'New Year Hangama' and urdu poem on the eve of new year, children's programme, and Hasya kavi sammelan on new year in (Hindi), humorous mushaira programme (Urdu) special darsaneeya sthalalu, etc.,
- Ugadi special programme on the eve of Ugadi, Ugadi kavisammelanam, hasyavadanam, a programme entitled 'Girijana Jeevitam lo nava vasantham etc.
- Anitara Saadhyam – Aa Mouna Muneetvam:- A special programme on the occasion of Avatar Mehar Baba's 118th birthday celebrations.
- Swarame Jeevitam – Laye Sahithyam: A special documentary based on the views of Dr.Samala Sadasiva, recipient of National Sahitya Academy Award.

International, National and State government's awards received by the Kendra:

1. Japan prize 2011 was won by Sri Emani Krishna Rao, Sr. Correspondent of this Kendra.
2. TV award 2011 for best programme on Children living with HIV / AIDS.
3. Two UNICEF awards - 'Inkennallu' and 'Jogini'
4. Nandi Awards: During this financial year the Kendra received five Nandi awards constituted by government of Andhra Pradesh for the year -2009 and three nandi awards for the year - 2010.

### DDK, Ahmedabad

The First 1KW MW TV transmission started functioning on 15-03-1977 in Gujarat at PIJ village under the banner of Kheda Communication Project with Programme production facilities at Space Application Centre (ISRO), Ahmedabad for 30 minutes. From 19.11.1983 the existing 10 KW Transmitter at Thaltej, Ahmedabad started radiating Doordarshan Programmes with

temporary mast of 100ft. (on reduced power of 1KW). The existing Doordarshan Studio along with required production facilities was commissioned on 02-10-1987. Though it started with telecast of only 10 Minutes News and 30 Minutes Hardcore Agriculture programme at its inception, the Kendra is now putting out round the clock telecast, i.e. 24 hours.

Commercial Service was introduced at Doordarshan Kendra, Ahmedabad on 7th January 1988. The much-awaited Regional link up of the Kendra was inaugurated on 30.12.1992. On 01.05.1994, DD-2 Metro transmission was inaugurated at Ahmedabad which was converted to 24 hours DD News Channel with effect from 3rd November, 2003. The programmes of this Kendra are being relayed by 8 HPTs, 61 LPTs and 3 VLPTs situated in Gujarat, Daman & Diu covering 93.8 % of area and 94.7 % of State population.

The Kendra's programme complexion includes News and Current Affairs, Education, Entertainment, Film based, Informative, Health and Family Welfare, Rural Development, Agriculture, Women, Children, Youth, Cookery Shows, Beauty tips, Humorous, literary and Art Programmes in addition to development Stories, Telefilm, Music, Dance, Plays/Serials, Science and Technology/Environment, sports, Quiz and Linguistic Minority programmes like Sindhi and Urdu as also a programme in Hindi.

*Revenue generation by the Kendra during 2011-12 is Rs.4,86,82,648/-*

#### **Activities during 2011-12:**

- On the occasion of the Silver Jubilee Year of Doordarshan Kendra, Ahmedabad, DD Girnar instituted "Girnar Shiromani Puraskar" from this year. These Awards are one more landmark of DD Girnar, since it has highlighted the Achievement of individuals who have made a significant contribution to Gujarat in the fields of Film, Theatre, Music, Literature, Women of Substance, Social service, Industry, Agriculture, Sports etc.
- International Children's Broadcasting Day (ICBD) was celebrated at the Kendra for the first time by producing a special programme with school children on 10th January, 2012.
- A workshop on "Right To Information" was organized at the Kendra by RTI Cell on 12th October, 2011.
- Shri Raju Parmar, Hon'ble Member of "National Commission for Scheduled Caste" visited the Kendra to review the implementation of Reservation policy on 9th December, 2011.
- To promote Doordarshan Free to Air DTH system "DD DIRECT PLUS", A stall was booked during three day Annual Technical Conclave & IETE Expo 2011 organized by IETE, Ahmedabad Chapter from 23rd to 25th September, 2011 at Rajpath Club, Ahmedabad. For the first time "Scroll advertisement Awareness" display & Display-cum-Sale counter for Archival DVD's/ CD's was arranged for the public.
- Rathayatra was telecast live.

#### **DDK, Jalandhar**

Programme production of DDK, Jalandhar began ever since its inauguration on 13th April, 1979. However, full fledged functioning of the Kendra began with the commissioning of a 10 KW transmitter on 01.06.1981. Now the centre at Jalandhar with its network of relay

transmitters at Amritsar, Bathinda, Fazilka, Pathankot, Gurdaspur, Ferozpur, Abohar, Patiala, Talwara and Chandigarh covers whole of Punjab as well as parts of the adjoining states of Himachal Pradesh, Haryana, J&K and Union Territory of Chandigarh. The Kendra originates 31 Hrs. 30 Mts of programmes, per week .Bulk of the programmes produced by the Kendra are in regional language, i.e; Punjabi (87.5%). In addition to this, programmes in Hindi, Urdu, Haryanvi, Himachali and Dogri are also telecast to cater the needs of the neighbouring states.

The Kendra originates about 50 different programmes every week which include plays, features, variety programmes, programmes of legal hints, health & hygiene, environment, agriculture, humorous programmes, art, aesthetics, cultural heritage, folk lore, literature, current affairs, sports development, science & technology and a galaxy of other subject meant for general as well as various specific audiences. It telecast 93.4% In- House productions and 6.6% sponsored programmes. News and Current affairs programmes are telecast round the clock by DD News channel of Jalandhar.

*Revenue earned by the Kendra during 2011-2012 is Rs. 4,92,93,065/- (excluding DCD)*

#### **Events organized during 2011-12:**

- DD Foundation Day: A colorful function namely “Jashan Di Sham” was organized in the studios of DDK on 15 September, 2011 before invited audience.
- New Year Eve Programme: “Mauj Baharan 2012” was recorded in front of invited audience in the premises of Doordarshan involving star attractions in the contemporary Punjabi world of music.

#### **Interactive Programme**

The Kendra is also telecasting many interactive Live Phone-in programmes, some of which are as follows:

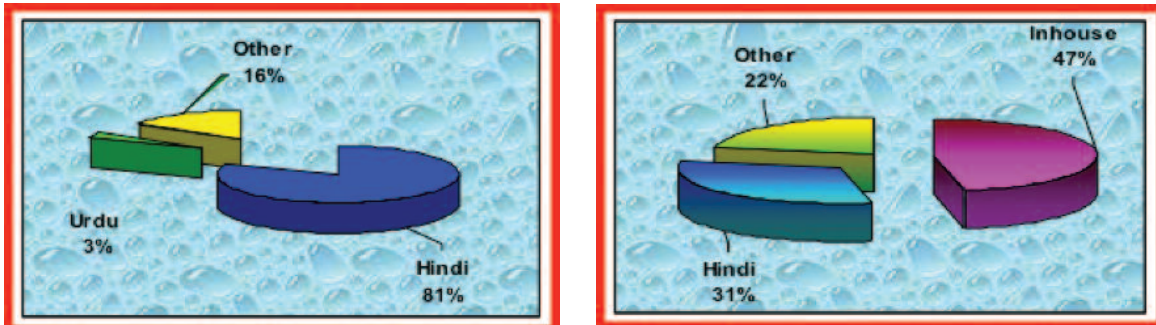
Gallan Te Geet, Qanooni Nukte, Khaptkar Surakhiya , Women Help Line, Tax Line , Bhawan Nirman Kala, etc. Information is also provided to the people of the area regarding various Government of India schemes under the Flagship Programme.

#### **DDK, Lucknow**

Doordarshan Lucknow, the 7th Kendra came on the television map of the country on 27th, November 1975. Since its inception the Kendra has made significant contribution to accelerate socio-economic development and in promoting national integration & communal harmony, art & craft, artistic & cultural activities, sports etc. in the state. The transmission timings are 10:00 AM to 10:30 AM (Monday to Friday) for ETV (Deeksha) and 04:00 PM to 08:00 PM (Monday to Saturday) and 06:30 PM to 08:00 PM (Sunday) for general programmes. The fully automated Regional News Room of DDK Lucknow is playing very vital role covering the largest state of the country since (15th August.2005). Hindi is the main Language of the region and occupies more time (81%) followed by Urdu (3%). This Kendra telecast 47% In-House



productions 31% sponsored Programme and remaining (22%) others. It Covers more than 90.4% area and 96.4% population of Uttar Pradesh. The Kendra is also coordinating with other PGF of UP & Uttaranchal and is acting as a Nodal agency for entire Hindi Belt.



Revenue earning of the Kendra during 2011-12 IS RS.11.01 crore. The major contributors are U.P. AIDS Control, IEC Bureau, Pulse Polio & NRHM.

**Activities during 2011-12**

- Cultural fair 'Lalit Ke Rang' organized at Lalitpur to promote folk-lore and strengthen bond with the viewer's of Bundelkhand. 2011
- A programme "NagarKatha" highlighting the religious & cultural heritage alongwith screening of lifestyle of mythological cities Varanasi, Ayodhya and Chitrakoot. 2011
- A workshop on "Using Standardized Hindi through Unicode" was organized in the Kendra to impart awareness on Hi Tech development in the field of Hindi. 2011
- Live coverage of weeklong sport event "Badminton Asia Youth Under-19 Championship held in Lucknow". 2011

**AWARD**

Awarded first Prize in Regional Flower & Horticulture Exhibition -2012 held at U.P. Governor House, Lucknow. 2012

**DDK: Bhubaneswar**

The Upagraha Doordarshan Kendra (UDK) at Cuttack came into existence in August, 1974 to feed programmes for Satellite Instrumental Television Experiment (SITE). An HPT was commissioned at DDK, Cuttack on 10.3.1985 for relaying programmes telecast through the INSAT-B for the viewers around 80-100 KMs radius of its transmission zone. 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 Bhubneswar was commissioned on 19.11.1992. First Live Telecast of Car Festival on Regional Network took place in 1992. Similarly Commercial Service started with effect from 18.09.1994. At present DDK Bhubneswar 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% of land area and 25.3% population of the state.

The Regional News Unit (RNU), DDK, Bhubaneswar has been telecasting four Bulletins, two Prime Bulletins with 15 minutes duration and News Headlines at 3.00 PM and 5.00 PM with

2 minutes duration. The unit also produces Parikrama – a Live Programme on News and Current affairs of 28 minutes on every Thursday at 5.02 PM.

Revenue earned by DDK, Bhubneshwar during 2011-12 is Rs. 10,79,62,958 (including Rs. 5,02,97,200 from DCD).

#### Activities of the Kendra during 2011-12:

- Special Programme “Utkal Pragyan Samman-2011” of One & Half hour duration was organized before an invited audience and telecast live from the Kendra on 1st April’2011 on the occasion of Utkal Diwas and Anniversary Day of DD-6(Odia).
- The World Famous Rath Yatra of Lord Jagannath, Lord Balabhadra & Devi Subhadra was telecast Live from Puri on 03.07.2011 for a duration of 8 Hours & 30 minutes from 8.30 AM to 5.00 PM.
- The Suna Besha (Golden Attires) of the deities was telecast Live on DD-I (Regional Service) from Puri on 12.07.2011 for a duration of 3 hours.



*View of Rath Yatra*

#### Other Important Programmes telecast during 2011-12 :

- The Foundation Day Programme of Doordarshan entitled “Saptaranga” on 15.09.2011.
- Special New Year programmes “Swagatam 2012” on 31st December’2011 and “Badaluchi Calendar” on 1st January’2012 .
- The 99th Indian National Congress which was organized in the KIIT Campus, Bhubaneswar was extensively covered by Doordarshan. TV Reports were also telecast on other days of the Science Congress held between 3rd January and 7th January’2012.
- The Mukteswar Dance Festival organized during 14 to 16 January’2012 and Rajarani Dance Festival organized during 18 to 20 January’2012 by the Culture Department of State Government were covered by Doordarshan and telecast live on DD-Bharati.
- The 6th National Film Festival – Art & Artists organized by Jatin Das Centre for Art in Bhubaneswar during 11 to 13 January’2012 was also covered by Doordarshan. A Curtain Raiser was telecast on 10th January’2012 followed by TV Reports from 12th to 14th January’2012.

## DDK, Jaipur

The first television programme was viewed by the people of Rajasthan on 1st August 1975 under the SITE Project in the districts of Kota, Sawai Madhopur and Jaipur. On 1st June 1987, Jaipur Doordarshan Kendra was set up at Jhalana Doongri and transmission started from 6th July 1987. Initially the Kendra produced only 30 minutes of programmes and this was gradually increased to about 4 hours. The LPTs located at Ajmer, Udaipur, Jodhpur and Bikaner and HPT at Bundi are well connected since 2nd October, 1993 with DDK Jaipur via satellite for transmission of programmes. On 01.05.95 telecast of DD-2 programmes commenced from Jaipur using a 100W LPT which is now telecasting DD News since 2000 from a 10 KW HPT. The reach of the News channel is 11% by area and 32% by population. Most of the programmes are telecast in Hindi and local languages of Rajasthan.

Presently the Kendra originates over four hours of daily programming (25 hrs and 30 minutes weekly) in Hindi and Rajasthani. Programmes are also telecast in Sindhi, Urdu, English and Sanskrit. Regional News bulletin of 15 minutes duration in Hindi started from 11th February, 1990 and that in Rajasthani language started from April, 2000. At present the Kendra originates two news bulletins daily one in Hindi and another in Rajasthani and feeds important stories for the national bulletins including regular contribution in Rajyon Se Samachar at 17.40 hrs daily on DD News.

The reach of DD-14 (Jaipur) is 79.3% by population and 72.4% by area of Rajasthan and DD-news is 36.1% by population and 13.2% by area of the state.

Revenue earned by the Kendra is Rs 7.07 crores during the year 2011-12.

### Important coverages of DDK Jaipur in 2011-12

1. Special programme on Gangaur "Pujan Do Gangaur"
2. Ranakpur Jain Mandir – Documentary
3. TV report on Mahaveerji fair
4. Quiz programme on World Environment Day
5. TV report on Ajmer Urs
6. Story programme on famous Festival Teej
7. Governor Shivraj Singh Patil's message on the eve of Sanskrit Diwas
8. TV report on Independence Day
9. Special Programme on Doordarshan Jaipur Sthapna Diwas
10. TV report on Late Indira Gandhi Jayanti
11. Special programme on (1) Eid Ul Juha and (2) Pushkar Mela
12. Documentary on Anand Bhavan
13. Special programme on Shrikrishan Janamasthami
14. Desert Calling (Documentary)
15. TV report on Akhil Bhartiya Brij Bhasha Kavi Sammelan
16. Mushaira on the eve of New Year

17. Speech of President Smt. Pratibha Devi Singh Patil on closing ceremony of 10th Pravasi Diwas
18. Special programme on 150th Jayanti of Swami Vivekanand
19. Governor Shivraj Singh Patil's message on the eve of Republic Day
20. Nanhi Duniya programme on Shilpgram Utsav, Udaipur
21. Special programme Serat-E-Nabi Pegam Eid-E-Milad
22. TV report on Jaipur Literature Festival
23. Yeh Hain Seharyaar – A Report
24. Special programme on Mahashivratri
25. TV report on Shri Khatu Shyam ji mela
26. Special programme on Holi
27. TV report on Rangeelo Mahotsav
28. TV report on Maharana Mewar
29. Telefilm "Ammi"

## DDK, Ranchi

Doordarshan Kendra, Ranchi was commissioned on 25th September'1984. The Kendra produced "Area Specific Programmes" till 2nd April'2002 when 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. First Live Programme from DDK, Ranchi Studio was aired on 02.04.2002. Digitalisation of Earth Station was done on 2nd March, 2003. Later, a New Digital Studio was commissioned on 28.02.2007. Presently DD- National and DD News cover 96.7 % and 15.7% area and 97.4 % and 23.4% population of the state respectively. Most of the programmes are telecast in Hindi language (86.52%), followed by Tribal Languages (05.24%) and Other Languages(Bhojpuri, Bengali, Rajasthani, Punjabi etc. (08.24%).

Revenue earned by the Kendra during 2011-2012 is Rs. 1,97,23,907/-

### Activities during 2011-12:

01. Telecast of Anniversary programmes like World Red Cross Day (08.05.2011), Teachers Day (05.09.2011), World Literacy Day (08.09.2011), Postal Day (10.10.2011), Children Day (14.11.2011), World AIDS Day (01.12.2011), World Disabled Day (03.12.2011), Programme on Republic Day (26.01.2012) and International Women Day (08.03.2012).
02. Telecast of special programmes on different Religious Festivals like Ramjan (30.08.2011), Eid-UI-Fitre (31.08.2011), Diwali (26.10.2011), Durga Puja (27.09.2011), Muharram (26.12.2011) and Holi (08.03.2012).

### Flagship & Innovation in Governace Programme:

This Kendra has produced a number of programmes/quickness under flagship programme



“Bharat Nirman”, “Bharat Mein Hai Vishwas” to generate public awareness about the Government schemes like NAREGA, Sarva Sikshya Abhiyaan, National Rural Health Mission, ICDS, Safe Drinking Water, Mid Day Meal, Jawaharlal Nehru National Urban Renewal.

### DDK, Srinagar

DDK Srinagar is one of the oldest Kendra of Doordarshan which came up on 26th January 1973 after Delhi and Mumbai. It started RR-2 and DD-Kashir transmissions with 100W LPT in the year 1994 & 1995 respectively. Later on these two transmitters were upgraded with 1KW transmitter each in the years 1999 and 2000 respectively. Further both the transmitters were replaced with 10KW R&S transmitters alongwith the DD-I Transmitter in March, 2006. To enhance the infrastructure of the Kendra, Digital Earth Station was commissioned on 10th June 2005. Mostly Programmes are produced in the following Languages/ Dialects: Kashmiri (46%), Urdu (41%), Dogri (03%), Ladakhi & Hindi (02% each), Punjabi, Gojri, Pahari, Pushto, Sheena & Balti (01% each).

Total revenue earned during 2011-2012 through Commercials is Rs. 22, 48,655/-

#### Major Activities, Initiatives and Achievements

- Live telecast of Budget Session in J&K Legislative Assembly & Legislative Council from Jammu on 07-03-2011.
- Live telecast of Cultural Programme at Lalit Palace, Srinagar on 24-04-2011.
- Naatiya Mushaira at Emporium Garden on 13-06-2011.
- Shashrang Musical Programme at SKICC, Srinagar on 17-06-2011.
- Drama Festival at SKICC from 25-06-2011 to 04-07-2011.
- Police Martyrs Football final at Bakshi Stadium, Srinagar on 06-07-2011.
- T-20 Cricket final at SK Stadium, Srinagar on 28-07-2011.
- KLP T-20 Final at DPS School, Athwajan on 03-08-2011.
- Jashn-e-Faiz at Zorawar Auditorium, Jammu on 10-12-2011.

### DDK, Guwahati:



(Bihu Dance of Assam)



(Bagdumra Dance of Bodo Tribe.)

Keeping in view the importance of North-East region, Doordarshan Kendra-Guwahati was commissioned on 24th March 1985 which was shifted to permanent complex at R.G.Baruah Road on 07-02-92. All transmitters in Assam were linked to regional Service from 01-05-93. It covers 79% geographical area and 83% population of the whole Assam. To generate revenue for DD, commercial service started from 1st October, 1994.

A regional archiving facility is being set up at this Kendra for which work is in progress. In-House productions constitute 68% of the total telecast followed by sponsored programmes (15%), Commissioned programmes (7%) and others (10%). Content-wise, Informative programmes comprise the most (42%) followed by Educational programmes (30%) and Entertainment programmes (28%). Assamese as the prime language of the Kendra has occupied more telecast time (85%) compared to English (7%), Hindi (3%), Bodo (4%) and other dialects (1%).

Gross Revenue Earning of DDK, Guwahati for the period 2011-12 is Rs. 2.32 crores.

#### **Some important programmes telecast during 2011-12:**

01. One zonal workshop with the producers of Krishi Darshan programme of North-east Kendras was held at Doordarshan Kendra Guwahati Campus on 30th and 31st January, 2012. Officials from Ministry of Agriculture Govt. of India, officials of Doordarshan, Scientists and progressive farmers participated in this workshop.
02. Anneshon (series of Innovative programme): The first episode of which was telecast on 26/01/2012 included Zero Head Turbine (innovator – Sh. Nripen Kalita) and Weaving Machine (Innovator Sh Dipak Bharali). The second episode included the topic on Speech Therapy (innovator Sh. Munindra Kalita of Saraswati Baghdhani Centre, Guwahati) and hand operated Wood cutting and Rice Breaker machine (innovator Sh. Karuna Nath).
03. With a view to promote and preserve rich folk culture of different Communities of Assam a series of Rural Concerts (JanaKristi Samaroh) were organized for the first time. The first and second samaroh were organized during 2010-11, the third samaroh was organized at Udalguri of BTAD areas of Assam on 18/12/2011 and the fourth samaroh was organised at Barpeta road of Barpeta district on 11/2/2012.
04. Special live coverage of last tributes to Dr. Bhupen Hazarika on 08th November, 2011 and of cremation from Judges Field, Guwahati, on 09.11.2011 from Jalukbari Cremation Ground. A series based on Dr. Bhupen Hazarika's songs was also telecast during the whole month from time to time.
05. Special programme 'Shraddhanjali' on the death of renowned litterateur and educationist, Jnanpeeth award winning author, Dr. Mamoni Raisom Goswami on 30.11.11 at 7.30 pm.
06. Special Live telecast of 2 hour programme 'Jyotisman' on 13.11.11 at 5.00 PM from SOS village Azara on the eve of Children Day with an aim to show children's talent.



## DDK, Bhopal

Doordarshan Bhopal started relaying Programmes from 19th November, 1982 with installation of LPT. However, it was commissioned on 20th October 1992. This was further upgraded to a 10 KW HPT on 24th October, 1984. This transmitter was later replaced by NEC transmitter on 28th December, 2003.

At present the Kendra telecast programmes from 4 PM to 8 PM (Monday to Saturday) and from 6.30 PM to 8 PM on Sunday. The reach of DD-15 (Bhopal) is 79.2 % by population and 78.1 % by area of the State. In case of DD News it covers 37.0 % Population and 19.9 % area of the state. Apart from other programmes, the Kendra originates two Hindi News bulletins every day one of 10 minutes and another of 15 minutes duration. Although the main language of transmission is Hindi yet efforts are being made to include programmes in other dialects also besides Bagheli, Bundeli, Nimari and Malwi.

The Kendra has earned a commercial revenue of Rs. 1,75,75,500/-and Rs. 7,69,79,500/- from DCD in 2011-12.

### Live coverages during 2011-12:

- 1 Hockey Tournament at Aishbag Stadium, Bhopal.(19-06-2011)
- 2 National Athletic meet at T.T. Nagar Stadium, Bhopal.(02-09-2011 to 04-09-11)
- 3 Qawwali at DDK Campus, Bhopal.(19-10-2011)
- 4 National Kho Kho Championship at Indore.(09-11-2011 to 13-11-2011)
- 5 Dhruwad Samaroh from Studio for DD Bharati, (26-11-2011 to 27-11-2011)



*Dhruwad Jugalbandi Utsav at DDK Bhopal before invited Audience*

- 6 Scindia Gold Cup Hockey tournament at Gwalior.(17-12-2011)
- 7 Haasya Kavi Sammelan at DDK Campus, Bhopal.(01-01-2012)
- 8 International Hockey tournament at New Delhi.(17-1-2012 to 22-1-2012)
- 9 Inauguration of Carbon Flux Tower from inside dense forest 72 km from Betul, in which Chief Minister of M.P, State Forest Officials & ISRO Officials interacted from studio to O B Spot where DSNG was deployed.(31-01-2012)
- 10 Khajuraho Dance festival from Khajuraho.(01-02-2012 to 07-02-2012)

## DDK, Patna.

Doordarshan Kendra, Patna was inaugurated on 13th October, 1990 with an interim set-up at Chhajubagh, Patna. The new studio building with all the vmodern equipments and accessories was later inaugurated on 15th March, 1996.

The Kendra started its programme of one hour duration with 15 minutes Hindi News bulletin. 5 minutes Urdu News bulletin was subsequently included from May, 1992 which was increased to 10 minutes in the year 1993. A satellite Link with all the transmitters of Bihar was established in 1994. The Commercial Service for the Kendra was introduced in the year 1995. To enhance the infrastructure of the Kendra, Digital Earth Satellite Station was commissioned on 20.12.2003. At present Doordarshan is covering 93.4% of the total population. TV coverage to uncovered area is being provided through KU Band free to air DTH service of Doordarshan.

Commercial earning of the Kendra during 2011-12 is Rs. 3, 55, 82,410/-

### Major activities of the Kendra during 2011-12

- Telecast of Documentary “Chandwa ke chand” on Babu Jagjivan Ram on 5.4.2011.
- Live telecast of the feature “Tapi Dhoop Aur Phool Khile” on Late Janki Ballav Shastri on 8.4.2011.
- Programme on Ram Nawami “Rajat Raghubir Dheer” on 12.4.2011.
- Nritya Natika on the eve of Budhha Purnima on 17.5.2011.
- Sarvbhasha kavi Sammelan on 17.6.2011
- A TV Report on the birth anniversary of Babu Jagjivan Ram on 2.7.2011
- Programme on Historian Late Ram Sharan Sharma on 26.8.2011.
- Special Programme on the birth anniversary of Ramdhari Singh Dinkar on 17.9.2011.



*Special Programme on the birth anniversary of Ramdhari Singh Dinkar on 17.9.2011.*

- Shatabdi Samaroh of Kavivar Gopal Singh Nepali on 23rd & 24th September.
- Programme on Aastha Ka Parv “Chhat” on 1.11.2011.
- A TV Report on Sonapur Mela on 19.11.2011
- Visit of Dr. A.P. Abdul Kalam to Bihar Vidhan Sabha on 24.11.2011.
- Documentary (in two episodes) on Patna city “Har Gali Ki Alag Kahani” on 27.11.2011 and 6.12.2011.
- “Akhil Bhartiya Kavi Goshti” on 21st and 24th December 2011.

- Live telecast of Guru Govind Singh Jayanti from 29.12.2011 to 31.12.2011.
- Special New Year Programme on 31.12.2011 including Annual Sahitya Samiksha, special Ratrikalin vidai Geet and swagat Geet, platform ka chakkar (Hasya Natak), Hasya kavi Goshthhi, children songs, Yadein 2011 and New Year programme (Lok Nritya & Gup Goshthhi).
- Rang rang Musical Prog, Shubharambh- 2012 on 1.1.2012.
- A TV Report on “Badalta Bihar Global Sammelan” from 17.02.2012 to 19.02.2012.
- Fifth session of 15th Bihar Vidhan Sabha from 21.2.2012 to 4.4.2012.
- Live telecast of World Cup Kabaddi from 01.03.2012 to 04.03.2012.
- Special programme ‘Fagun Ke Din Char’ based on semi-classical music on 03.03.2012.
- T.V Report on Bihar Shatabadi Samaroh was telecast on 23 and 24.03.2012.

## DDK, Thiruvananthapuram

Television was introduced in the state with the commissioning of a LPT on 19th November 1982 in Thiruvananthapuram. On 1st January 1985, regional television became a reality with the commissioning of a full-fledged Programme Production Center in Thiruvananthapuram. The first 10KW HPT in Kerala, set up in Doordarshan compound in Thiruvananthapuram was commissioned on 14th April 1985. Full fledged studio complex was setup on 18th March 1987. With the commissioning of regional networking on 24th October, 1993 and subsequent commissioning of HPTs at Calicut and Kannur the whole of the State became capable to receive Malayalam TV signals from Doordarshan Kendra, Thiruvananthapuram.

Over the years the Kendra can take credit for several firsts in the state including the first live telecast of the inaugural ceremony of the Kendra in 1985, the first live news bulletin, the first Malayalam soap opera, the first Malayalam feature film on small screen etc. The illustrious list of programmes will be inconclusive without the latest addition to the profile the Green Kerala Express - the first Social Reality Show which received a great boost with the inauguration of the first fully automated Regional News Unit (RNU) of Doordarshan at Thiruvananthapuram on 6th September 2009. As per current content analysis, time allocation for entertainment is 31.13%, education is 35.13% and information is 33.56%. Similarly 99.31% programmes are telecast in Local Language [Malayalam]

Total revenue earning of Kendra during 2011-12 is Rs. 22.56 Crores including Rs. 11.40 Crores from DCD.

### Major Activities of the Kendra during 2011-12:

12.05.11	Thrissur Pooram
04.04.11	Janamanasu
18.06.11	Musical Program
10.07.11	Splash 2011



Live Coverage, Thrissur Pooram Cultural Programme

21.10.11	DDK Recreation Club Prog.
18.05.11	Swearing in -New Cabinet
14.07.11	Champakulam Boat Race
13.08.11	Nehru Trophy Boat Race
15.08.11	Independence Day
18.09.11	Kottayam Boat Race
06.10.11	Kallada Boat Race
16.12.11	Film Festival
15.01.12	Sabarimala Makaravilakku
26.01.12	Republic Day
28.02.12	Cettikulangara Bharani
07.03.12	Attukal Pongala
19.03.12	State Budget 2012-2013
21.01.12	AIR Patimandram
23.01.12	Prem Nazir Award
24.02.12	Cilambu 2012
03.03.12	Vyloppalli
11/15.03.12	AIR Sangeet Sammelan
20.03.12	AIR Festival
26.03.12	Krishi Darshan



*Crop Seminar Organized by DDK  
Thiruvananthapuram at Mankombu*

## DDK, Shimla

Doordarshan Shimla was commissioned on 7th June, 1995. The Kendra at present is transmitting regional programmes from Monday to Saturday from 4:00 P.M. to 8:00 P.M. and on Sunday from 6:30 P.M.

Commercial earnings by the Kendra during the Financial Year 2011-12 is Rs.1.10 Crore.

### Major initiatives & achievements during the year 2011-12:

- Doordarshan Shimla in collaboration with Deptt. of Language & Culture, Shimla(HP) organized 3 days "Sangeet Utsav" from 17.07.11 to 19.07.11 in Gaiety Theatre.
- On 31.07.11 to mark the death anniversary of Mohammad Rafi, Udai Forum Solan organized Rafi Night at Gaiety Theatre, Shimla, which was later telecast in the regional transmission of DD Shimla.
- Various activities on the closing ceremony of Hindi Pakhwada were organized on 29.09.11 from the studio of DDK, Shimla.

- iv) Live telecast of Chat Show “Police as Service Provider – Challenges & Constraints” was organized in collaboration with Police Deptt. of the state on 19.10.11 from 4:30 P.M. to 6:00 P.M.
- v) Organized a special programme “Sharad Utsav” in collaboration with Deptt. of Language & Culture, Himachal Pradesh on 25.11.2011 in Gaiety Theatre, Shimla which was later telecast in the regional transmission of DD Shimla.
- vi) TV Reports on the coverage of International Kullu Dussehra held in Distt. Kullu of Himachal Pradesh from 06.10.11 to 12.10.11 were telecast on 03.11.11 & 10.11.11 at 7:25 P.M.
- vii) Special New Year programme “Swagat – 2012 on 31.12.2011 from 9 P.M. to 10 P.M. This programme was telecast from DD-I National Network and DD Bharati.
- viii) Started a new programme “India Innovates-Pehal” from 12.02.12, 2nd Sunday of every month at 7:20 P.M which is now being telecast on 2nd Tuesday of every month at 7:30 P.M.
- ix) Crop Seminar were organized at Sunder Nagar, Distt. Mandi on 23.05.11 at Nangrain, Distt. Una on 07.10.11 and at Rohru, Distt. Shimla on 19.02.12.

### DDK,Rajkot

DD Rajkot started functioning from 30th August,1984 and at present it has only one hour transmission from 5.00 p.m. to 6.00 p.m. (Monday to Thursday) and upto 5.30 p.m. on Fridays since 01.06.2011. All the Programmes are in-house productions in Gujarati language. It also contributes one hour programme to DD-Girnar for telecast on RLSC and also on Terrestrial Mode and RNU as and when required.

The Kendra has earned revenue of Rs.8,24,505/- from different sources during 2011-12.

#### Major initiatives and achievement during 2011-12 are as under:

1. Telecast of Kavi Sammelan organized by All India Radio, Rajkot. This programme was also sent for DD Bharati.
2. Telecast of Akashwani Sangeet Sammelan organized at All India Radio, Rajkot.
3. Quiz Programme ‘Chat Sawal Pat Jawab’ was replaced by new programme ‘Pushti Maha Rasden on Haveli Sangeet’ from 16.02.2012 which is being telecast every Thursday.
4. Kendra received 2nd shield from Nagar Rajbhasha Samiti, Rajkot for its excellent work.
5. Live Phone-in Programme on International Women’s Day and Revised Voter’s List in which District Collector answered viewers queries



## DDK, Raipur

Doordarshan Raipur was commissioned in the year 1977 with the installation of 1 KW HPT to telecast programmes for villagers as post SITE continuity Station. From 1.6.1987, Kendra started relaying the entire program of DDK Delhi via satellite. The Kendra started giving 90 minutes local transmission from 17.8.1998. Digital Earth station was commissioned in September, 2002 and with this the Regional service and Regional News for the Chhattisgarh state started. Kendra is relaying 4 hours Regional transmission from Monday to Saturday and 90 minutes transmission on every Sunday since 06.02.2006. The Regional News Unit, Doordarshan Kendra Raipur is telecasting daily news bulletin of 15 minutes duration at 7.00 PM since 20.09.2002. It is catering the media needs of 79.5 % Population and 69.2 % of total area of the state.

Commercial Revenue earned by the Kendra during 2011-12 is Rs.1,41,83,582/-. The Kendra also earned

revenue to the tune of Rs.50.95 Lakh towards production cost and telecast fees of the "Question Hour" during 2011-12.

### Achievements of the Kendra during 2011-12:

- Special Programme in front of invited audience on the Foundation Day of the Kendra on 15.09.2011.
- Special Programme on the eve of New Year.
- Introduced new programmes 'Aaj Ke Rasoi' (Kitchen recipes), Hello Doctor (Live Phone-In Programme), Aap Ke Sahar (Know Your City), Aap Ki Baaten (live Interactive Programme) and Abhivyakti (Personality based folk and classical music programme).

## DDK, Jagdalpur:

Commissioned on 15.08.2000 Doordarshan Kendra, Jagdalpur operates in the Bastar region of the State. At present, the Kendra produces and transmits 30 minutes Krishi Darshan Programme (Narrowcast) in local dialects like Chhattisgarhi from LPT Kanker Halbi, from HPT Jagdalpur and Gondri, and from LPT Bailadila and Narayanpur on 4 days a week (Monday, Tuesday, Thursday & Friday) at 5.30 PM. The Kendra also contribute a 30 minutes programme "Bastar ke Anchal Se" to Regional Service of DDK, Raipur to be telecast on Tuesday, Wednesday & Thursday at 5.00 PM. 100% of the programmes are produced in Hindi.



During 2011-12, Doordarshan celebrated its Sthapana Diwas and awareness was generated among women about various diseases through Kalyani Health Club activities.



*“Sthapana Diwas” celebration before invited Audience*



*Kalyani Health Club Activities*

### DDK (PGF), Thrissur

Doordarshan Kendra, Thrissur commenced its activities from 06th September, 2001. The Kendra conducted its decenary celebration from 29.09.2011 to 02.10.2011. The celebration includes media meet, staff meet, cultural programme, theatre sketches, workshop on various folk arts, Gandhi Kalolsavam, Karshaka Sangamam, Rural Development Meet and Exhibition.

As DDK, Thrissur is a PGF Centre, there is no independent telecast from this Kendra except 25 minutes Agricultural programmes (Narrowcast) twice a week (on Tuesday & Friday) at 05:05 PM from the LPT situated in the Kendra premises and from 5 other LPTs in different Districts. The Kendra is producing research docu-features on Mohiniyattam, Kathakali, Mudiyettu, Kalamezhuthu, Chavittunatakam, etc.

The main events of the Kendra during 2011-12 are the live telecast of Guruvayur Ekadasi Music festival and Thrissur Pooram festival.

### DDK, Sambalpur

DDK: Sambalpur started its regular transmission from 30th April 1978. It is having two transmitters located on Brooks Hill which is a part of a reserve forest. At present there are two transmitters for relay of DD-1 and DD-2 programmes from 10KW power each which are fully operational since its day of up gradation in the year 2000.

General programme frequency is twice a week (Monday, Thursday) from 5.02 PM to 5.30 PM. Sambalpuri folk songs, folk dance, programmes on Eco-tourism, health & family welfare, legal awareness, sports, literature, women, children and various cultural aspects of the region are the main components of these slots.

**Major activities and achievements of the Kendra during 2011-12:**

- Telecast of special programmes like New Year, Nuankhai, Bhaijuntia, Dussera, Independence Day, Holi, Foundation day of DD, PSB day.
- Two programmes of this Kendra “Pakshira Needa” in the documentary category and “Pschim Sur” in Dance category received first prize in Doordarshan Annual Awards Competition 2010.
- “Green Mind, Green Action” programme of this Kendra has been finalist in the Commonwealth Broadcasting Association, London in the category of Science Programing & Reporting.
- Programme “Fly Fly My Butterfly” has been Finalist in the Prix Jeunesse International Children’s Festival-2012 at Munich, Germany.



*Minister of I & B distributing Prize at the Kendra*



*“Fly Fly My Butterfly” selected as Finalist in the Prix Jeunesse International Children’s Festival-2012 at Munich, Germany.*

**DDK: Bhawanipatna**

DDK: Bhawanipatna was commissioned on 20.01.1992. The installation of Studio was done on 03.09.2000. The local transmission of this PGF Kendra started on 15.09.2004 on the occasion of DD foundation day. At present DDK Bhawanipatna transmits its own 58 minutes programme on Monday & Thursday at 5.02 P.M and 30 minutes programme on Tuesday, Wednesday & Friday at 5.30 P.M. All the programmes of this Kendra are in-house productions in Odia Language on Literature, Culture and Folk art of this Area.

DDK Bhawanipatna not only produces and telecast programmes for its own but it also contributes 30 minutes of its programmes for telecast by DDK: Bhubaneswar regularly. Further this Kendra made a tangible contribution of programmes for telecast on DD-6. This Kendra regularly sends its programmes of archival value to the Central Archives of Doordarshan at New Delhi to preserve them for posterity. Details of contribution to DD-1, RLSC and Central Archives in 2011-12 are as follows:-

- A. DD-1 ( Terrestrial) :- 25 Hrs. 30 mts
- B. RLSS ( DD-6 ) :- 90 Hrs.30 mts
- C. Central Archives :- 08 Hrs. 30 mts



*Scenes of Play: Meghar Deshe Pain (Organized during Kalahandi Utsav)*

#### **Major Events covered during 2011-12:**

1. Kalahandi Utsav : 14-17 January'2012
2. Ratha Yatra: 3rd July'2011 & 11th July'2011
3. Independence Day Celebration,
4. Republic Day Celebration,
5. DD Foundation Day Programme,
6. New Year Programme,
7. Crop Seminar -2 nos: 22nd April'2011 and 10th February'2012
8. TV Report on visit of High Level Committee on Drought: 18.04.2011.

#### **DDK, Jammu**

Doordarshan Kendra Jammu was commissioned as PGF in 1993. A spacious studio with digital equipment was commissioned and made functional from 2011. Doordarshan Kendra Jammu puts out a daily three and a half hour transmission except on Sunday when it puts out only one and half hour programme as National transmission continues up to 6.30 pm. It caters eight languages of the region i.e. Dogri, Urdu, Punjabi, Hindi, Gojri, Pahari, Bhardwahi and Kashmiri.

RNU at the Kendra began with a 10 minutes news bulletin in July, 1999 and its duration was increased to 15 minutes in 2002. Another News bulletin of 5 minutes duration started from 22.08.2007. It telecast two News Bulletins in Dogri Language. Special coverage is being given

to development programmes and Flagship programmes of the state.

Revenue earning by the Kendra during 2011-2012 is 55 lacs including 35 lacs from DCD.

### Major Achievements during 2011-12

1. Covered two day Jashan-e-Faiz at Zorawar Singh Auditorium Jammu, where almost 15 Pakistani poets and intellectuals participated.
2. Covered annual IMPC function “Jashan-e-Baharan” at Zorawar Singh Auditorium. Every media unit of the state was involved in this function.
3. First ever “Live” telecast of Governor of J&K address to joint session of Assembly and Budget speech from J&K Assembly by the Kendra.

### DDK, Daltonganj

An HPT was installed at Daltonganj on 10th March, 1991 for telecast of DD programmes. Later Programme Generating Facility (PGF) was inaugurated on 25.06.1995. At present the transmission timings of the Kendra is from 5.30 PM to 6.30 PM (Monday to Friday).

### Some important programmes telecast during 2011-12:

• Discussion Programme on Birth Anniversary of Dr. B.R.Ambedkar	14.04.11
• Prog. on Agni Saman Seva Saptah	15.04.11
• Prog. On World Red Cross Day (Janasevamein Red Cross Ka Yogdan)	07.05.11
• Antarjatiya Jaiba Bibidhata Diwas	26.05.11
• World Environment Day (Paryavaran Sangrakshyana: Kyon Aur Kaise)	04.06.11
• World Population Day (Chhota Pariwar Samagra Vikash)	16.07.11
• World Blind Fortnight	28.10.11
• International Women Day	08.03.12

### DDK, Port Blair

DDK, Port Blair commenced operation from November, 1982 during Asian Games with a 100W LPT relaying Delhi programmes catering to people living in 10 km radius. Another LPT came up in Car Nicobar with 100W capacity covering ten km radius. With the inauguration of a new studio, regional programme production started from February, 1996. One more 100W LPT was commissioned in March, 1997 at Port Blair for DD metro service. In addition to these LPTs, 18 VLPTs were installed in various islands to take the signals to far flung areas. Earth station came into operation in the year 2005 and in the follow up to the tsunami, it started giving news feed for network programmes.

In 2007 automatic switching unit was commissioned in Andaman and Nicobar islands so that



regional programmes can be seen from 6.00 PM to 7.30 PM on all weekdays. Two 100W LPTs were converted to 1KW HPT Transmitters in March, 2008 to increase the coverage area of DD.

There is limitation in coverage areas due to hilly terrain and heavy vegetation. This has been overcome by DTH C-band uplinking for Port Blair on INSAT 4B carrying ten channels. 1000 DTH C-band TV sets were issued to Andaman and Nicobar administration to distribute it to various departments for uncovered pockets due to shadow zone. As Doordarshan is the only Television programme production centre in these islands, it is telecasting programmes in seven different languages (Hindi, Bengali, Tamil, Telugu, Malayalam, Punjabi and Nicobari).

Redesigning the popular and commercial television genre of Reality shows, DDK Port Blair has proposed to produce the first ever farm reality show to select the best farmer in Andaman and Nicobar Islands.

First time commercial revenue crossed Rs.10.0 lakhs during 2011-12 from Nil.

Activities during 2011-12:

- First Music Reality show 'Taare Andamaan ke' for the school children of the islands.
- Live telecast of Island Tourism Festival on DD Bharati, National Channel and DDK: Portblair.
- First developmental debate series 'VISION -2020' in which the chief secretary interacted with the students of colleges.
- First 'News Recall' programme which collated all the major happenings of the year.
- Documentaries on topics like Barren Island, which is the only live volcano in the country, Olive Ridley Turtle nesting which is unique to these beaches, Baratang and Parrot Islands, Lime stone caves, Mahatma Gandhi Marine National Park, Census-2011 etc.

## DDK, Shantiniketan

Shantiniketan is the centre of International Art & Culture, because of the presence of Visva-Bharati, the Central University founded by Nobel laureate Poet Rabindranath Tagore. The Prime Minister of India is the Chancellor of this University. It is also the home town of another Nobel laureate Dr. Amartya Sen. Shantiniketan attracts tourists for its natural beauty, calm and pollution-free environment. Programmes on Agriculture, Music, Dance & Docu-feature with the involvement of talent from Visva-Bharati, Shantiniketan & adjoining Birbhum, Bardhaman, Murshidabad & Bankura districts are produced in Bangla language.

**Major activities during 2011-12:**

- Produced serialized programme based on Tagore's Gitanjali "Simar Majhe Asim Tumi".

- A 50 minute docu-feature on life and works of Tagore “Aei Amir Anweshan” on the occasion of 150th Birth Anniversary of Rabindranath Tagore.
- Programmes on Pous Mela, Basanta Utsav and Lok Nritya Utsav.
- Interview with Padma Vibhusan Shri K.G.Subramanian on his recent Mural works in Santiniketan.



*Interview with Padma Vibhusan, Shri K.G.Subramanyan*

## DDK: Hissar

DD: Hissar was inaugurated on 1st November, 2002 for serving the people of Haryana. The initial tape system for incorporating news stories from different districts has been replaced by E-mail, FTP System which has resulted in inclusion of latest update in daily news bulletins.

Commercial earning by the Kendra from different sources is Rs. 16.0 Lakhs.

### **Activities of the Kendra during 2011-12:**

- Special New Year programme of 55 minutes ‘MASTI 2012’ highlighting the cultural heritage of Haryana on 31.03.2011.
- Pre publicity and extensive coverage of Bharat Nirman campaign held at Pundri, Distt. Kaithal (from 07.02.2011 to 09.02.2011) and Hansi, Distt. Hisar (from 20.12.2011 to 22.12.2011).
- Special programmes on anniversaries, important events, dates and freedom fighters.
- Special programmes on ‘Kanya Bhrun Hatya’ to save the girl child.



## DDK: Puducherry

Commissioned on 15th August, 1992, DDK, Puducherry has one 10KW transmitter for DD national/regional/local programmes which covers 90 kms in terrestrial mode, and one 100W transmitter for DD News which covers 20 kms in terrestrial mode. At present this Kendra produces only in-house programmes and telecast them between 5.00 PM and 7.00 PM from Monday to Friday covering Health, Education, Rural, Current Affairs, film songs and clippings, Youth, Homes, and a chunk called Puduvaikkadir (city round-up). There is no sponsored or commissioned programmed. The language of the programme is Tamil.

A chunk is allotted in DD-Podhigai on Saturdays between 1.00 PM and 1.30 PM to telecast Health and Children programmes on every fourth Thursday for 25 mts. Both the programmes are in-house productions of Doordarshan Kendra, Puducherry.

Commercial earnings from different sources by the Kendra during 2011-12 is Rs.1,67,591/- .

Apart from this, Technical wing has earned revenue of Rs. 3,51,856/- as detailed below:

a)	In-plant training	Rs. 2,90,651/-
b)	Industrial Visit	Rs. 37,605/-
c)	Off telecast recording	Rs. 23,600/-

### Major Activities during 2011-12:

- Special cultural programme was organized before the invited Audience at JIPMER Auditorium on 13th August, 2011 on the occasion of 19th Anniversary of Doordarshan Kendra, Puducherry and Independence Day.
- Special programmes on the occasion of Tamil New Year, Diwali, Christmas, New Year and Pongal festival.

## DDK: Patiala

Programme production started with the inauguration of studios at Doordarshan Patiala on 13.04.2006. Before that Programme Generating Facilities were available the All India Radio Complex in Urban Estate Phase-I since 2001-02, for which the Foundation Stone was laid down on 10.01.1995. The Kendra since its inception is striving to promote local talent of Malwa Region.

### Major Activities during 2011-12:

- Produced programme namely 'Charde Suraj' for youth
- Produced Patiala Darpan/ magazine programme
- Produced programmes for telecast through DD Jalandhar regularly.

## DDK: Warangal:

HPT, Warangal is in operation from 03.12.2001 and formally inaugurated on 16.06.2002. It has a coverage area of around 70 km aerial distance spreading through most parts of

Nalgonda & Karimnagar Districts in addition to its coverage in Warangal District. Doordarshan Studio was inaugurated on 14.04.2005. After the inauguration, Studio recordings started from the month of August, 2005. It is catering to the needs of the Warangal City and surrounding areas.

#### Major Activities during 2011-12:

- Special report on Shivaratri.
- Kavisammelanam on Ugadi
- Special programme on Women's day
- Special programme on Ramazan & Dussehra
- Special programme on Kazipet Wurusu
- Coverage on 100 years old Church

### DDK: Chandigarh

Doordarshan Chandigarh started functioning from 3rd September 2001 with half an hour Transmission at 6.00 pm from Monday to Friday which has been enhanced to two hours (5.00 pm to 7.00 pm) from 24th April 2006. Coverage Area of the Kendra is 25km (Chandigarh & Surrounding area).

Local News Bulletins started from Doordarshan Kendra, Chandigarh with the establishment of News Unit from 24th April 2006. Now the Regional News in Hindi is being telecast at 5.45 PM on Tuesday, Thursday and at 5.30 pm on Friday and in Punjabi language at 5.30 pm on Monday and Wednesday. Hindi News Bulletins telecast on Tuesday, Thursday and Friday are also hot switched for DD News Channel under the caption "Rajyon Ke Samachar".

#### Important telecasts during 2011-12:

"Legal Hints", "Devotional Music" (Shabad/Bhajan), "Health Line", "Music Programme", Rajyon Se Samachar, "Shahar-E-Khoobsurat", "Doosre Kendron Se" (Programmes of high value and importance), "Khazana Anubhav ka" (Prog. on aged persons) "Career Guidance" (Prog for Youth), "Ghar Parivar" (Programme for Women), "Sufiana Kalam", "Baat Watan Ki" (Programme based on Armed forces) "Paryavaran/Upbhokta Munch", "Sports Programme", "Flagship Programme" etc.

### DDK, Nagpur

Doordarshan Kendra Nagpur came on the telecast map of India on 15th August 1982 when it started relaying programmes originated from Delhi through 1KW transmitter. The commencement of area specific programmes produced by DDK Nagpur and telecast through INSAT from New-Delhi end for districts of Nagpur, Chandrapur, Gadchiroli & Gondia started from 1983. Enhancement of transmitter power from 1 KW to 10 KW took place in October, 1985 and it started contributing programmes to DDK, Mumbai from 1988 onward. A studio was constructed in late nineties and commissioned on 20.05.1999 which has programme

production facilities. The Kendra started regular contribution to DDK, Mumbai from September, 2011. MIB has set up an up-linking facility at Nagpur. Major events of this area can be directly up-linked to anywhere in Indian Sub-continent with this up-linking facility. It has two 10 KW transmitters for transmitting National programmes & News Programmes. On first transmitter, DD-1 the National Hindi channel programmes, Regional Sahyadri programmes in Marathi and also one hour local programmes are being telecast between 1800 to 1900 hours. DD News programme is telecast on second transmitter containing News and current affairs programme. Local programmes are produced and telecast on:

All the programmes are in-house production of the Kendra, 90% of which are Information & Educational and 10% are entertainment programmes.

A liquid cooled 10 KW R & S transmitter was commissioned on 10.06.2005 in place of the transmitter meant for National programmes and it radiates excellent picture quality. Details of Commercial Revenue earned during 2011-12 from different sources is as follows:-

Programme Commercial Revenue	Rs. 9,42,258/-
Engineering Training And Visit	Rs. 4,89,961/-
Earning from Technical Inspection Bunglow.	Rs. 30,400/-
Total	Rs. 14,62,619/-

**Important coverages & programmes during 2011-12:**

1. Special Programme on ‘Dhamma Chakra Pravartan Din’.
2. TV Report on the visit of Hon’ble President of India at Amravati.
3. Live coverage of NPL Football match at Nagpur in association with DDK Bhopal for telecast on DD Sports Channel.
4. Programme on All India Marathi Sahitya Sammelan at Chandrapur.
5. Adivasi Lok Kala Mahotsava was organized in front of invited Audience by DDK and AIR, Nagpur.
6. Hindi fortnight was celebrated from 1st to 15th September 2011. Various competitions of Hindi were organized to encourage the staff to do their day-to-day work in Hindi.



Director(Engg.) inaugurating Hindi Fortnight, 2011



Hindi Fortnight, 2011

## DDK, Mudurai

To cater to the various cultural, social and intellectual interests of South Tamil Nadu, a Programme Production Centre was commissioned in Madurai on 15th August, 2005. At present the Kendra has a single studio which is digital. The programmes produced here include cultural, religious, industrial, social and intellectual aspects. These are edited and sent to DDK, Chennai for telecast.

Revenue earned by the Kendra during 2011-12 was Rs. 2,60,210/-.

The following programmes were produced & telecast during 2011- 2012:

Name of the Programme

- Classical and Folk music programmes
- Quiz programme for college and school students
- Interview with Writers, Sports personalities, Educationists etc.
- Women Programme
- Children Programme

## DDK, Gorakhpur

An HPT was inaugurated on 13.08.1984 at Gorakhpur, but it has to wait till 14.11.1984 when first transmission from DDK Gorakhpur went on air. On 01.07.2008 Kendra started functioning from its own building in Raptinagar, located at a distance of 04 km from city headquarter. Commercial service at DDK Gorakhpur started in June 1997.

Commercial revenue earned by the Kendra during 2011-12 is Rs. 5,77,359/-.

Language-wise programme Composition of the Kendra during 2011-12:

### Important Programmes produced during 2011-12:

1. "Kavya Sandhya" telecast on 13th November. 2011.
2. "Sangeet Sandhy" telecast on 14th November. 2011.
3. "Nautanki Sandhya" telecast on 11th January. 2012.
4. "Janvani" programme telecast on 29th and 31st January. 2012.
5. "Fulal Tesu Udal Gulal" programme telecast on 26th February. 2012.

## DDK: Mau

DDK: Mau was inaugurated on 30.08.1997 and commissioned on 11.09.1997 with half an hour weekly telecast on every Thursday. Later, frequency of transmission was increased to thrice a week (Tuesday, Wednesday & Thursday) and further to five days a week (from Monday to Friday) with a duration of 55 minutes at 5.05 PM. This includes relay of DDK, Lucknow and DD-National programmes telecast from 17.05 to 17.30.

**Achievements during 2011-12:**

- Organised National programme of ‘Kavi Sammelan Avam Mushaira’ in front of invited audience on New Year.
- Telecast Patriotic songs and TV report of Republic Day celebration held in various Govt. organizations and schools of Mau District.
- Organized Special symposium on the occasion of Birth Anniversary of Mahatma Gandhi and Ex. P.M. Lal Bahadur Shastri.
- Organized symposium on November 11, 2011 to mark the National Education Day wherein emphasis was laid on works of Maulana Abul Kalam Azad.

**Doordarshan present Network and Services**

Doordarshan is presently operating 35 Satellite channels. Details are as under:

**Free-to-air DTH “DD Direct +”**

<b>All India Channels (7)</b>	DD National	DD Rajya Sabha	DD Urdu	DD Bharati
	DD Sports	DD Gyan Darshan	DD News	
<b>Regional Channels (11)</b>	DD Podhigai	DD North East	DD Odiya	DD Bangla
	DD Keralam	DD Chandana	DD Girnar	DD Punjabi
	DD Saptagiri	DD Sahyadri	DD Kashir	
<b>State Networks (15)</b>	Uttarakhand	Arunachal Pradesh	Bihar	Mizoram
	Jharkhand	Himachal Pradesh	Tripura	Rajasthan
	Meghalaya	Madhya Pradesh	Manipur	Nagaland
	Chhatisgarh	Uttar Pradesh	Haryana	
<b>International Channel (1)</b>	DD India			
<b>DD-HD (1)</b>	DD – HD TV			

Doordarshan launched its free-to-air DTH service “DD Direct +” in December, 2004 with a bouquet of 33 TV channels. Capacity of DTH Platform was subsequently augmented to 59 TV channels. DTH signals can be received anywhere in the country (except Andaman & Nicobar Islands) with the help of small sized dish receive units. For A&N Islands, DTH service in C-band with a bouquet of 10 channels was started with effect from September, 2009. At present Project for upgradation of capacity of DD’s DTH platform to 97 channels was approved by the Government at a cost of Rs. 75.43 crore, as a part of 11th Plan. All channels would be free and no subscription would be payable by the viewers.

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

Doordarshan Channels	Other TV Channels	Other TV Channels
1. DD National	20. Lok Sabha	40. Shakti TV
2. DD News	21. Russia Today	41. Jai Hind TV
3. DD Sports	22. Vyas TV	42. Mahua TV
4. DD India	23. Shraddha	43. Kalaingar TV
5. DD Bharati	24. Amrita TV	44. DW TV
6. DD Bangla	25. IBN Lokmat	45. Star Utsav
7. DD Chandana	26. 9X	46. Smile TV
8. DD Girnar	27. Star Jalsha	47. B4U
9. DD Kashir	28. 9XM	48. Gyandarshan-2
10. DD North East	29. Time TV	49. Mega TV
11. DD Odiya	30. Gyandarshan-11	50. Kairali TV
12. DD Podhigai	31. PTC News	51. NHK World
13. DD Punjabi	32. Aastha	52. News Live
14. DD Sahyadri	33. ETC Music	53. ABN Andhra Jyoti
15. DD Saptagiri	34. Pragya TV	54. India News
16. DD Malayalam	35. Zee Smile	55. News 24
17. DD RajyaSabha	36. Zee Jagran	56. Enter 10
18. DD Urdu	37. MH One	57. Azad News
19. Gyandarshan-1	38. P-7 News	58. SVBhakti
	39. Total TV	59. HDTV



## Developmental activities during 2011-12:

### Studio projects

- Fully digital, permanent Studio set up at DDK, Leh commissioned on 12.09.2011.
- Installation work of new Studio Centre at Tirupati nearing completion.
- Projects of full digitalization of 31 partially digital Studios are under implementation.

### State Networks

Telecast of Regional service from all the 18 VLPTs in Leh district started from 13.09.2011. Automode LPTs (in replacement of old LPTs).

Following five automode LPTs (500 Watt in 1+1 configuration) were commissioned:

Narnaul (Haryana)	Pilibhit (Uttar Pradesh)
Khargaon (Madhya Pradesh)	Jagdishpur (Uttar Pradesh)
Chittorgarh (Rajasthan)	

Apart from the above five locations, installation has been completed at the following six locations:

Panna (Madhya Pradesh)	Bhind (Madhya Pradesh)
Coonoor (Tamilnadu)	Shoranur (Kerala)
Azamgarh (DD News) (Uttar Pradesh)	Chanderi (Madhya Pradesh)

### HPTs

- Tower at Kumbhakonam erected to its full height of 150 M.
- Tower at Amritsar erected to its full height.

### Upgradation of Earth stations

Projects of upgradation of 10 Earth stations from (1+1) configuration to (2+1) configuration at Gangtok, Imphal, Kohima, Itanagar, Agartala, Leh Chandigarh, Port Blair, Hissar, & Panaji are under implementation. Order placed for SITC of five Earth stations in North East region. These Earth stations are expected to be commissioned by February., 2012. Remaining 5 Earth stations will be upgraded by 2012. Upgradation of these Earth stations will enable the programme contribution and distribution simultaneously.

**New Earth stations:**

Projects for establishment of five new Earth Stations at Vijaywada, Indore, Gwalior, Rajkot & Gorakhpur have been taken up and are at the different stages of implementation.

**New Initiatives****Digitalization**

Doordarshan's 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 digitalisation of 39 Studio centres  
(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 IV. Location of proposed digital HPTs (40 nos.) are given at Annexure V. Implementation of the above projects has been taken up. Studio centres are expected to be made fully digital by 2012. Digital HPTs are expected to be installed in phases during 2013-14.

**HDTV:**

HDTV refers to video having resolution 5 times higher than traditional television systems (Standard-Definition TV). Main features of HDTV are - Crystal clear & noise free picture; more realistic colors; wide screen picture and more viewing realism.

Following HDTV Projects are under implementation, as part of 11th plan:

- (i) HDTV Studios at Delhi and Mumbai
- (ii) HDTV Field production, Post production and Preview facilities at Delhi, Kolkata, Mumbai & Chennai
- (iii) HDTV transmitters at Delhi, Mumbai, Kolkata and Chennai.
- (iv) Multi Camera OB van (2 nos.) for outdoor production at Delhi and Mumbai.

The above mentioned projects are at different stages of implementation and are expected to be completed by 2013, in phases.

**Modernization of Studio and Transmitter equipment.**

Scheme of "Modernization, Augmentation and Replacement of Transmitter and Studio equipment" involving an outlay of Rs 299 crore was approved in February, 2011. Major projects

approved as part of this scheme, are as under:

- (i) Replacement of existing old HPTs at 15 locations.
- (ii) Replacement of existing 60 LPTs by automode (1+1) 500 Watt LPTs.
- (iii) Modernization of 20 Studio centres by way of replacement of old equipments like Camera chains, Production Switchers, Logo Generators, Colour monitors etc.

### Annexure-I

Growth of Doordarshan						
Date	Studio Centres	Transmitters				
		HPTs	LPTs	VLPTs	T/Ps	Total
31.03.1959	-	-	-	-	-	-
31.03.1960	1	1	-	-	-	1
31.03.1970	1	1	-	-	-	1
31.03.1980	10	18	-	-	-	18
31.03.1990	19	59	374	72	18	523
31.03.2000	49	97	719	255	19	1090
31.03.2002	58	146	823	319	20	1308
31.03.2007	64	204	826	351	18	1399
31.03.2011	66	214	812	371	18	1415

## Annexure-II

## Doordarshan Kendras (Studio Centres)

State/UT	Fully digital Studio centres	Partial digital Studio centres	Analog Studio centres
Andhra Pradesh	Hyderabad	Vijaywada	Warangal*
Arunachal Pradesh	-	Itanagar	-
Assam	Guwahati		
		Dibrugarh	
		Guwahati (PPC)	
		Silchar	
Bihar	Patna	Muzaffarpur	-
Chhattisgarh	-	Raipur	Jagdalpur
Goa	-	Panaji	-
Gujarat	Ahmedabad	Rajkot	-
Haryana	Hissar	-	-
Himachal Pradesh	-	Shimla	-
Jammu & Kashmir	Srinagar	Jammu	
	Leh		
	Rajouri		
Jharkhand	-	Ranchi	-
		Daltonganj	
Karnataka	Bangalore	Gulbarga	-
Kerala	Trivandrum	-	Trichur
			Calicut*
Madhya Pradesh	Bhopal	Indore	Gwalior
Maharashtra	Mumbai	Pune	Nagpur
Manipur	-	Imphal	-
Meghalaya	-	Shillong	-
		Tura	
Mizoram	-	Aizawl	-
Nagaland	-	Kohima	-
Orissa	Bhubaneswar	Sambalpur	Bhawanipatna
Punjab	Jalandhar	-	Patiala*

### Doordarshan Kendras (Studio Centres)

State/UT	Fully digital Studio centres	Partial digital Studio centres	Analog Studio centres
Rajasthan	Jaipur	-	-
Sikkim	-	Gangtok	-
Tamilnadu	Chennai	-	Coimbatore
	Madurai		
Tripura	-	Agartala	-
Uttar Pradesh	Lucknow	Allahabad	Varanasi
		Bareilly	Mathura
	Gorakhpur	Mau	
Uttarakhand	-	-	Dehradun
West Bengal	Kolkata	Jalpaiguri	Shantiniketan
A. & N. Islands	-	Port Blair	-
Chandigarh	-	Chandigarh	-
Delhi	Delhi	-	-
	Delhi (CPC)		
Pondicherry	-	Pondicherry	-
<b>Total</b>	<b>22</b>	<b>31</b>	<b>13</b>

Note:

1. Following Studio Centres are being converted in fully digital Studio centers.

- (a) All 31 partially digital Studio centres as part of 11th Plan.
- (b) 8 analog Studio Centres viz Jagdalpur, Trichur, Gwalior, Nagpur, Bhawanipatna, Coimbatore, Varanasi, Mathura.

2. Permanent Studio centre at Dehradun is being built as fully digital.

\* Studio centres to be digitalized during 12th Plan.

<b>Annexure-III</b>														
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					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	PONDICHERRY	1	1	1		3		1		1			1	1
	Total	131	725	260	18	1134		79	17	169	6	8	94	108

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



Annexure-IV		Annexure-V		
Studio Centres To Be Fully Digitalised As Part Of 11th Plan		Location of Digital transmitters		
STATES/UTs	STUDIOS TO BE FULLY DIGITALIZED	STATES/UTs	LOCATION OF DIGITAL TRANSMITTERS	
ANDHRA PRADESH	VIJAYWADA	ANDHRA PRADESH	HYDERABAD	
ARUNANCHAL PRADESH	ITANAGAR		VIJAYAWADA	
ASSAM	DIBRUGARH	ASSAM	GUWAHATI	
	GUWAHATI (PPC)	BIHAR	PATNA	
	SILCHAR	CHHATISGARH	RAIPUR	
BIHAR	MUZAFFARPUR	DELHI	DELHI	
CHHATISGARH	RAIPUR	GUJRAT	RAJKOT	
	JAGDALPUR		SURAT	
GOA	PANAJI		VADODARA	
GUJARAT	RAJKOT		AHMEDABAD	
HIMACHAL PRADESH	SHIMLA		HIMACHAL PRADESH	KASAULI
JAMMU & KASHMIR	JAMMU		JAMMU & KASHMIR	SRINAGAR
JHARKHAND	RANCHI		JHARKHAND	RANCHI
	DALTONGANJ	KARNATKA	BANGALORE	
KARNATKA	GULBARGA		MYSORE	
KERALA	TRICHUR	KERALA	TRIVANDRUM	
MADHYA PRADESH	INDORE		KOCHI	
	MAHARASTHRA	GWALIOR	MADHYA PRADESH	INDORE
NAGPUR		GWALIOR		
PUNE	BHOPAL			
MANIPUR	IMPHAL	MAHARASTHR A	NAGPUR	
MEGHALAYA	SHILLONG		PUNE	
	TURA		MUMBAI	
MIZORAM	AIZAWL		AURANGABAD	
NAGALAND	KOHIMA	ORISSA	CUTTACK	
ORISSA	SAMBALPUR	PUNJAB	JALANDHAR	
	BHAWANIPATNA		AMRITSAR	
SIKKIM	GANGTOK	TAMIL NADU	CHENNAI	
TRIPURA	AGARTALA		KODAIKANAL	
UTTAR PRADESH	MAU	UTTAR PRADESH	KANPUR	
	VARANASI		VARANASI	
	ALLAHABAD		ALLAHABAD	
	BAREILLY		BAREILLY	
	MATHURA		LUCKNOW	
WEST BENGAL	JALPAIGURI		AGRA	
	SHANTINIKETAN	UTTRAKHAND	MUSSOORIE	
A & N ISLANDS	PORT BLAIR	WEST BENGAL	KOLKATA	
CHANDIGARH	CHANDIGARH		KURSEONG	
PONDICHERY	PONDICHERY		KRISHNANAGAR	

## PRASAR BHARATI – FINANCE AND ACCOUNTS

### Accounting System & Accounts

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

In terms of a Memorandum of Understanding signed between Prasar Bharati and the Ministry of Information & Broadcasting on 22nd May, 2000, Prasar Bharati is required to render monthly account of expenditure and receipts to the government. Annual statement of accounts is also required to be prepared and 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 Houses of Parliament.

By the end of March 2012, Prasar Bharati had laid its accounts up to the year 2008-09 in Parliament. Audited accounts of Prasar Bharati for the year 2010-11 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 additional liabilities on these account, Prasar Bharati is facing problems in discharging its role as a public broadcaster.

Section 22 of the Prasar Bharati Act gave exemption to Prasar Bharati from payment of Income tax or any other tax on income, profits or gains. However, Finance Bill, 2002 withdrew this exemption. As a result, Prasar Bharati became liable to pay income tax and service tax.

### Income 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. Income Tax Assessment Proceedings of Prasar Bharati for the AY 2009-10 were held during the year. While the TDS Refunds upto AY 2009-10 have been received, the Registration of PB under section 12A as a 'Charitable Trust' was however withdrawn vide Order No. DIT(E)/12AA(3)/2011-12/1275 dated 13.02.2012 due to amendment in section 2(15) of the IT Act. Income Tax Return for AY 2010-11 (FY 2009-10) was filed in March 2012.

### Service Tax

As regards, Demand-cum Show Cause Notice for the years 2003-04 to 2007-08, one hearing was held in Nov.2010 in the chamber of Commissioner of Service TA (CST), who advised to represent to CBEC for claiming CENVAT Credit for the relevant years. While the matter was under process, CST passed Order in May 2011 for payment of shortpaid service tax alongwith penalties and Interest accrued thereon till the date of payment to Service Tax Deptt.. In compliance thereof an amount of Rs.160.28 crore was deposited on 8.6.2011. (in addition to Rs.10 crore deposited earlier in May 2009).However, an appeal was filed with CESTAT in Aug.2011 for refund of excess amount paid to the Service Tax Deptt. Short paid service tax for subsequent three years was also deposited during July, Aug. & Sept.2011 as per details given hereunder:

2008-09	Rs.8,19,59,321/-
2009-10	Rs.3,79,08,320/-
2010-11	Rs.6,85,02,221/-

The contract of M/s SK Mittal & Co. for compilation of data collected from about 600 DDOs under Prasar Bharati and filing of half yearly return was extended for a further period of one year so that there is no default in fulfilling the statutory requirements envisaged under the Service Tax Act.

### Works Contract Tax on CWG works

A Notice dated 29.12.2011 u/s 59(2) was received from Trade & Tax Deptt. regarding non-deduction of TDS (WCT) in CWG works contracts. The hearings are being held in the office of VATO. 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 of Accounts Personnel to Prasar Bharati, provisional arrangement has been made with the existing staff of PAOs for continuing the same system of internal audit as was being followed before corporatization of Prasar Bharati. Special Audit of 49 local DDOs in Delhi in respect of their accounts of the past 5 years from 2005-06 to 2009-10 was however got conducted by outsourcing a CA firm namely M/s NC Mittal & Co. Report submitted by the firm has been forwarded to the Directorates for compliance.

### ANNUAL PLAN (2011-12) - ALL INDIA RADIO

Sl. No.	Name of the Scheme/ Programme	Outlay 2011-12 (Plan Budget)	Expenditure upto 31.03.2012	Quantifiable Deliverables/ Physical Outputs	Achievements(as on 31.03.2012)	Remarks
1	2	3	4	5	6	7
<b>A</b>	<b>Continuing schemes</b>					
1	J&K special package (Ph-I & II)	2.50	2.72			
	Capital	0.50	0.69	<b>J&amp;K Package Phase-I-Completed. J&amp;K Package Phase-II- DG sets &amp; UPS included in the scheme procured. Minor pending works will be completed in 20011-12</b>	Completed ..	
	Revenue	2.00	2.03	Procurement of Diesel and expenditure on Power supply on the projects commissioned Under J&K phase-1	completed	
2	Expansion of MW services	0.40	0.03	Completed		
3	Expansion of FM services	20.52	31.89	Completion of installation of 41 nos. of 10 KW FM Trs.	Q1-Receipt of Transmitters at site, Q2- Start of installation, Q3-Completion of installation, Q4-Testing & measurements	At Suryapet Tr., could not be installed as Scope is to be changed for construction of new building .RCE proposal is with Ministry. O&M staff sanction will be required to commission the new stations & additional channels.
				Procurement of 20 KW FM Trs. (4 nos.)	Retendered. TOD-10/01/12	
				3. Completion of civil works at Amritsar (20 KW FM Tr.)	Achieved	

**ANNUAL PLAN (2011-12) - ALL INDIA RADIO**

Sl. No.	Name of the Scheme/ Programme	Outlay 2011-12 (Plan Budget)	Expenditure upto 31.03.2012	Quantifiable Deliverables/ Physical Outputs	Achievements(a s on 31.03.2012)	Remarks
1	2	3	4	5	6	7
				Acquisition of sites at Haldwani, Rae Bareilly & Champawat.	<b>Haldawani</b> : Not acquired ,Demand Note for land premium received for Haldwani and sanction issued for payment. <b>Champavat</b> : Not acquired Payment made for plantation of trees and NPV. <b>Raibreili</b> : - Not acquired	<b>Haldwani</b> :-However, payment has not been made as state Govt. has increased the land premium from 1% to 10% which exorbitantly high. Matter is being taken up with State Govt. <b>Champavat</b> :- Demand Note for land premium is awaited. -site is still to be cleared by State Govt.
				Completion of civil works at Bardhaman, Dhanbad & Darjeeling.	<b>Bardhaman and Dhanbad</b> : AA&ES issued (3.6.11 & 21.6.11 respectively) . work is in progress <b>Drajeeling</b> : Completed Procurement of Transmitter re-tendered on 10/01/2012	
				Completion of inst. of Bhgeshwar 5 KW FM Tr., Karimnagar 5 KW FM Tr., Ujjain 5 KW FM Tr.,	<b>Karimnagar</b> completed. <b>Ujjain : Installation of Transmitter</b> Completed . <b>Bageshwar</b> :Completed.	
				Completion of inst. of Srikakulan 1 KW FM Tr. , New Tehri 1 KW FM Tr. & Gairsan 1 KW FM Tr.	<b>Srikakulam</b> – Completed <b>Garirasan</b> - civil work completed Tr. is being shifted from installed <b>New Tehri</b> - civil work in progress	

## ANNUAL PLAN (2011-12) - ALL INDIA RADIO

Sl. No.	Name of the Scheme/ Programme	Outlay 2011-12 (Plan Budget)	Expenditure upto 31.03.2012	Quantifiable Deliverables/ Physical Outputs	Achievements(as on 31.03.2012)	Remarks
1	2	3	4	5	6	7
				Completion of installation of 10 KW FM Trs. at Coochbehar & Balurghat and progress of installation at Bardhaman, Dhanbad & Darjeeling	Retendered . TOD- 10/01/12	No tender was found suitable.
4	Digitalisation of production facilities	0.18	0.14	Completion of installation of Transmission (16) & Recording (17) consoles	Consoles received and installed.	
5	Automation of Studio Facilities & Miscl. Schemes	5.00	10.18	Completion of installation of 1000 KW MW Tr. at Rajkot	Completed	
				Completion of installation of High end servers at 48 stations.	Equipment is yet to be ordered.	Purchase proposal in under approval from Prasar Bharati Board
				Completion of installation of Captive Earth Stations at Silchar & Dehradun.	Equipment is yet to be ordered	Purchase proposal in under approval
6	North-East Special Package	45.00	40.79	Taking over of 3 pending sites for 19 nos. of 1 KW FM Trs. at Anini (Arunachal), Tamenglong & Ukhrul (Manipur).	Suitable Site yet to be allotted by the State Govt.	Matter is being pursued by State Govt. at DO letters has been written by CEO to Chief Secretary of different states.



**ANNUAL PLAN (2011-12) - ALL INDIA RADIO**

Sl. No.	Name of the Scheme/ Programme	Outlay 2011-12 (Plan Budget)	Expenditure upto 31.03.2012	Quantifiable Deliverables/ Physical Outputs	Achievements(as on 31.03.2012)	Remarks
1	2	3	4	5	6	7
	Capital	45.00	40.79	Completion of civil works at the 16 sites which have been finlased	- Civil work completed at Lumding, Golpara, Tuipang, Udaypur, Nutan Bazar, Champhai, Daporojio & Kolasib. PE for Civil works sanctioned for Permanent security fencing and building for Karimganj <b>Zunehboto</b> – Site acquired	- Civil work in progress at Bomdila, Khonsa, Changlang, Karimganj, Cherapunji, Wokha, Phek. Civil Works awarded for Bomdila and Karimganj. - survey work in progress.
	Revenue	0.00	0.00	Completion of installation of 1 K FM Trs. works at 6 Places.	completed	
				<b>2. Silchar-5 KW FM Tr.</b> - Completion of installation	completed	
				<b>3 Gangtok-10 KW FM Tr.</b> - Completion of installation	completed	
				<b>4.Chinsura – 1000 KW MW Tr.</b> - Completion of installation	Tr. Received at site and under installation.	
				<b>5. Kavaratti- 10 KW MW Tr.</b> Completion of installation.	Tr. Received at site and under installation.	
				<b>6. DSNG systems (3 Nos.)</b> - Procurement of equipment & deployment	Order for the equipment placed.	Receipt of equipment is subject to frequency clearance which is being applied.

## ANNUAL PLAN (2011-12) - ALL INDIA RADIO

Sl. No.	Name of the Scheme/ Programme	Outlay 2011-12 (Plan Budget)	Expenditure upto 31.03.2012	Quantifiable Deliverables/ Physical Outputs	Achievements(as on 31.03.2012)	Remarks
1	2	3	4	5	6	7
7	Accommodation for Staff (Metro S/Q)	1.00	2.00	<b>Delhi-</b> Completion of Phase II (203 Qrs) at Delhi.	completed	
				<b>Mumbai-</b> Completion of Mumbai. 68 Qrs. at	Works ins in progress	
				<b>Chennai-</b> Award of works of 52 Qrs. at Chennai.	Scheme shifted to 12th Plan.	Matter of Clearance of plans is being pursued with CMDA
				<b>Kolkata-</b> Award of works of 61 Qrs. at Kolkata.	Scheme shifted to 12th Plan.	A writ petition has been filed against the unilateral withdrawal of land by KMDA (Kolkata Metro Development Authority ) in Kolkata High Court. Court has granted stay & matter is subjudice.
<b>2.</b>	<b>New Schemes</b>					
2.1	<b>Digitalisation of transmitters, studios, connectivity and DTH channel</b>	133.77	68.46			
	<b>MW DRM Transmitters</b>					
1	Replacement of 31 old MW Transmitters by new DRM MW Transmitter at Existing Stations					
	• 20 KW -5 Nos. [Delhi VB, Barmer & Bikaner (Raj), Chennai (TN) VB],Guwahati'B'			1. Completion of civil works, Procurement & installation of Equipment.	1) Civil works completed li) Transmitter received	

**ANNUAL PLAN (2011-12) - ALL INDIA RADIO**

Sl. No.	Name of the Scheme/ Programme	Outlay 2011-12 (Plan Budget)	Expenditure upto 31.03.2012	Quantifiable Deliverables/ Physical Outputs	Achievements(as on 31.03.2012)	Remarks
1	2	3	4	5	6	7
	• 50 KW- 1 No.[Mumbai 'C' (Mah)]			1. Completion of civil works, Procurement & installation of Equipment.	Civil estimate in progress.	Procurement of Transmitter yet to be ordered. Equipment yet to be ordered.
	• 100 KW -10 Nos. [Vijayawada(AP),Patna(Bihar), Panaji(Goa), Ranchi (Bihar), Mumbai'A' (Mah), Mumbai'B'(Mah), Pune(Mah), Tiruchirappalli(TN), Varanasi (UP), Kolkata'B'(WB)]			1. Completion of civil works, Procurement & installation of Equipment.	All Civil estimates sanctioned .Works are in progress.	Tr yet to be ordered. Under process of approval from Prasar Bharati Board.
	•200 KW -9 Nos.[Delhi'A', Ahemdabad (Guj), Bangalor & Dharwad (Kar), Jabalpur (MP), Ajmer (Raj), Chennai'A'(TN), Siliguri & Kolkata'A' (WB)]			1. Completion of civil works, Procurement & installation of Equipment.	All Civil estimate sanctioned and works are in progress	Proposal for procurement of Transmitter submitted is under approval from Prasar Bharati Board.
	• 300 KW -6 Nos.[Dibrugarh (Assam), Rajkot(Guj), Jammu(J&K), Jalandar (Punjab), Suratgarh(Raj), Lukhnow(UP)]			1. Completion of civil works, Procurement & installation of Equipment	All Civil estimate sanctioned and works are in progress	Proposal for procurement of Transmitter submitted is under approval from Prasar Bharati Board.
2	Upgradation of 3 MW DRM Tr. With Captive Power Plant at Arunachal-China Border					
	Passighat-100 KW (Replacement of 10 KW)			1. Completion of civil works. 2. Procurement of equipment. 3. Installation of Equipment	All Civil estimate sanctioned and works are in progress	Proposal for procurement of Transmitter submitted is under approval from Prasar Bharati Board.
	Itanagar 200 KW (Replacement of 100 KW)			1. Completion of civil works. 2. Procurement of equipment. 3. Installation of Equipment	All Civil estimate sanctioned and works are in progress	Proposal for procurement of Transmitter submitted is under approval from Prasar Bharati Board.

## ANNUAL PLAN (2011-12) - ALL INDIA RADIO

Sl. No.	Name of the Scheme/ Programme	Outlay 2011-12 (Plan Budget)	Expenditure upto 31.03.2012	Quantifiable Deliverables/ Physical Outputs	Achievements(as on 31.03.2012)	Remarks
1	2	3	4	5	6	7
	Tawang-20 KW (Re- placement of 10 KW)			1. Completion of civil works. 2. Procurement of equipment. 3. Installation of Equipment	1) Civil works completed li) Transmitter Received	Works under progress.
3	Replace- ment of 6 Nos.10 KW MW Mobile by MW DRM Transmitters			Completion of minor pend- ing works	Tr. received	
4	Conversion of 36 Exist- ing DRM compatible MW Tr. to DRM			1. Receipt of DRM Equip- ment Comple- tion of installation work	PAC proposal for conversion approved for 19 Nos. of Har- ris Transmitters . Formal quote is being requested. DRM equipment for above 19 Tr. ordered and in- spected. For 17 Nos. of Thomson make Tr. ,PAC proposal under process.	Proposal for PAC ap- proval for conversion kit for 17 transmit- ters is under process.
<b>5</b>	<b>FM Digital compatible Transmitters</b>					
	FM Expan- sion at exist- ing 24 AIR/TV sites.			1. 1. Comple- tion of civil works. 2. Procure- ment of equipment. 3. Completion of Installation of Equip- ment:1 KW (12 Nos.) &5 KW (12 Nos.)	Civil works completed at Cuddapah, Bhadrawati, Tri- cur, Tuticorin, Parbani & Rampur <b>1kW FM Tr.</b> (12 Nos.) order placed on 05/07/11. -D.P- 8 months after opening of L.C & LC being opened. <b>5 kW FM Tr.</b> (12 Nos.) order placed on 01.07.11 . - DP- 29.02.2012.	-Under progress at other places.
	100 Watt FM Trs. at existing 100 LPTs of DD/AIR			1. Procure- ment of equipment. 2. Completion of Installation of Equipment: (100 Nos.)	Purchase order placed on 05.07.2011	Inspection of equip- ment . Being car- ried out .D.P- 6.4.2012

**ANNUAL PLAN (2011-12) - ALL INDIA RADIO**

Sl. No.	Name of the Scheme/ Programme	Outlay 2011-12 (Plan Budget)	Expenditure upto 31.03.2012	Quantifiable Deliverables/ Physical Outputs	Achievements(as on 31.03.2012)	Remarks
1	2	3	4	5	6	7
6	Repl. of FM/MW Transmitters by higher power at <b>40 Existing Stations</b>			1. Completion of civil works. 2. Procurement of 27 Nos. of 6 KW FM Trs. & 13 Nos. of 10 KW FM Trs. 3. Completion of installation	<b>6kW FM Tr. (27 Nos.)-</b> Civil modification work completed at Kothagudam & Chitradurg. Civil estimates sanctioned for all other places and works are in progress. <b>Transmitter</b> :It is re-tendered <b>10kW FM Tr. (13 Nos.)-</b> At Adilabad civil work completed. Civil work estimate sanctioned for 6 places. <b>Transmitter</b> : Fresh tenders issued . - TOD-10.01.2012	- Civil estimates for 19 places are under sanction .
7	SW DRM Trs. Replacement of 5 SW Transmitters (Delhi-2 Nos., Aligarh-2 Nos., Bangalore-1 No.)			1. Procurement of Delhi (Kingsway) 100 KW SW (2 Nos.) Trs. 2. Procurement of Aligarh (UP)-250 KW SW Trs.(2 Nos.) Trs. 3. Procurement of Bangalore (VB)(Kar)-500 KW SW	<b>Bangalore</b> - Civil work in progress Formal AT placed for Tr. on 12.09.11.. <b>Aligarh</b> :- Civil work in progress.Proposal for procurement of Transmitters is under approval from prasar bharti board	. DP-9 month after opening of LC.
<b>Studios</b>						
8	Digitalisation of 98 studios and Networking of studios			1. Refurbishing of 11 studios 2.Procurement & installation of Miscellaneous eqpt. like AC plants, DG sets etc. 3. Completion of Digitalisation of 48 studio centers.	Hand Held Recorders (HHR ) & Portable Digital recorders (PDR) inspected & delivered. Phone-in-Console & Digital OB mixer under inspection. Zonal offices have taken action on procurement of A/C plant,DG Sets and start of departmental works.	Proposal for SITC for servers with centralized storage, w/s and system software and SITC for console & Digital cabling purchase proposal is under process of approval from Prasar Bharati Board.

## ANNUAL PLAN (2011-12) - ALL INDIA RADIO

Sl. No.	Name of the Scheme/ Programme	Outlay 2011-12 (Plan Budget)	Expenditure upto 31.03.2012	Quantifiable Deliverables/ Physical Outputs	Achievements(as on 31.03.2012)	Remarks
1	2	3	4	5	6	7
				Studio net-working- SITC work of Servers with Centralised Storage & System Software	Specifications are under finalization .	
9	Augmentation of Archival facility at Delhi & creation of Archival facility at Chennai, Mumbai, Kolkata & Hyderabad			Procurement of equipment & progress of SITC (Supply ,Installation, Testing & Commissioning) work	Tender for SITC for augmentation & creation for archival at different places issued. TOD- 08.12.011. Civil work at Hyderabad has been completed	
10	Automation of 44 existing News units & Creation of 7 New Regional News Units at Jodhpur (Raj), Rajkot (Guj), Vishakhapatnam(Andhra P), Darbhanga (Bihar), Sambalpur (Orissa), Kargil (J&K) and Passighat (Arunachal).			1. Completion of Digitalisation of existing 44 Regional News Units.	Order placed for SITC for W/s , Storage & System software for RNU .	
				2 Completion of Digitalisation of 7 New Regional News Units.	Order placed for SITC for W/s , Storage & System software for RNU .	
				3. Up- gradation of News-on- Phone Service at 13 places and introduction of this service from 16 new places (29 nos.)	NIT issued for SITC for NOP service at various places . TOD- 09.12.11.No tender found acceptable .It is to be retendered.	
<b>Digital Connectivity</b>						



**ANNUAL PLAN (2011-12) - ALL INDIA RADIO**

Sl. No.	Name of the Scheme/ Programme	Outlay 2011-12 (Plan Budget)	Expenditure upto 31.03.2012	Quantifiable Deliverables/ Physical Outputs	Achievements(as on 31.03.2012)	Remarks
1	2	3	4	5	6	7
11	Replacement of STL connectivity			Procurement & Completion of Digitalisation of existing STL at 80 places.	No tender was technically acceptable. Fresh tender issued. TOD- 14.12.11	
12	New proposals of CES & ,STL			Completion of installation of new Digital STL at 35 places and Captive Earth Stations at Tiruchirapalli, Madurai & Dharwad.	<b>For CES</b> - Fresh tender issued. TOD- 16.12.11. Tenders are under Technical evaluation <b>For STL</b> - Fresh tender issued. TOD- 14.12.11. Tenders are under Technical evaluation	-No tender was technically acceptable. - No tender was technically acceptable
13	Provision of C-Band RNT (44 Nos.)			Completion of SITC work	Purchase proposal is under process of approval.	
14	Augmentation of DTH Channel			Procurement of equipment Completion of installation of Uplink / Downlink of DTH (18 places).	Order placed. Works completed	
<b>2.2</b>	<b>Strengthening of External Services</b>	<b>0.50</b>	<b>0.00</b>			
	Conversion of compatible External Services SW Trs. to DRM (Delhi- 250 KW SW Trs.-2 Nos. & Aligarh - 250 KW SW Trs.-2 Nos.).			Equipment for Conversion of 250 KW SW Trs. two each at Delhi & Aligarh to DRM mode will be procured & installed.	Order placed for content server & modulators. - DP- 01.08.12.  PAC (Proprietary Article Certificate) proposal for conversion kit formal quotation received & under technical evaluation.	

## ANNUAL PLAN (2011-12) - ALL INDIA RADIO

Sl. No.	Name of the Scheme/ Programme	Outlay 2011-12 (Plan Budget)	Expenditure upto 31.03.2012	Quantifiable Deliverables/ Physical Outputs	Achievements(as on 31.03.2012)	Remarks
1	2	3	4	5	6	7
2.3	<b>E-Governance, training, Resources, security, IOF, D/G for coastal area, Addl. Office accommodation, Welfare activities and Staff Quarters etc.</b>	25.50	8.56			
1	E-Governance and up-gradation of IT facilities			Procurement of additional 924 computers at 231 AIR Stations/Offices	SFC proposal is being revised as per the suggestion of the Planning ommission.	
2	Augmentation of STI(T) and STI(P) including regional training institutes.					Proposal approved by M/o I&B on 31.8.2010.
	(a)Delhi STI(T)- Construction of Auditorium/conference hall & reception room			Completion of civil works of Auditorium conference hall & reception/ room	Feasibility is being studied for auditorium. Works for reception room completed.	
	Construction of Hostel Accommodation at STI(P), Tiruvananthapuram				It is not feasible to construct the hostel at the location with the present allocation .Hence proposal has been dropped.	
	Construction of Hostel Accommodation at STI(P), Hyderabad.				----- Do-----	
	Construction of Hostel Accommodation at STI(P), Lucknow				----- Do-----	
	Construction of Hostel Accommodation at STI(P), Ahmedabad				----- Do-----	

## ANNUAL PLAN (2011-12) - ALL INDIA RADIO

Sl. No.	Name of the Scheme/ Programme	Outlay 2011-12 (Plan Budget)	Expenditure upto 31.03.2012	Quantifiable Deliverables/ Physical Outputs	Achievements(as on 31.03.2012)	Remarks
1	2	3	4	5	6	7
	Hostel & Training facilities at RTI(T) Malad, Mumbai			Construction of hostel, lecture hall & computer lab , office rooms etc.	----- Do-----	
	Delhi STI(T)-Conversion of Analogue Audio Studio to Digital			Procurement & installation of equipment	Procurement of equipment is under process.	
3	I.O.F.at Existing Centres					
	Provision of 5 Mobile FM Trs. at 5 zonal offices for emergency situation			Procurement of equipment	Specification of Mobile FM is being framed.	
	Provision of measuring equipment for studios			Procurement of equipment	Procurement of equipment is under process.	
	Provision of telemetry at MW Trs. for remote control at 23 places.				DTE prepared and is under approval	
	Provision of UPS at existing FM Stations 80 places.				UPS procurement is done at some places & under process at remaining places.	
	Refurbishing of Studios at Gwalior, Ratnagiri & Sangli				In progress.	
4	Office Accommodation/Staff Quarter at Guwahati including hostel accommodation at Srinagar			Construction of Office accommodation/staff quarters for North East Zone at Guwahati & hostel facilities at Srinagar	Estimate sanctioned and work awarded. works is in progress	
2.4.	<b>New Technology and Science &amp; Technology (R&amp;D)</b>	<b>1.00</b>	<b>0.67</b>			

## ANNUAL PLAN (2011-12) - ALL INDIA RADIO

Sl. No.	Name of the Scheme/ Programme	Outlay 2011-12 (Plan Budget)	Expenditure upto 31.03.2012	Quantifiable Deliverables/ Physical Outputs	Achievements(as on 31.03.2012)	Remarks
1	2	3	4	5	6	7
<b>New Technology</b>						
1	Webcasting/ Pod casting			Installation completed & Programme content is being developed	Programme content developed & formal launch website is to be done.	
2	<b>Research and Development</b>			Completion of S&T schemes	Procurement of cross field antenna for 1kW re-tendered & tender opened on 18.11.11. 1kW DRM MW Tr. re-tendered. TOD-15.12.11	
2.5	Software	14.73	11.89	1.New & fresh Content creation 2. Radio Workshops, Sangeet Sammalen, concerts etc. 3. Coverage of national & international events 4. Flagship programme production 5.Digitalization of AIR Archives	In progress	
2.6	Setting up of High Power TV and FM transmitters in border areas and Low Power FM Transmitters in uncovered areas of J&K State	10.00	0.68	Acquisition of 3 new sites for setting up FM &TV HPTs. Completion of civil works, procurement of equipment & completion of installation activities for 4 nos. of 100 W FM Transmitters, 10 KW FM Transmitters at Naushera & 2 nos. of 5 KW TV Transmitters at Rajouri.	Himbotingla & Green Ridge -Site allotted. Formal taking over in progress. Nathatop- Joint trail of determination of EMI interfrance carried out with MOD. Order placed for 4 Nos. of 100W FM transmitters. NIT issued for SETC of 10kW (1+1) VHF FM & UHF TV Tr.- -TOD-05.01.2012	- Approval of MOD is still awaited. - DP April 12
	<b>Total of All India Radio</b>	<b>243.37</b>	<b>164.09</b>	<b>Capital</b>		
		<b>16.73</b>	<b>13.92</b>	<b>Revenue</b>		
		<b>260.10</b>	<b>178.01</b>	<b>Total</b>		

**ANNUAL PLAN (2011-12) - DOORDARSHAN**

Sl. No	Name of the Scheme/ Programme	Outlay 2011-12	Actual Exp. 2011-12	Quantifiable Deliverables/ Physical Outputs	Achievements	Remarks
Continuing Scheme						
1	<b>J &amp; K Special plan Phase-I and Phase-II (Capital)</b>	<b>2.20</b>	<b>0.77</b>	Commissioning of DD1 and DD(News) HPts at Amritsar with antenna mounted on 300M Tower	Tower erected to full height - 283 meter. Building constructed.	Slow work by Agency. Installation will be taken up hauling up of antenna and feeder cable as existing transmitters (which are in service at existing station) are to be utilized.
	<b>Revenue</b>	<b>53.89</b>	<b>63.42</b>			
2	<b>Digitalization and Modernisation of Production Facilities</b>	<b>3.00</b>	<b>1.74</b>	Modernization of studio centers, centralized recording, editing and play-back at all major Doordarshan Kendras - 17 nos. Augmentation of OB facilities and faster news delivery system.	In Progress	
3	<b>North East Special Package Ph-2 (Capital)</b>	<b>1.91</b>	<b>0.79</b>	DSNG units-4 no for NE and 1 no for A&N	Order of 1 DSNG Placed	4 DSNG units supplied earlier and the remaining one DSNG unit has been supplied in Nov.,2012
	<b>Revenue</b>	<b>20.25</b>	<b>22.67</b>			
4	<b>DTH</b>	<b>0.00</b>	<b>0.00</b>			DTH service is already in place.

## ANNUAL PLAN (2011-12) - DOORDARSHAN

Sl. No.	Name of the Scheme/ Programme	Outlay 2011-12	Actual Exp. 2011-12	Quantifiable Deliverables/ Physical Outputs	Achievements	Remarks
5	HDTV	0.40	0.19			Pilot project for HDTV production completed
6	Other spill over X plan approved scheme	25.00	24.83			
a	Accommodation of staff and augmentation of infrastructure and security			Construction of staff quarters at 4 Metro locations		Projects monitored by AIR
				Construction of staff quarters at 11 non Metro locations	Staff Qtrs at 9 locations have already been completed. Construction of S/Qs at Patna and Sambalpur in progress. Out of 16 staff quarters at Sambhalpur, 12 staff quarters have been completed. Most of the schemes of augmentation of infrastructure & security completed.	Staff Qtrs at 10 locations have already been completed. 65% of works completed at remaining one location where previous contract rescinded. Fresh tenders for balance works invited & work awarded.
b	Transmitter related Schemes			Automode LPTs-50	Tenders invited earlier for procurement of 50 automode LPTs cancelled on technical considerations. Fresh tenders invited.	Order for procurement of Automode LPTs placed on 31.07.2012. DP 30.01.2013/30.04.13/30.07.13
				HPTs-2	(i) Order placed for supply of transmitter and antenna for HPT at Mahboobnagar. Antenna inspected and reported despatched. Transmitter offered for inspection. (ii) Order placed for 150 M tower at Mahboobnagar (iii) Pmt. set up (HPT) at Kumbakonam operationalised on 30.03.2012.	HPT Mahboobnagar commissioned in interim setup on 08.12.2012, using existing Tower.



ANNUAL PLAN (2011-12) - DOORDARSHAN						
Sl. No.	Name of the Scheme/ Programme	Outlay 2011-12	Actual Exp. 2011-12	Quantifiable Deliverables/ Physical Outputs	Achievements	Remarks
	<b>New Schemes</b>					
<b>1.</b>	<b>Digitalisation of transmitters Modernisation, Aug. and Repl. of Transmitter Equipment</b>	<b>20.00</b>	<b>16.81</b>			
	a) Digitalization of Transmitter			Digital HPTs-19 nos	(i) Tenders received for procurement of 19 digital transmitters and under technical evaluation (ii) Order placed for SITC of antenna system including strengthening of towers for above HPTs.	For procurement of 19 transmitters, tenders technically evaluated, commercial bids opened & purchase proposal in the process of sanction. Order placed for antennae system including strengthening of tower for transmitters. Antenna system and feeder cables received at site.
	b) Modernisation, Augmentation and replacement of transmitters equipments					Scheme approved in Feb.,2011
<b>2</b>	<b>Studio digitalisation : Modernisation, Augmentation, Replacement of Studio/OB Equipments</b>	<b>80.00</b>	<b>47.49</b>			
	a) Digitalization of Studio			Partial to full digitalisation of 31 studios at smaller Kendras and full digitalisation at 8 Kendras .	(i) Out of 36 equipment items required for digitalization of 31 partially digital Studios, order placed for 26 equipment items and part equipment supplied. (ii) 10 equipment items ordered for full digitalization of 8 analog studios. procurement of remaining equipment items in progress.	Procurement of these remaining equipment under process.
	b) Modernisation, Augmentation and replacement of studio equipments			<b>Aug of Production , Post Production, Audio, Lighting And Power Supply At All Major And Smaller Kendras-66 Locations.-</b>		Scheme approved in Feb.,2011

## ANNUAL PLAN (2011-12) - DOORDARSHAN

Sl. No.	Name of the Scheme/ Programme	Outlay 2011-12	Actual Exp. 2011-12	Quantifiable Deliverables/ Physical Outputs	Achievements	Remarks
3	<b>DTH: Modernisation, Aug., Replacement of Satellite Broaqcst Equipment</b>	20.00	12.79			
	a) DTH			Increase of channel on DTH Platform.		Tenders for upgradation of DTH platform to 75 channels cancelled due to allotment of additional transponder to Doordarshan for expansion of DTH platform further to 97 channels. Tenders invited again for upgradation of DTH platform from 59 TV channels to 97 channels & due to be opened on 15.1.13.
	b) Modernization, Augmentation and replacement of satellite broadcast equipments					
				Upgradation of 10 nos of Earth Station	(i) Order placed for upgradation of 5 Earth stations in July,2011. (ii) Tenders for remaining 5 Earth stations received and technically evaluated. Commercial bids also opened.	Five Earth stations viz. Agartala, Imphal, Gangtok, Itanagar & Kohima upgraded. Order placed for upgradation of Earth stations at Chandigarh, Hissar, Leh, Panaji and Port Blair. DP: Leh - 15.04.2013 Port Blair- 15.03.2013 Chandigarh, Hissar and Panaji - 15.02.2013
				Replacement of Earth Station compression equipment at 5 locations	Compression equipment at 3 locations installed (except upconverter).	(i) Tenders invited earlier for one location cancelled on technical considerations. (ii) Building construction in progress at one location. Equipment to be procured after construction of building
				Replacement of DSNG units-6 locations	Order placed for procurement of DSNGs in August,2011.	Delay in supply of DSNGs.
				Replacement of Existing IRDs with DVB-S2 based IRDs	Specifications being finalized.	
				Replacement of uplink PDAs and Accessories at CPC and DDK Srinagar	Order placed for Uplink PDAs in July,2011 .	Work expected to be completed by March,2012

**ANNUAL PLAN (2011-12) - DOORDARSHAN**

Sl. No.	Name of the Scheme/ Programme	Outlay 2011-12	Actual Exp. 2011-12	Quantifiable Deliverables/ Physical Outputs	Achievements	Remarks
				New DSNGs-9 nos		Tenders opened on 10.7.2012 and are under technical evaluation.
				New Earth Stations -5 nos	Tenders received and evaluated. Commercial bids also opened.	Order for 4 Earth stations placed. DP: 28.02.2013
4	<b>High Definition TV</b>	<b>29.00</b>	<b>18.17</b>	HDTV Production facility at Delhi and Mumbai	Tenders received and under evaluation.	Order placed on 24.08.2012. Firm visited sites. DP: 23.02.2013
				Play out facility at Delhi	Equipment supplied	
				Post Production facility at Delhi, Mumbai Kolkata and Chennai	Part equipment (7 no) procured. Procurement of remaining equipment in progress.	All the equipment except HDTV zoom lens ordered/procured. 10 nos. of HDTV zoom lens ordered/procured, NIT issued for remaining 10 nos. zoom lens. Due date 10.01.2013.
				Field Production facility at Delhi, Mumbai, Kolkata, Chennai	Part equipment (2 no) ordered. Procurement of remaining equipment in progress.	All the equipment except HDTV zoom lens ordered/procured. 10 nos. of HDTV zoom lens ordered/procured, NIT issued for remaining 10 nos. zoom lens. Due date 10.01.2013.
				Multi-Camera mobile equipment for outdoor Production facilities at Delhi Mumbai	Tenders received and evaluated. Commercial bids also opened.	Tenders received earlier cancelled on technical grounds. Fresh tenders issued and opened on 05.12.2012.
				Fly away Production set up at Delhi	Specifications under finalization	
				Preview facility for Delhi, Mumbai, Kolkata, Chennai	Part equipment (7 no) procured. Procurement of remaining equipment in progress.	All the equipment ordered / procured.
				HDTV transmitters at Delhi, Mumbai, Kolkata, Chennai	(i) Tenders for procurement of HDTV transmitters received and under evaluation.	Order placed on 29.11.2012 for procurement of HDTV Transmitters. DP: 28.05.2013 Order for SITC of antenna system and strengthening of towers placed. Antennae, feeder cable and other associated equipment supplied.

## ANNUAL PLAN (2011-12) - DOORDARSHAN

Sl. No.	Name of the Scheme/ Programme	Outlay 2011-12	Actual Exp. 2011-12	Quantifiable Deliverables/ Physical Outputs	Achievements	Remarks
					(ii) SITC of antenna system including strengthening of towers ordered. Antenna inspected and reported despatched	Tower strengthening work completed at Pitampura (Delhi). Antenna and feeder cable also installed and tested. Tower strengthening work completed at Kolkata. Antenna also installed. New Feeder cable ordered and is expected to be supplied shortly. Tower strengthening work completed at Chennai. Antenna and feeder cable also hauled up. Further work in progress. Work to be taken up at Mumbai.
5	Staff Quarters and other misc Scheme	15.00	14.32	Construction of 1. Staff Quarter - 07 locations 2. Guest Houses - 22 locations 3. Community Centres - 10 locations 4. Zonal office Building at Guwahati 5. DMC Buildings - 17 locations 6. LPT Buildings - 10 locations 7. Tower "C" Building at DD Bhawan Complex 8. Augmentation and improving the infrastructure and security of existing Doordarshan Offices	(i) Work awarded for Tower "C" building. (ii) Eight buildings ( GH-5, CC-1, LPT-2) completed. (iii) Work for additional 47 buildings in Progress. (iv) Preliminary Estimates for 7 additional buildings sanctioned.	work completed for 43 building: 16 Guest House 7 Community centers 10 DMC 10 LPT.
	Software Acquisition/production	1.00	47.78	Inhouse programmes		
	Capital	196.51	137.90			
	Revenue	75.14	133.87			
	<b>Total</b>	<b>271.65</b>	<b>271.77</b>			

**PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)  
BALANCE SHEET AS AT 31.03.11**

		Rs	Rs
	SCHED- ULE	As at 31-Mar-11	As at 31-Mar-10
<b>CORPUS/CAPITAL FUND AND LIABILITIES</b>			
<b>Corpus/Capital Fund</b>	<b>1</b>		
Reserves and Surplus	2	-	-
Earmarked/Endowment Funds	3	28972740230	27225798417
Secured Loan	4	-	-
Unsecured Loan	5	60991672000	56843372000
Deferred Credit Liabilities	6	-	-
Current Liabilities and Provisions	7	66628978089	59621055000
<b>TOTAL</b>		<b>156593390319</b>	<b>143690225417</b>
<b>ASSETS</b>			
<b>Fixed Assets</b>	<b>8</b>	<b>7420819245</b>	<b>8393251955</b>
Capital Work-in progress	8	7022859706	6427767666
Investments (I) Earmarked/Endowment Funds	9	-	-
(ii) Others	10	-	-
Current Assets, Loans and Advances	11	15935578458	12696022655
Miscellaneous Expenditure		-	-
Deficit as per Income & Expenditure Account		126214132910	116173183141
<b>TOTAL</b>		<b>156593390319</b>	<b>143690225417</b>

SIGNIFICANT ACCOUNTING POLICIES	25		
CONTINGENT LIABILITIES AND NOTES			
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**Jawhar Sircar**  
Chief Executive Officer  
Place: New Delhi  
Dated

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

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

**PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)  
INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED  
31 MARCH 2011**

		Rs	Rs
	Schedule	FOR THE YEAR ENDED 31 MARCH 11	FOR THE YEAR ENDED 31 MARCH 10
<b>INCOME</b>			
<b>Income from Sales/ Services</b>	<b>12</b>	<b>11742560455</b>	<b>10016452564</b>
Grants /subsidies	13	15176503853	11693233213
Fees/subscriptions	14	89597035	9316363
Income from Investments ( income on investments from earmarked/endow. funds transferred to Funds)	15	-	-
Income from Royalty, Publications etc	16		-
Interest Earned	17	440396961	315625240
Other Income	18	1384226775	1003804265
<b>TOTAL A</b>		<b>28833285079</b>	<b>23038431645</b>
<b>EXPENDITURE</b>			
Establishment Expenses	19	15638628768	17361186356
Other Administrative Expenses	20	6849648784	6683626142
Programme related Expenses	21	8271600813	5326761946
Expenditure on Grants & subsidy	22	-	-
Interest	23	5406006520	5082691116
Depreciation	8	2124282483	6501558013
<b>TOTAL B</b>		<b>38290167368</b>	<b>40955823573</b>
<b>Balance being excess of Expenditure over Income ( A-B)</b>		<b>-9456882289</b>	<b>-17917391928</b>
Add/Less: Prior Period Adjustments	24	-584067480	-56502537
Add: Balance brought forward from previous year		-116173183141	-98199288676
<b>BALANCE BEING DEFICIT CARRIED OVER TO BALANCE SHEET</b>		<b>-126214132910</b>	<b>-116173183141</b>

SIGNIFICANT ACCOUNTING POLICIES	25	
CONTINGENT LIABILITIES AND NOTES		
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STATEMENT OF CWG-2010 ACTIVITY-FORMING PART OF THE ACCOUNTS	27	

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

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

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



**PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)  
SCHEDULES FORMING PART OF BALANCE SHEET AS AT  
31.03.11**

	Rs	Rs
<b>SCHEDULE 1- CORPUS/CAPITAL FUND:</b>	<b>As at 31.03.11</b>	<b>As at 31.03.10</b>
<b>Balance as at the beginning of the year</b>	-	-
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>		
CAPITAL ASSETS FUNDS		
a) Opening Balance of the funds	27225798417	25653027296
b)Add to the Funds: Amounts transferred from Grants/Corpus/Capital Fund for meeting Capital Expenditure/Advances	1746941813	1572771121
<b>NET BALANCE AS AT THE YEAR END (a+b)</b>	<b>28972740230</b>	<b>27225798417</b>
<b>SCHEDULE 4- SECURED LOANS AND BORROWINGS:</b>		

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**PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)  
SCHEDULES FORMING PART OF BALANCE SHEET AS AT  
31.03.11**

	Rs	Rs
	As at 31.03.11	As at 31.03.10
<b>SCHEDULE 5- UNSECURED LOANS</b>		
1. Loan In Perpetuity	42580802000	42580802000
2. Central Government	-	-
3. Capital Loan from Ministry of I&B	11721310000	10274470000
4. Repayment of Loan due but not paid	5060360000	3988100000
5. Interest Free Loan for CWG 2010	1629200000	-
<b>TOTAL</b>	<b>60991672000</b>	<b>56843372000</b>
<b>SCHEDULE 6- DEFERRED CREDIT LIABILITIES:</b>	-	-
<b>SCHEDULE 7- CURRENT LIABILITIES AND PROVISIONS</b>	-	-
<b>A. Current Liabilities</b>	-	-
Advances received- against deposit work	962122375	764531374
Deposits, earnest money, caution money/security deposits	461811513	433008881
Interest on Loan in Perpetuity	32787217540	29806561400
Interest on Capital Loan	12001426644	9970200000
Penal Interest On Interest/principal due	1437585323	1052000000
Other current liabilities -recoveries from salary and wages and others etc.	2463545	2387771
Salary accrue for the Month of March	1131700000	1265100000
Income tax/Sales tax deducted at source	-	-
Remittances to/from HQ/DDOs in transit/reconciliation	2558925919	2587374416
<b>Total A (Refer Schedule 26, Note 5, 9 &amp; 10 of Notes to Accounts)</b>	<b>51343252859</b>	<b>45881163842</b>
<b>B. Provision</b>		
For Spectrum/Space Segment expense	13050200000	11781332520
For other expenses (including CAG Audit Fee etc.)	2235525230	817412972
For unspent Grant-in-aid		1141145666
( Refer Schedule 26, Note 11 & 15 of Notes to Accounts)	-	-
<b>Total B</b>	<b>15285725230</b>	<b>13739891158</b>
<b>Total A+B</b>	<b>66628978089</b>	<b>59621055000</b>

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**PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)  
SCHEDULES FORMING PART OF BALANCE SHEET AS AT  
31.03.11**

**SCHEDULE 8- FIXED ASSETS**

DESCRIPTION	GROSS BLOCK				Depreciation		Net Block	
	Cost as on Ist April'10	Additions/ Transfers from civil wings during the year	Deductions / transfers /disposal /reclassification during the year	Cost at the year end 31.03.11	For the year	Cumulative upto to the year	As at 31st Mar' 2011	As at 31st Mar' 2010
A. Fixed Assets								
1. Land	15280761			15280761			15280761	15280761
2. Buildings	118967092	5442443		124409535	2433766	11917359	112492176	109483499
Others								
3. Plant Machinery & Equipments								
a) Studios	21640034223	202488201		21842522424	681297860	19256733970	2585788454	3064598112
b) Transmitters	31514416718	691114585		32205531303	996825150	28985503638	3220027665	3525738230
c) Machinery/ Equipments	1888739753	192920376		2081660129	183970156	1046184805	1035475324	1026525104
d) Electrical Installations	39792841	5812386		45605227	1707961	6946145	38659082	34554658
4. Vehicles	68378163	4885462		73263625	7229176	61167285	12096340	14440053
5. Furniture, Fixtures	112062431	12779402		124841833	7403258	38713250	86128583	80752439
6. Office Equipments	138172586	15007749		153180335	11507980	118571777	34608558	31108788
7. Computers	133714537	21399169		155113706	15846562	127186246	27927460	22374854
8 Other fixed assets								
Capital Expenditure on various schemes	9970061214			9970061214	216060614	9717726372	252334842	468395456
Total of Current Year (A)	65639620319	1151849773		66791470092	2124282483	59370650847	7420819245	8393251955
B CAPITAL WORK-IN-PROGRESS Total(B)	6427767666	595092040		7022859706			7022859706	6427767666
<b>TOTAL</b>	<b>72067387985</b>	<b>1746941813</b>		<b>73814329798</b>	<b>2124282483</b>	<b>59369886088</b>	<b>14443678951</b>	<b>14821019621</b>
Previous Year	70494616864	1572771121		72067387985	6501558013	57246368364	14821019621	

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**PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)**  
**SCHEDULES FORMING PART OF BALANCE SHEET AS AT**  
**31.03.11**

	Rs	Rs
	As at 31.03.11	As at 31.03.10
<b>SCHEDULE 9- INVESTMENTS FROM EARMARKED/ENDOWMENT FUNDS</b>		
1. In Government Securities	-	-
2. Other approved securities	-	-
3. Other	-	-
<b>Total</b>	-	-
<b>SCHEDULE 10- INVESTMENTS-OTHER</b>		
1. In government Securities	-	-
2. Other approved securities	-	-
3. Others	-	-
<b>Total</b>	-	-
<b>SCHEDULE 11- CURRENT ASSETS, LOANS AND ADVANCES ETC</b>		
<b>A. CURRENT ASSETS:</b>		
Inventories	108619413	91991370
Sundry Debtors- Good	2239854335	1519261546
Sundry Debtors- Doubtful	-	-
Cash Balance in hand/Imprest	37728189	61453396
Bank Balance With Scheduled Banks	-	-
on current accounts	6488669581	6629062063
on Collection accounts	471590990	64698025
on Deposit account and other FDRs	3290077170	608223524
with Various offices	2891017833	3395830545
with CP Fund A/c	43299676	25777588
<b>Total( A) (Refer Schedule 26, Note 12,13 &amp; 14 of Notes to Accounts)</b>	<b>15570857187</b>	<b>12396298057</b>
<b>B. Loans/advances</b>		
<b>1. Loans/advances</b>		
Staff	134616881	107597437
Others-departmental	160254598	154833007
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	3809589	-
Others	-	-
<b>4. TDS &amp; Tax paid</b>	<b>66040203</b>	<b>37294154</b>
<b>Total (B)</b>	<b>364721271</b>	<b>299724598</b>
<b>Total (A)+(B)</b>	<b>15935578458</b>	<b>12696022655</b>

**Jawhar Sircar**  
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**PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)  
SCHEDULES FORMING PART OF BALANCE SHEET  
AS AT 31.03.11**

	Rs	Rs
	As at 31.03.11	As at 31.03.10
<b>SCHEDULE 12- INCOME FROM SALES/SERVICES</b>		
Income from services		
AIR, Commercial and DD	12196525157	10315014385
Deduct: Share of other agencies	462932200	305969315
Add: Sales of CD/VCD	8967498	7407494
Add: DTH Income	-	-
<b>Total</b>	<b>11742560455</b>	<b>10016452564</b>
<b>SCHEDULE 13- GRANTS /SUBSIDIES</b>		
Add: Grants -In-Aid received during the year from Govt. Of India, Ministry of I&B -Plan.	560300000	485000000
Add: Grants -In-Aid received during the year from Govt. Of India, Ministry of I&B -Non-Plan.	14123500000	12472150000
Add: Grants-In-Aid received during the year for Commonwealth Games.	1098500000	1450000000
Add: Grants-In-Aid carry forward from previous year	1141145666	-
Deduct: Transferred to Capital Assets Fund	1746941813	1572771121
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>	<b>15176503853</b>	<b>11693233213</b>
<b>SCHEDULE 14-FEES/SUBSCRIPTIONS</b>		
Professional/Consultancy services fee	289379487	9316363
Deduct : Share of other agencies	199782452	-
<b>Total</b>	<b>89597035</b>	<b>9316363</b>
<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	391579051	264856847
On others like employees advances etc.	28154491	7272457
On overdue from AIR, DD service income	20663419	43495936
<b>Total</b>	<b>440396961</b>	<b>315625240</b>

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**PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)  
SCHEDULES FORMING PART OF INCOME & EXPENDITURE A/C  
31.03.2011**

		Rs As at 31.03.11	Rs As at 31.03.10
<b>SCHEDULE 18- OTHER INCOME</b>			
A. Other Receipts including Fees from Towers/staff quarters			
a) License Fees from Towers		502991538	459183442
b) License Fees from staff quarters		19732004	18686044
c) DTH Income		243700000	326542800
d) Others		576372520	175278833
<b>Total A</b>		<b>1342796062</b>	<b>979691119</b>
B. Profit on Sales/disposal of assets			
a) Owned Assets		2126319	1192955
b) Assets acquired out of grants, or received free of cost		96678	103833
c) Assets acquired prior to 1.4.2000		39207716	22816358
<b>Total B</b>		<b>41430713</b>	<b>24113146</b>
<b>Total (A+B)</b>		<b>1384226775</b>	<b>1003804265</b>
<b>SCHEDULE 19- ESTABLISHMENT AND OTHER ADMINISTRATIVE EXPENSES</b>	Rs	Rs	Rs
	2010-11		2009-10
	Plan	Non Plan	Total
Establishment Expenses			
a) Salaries & Wages	-	13594767587	14586381058
b) Allowances and Bonus	-	528940241	382455183
c) Contribution to CPF	-	1768843	2794792
d) Exp. on Employee's retirement/ terminal exp./Pension etc.	-	1305156062	2160100384
e) Staff Welfare expenses	-	1322833	1766103
f) Scholarship Stipends	-	5829368	6371348
g) Others including Medical	-	200843834	221317488
<b>Total</b>	-	<b>15638628768</b>	<b>17361186356</b>
(Refer Schedule 26, Note 8 of Notes to Accounts)			

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**PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)  
SCHEDULES FORMING PART OF INCOME & EXPENDITURE A/C  
31.03.2011**

**SCHEDULE 20- OTHER ADMINISTRATIVE EXPENSES**

	Rs	Rs	Rs	Rs
	2010-11			2009-10
	Plan	Non Plan	Total	Total
Electricity and Power	-	1917085357	1917085357	1869243820
Water charges	-	30392432	30392432	22532168
Insurance on plant & Machinery	-	69441	69441	24323
Repairs and Maintenance on Plant & Machinery	-	7360326	7360326	150694786
Insurance on land and Buildings	-	-	-	-
Rent, Rates and taxes	-	144474896	144474896	148684182
Repairs and Maintenance of vehicles	-	293042636	293042636	272813062
Postage, telephone and communication charges	-	119675938	119675938	129021320
Printing and Stationery	-	108265183	108265183	94095664
Traveling & Conveyance expenses- local	-	286736808	286736808	247341254
Traveling -Foreign	-	5109039	5109039	5005684
Auditors remunerations	-	7616636	7616636	8766780
Hospitality Expenses	-	7359409	7359409	7377756
Professional charges	-	680533707	680533707	598294635
Bad and doubtful debt/advance Provisions	-	-	-	-
Irrecoverable balances written off	-	-	-	-
Advertisement and Publicity	-	53345429	53345429	36820719
Bank Charges	-	522925	522925	586285
Supplies & material consumables	-	476573408	476573408	498862459
Other administrative expenses	-	572585990	572585990	476304372
Minor works and mach. & equipments and tools	-	1083333894	1083333894	1051410663
Service Tax	-	1055560608	1055560608	1065746210
Sales Tax	-	4722	4722	-
<b>Total</b>	-	<b>6849648784</b>	<b>6849648784</b>	<b>6683626142</b>

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**PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)  
SCHEDULES FORMING PART OF INCOME & EXPENDITURE A/C  
31.03.2011**

	Rs	Rs	Rs	Rs
	2010-11			2009-10
<b>SCHEDULE 21-PROGRAMME RELATED EXPENSES</b>				
	<b>Plan</b>	<b>Non Plan</b>	<b>Total</b>	<b>Total</b>
Royalty	-	83394874	83394874	247629935
Payment to UNI/PTI	-	138476879	138476879	152016126
Commissioning of Programme Soft Wares exp.	-	974196966	974196966	999942599
Panam Satellite expenses	-	231632818	231632818	827405185
Sport Events Expenses	-	155312545	155312545	75726609
Payment to Artists	-	990250792	990250792	1050083796
Other programme expenses	-	79311509	79311509	140364317
J&K Package	350559044	-	350559044	247483045
N.E. Package	149590600	-	149590600	75000000
Spectrum & Space Segment Charges	-	794800000	794800000	1070976000
Commonwealth Games	3499355813	184718973	3684074786	30134334
Amount transferred to ITPO for CWG	640000000	-	640000000	410000000
<b>Total</b>	<b>4639505457</b>	<b>3632095356</b>	<b>8271600813</b>	<b>5326761946</b>
<b>SCHEDULE 22- EXPENDITURE ON GRANTS, SUBSIDIES ETC</b>				
	<b>Plan</b>	<b>Non Plan</b>	<b>Total</b>	<b>Total</b>
<b>Expenditure on grants</b>	<b>2010-11</b>			<b>2009-10</b>
	-	-	-	-
<b>SCHEDULE 23- INTEREST</b>				
	<b>Plan</b>	<b>Non Plan</b>	<b>Total</b>	<b>Total</b>
	<b>2010-11</b>			<b>2009-10</b>
Interest on Loan- Central Government	-	2031226644	2031226644	1790200000
Interest on Loan in Perpetuity	-	2980656140	2980656140	2980656140
Other Penal Interest etc	-	385585323	385585323	306400000
Other Finance charges	-	8538413	8538413	5434976
<b>Total interest</b>	-	<b>5406006520</b>	<b>5406006520</b>	<b>5082691116</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>
	<b>2010-11</b>			<b>2009-10</b>
Prior period Expenses- Refund of Grant	110000000	-	110000000	113800000
Prior Period Income Depreciation Write back	-	-	-	57297463
Prior Year Exp- Sport Event Spectrum & Space	-	474067480	474067480	-
<b>Total</b>	<b>110000000</b>	<b>474067480</b>	<b>584067480</b>	<b>56502537</b>

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**PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)  
SCHEDULES FORMING PART OF THE ACCOUNTS FOR THE  
YEAR ENDED 31.03.11**

**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. On this basis revenue and related assets are recognised when earned and expenses are recognised when the obligation is incurred.

**2.Inventory Valuation**

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

**3.Fixed Assets**

Fixed assets are 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.

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## PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA) SCHEDULES FORMING PART OF THE ACCOUNTS FOR THE

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

#### NOTES ON ACCOUNTS

1. Prasar Bharati Broadcasting Corporation of India is established as general public utility institution and fall under the category of "Not-for-Profit Organization". Accordingly, based on Generally accepted accounting practices, and Section 145 of Income Tax Act, it can follow either cash or mercantile system of accounting. Considering the organization structure and prevalent past practices and the simplicity aspects, cash basis of accounting was being adopted. As per advice of Director General of Audit Central Revenue, from 01.04.2005 the accounts are initially compiled on cash basis at field unit level and subsequently converted into accrual basis, to the extent possible based on the information collected from both the Directorates. Prasar Bharati Board however, decided to give effect to complete switch over from cash to accrual accounting at field units also. However, it would take time due to complex nature of organisational structure and lack of trained accounting staff at field units.

#### 2 Contingent Liabilities:

2.1 Claims against the Entity not acknowledged as debts	Rs.	Nil
2.2 In respect of :		
Bank Guarantees given by/on behalf of the Entity	Rs.	Nil
Letters of Credit opened by Bank on behalf of the Entity	Rs.	Nil
Bank Guarantee encashed for CWG-2010 Activity	Rs.	24.60 crore

Bank Gurantee of Rs. 24.60 crore of M/s SIS Live was invoked. In this regard arbitration proceedings has already been started. M/s SIS live submitted their claim to the tune of Rs. 106.88 crore as per contract, 24.60 towards BG and Damages of GBP 9381,098. The amount of Rs. 106.88 crore has also been included in the liabilities. Damages claimed by M/s SIS Live are not acknowledged as liability as the Corporation has also submitted a counter claim for the amount of Rs.147.60 crore.

3. Grants received from Central Government are treated as Income, which were utilized for Capital Assets formation and other Revenue expenses.

4. Interest rate on Loan in Perpetuity granted by Government is 7% p.a. and on Capital 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.

5. The Group of Minister on Prasar Bharati has decided to convert the Loan in Perpetuity & Capital Loan into grant and to waive off interest there on. However, Notification in this regard is still awaited.

6. The amount of Fixed Assets transferred at book value to Prasar Bharati by the Central Government has been considered based on Chief Controller of Accounts' letter No. CCA/I&B/2002 dated 3.09.02 and is also subject of physical verification and valuation.

#### 7. Taxation

Prasar Bharati is registered under section 12A read with section 12AA(1)(b) of Income Tax Act as Non-Profit Organization . However, the same has been withdrawn by Income Tax Deptt. from the financial year 2008-09 vide their letter dt.13.02.2012

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

**Jawhar Sircar**  
Chief Executive Officer  
Place: New Delhi  
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## PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA) SCHEDULES FORMING PART OF THE ACCOUNTS FOR THE YEAR ENDED 31.03.11

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

#### NOTES ON ACCOUNTS

9. Inter Office Transactions Accounts

These represent remittances in transit on the end of financial year, accordingly they are shown as such in the accounts. 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, zone wise, to a firm of Chartered Accountant

for completing the work in a time bound manner, which is under process.

10. Deposit Works

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

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

12. The figures of Sundry debtors-good also includes interest component of Rs. 60.76 crore

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

reconciliation exercise is under process.

14. A special agreement was made with Organising Committee (OC) of CWG in respect of revenue sharing. Accordingly amount of Rs.15.54crore and Rs.20.58crore are receivable from OC on account of International Rights and sale of air time respectively. An amount of Rs.22.46crore is also payable to OC on account of their share from commercial revenue earned by Corporation. The net amount of Rs. 13.66 crore receivable from OC is included in the figure of Sundry debtors-good.

15. Provision for Spectrum & Space Segment Charges have been provided on estimated basis. The Group of Minister on Prasar Bharati has decided to recommend waive off the accumulated

arrears upto 31.03.2010 of Spectrum & Space Segment charges. However, Notification in this regard is still awaited.

16. Service Tax Deptt. raised a demand cum show cause notice for Rs. 87.10 crore on account of Service tax for the period 2003-04 to 2007-08. However, as per Management assesment , an excess amount of Rs. 1.86 crore has been claimed and the matter was taken up with the Service Tax Deptt. to refund the same after allowing for corresponding CENVAT credit not availed off and gross calculation errors in the computation made by the Service Tax Deptt.

17. Income includes Service Tax compomnent as and where applicable.

18. Sch. 27 included to show the accounts of CWG seprately as per Govt. instructions.

<b>PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)</b>		
<b>SCHEDULES FORMING PART OF THE ACCOUNTS FOR THE YEAR ENDED 31.03.11</b>		
<b>SCHEDULE 27- STATEMENT OF CWG-2010 ACTIVITY</b>		
<b>BALANCE SHEET AS AT 31.03.11 for CWG ACTIVITY</b>		
		<b>Rs</b>
	<b>SUB- SCHED- ULE</b>	<b>As at 31-Mar-11</b>
<b>CORPUS/CAPITAL FUND AND LIABILITIES</b>		
Corpus/Capital Fund		-
Reserves and Surplus		-
Earmarked/Endowment Funds		
Secured Loan		-
Unsecured Loan	I	1629200000
Deferred Credit Liabilities		-
Current Liabilities and Provisions	II	1399051726
<b>TOTAL</b>		<b>3028251726</b>
<b>ASSETS</b>		
Fixed Assets	IX	6182332
Capital Work-in progress		
Investments (I) Earmarked/Endowment Funds		-
(ii) Others		-
Current Assets, Loans and Advances	III	1645085575
Miscellaneous Expenditure		-
Deficit as per Income & Expenditure Account		1376983819
<b>TOTAL</b>		<b>3028251726</b>

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

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

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



<b>PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)</b>		
<b>SCHEDULES FORMING PART OF THE ACCOUNTS FOR THE YEAR ENDED 31.03.11</b>		
<b>SCHEDULE 27- STATEMENT OF CWG-2010 ACTIVITY</b>		
<b>INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ended 31 March 2011 for CWG - 2010 Activity</b>		
		<b>Rs</b>
	<b>Sub - Schedule</b>	<b>FOR THE YEAR ENDED 31 MARCH 11</b>
<b>INCOME</b>		
Income from Sales/ Services	IV	372363975
Grants /subsidies	V	2108365666
Fees/subscriptions	VI	65722910
Income from Investments ( income on investments from earmarked/endow. Funds transferred to Funds)		
Income from Royalty, Publications etc		
Interest Earned		
Other Income	VII	401400000
<b>TOTAL A</b>		<b>2947852551</b>
<b>EXPENDITURE</b>		
Establishment Expenses		
Other Administrative Expenses		
Programme related Expenses	VIII	4324074786
Expenditure on Grants & subsidy		
Interest		
Depreciation	IX	761584
<b>TOTAL B</b>		<b>4324836370</b>
Balance being excess of Expenditure over Income ( A-B)		-1376983819
Add: Prior Period Adjustments		
Add: Balance brought forward from previous year		
<b>BALANCE BEING DEFICIT CARRIED OVER TO BALANCE SHEET</b>		<b>-1376983819</b>

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<b>PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)</b>	
<b>SCHEDULES FORMING PART OF BALANCE SHEET AS AT 31.03.11</b>	
<b>SCHEDULE 27- STATEMENT OF CWG-2010 ACTIVITY</b>	
	<b>Rs</b>
	<b>AS AT 31 MARCH 11</b>
<b>Sub- SCHEDULE I- UNSECURED LOANS</b>	
1.Loan In Perpetuity	
Interest thereon being taken up for waiver (Refer Schedule 26, Note 4 of Notes to Accounts)	
2. Central Government	
3. Capital Loan from Ministry of I&B	
4. Repayment of Loan due but not paid	
5. Interest thereon taken up for waiver Refer Schedule 26, Note 5 of Notes to Accounts)	
6. Penal Interest On Interest/principal due	
7. Interest free Loan for CWG 2010	1629200000
<b>TOTAL</b>	<b>1629200000</b>
<b>Sub SCHEDULE II- CURRENT LIABILITIES AND PROVISIONS</b>	
A. Current Liabilities	
Advances received- against deposit work	
Deposits, earnest money, caution money/security deposits	51187118
Other current liabilities -recoveries from salary and wages and others etc.	
Salary accrued for the Month of March	
Income tax/Sales tax deducted at source	
Remittances to/from HQ/DDOs in transit/reconciliation's	
<b>Total A</b>	<b>51187118</b>
B Provisions	
For Spectrum/Space Segment expense	
For other CWG expenses	1347864608
For unspent Grant-in-aid	
( Refer Schedule 26, Note 12 of Notes to Accounts)	-
<b>Total B</b>	<b>1347864608</b>
<b>Total A+B</b>	<b>1399051726</b>
(Refer Schedule 26, Note 15 of Notes to Accounts)	
<b>Sub-SCHEDULE III- CURRENT ASSETS, LOANS AND ADVANCES ETC</b>	
A. CURRENT ASSETS:	
Inventories	0
Sundry Debtors- Good	206236245
Sundry Debtors- Doubtful	
Cash Balance in hand/Imprest	
Bank Balance With Scheduled Banks	
on current accounts	1438849330
on Collection accounts	
on Deposit account and other FDRs	
with Various offices	
with CP Fund A/c	
<b>Total( A) (Refer Schedule 26, Note 9 of Notes to Accounts)</b>	<b>1645085575</b>

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<b>PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)</b>			
<b>Sub-Schedule -IV- INCOME FROM SALES/SERVICES</b>			
<b>Income from services</b>			
<b>AIR, Commercial and DD</b>	<b>Rs</b>		
	AS AT 31 MARCH 11		
	596996175		
	224632200		
<b>Total</b>	<b>372363975</b>		
<b>Sub-SCHEDULE V- GRANTS /SUBSIDIES</b>			
Add: Grants -In-Aid received during the year from Govt. Of India, Ministry of I&B -Plan.			
Add: Grants -In-Aid received during the year from Govt. Of India, Ministry of I&B -Non-Plan.			
Add: Grants-In-Aid received during the year for Common wealth Games.	1098500000		
Add: Grants-In-Aid carry forward from previous year	1009865666		
Deduct: Transferred to Capital Assets Fund			
Deduct: Unspent balance of Grant in aid for Common Wealth Games			
Deduct: Unspent balance of Grant in aid received from Govt. Of India, Ministry of I&B -Plan.			
<b>Total</b>	<b>2108365666</b>		
<b>Sub- Schedule VI-FEES/SUBSCRIPTIONS</b>			
Professional/Consultancy services fee	265505362		
Deduct: Share of other agencies	199782452		
<b>Total</b>	<b>65722910</b>		
<b>Sub-SCHEDULE VII- OTHER INCOME</b>			
A. Other Receipts including Fees from Towers/staff quarters			
a) License Fees from Towers	0		
b) License Fees from Staff Quarters	0		
c) DTH Income	0		
d) Others including encashment of BG and share on account of Intl. Rights	401400000		
<b>Total A</b>	<b>401400000</b>		
<b>Sub Schedule VIII-PROGRAMME RELATED EXPENSES</b>			
	Rs	Rs	Rs
		2010-11	
	Plan	Non Plan	Total
Common Wealth Games			
Coverage & Production events	2467671218		2467671218
Construction and Operation of IBC	659087290		659087290
Production Facilities venue	198526556		198526556
Host Broad -Caster Coordination monitoring			0
logistics and support services	83653488		83653488
Contingencies	90417261		90417261
Amount transferred to ITPO	640000000		640000000
Right Holder Broadcasters		184718973	184718973
<b>Total</b>	<b>4139355813</b>	<b>184718973</b>	<b>4324074786</b>

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## PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)

SCHEDULES FORMING PART OF BALANCE SHEET AS AT 31.03.11

### SCHEDULE 27- STATEMENT OF CWG-2010 ACTIVITY

#### Sub SCHEDULE IX- FIXED ASSETS

DESCRIP- TION	GROSS BLOCK				Depreciation		Net Block	
	Cost as on 1st April' 10	Additions/Transfers from civil wings during the year	Deductions/transfers/disposal reclassification during the year	Cost at the year end 31.03.11	For the year	Cumulative upto to the year	As at 31st Mar' 2011	As at 31st Mar' 2010
<b>A. Fixed Assets</b>								
1. Land								
2. Buildings								
Others								
3. Plant Machinery & Equipments								
a) Studios								
b) Transmitters								
c) Machinery/Equipments								
d) Electrical Installations		7500		7500	150	150	7350	
4. Vehicles								
5. Furniture, Fixtures		2273957		2273957	71061	71061	2202896	
6. Office Equipments		1039922		1039922	86677	86677	953245	
7. Computers		3622537		3622537	603696	603696	3018841	
8 Other fixed assets								
Capital Expenditure on various schemes								
Total of Current Year (A)		6943916		6943916	761584	761584	6182332	
<b>B CAPITAL WORK-IN-PROGRESS</b>								
<b>Total(B)</b>								
<b>TOTAL</b>		<b>6943916</b>		<b>6943916</b>	<b>761584</b>	<b>761584</b>	<b>6182332</b>	
Previous Year								

**Jawhar Sircar**  
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<b>R&amp;P Account - 2010-11</b>					
	<b>Receipts A/c for the year of 2010-11</b>	<b>AIR Total</b>	<b>DD Total</b>	<b>P.B. Sectt.</b>	<b>Grand Total</b>
<b>I. Opening Balances</b>					
a) Cash in hand		1211617	7814326		9025943
b) Bank Balances		0	0		0
(i) in current A/c		0	0		0
Receipt A/c (Field Offices)	110011592		26731917		136743509
DD's A/c (11084233390)	0		0	3612234	3612234
AIR's A/c (11084233414)	0		0	61085791	61085791
Expenditure A/ c (Field Offices)	1677976501	1581110535			3259087036
SBI (11084239041)	0		0	4406143803	4406143803
Canara Bank (1730)	0		0	2218712412	2218712412
Indian Overseas Bank(7430)	568157		1805216		2373373
Bank of India (12255)	0		1832475		1832475
(ii) In deposit A/c (for fixed de- posit, if any)	50899556	163132822			214032378
(iii) C.P.FUND A/c	0		0	25777588	25777588
c) Imprest A/c	8174455	44252998			52427453
<b>II. Grants Received</b>					
a) From Govt. of India					
(i) Capital					
(ii) Revenue PLAN	0	0	560300000		560300000
NON-PLAN	0		12829200000		12829200000
Common Weallth Game	0	0	1098500000		1098500000
(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>					
a) Funds-received-from PB	12540509541	15675401208			28215910749
b) Other station/Kendra/Office	238163525	114237540	11861080514		12213481579
c) CPF	0	0	17832276		17832276
d ) Recovery of HBA & Other Ad- vances	4287433	4576479			8863912
<b>IV. Interest Received</b>					
a) On bank deposits (FDR)	14506560	11657421	361605481		387769462
b) Loans & Advances etc.					
(i) From Employees	411205	198637			609842
(ii) Others	1737368	25807281			27544649
c) Overdue interest on outstand- ing dues	951020	5115597			6066617
<b>V. Other Income</b>					
a) Rent/LF for AIR/DD Qrs.	14403594	5328410			19732004
b) LF for AIR/ DD Towers	502991538	0			502991538
c) Profit on sale/disposal of assets	0	0			
(i) Owned assets	2126319	0			2126319
(ii) Assets acquired out of Govt. Grants	96678	0			96678
(iii) Misc. Income	16183144	23024572			39207716

<b>R&amp;P Account - 2010-11</b>					
	<b>Receipts A/c for the year of 2010-11</b>	<b>AIR Total</b>	<b>DD Total</b>	<b>P.B. Sectt.</b>	<b>Grand Total</b>
	(For assets acquired prior to 1.4.2k & other Income)				
	d) Others	2980899	3707451		6688350
<b>VI.</b>	<b>Amount borrowed</b>				
	a) Capital loan from Govt.			2519100000	2519100000
	b) Interest free loan for CWG 2010			1629200000	1629200000
<b>VII.</b>	<b>Income from Sales</b>				
	a) Commercial Receipts	0	0		
	AIR	2323912660	0		2323912660
	DD	0	8997256580		8997256580
	b) Commercial Receipt (CWG)	4811838	316715892		321527730
	c) Sale of CD/VCD	867951	8099547		8967498
	d) DTH	0	243700000		243700000
<b>VIII.</b>	<b>Income from Services</b>				
	a) Professional /Consultancy Service	22064459	1809666		23874125
	a) Professional Services to RHBs	0	265505362		265505362
<b>IX.</b>	<b>Other Receipts</b>				
	a) Security Deposit /Earnest Money	199610520	27944754		227555274
	b) Deposit work	1071473957	28903044		1100377001
	c) Advances to staff	0	0		
	i) HBA	997413	12237552		13234965
	ii) Car Advance	619031	264401		883432
	iii) Computer Adv.	2939482	727594		3667076
	iv) Motor Cycle/Scooter Adv.	3003827	0		3003827
	v) Cycle /Mopad Advance	53624	0		53624
	vi) Other Advances	797280	1201118		1998398
	d) Earmarked fund CP Fund	3215120	0		3215120
	e) Others	131942978	60941192		192884170
<b>X.</b>	<b>Receipt from Govt. buisness</b>				
	Give Min. / Deptt. wise details	0	0		
<b>Xi</b>	<b>FDR</b>	<b>224722053</b>	<b>34212631</b>		<b>258934684</b>
	<b>T O T A L</b>	<b>19179222895</b>	<b>27695254218</b>	<b>37592150099</b>	<b>84466627212</b>

Jawhar Sircar  
Chief Executive Officer  
Place: New Delhi  
Dated

A.k Jain  
Member (F)

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



R&P Account - 2010-11	Total AIR		Total DD		P.B. Sectt.	CWG	Grand Total	
Payment A/c for the year of 2010-11	Non Plan	Plan	Non Plan	Plan			Non-Plan	Plan
<b>I. Expenses</b>								
a) Establishment Exp.								
( Details as per Annexure.I)	7369768931	0	7069356975	0			14439125906	0
b) Admn. Exp.	0	0	0	0			0	0
( Details as per Annexure.II)	3425637421	0	2370951399	0			5796588820	0
c) Programme related	0	0	0	0			0	0
( Details as per Annexure.III)	892277873	2122169	2041734250	2919239288	640000000		2934012123	3561361457
d) Exp. On grants/subsidies	0	0	0	0			0	0
(i)Grants given to Institutions	0	0	0	0			0	0
(ii)Subsidies given to Institutions	0	0	0	0			0	0
(iii) Grants received from other Min./Deptt.	0	0	0	0			0	0
<b>II. Inter current A/c transfer of funds(PB)</b>								
a) To Prasar Bharati	2522709594	0	8885070394	0			11407779988	0
b) To other station/kendra/office	148365326	0	83253785	0	27256532756		27488151867	
c) To IEBR (HBA)	699266	0	42785082	0			43484348	0
d) To Recovery of C.P.F.	3139346	0	0	0			3139346	0
<b>III. Deposits made Out of own funds</b>	<b>350027483</b>	<b>0</b>	<b>61163023</b>	<b>0</b>			<b>411190506</b>	<b>0</b>
(Investemnt others) FDR	0	0	0	0			0	0
<b>IV. Exp. On fixed assets &amp; Capital</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>			<b>0</b>	<b>0</b>
Work-in-progress	0	0	0	0			0	0
a) Purchase of fixed assets	0	0	0	0			0	0
(Details as per annexure.IV)	37668104	637081372	19239580	451291052			56907684	1088372424
b) Exp. On Capital work-in-progress	0	0	0	0			0	0
(i) Major Works	0	274195797	0	106813983			0	381009780
(ii) Misc. Works Scheme	0	214044386	0	37874			0	214082260
<b>V. Refund of surplus money/loans</b>								
a) to Govt. of India	0	0	0	0	110000000		110000000	0
b) to PB, HQ	427438309	0	1117682501	0			1545120810	0
<b>VI. Finance charges (Interest)</b>								
a) On loans from Govt.	0	0	0	0			0	0
b) Others loans	0	0	0	0			0	0
c) Others	3373360	0	4809930	0			8183290	0
<b>VII. Other payments</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>			<b>0</b>	<b>0</b>
a) Refund of SD/EM	190050440	0	8702202	0			198752642	0
b) Exp. on Deposit work	872125400	0	30660600	0			902786000	0
c) Advances to Parties	5183620	0	237971	0			5421591	0
d) Advances to staff	0	0	0	0			0	0
i) HBA	1045270	0	12856285	0			13901555	0
ii) Car Advance	2408920	0	3071500	0			5480420	0

	R&P Account - 2010-11	Total AIR		Total DD		P.B. Sectt.	CWG	Grand Total	
	Payment A/c for the year of 2010-11	Non Plan	Plan	Non Plan	Plan			Non-Plan	Plan
	iii) Computer Adv.	3295680	0	1179500	0			4475180	0
	iv) Motor Cycle/Scooter Adv.	1380000	0	2527352	0			3907352	0
	v) Cycle /Mopad Advance	0	0	0	0			0	0
	vi. Other Advances	21273482	0	822777	0			22096259	0
	e) Income Tax	26421888	0	222134	0	2102027		28746049	0
	f) Service Tax	234142722	0	784507453	0			1018650175	0
	fi) Sales Tax	4722	0	0	0			4722	0
	g) Bank Charges	181065	0	28938	0	312922		522925	0
	h) Others	80338000	0	17097262	0			97435262	0
<b>VIII.</b>	<b>Exp. Against receipt from Govt. Buisness</b>	0	0	0	0			0	0
	(Min./Deptt. wise breakup to be given)	0	0	0	0			0	0
<b>IX.</b>	<b>Closing Balances</b>	-	0	0	0			0	0
	a) Cash in hand	751433	0	1484695	0			2236128	0
	b) Bank Balances	0	0	0	0			0	0
	(i) in current A/c	0	0	0	0			0	0
	Receipt A/c (Field Offices)	154486464	0	724745962	0			879232426	0
	DD's A/c (11084233390)	0	0	0	0	375869643		375869643	0
	AIR's A/c (11084233414)	0	0	0	0	95721347		95721347	0
	Expenditure A/c (Field Offices)	1179540854	0	832244553	0			2011785407	0
	SBI (11084239041)	0	0	0	0	4096366688		4096366688	0
	Canara Bank (1730)	0	0	0	0	2389418459		2389418459	0
	Indian Overseas Bank(7430)	568157	0	1805160	0			2373317	0
	Bank of India (12255)	0	0	511117	0			511117	0
	(ii) in deposit A/c (FDR if, any)	90381563	0	70722058	0	2582526581		2743630202	0
	(iii) C.P.FUND A/c(SBI-30234030526)	0	0	0	0	43299676		43299676	0
	c) Imprest A/c	7094478	0	28397583	0			35492061	0
	<b>TOTAL</b>	<b>18051779171</b>	<b>1127443724</b>	<b>24217872021</b>	<b>3477382197</b>	<b>36952150099</b>		<b>79221801291</b>	<b>5244825921</b>

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

**A.k Jain**  
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**Sr. GM (B&A)**

**Annexure-I**

Annexure A/c for 2010 - 11	Total AIR		Total DD		P.B Sectt.	CWG	Grand Total	
	Non Plan	Plan	Non Plan	Plan			Non-Plan	Plan
a)Salaries & Wages (include. Hono./ LTC / TF)	7062843820	0	6612733137	0	0	0	13675576957	0
i) Medical reimbursement	96797839	0	87154022	0	0	0	183951861	0
b) Allowance & Bonous including OTA/CEA	183803299	0	353640049	0	0	0	537443348	0
c) Contribution to CPF ( if any)	0	0	1768843	0	0	0	1768843	0
d) Staff welfare Expenditure	588653	0	734180	0	0	0	1322833	0
e) Expenses on employees retirement & Terminal Benefits including L/S & Pension	1966521	0	8889541	0	0	0	10856062	0
Contribution	0	0	0	0	0	0	0	0
f) Establishment Capital	7894617	0	0	0	0	0	7894617	0
g) Others	15874182	0	4437203	0	0	0	20311385	0
<b>Total</b>	<b>7369768931</b>	<b>0</b>	<b>7069356975</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>14439125906</b>	<b>0</b>

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

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

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

## Annexure-II

Annexure A/c for 2010 - 11	Total AIR		Total DD		P.B Sectt.	CWG	Grand Total	
	Non Plan	Plan	Non Plan	Plan			Non-Plan	Plan
a) Domesic Travel Expenditure	136021049	0	144751943	0	0	0	280772992	0
b) Foreign Travel Expenditure	1261199	0	3847840	0	0	0	5109039	0
c) Rent Rate & Taxes	65500490	0	92973683	0	0	0	158474173	0
d) Advertising & Publicity	7072051	0	46273378	0	0	0	53345429	0
e) Professional Charges , Armed Guard etc .	466598203	0	230140316	0	0	0	696738519	0
(i) Legal Charges	1538215		0	0	0	0	1538215	0
(ii) Advocate Fees	459171		19880	0	0	0	479051	0
(iii) Other / Consultation fees	674355		0	0	0	0	674355	0
f) Scholarship Stipend	2016388	0	3756980	0	0	0	5773368	0
g)Supplies & Mateial	167599317	0	200301782	0	0	0	367901099	0
h) Vehicle Repairs & Maintenance	135985111	0	164945994	0	0	0	300931105	0
i) Electricity Power & Maintenance	1138954510	0	788995949	0	0	0	1927950459	0
j) Water Charges & Maintenance	20110637	0	10281795	0	0	0	30392432	0
k) Postage	10753680	0	7499244	0	0	0	18252924	0
l)Telephone & Communication	0	0	0	0	0	0	0	0
(i) Landline	60297923	0	34208222	0	0	0	94506145	0
ii) Mobile	4399531	0	2517338	0	0	0	6916869	0
m) Hospitality Expenditure	4635141	0	3001946	0	0	0	7637087	0
n) Insurance on P&M	15513	0	53928	0	0	0	69441	0
o) Insurance on Land & building	0	0	0	0	0	0	0	0
p) Auditor's remuneration (out of Provision)	8766780	0	20093	0	0	0	8786873	0
q) Printing & Stationary	68569450	0	38370781	0	0	0	106940231	0
r) Irrecoverable Balances - Written off	0	0	0	0	0	0	0	0

**Annexure-II**

Annexure A/c for 2010 - 11	Total AIR		Total DD		P.B Sectt.	CWG	Grand Total	
	Non Plan	Plan	Non Plan	Plan			Non-Plan	Plan
s) Provision for Bad & Doubt- ful debts/ad- vances	0	0	0	0	0	0	0	0
t) Purchase (Stock)	4769580	0	11858463	0	0	0	16628043	0
u) Minor Work	475127081	0	139213714	0	0	0	614340795	0
v) METP	407477799	0	108051016	0	0	0	515528815	0
w) Consumable	44103304	0	64569005	0	0	0	108672309	0
x) Local Con- veyance	3374970	0	2938660	0	0	0	6313630	0
y) Operation & Maintenance of Capital Ass- ests	5143853	0	2216473	0	0	0	7360326	0
z) Others	184412120	0	270142976	0	0	0	454555096	0
<b>TOTAL</b>	<b>3425637421</b>	<b>0</b>	<b>2370951399</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5796588820</b>	<b>0</b>

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

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

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

**Annexure-III**

Annexure A/c for 2010 - 11	Total AIR		Total DD		P.B Sectt.	CW G	Grand Total	
	Non Plan	Plan	Non Plan	Plan			Non-Plan	Plan
a) Royalty	49087098	0	118841776	0	0	0	167928874	0
b) Payment to UNI/PTI	126515760	0	12003119	0	0	0	138518879	0
c) Commissioning of Programme	163728469	0	837296497	0	0	0	1001024966	0
d) Panam Satel- lite Expenditure	0	0	231632818	0	0	0	231632818	0
e) Sport events Expenses	20424540	0	134849005	0	0	0	155273545	0
f) Payment to Artist	529534731	0	452429984	0	0	0	981964715	0
g) Spectrum charges	0	0	0	0	0	0	0	0
g) J & K Package	0	2122169	0	408392875	0	0	0	410515044
h) NE Package	0	0	0	149590600	0	0	0	149590600
i) Common Wealth Games ( Includes amount Transfer, to ITPO)	0	0	174736817	2361255813	640000000	0	174736817	3001255813
j) Others	2987275	0	79944234	0	0	0	82931509	0
<b>T O T A L</b>	<b>892277873</b>	<b>2122169</b>	<b>2041734250</b>	<b>2926183204</b>	<b>640000000</b>	<b>0</b>	<b>2934012123</b>	<b>3561361457</b>

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

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



## Annexure-IV

Annexure A/c for 2010 - 11	Total AIR		Total DD		P.B Sectt.	CWG	Grand Total	
	Non Plan	Plan	Non Plan	Plan			Non- Plan	Plan
i) Land	0	0	0	0	0	0	0	0
ii) Building	0	0	0	0	0	0	0	0
(1) Studio	0	59844253	0	141053401	0	0	0	200897654
(2) Trasmmitter	0	0	0	0	0	0	0	0
a) Normal	0	317606248	0	238355834	0	0	0	555962082
b) J & K	0	127248593	0	0	0	0	0	127248593
c) N E	0	2442018	0	33180	0	0	0	2475198
(3) Office	0	3639380	0	0	0	0	0	3639380
(4) Others	0	970697	0	276400	0	0	0	1247097
iii) Plant Machinery & Equipment	0	0	0	0	0	0	0	0
a) Normal	0	97938138	0	64616892	0	0	0	162555030
b) J & K	0	27392045	0	0	0	0	0	27392045
c) N E	0	0	0	11429	0	0	0	11429
iv) Vehicles	0	0	0	0	0	0	0	0
(a) trucks, Jeeps & Vans	150771	0	1751445	0	0	0	1902216	0
(b) Motor Car	0	0	2924776	0	0	0	2924776	0
(c) Motor Cycles / Scooter & Three Wheelers	0	0	0	0	0	0	0	0
(d) Rickshaws/ Cy- cles	17020	0	3075	0	0	0	20095	0
v) Furnitue / Fixtures	0	0	0	0	0	0	0	0
(a) Cabinets /Almirah . Filing Racks	1158054	0	3103634	0		1555524	4261688	1555524
(b) Air Conditioners . A/C Plan	2468174	0	411095	0			2879269	0
(c) Air Coolers	479947	0	185459	0			665406	0
(d) Water Coolers	760788	0	176182	0			936970	0
(e) Tables / Chairs / Sofas / Carpets	2607823	0	1601818	0		295528	4209641	295528
(f) Wooden Partitions	0	0	309645	0		31500	309645	31500
(g) Voltage Stabilis- ers / U P S Sys- tem	697174	0	787352	0		270002	1484526	270002
(h) Others	1071559	0	552530	0		121403	1624089	121403
vi) Office Equip- ments	0	0	0	0			0	0
(a) Typewriters	305812	0	91631	0			397443	0
(b) Photocopiers / Duplicators	3629639	0	1278234	0		866118	4907873	866118
(c) Fax Machines	829384	0	155906	0		16999	985290	16999
(d) Others	331088	0	1262076	0		156805	1593164	156805

**Annexure-IV**

Annexure A/c for 2010 - 11	Total AIR		Total DD		P.B Sectt.	CWG	Grand Total	
	Non Plan	Plan	Non Plan	Plan			Non-Plan	Plan
vii) Computers / Periphines	0	0	0	0	0	0	0	0
(a) Computers	10156088	0	2467941	0	0	3074828	12624029	3074828
(b) Printers	1198287	0	776898	0	0	470709	1975185	470709
(c ) Floppies	15225	0	42926	0	0	0	58151	0
(d) C D's	1228960	0	37841	0	0	0	1266801	0
(e) Software	2307452	0	236923	0	0		2544375	0
(f) Others	464952	0	0	0	0	77000	464952	77000
viii) Electric In- stallations	0	0	0	0	0		0	0
(a) Elctrical Ma- chinery	2155381	0	486463	0	0		2641844	0
(b) Electric Light / Fans	479124	0	126994	0	0		606118	0
(c ) Switchgear Instruments	91747	0	65222	0	0	7500	156969	7500
(d) Transform- ers	229442	0	9860	0	0		239302	0
(e) Electric Wiring & Fittings	515977	0	127750	0	0		643727	0
(f) Others	1461554	0	9715	0	0		1471269	0
ix) Library Books	1237772	0	208709	0	0		1446481	0
x) Tube wells & Water Sup- ply System	465736	0	47480	0	0		513216	0
xi) Arbitration Charges	1153174	0	0	0	0		1153174	0
<b>T O T A L</b>	<b>37668104</b>	<b>637081372</b>	<b>19239580</b>	<b>444347136</b>	<b>0</b>	<b>6943916</b>	<b>56907684</b>	<b>1088372424</b>

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

**A.k Jain**  
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**J.P.S. Chawla**  
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**PRASAR BHARATI (Broadcasting Corporation of India)  
Receipts and payments Account for the year 2010-11**

<b>Appendix I</b>		<b>Rupees</b>	
<b>Common Wealth</b>		<b>Non- Plan</b>	<b>Plan</b>
1	Coverage and Production events		1483171218
2	Construction and Operation of IBC		593187290
3	Production Facilities venues		126226556
4	Host Broad Caster Coordination monitoring Logistics and support service		68953488
5	Contingency		89717261
6	Payment to ITPO		640000000
7	Right Holder Broadcaster	174736817	
	<b>Total</b>	<b>174736817</b>	<b>3001255813</b>

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