UNIT 3: ALL INDIA RADIO

UNIT STRUCTURE

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3.1 Learning Objectives

After going through this unit, you should be able to:

- Outline the history and growth of AIR
- Trace the establishment and growth of AIR in Assam and Meghalaya
- Explain about AIR News Service and AIR External Services

3.2 INTRODUCTION

In the previous unit you have studied about the history of radio and the growth and development of the radio medium in our country. This must have given you the basic idea that radio in India largely consists of All India Radio, better know as AIR.

AIR is India's public broadcaster and has a very wide reach across the country and also outside. The first radio station in the North east was established in Shillong in July,1948 which was then the capital of undivided Assam. In this unit we shall mainly concentrate on AIR and its growth after India's independence with special reference to AIR in Assam and Meghalaya. Also we will learn about AIR's external service division and the News service of AIR.

So let us begin this unit by tracing the growth of AIR in the post-independence period.

3.3 AIR with special reference to AIR in Assam and AIR in Meghalaya

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All India Radio

As you have already learnt in the previous unit, broadcasting started in India in 1927 with two privately-owned transmitters at Mumbai and Calcutta which were taken over by the Government in 1930. These were operating under the name "Indian Broadcasting Service" until 1936

when it was given the present name “All India Radio (AIR)”. It also came to be known as “Akashvani” from 1957.

When India attained Independence in 1947, AIR had a network of six stations and a complement of 18 transmitters. The coverage was limited to 2.5% of the area and just 11% of the population. Rapid expansion of the network took place only post Independence.

Expansion of broadcasting was brought within the ambit of planned development in 1951 with an allocation of Rs. 40 million when India’s first Five Year Plan (1951-1956) was launched. On July 20, 1952, the first National Programme of music went on air. In October the same year, the National Orchestra of AIR was set up in Delhi under the conductorship of the eminent sitarist Pandit Ravi Shankar. Regional news bulletins were started from Lucknow (in Hindi) and from Nagpur (in Marathi) on April 15, 1953. In October 1955, the first Radio Sangeet Sammelan was broadcast. Sardar Patel memorial lectures and radio newsreel also started in 1955. The first National Symposium of Poets was held on January 25, 1956. Dr. B. V. Keskar, the then minister of Information and broadcasting, did much for the encouragement of Indian classical music on radio. Dr. Keskar’s other contribution was induct eminent writers, poets, musicians and dramatists as producers in the All India Radio. At the end of the first Five Year Plan, All India Radio had 26 stations with 29 medium wave and 17 short wave transmitters, radiating 741.35 kilo watts of power. It covered 46 per cent of the population and 31 per cent of the area of the country. The total annual transmission hours increased to about 100,000 and the number of licenses crossed the one million mark.

During the second Five Year Plan (1956-1961) the outlay on broadcasting was Rs. 8 crore as against an expenditure of Rs. 2.1 crore during the first Plan period. During this period, new stations were

commissioned at Bhopal and Ranchi with short wave transmitters. Early in 1957, an auxiliary studio at Chandigarh was opened and the one at Shillong was strengthened following the introduction of programmes in a large number of tribal languages of North-Eastern India.

The most important event of the year 1957 was the inauguration in Bombay on October 3, of an All India variety programme- *Vividh Bharati*, which was being radiated simultaneously from two hundred kilo watt short wave transmitters located at Bombay and Madras. The service, based on a choice of light entertainment items contributed by different stations of AIR and a liberal dose of film music was AIR's response to the growing popularity of Radio Ceylon's commercial service. To facilitate inter-state exchange of programmes, a Programme Exchange Unit was established in Delhi on July 7, 1957, which was also given the responsibility of looking after AIR's sound archives.

Ten years later, commercials became an integral part of *Vividh Bharati*. *Yuvavani* or the Voice of the Youth went on air on July 23, 1969 in New Delhi; other cities followed suit in all major Indian languages.

In April 1976, Doordarshan was de-linked from All India Radio; this allowed radio in India to take off on its own instead of being looked down upon as television's 'poor cousin'. FM services were introduced, first from Madras on July 23, 1977 and from Jalandar on October 2, 1992. FM stations came about in other cities soon after. In the mid-Eighties, AIR started setting up stations in places other than the big cities. The first one of this kind was set up at Nagercoil in Tamil Nadu on October 30, 1984. With this, hourly news bulletins were introduced by the mid-eighties. By the early nineties, phone-in programmes in Delhi, Pune and other cities were experimented with. A landmark achievement was the launch of the Sky Radio Channel on April 1, 1994 which enabled subscribers to receive 20 radio channels via satellite on their FM receivers.

At present, AIR has a network of 229 broadcasting centres with 148 medium frequency (MW), 54 high frequency (SW) and 168 FM transmitters. The area coverage is 91.79%, and that of the population is .99.14%. In home services AIR broadcasts programmes in as many as 24 Languages and 146 dialects while in External Services it covers 27 languages including 17 national and 10 foreign languages

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IMPORTANT MILESTONES SINCE INDEPENDENCE (AIR)

August 15,1947	There were Six Radio stations at Delhi, Bombay, Calcutta, Madras,Tiruchirapalli and Lucknow.
July 20, 1952	First National Programme of Music broadcast from AIR
July 29. 1953	National Programme of Talks (English) commenced from AIR.
1954	First Radio Sangeet Sammelan held.
October 3, 1957	Vividh Bharati Services started.
November 1, 1959	First TV station in Delhi started (at that time, it was part of AIR).
July 21, 1969	Yuvavani services started at Delhi.
August 15, 1969	1000 KW Superpower Medium Wave Transmitter commisioned at Calcutta(Mogra).
January 8, 1971	1000 KW Superpower Medium Wave Transmitter commissioned at Rajkot

1974	Akashvani Annual Awards instituted.
July 23, 1977	First ever FM service was started from Madras.
September 14, 1984	Two High Power250 KW shortwave transmitters inaugurated at Aligarh.
October 30, 1984	First Local Radio Station at Nagarcoil started.
1985	All AIR stations were provided with 5 channel satellite receiver terminals.
May 18, 1988	Introduction of National Channel.
April 8, 1989	Commissioning of Integrated North East Service.
March 2, 1990	The 100th station of AIR commissioned at Warangal (Andhra Pradesh)
March 10, 1990	Two 500 KW Superpower shortwave transmitters commissioned at Bangalore.
October 2, 1992	Commissioning of FM Chanel at Jalandhar.
April 1, 1993	The 150 th station of AIR commissioned at Berhampur (Orissa).
August 15, 1993	Introduction of Times slots on FM Channel to private Parties at Delhi-Bombay.
September 1, 1993	Time slots on FM Chanel to private parties at Chennai.
January 24, 1994	FM Channel at Panaji.
July 25, 1994	Time slots on FM channel to private parties at Calcutta.
September 10, 1994	Multi-track recording studios commissioned at Mumbai.

September 28, 1994	Four 500 KW Superpower Shortwave transmitters at Bangalore inaugurated. This has made Bangalore one of the biggest transmitting centres in the world.
October 31, 1994	The 175th station of AIR commissioned at Nasik.
November 13, 1994	Time slots on FM channel to private parties at Panaji.
August 5, 1995	Multi-track recording studios commissioned at Chennai.
February 1, 1996	Foundation stone laid for New Broadcasting House at New Delhi.
May 2, 1996	Launching of AIR on-line Information Services on Internet.
January 13, 1997	Started Audio on demand on Internet Service.
April 1, 1997	Digital Audio Broadcasting (DAB) introduced at Delhi on experimental basis.
January 26, 1998	'Radio on Demand' service on 2nd FM Channel Transmission.
February 25, 1998	AIR 'News on Telephone' and AIR 'live on Internet'.
August 15, 1999	Radio station commissioned at Kokrajhar in Bodo Land Autonomous Council Area.
August 15, 1999	Second FM Channels commissioned at Delhi and Calcutta with Yuvavani service.
July 17, 2000	Regional Staff Training Institute (Tech.) started functioning at Bhubaneshwar (Orissa)
Sept 1, 2001	AIR launched Infotainment channel known as

	FM-II at four metros, Mumbai, Kolkata, Chennai, Delhi, in addition to the Metro Channel FM-I.
Nov 12, 2001	Museum of Radio and Doordarshan was inaugurated. Declared as The Public Service Broadcasting day to commemorate Gandhiji's visit to AIR
Feb 27, 2002	AIR launched its first ever digital statellite home service which will cater to Indian sub-continent and South-East Asia.
July, 2002	Celebrated 75 years of Broadcasting.
April, 2003	Marketing Division of Prasar Bharati Inaugurated.
Jan 26, 2004	Bhasha Bharati Channel of AIR launched at Delhi and Classical Music Channel launched at Bangalore.
Apr 01, 2004	Launch of Kisan Vani Programme from 12 Stations of AIR.
Dec 16, 2004	DTH Service of Prasar Bharati, with 12 AIR Channels, launched.

Source: www.allindiaradio.org (Official website of AIR)

Objectives of AIR

Keeping in view the motto, "Bahujan Hitaya; Bahujan Sukhaya" i.e. to strive for the benefit and happiness of large sections of the people, All India Radio, with its stations all over the country provides information, education and entertainment to the largest democracy of the world. Its underlying objectives are as follows:

- To uphold the unity and integrity of the country and the values enshrined in the Constitution which characterise a truly democratic country.

- To transmit information of national, regional, local and international interest in an unbiased and impartial manner, including the contrasting views, without advocating any opinion or ideology of its own.
- To design the programmes in such a way so as to reflect the rich and varied cultural heritage of the country, with an aim to strive for the promotion of issues related to national interest.
- To produce and broadcast programmes related to a host of issues in order to have positive impact on all sections of the society, keeping in mind the fact that the national broadcast audience consists of people from all walks of life.
- To produce and broadcast programmes related to the most important sectors in a developing country, like Agriculture, Education, Health and Family Welfare, Science and Technology.
- To lay special emphasis on the audience belonging to the rural, illiterate and underprivileged population. The programmes should also serve the needs of the young people, social and cultural minorities, the tribal population, and those residing in border regions, backward or remote areas.
- To awaken the masses for social justice so as to remove social evils like exploitation of the poor and the needy, inequality, untouchability and parochial loyalties.
- To promote national integration.

The prime concern of AIR has always been to perform social responsibility and the smooth conduct of Public Service broadcasting. The primary channel of AIR including local radio stations have become almost the part and parcel of the greater Indian masses. The people are not only entertained but they also receive due education and information required for their day-to-day activities. The ways in which AIR enhances the people's lives are as follows:

i. Provides information through news and various current affairs programmes.
ii. Entertains the audience through musical programmes – devotional, classical (Indian & Western) Folk/ Pop/ Light, Film songs etc.
iii. Provides education through extension programmes for specific class of audience including farmers, women, children, youth and troops,
iv. Provides formal and non formal education,
v. Works for Adult education through programmes produced by IGNOU, UGC etc.

The main components of AIR network are the National Channel, Regional Stations, Local Radio Stations, Vividh Bharati Centres, FM Stereo Service, External Services and North-Eastern Services.

The advancements in science and technology along with the changing trends in interactive broadcasting have led the people to receive any programme of their choice and music stored in a computer system. Moreover the listeners can request for the music they love to listen through the 'Music on Demand' system of AIR. AIR has also started an interactive broadcasting service for providing News on phone to make the news capsule handy. News can also be accessed on the internet through the 24 hours Live Service of AIR round the clock (24 hrs a day and 365 days of the year) at www.newsonair.nic.in. With the starting of this service, it has been possible to extend the coverage of AIR programmes to all parts of the world including USA & Canada, where signals of AIR External Service are not received adequately.

Radio in Assam:

Radio has been a pervasive medium of communication and entertainment in Assam. The state has eight radio stations run by the state-controlled All India Radio.

The All India Radio, Guwahati station was commissioned on July 1, 1948. The station has five frequencies allotted to it of which four are shortwave and medium wave frequencies (729 kHz, 1035 kHz, 4940 kHz and 7280 kHz) and one is FM (100.8 MHz).

The second All India Radio station was commissioned at Dibrugarh on February 15, 1969. The station has one AM frequency allotted to it, ie. 567 kHz.

The third station was set up at Silchar on August 11, 1972. The station caters to the Bengali speaking local population of Barak Valley as well as the Dimasa and Karbi population in NC Hills, besides the Mizo population in the neighbouring Mizoram. Assamese and Bengali are the major languages used with certain programmes in Mizo, Karbi and Dimasa languages.

Subsequently, other AIR stations were set up in Dhubri, Diphu, Haflong, Jorhat, Kokrajhar, Nagaon, and Tezpur. Of them, Dhubri, Halflong, Jorhat and Nagaon have FM frequencies allotted to their AIR stations while the rest have only AM frequencies.

Besides the above AIR stations in Assam, there are a few private players who have entered the arena. Guwahati, being the commercial hub of the entire Northeast, has attracted quite a few private FM channel operators in recent times. Radio Oolala (91.9) run by Positive Radio Pvt. Ltd., of NETV repute is the earliest privately owned FM radio channel in the state.

Big 92.7 FM, Guwahati run by the entertainment major, Adlabs Films Ltd., also arrived at Guwahati soon after, and has brought a new fervour to radio listening in the state. Its lucid style and originality of programming balanced by a local flavour has created a mark among the people of the state, especially the youth.

Mysore-based S FM, (93.5 MHz) run by South Asia FM Ltd / Sun TV Network Ltd., realized the potential of FM radio broadcasting in Guwahati and followed suit.

Gyan Vani, Guwahati (107.8 MHz) is another FM channel operating from Guwahati while a host of other private FM channels are expected to join the race very soon.

Radio in Meghalaya:

As Meghalaya is a state of music lovers, that is why in spite of the growing trends of satellite television channels and news portals on the Internet, radio still serves to be the most popular of all. Meghalaya radio includes both government and private radio stations. With a total of five stations AIR broadcasts programmes on news, information, government bulletins and entertainment.

Radio in Meghalaya has an extremely efficient infrastructure built by the government of the state. As a part of this infrastructure, there is a 100 KW medium wave radio transmitter at the state capital Shillong, a 10 KW relay transmitter at Tura in the West Garo Hills, and a short wave transmitter at Shillong, called the 'North Eastern Services'.

All India Radio with its five stations at Meghalaya serves to be the prime broadcaster of the region. It not only caters to the needs of the rural people living in the remote mountainous stretches but are also equally popular in the urban and semi-urban areas. The five AIR centers in Meghalaya are:

- Shillong radio station
- Tura radio station
- Nongstoin radio station
- Jowai radio station
- Williamnagar radio station

Shillong alone has four AIR frequencies. Jowai and Shillong stations have one FM frequency each. The main regional languages used in Meghalaya are Garo and Khasi, but Meghalaya radio stations also broadcast in Hindi, English and other languages.

Apart from the AIR primary channels radio in Meghalaya has another two components--- private and FM radio. Shillong has a short wave transmitter, called the 'North Eastern Services', which broadcasts news and entertainment programs. The FM broadcasting in Shillong and some of the other major urban centers of Meghalaya have gained due popularity in the state. Radio Oolala and Gyan Vani are other two FM

CHECK YOUR PROGRESS – A

1. How many stations did AIR have at the time of Independence?

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2. When was Vividh Bharati inaugurated?

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3. When was Doordarshan de-linked from AIR?

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4. Where was AIR's first local station launched?

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5. When and where was a radio station commissioned in Bodoland Autonomous Council Area?

stations operating from Shillong.

6. When was AIR Guwahati station commissioned?

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7. Name 5 places in Assam where AIR stations are located.

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8. Name three private FM radio channels of Assam.

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9. Where are the AIR stations located in Meghalaya?

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10. When was the National Channel of AIR launched?

ACTIVITY

Visit your nearest AIR station and find out what kinds of programmes they air. Classify the programmes into different categories like entertainment, music, education, news, etc.

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3.4 AIR News Service, AIR External Service

AIR News Service

All India Radio, now operating under Prasar Bharati, is one of the major and widely acclaimed broadcasting organizations in the world. As a part of this big programming, The News Services Division (NSD) of AIR broadcasts news and comments to listeners in India and abroad. In the early years of its inception during 1939-40 the NSD used to broadcast only 27 news bulletins. But today AIR, through its Home, Regional and External Services, provides 52 hours of exclusive news bulletins daily covering a total of 510 bulletins in 82 languages/dialects.

Out of these, 89 bulletins are broadcast daily from Delhi in the Home Service in English, Hindi and other Indian languages. AIR has 44 Regional News Units (RNUs) operating throughout the country. These RNUs broadcast 355 daily news bulletins in 67 languages which includes news bulletins mounted exclusively on FM 'Gold' channel from 22 AIR Stations.

Apart from the regular news bulletins, a number of news-based programmes like round-ups, discussions, features etc., on current subjects are broadcast from Delhi and some other Regional News Units.

History

News broadcasting in India was a much early happening. Organized broadcasting in India began when the first station of the Indian Broadcasting Company (IBC) was inaugurated at Bombay by the British

Viceroy of India Lord Irwin on July 23, 1927. In fact the first ever news bulletin in the country went on the air from this very station on the day of its inauguration. This happened much earlier than the beginning of All India Radio. The Calcutta Station soon followed and began to broadcast news bulletin in Bengali from August 26, 1927. Until 1935, two bulletins, one each in English and Hindustani were broadcast from Bombay and a bulletin in Bengali was broadcast from Calcutta. However the Indian Broadcasting Company went into liquidation in March, 1930 following which broadcasting came under the direct control of the Government of India under the Department of Industries and Labour. This service was named as the Indian State Broadcasting Service. Finally on June 8, 1936 it was renamed as All India Radio.

Development

January 19, 1936 was that red letter day when news broadcasting in India entered into a new and developed phase. The first news bulletin from the Delhi Station went on air on that day coinciding with the starting of its transmission. Apart from news bulletins in English and Hindustani, talks on current affairs were also started from the Delhi Station in both the languages.

The Central News Organization was set up on August 1, 1937. The first News Editor of this organization was Mr. Charles Barns who took charge in September, 1937. Later he became the first Director of News. In 1939 as soon as the Second World War began the Central News Organization entered into a new phase of development. The Monitoring Service was also set up in the same year to monitor foreign broadcasts. In 1943, the External Broadcast Unit was set up under the Director of News. By 1945, the Organization was broadcasting news bulletins in different Indian languages as well as in the External Services.

The post independence era saw much quantitative and qualitative development in news broadcasts of AIR. As a result more emphasis was laid on national and regional news bulletins.

Home Bulletins

All India Radio has a huge number of news bulletins under its internal or home service. The News Services Division from Delhi broadcasts a total of 86 daily news bulletins in English, Hindi and 17 Indian languages for a duration of 12 hours and 20 minutes. The number of bulletins broadcast daily in different languages is as follows:

1. Hindi: 21 news bulletins for a duration of two hours 30 minutes including one Sports bulletin.
2. English: 20 news bulletins for a duration of 2 hours and 25 minutes including one Sports bulletin.
3. Apart from Hindi, forty-five news bulletins in 17 Indian languages for a duration of 7 hours and 45 minutes are broadcast every day.
4. The evening bulletins in Dogri, Kashmiri and Urdu also include a commentary on topical subjects.

The importance of language bulletins lies in the fact that they are the main source of national, international and regional news for the masses in small towns and villages.

Regional Bulletins

All India Radio introduced Regional news bulletins in different Indian languages in the early fifties. Lucknow and Nagpur Stations were the pioneers in this context. Regional bulletins were started from these stations in April, 1953. In 1954-55, Regional News Units were set up at Bombay, Madras and Calcutta. At present there are 45 Regional News Units in the country broadcasting 146 news bulletins in as many as 66 regional languages/dialects including English and Hindi covering a duration of 19 hours and 35 minutes on a regular basis.

External Bulletins

At the time when the News Services Division of AIR was started, the External Services were part of this. However the External Services were de-linked from the News Services Division on September 15, 1948. But in spite of the de-linking the external news bulletins were prepared by the News Services Division. Presently a total of 66 news bulletins are broadcast daily in 26 languages (Indian and Foreign) for a duration of 9 hours and 13 minutes by the External Services. Fifty six of these go on air from Delhi while the rest ten bulletins of 1 hour 20 minutes duration are put out by 6 Regional News Units of AIR. These include –

Mumbai (1 bulletin), Kolkata (3 bulletins), Hyderabad (1 bulletin), Chennai (2 bulletins),Dharwad(1 bulletin), and Ahmedabad(2 bulletins).

Bulletins on FM 'rainbow' channel

The concept of broadcasting news headlines on an hourly basis has earned popularity among the people. The News Services Division is putting out news headlines on FM 'Rainbow' channel in Delhi from May 28, 1995. At present, twenty four news headline bulletins, each having approximately one minute duration, on FM 'Rainbow' are broadcast round-the-clock from Delhi. Presently 22 AIR stations are broadcasting FM news headlines. It is important to add here that only the AIR is allowed to put out news bulletins and headlines. The private players in the FM sector are not permitted to do such programmes as such.

Bulletins on Fm-Gold Channel

On September 1, 2001 yet another news and entertainment channel called AIR FM-II (now called FM Gold) was launched. The Channel is on the air for about 18 hours a day from 6 am to 10 minutes past 12 in the night. This channel offers all the necessary components for the radio listeners, which are information, entertainment and one third of its contents being news based programmes. News on the hour originating

from Delhi are broadcast on this channel. Composite news programmes in Hindi and English originating from Delhi are exclusively broadcast in three slots, that is, every morning, midday and evening for duration of 30 minutes each. These include bulletins in Hindi called ‘Samachar Savera’(morning),’Dopahar Samachar’(midday), and ‘Samachar Sandhya’(evening) along with ‘Breakfast News’ in English in the morning. ‘Market Mantra’ (Business Magazine) and ‘Sports Scan’ are some specialized programmes on FM Gold. (Business Magazine) and. Other news-based programmes include ‘Vaad Samvaad’ and ‘Countrywide’ based on interviews with prominent personalities.

News Based Programmes

Along with news bulletins, AIR also broadcasts other news based programmes which include talks, discussions etc. These programmes were introduced in February 1936. At that time talks were carried out on current topics in English. In September, talks on current topics in Hindustani were added. Later programmes called ‘Topics for Today’ and ‘Focus’ (current affairs programme) were introduced on 26th October, 1962. However in 1967 ‘Topic for Today’ and ‘Focus’ were replaced by the daily ‘Spotlight’ and weekly ‘Current Affairs’ titles.

The Current Affairs programme has been designed as a half-an-hour programme dealing with topical issues. The programme in English goes on the air from Delhi from 9.30 p.m. on Sundays. In this programme experts from the corresponding fields discuss the topic in an exclusive manner. The corresponding Hindi programme, “Charcha Ka Vishai Hai” goes on the air from 9.30 p.m. on Wednesdays. Other news-based programmes include daily broadcasts ‘Samayiki’, ‘Spotlight’ and daily commentaries on current topics in Urdu, Kashmiri and Dogri all from Delhi headquarters.

Coverage Of Parliamentary Proceedings

The coverage of daily and weekly proceedings in Parliament are also available for the radio audience. These were introduced on February

14, 1961 in English and Hindi. The daily review called ‘Today in Parliament’ in English and ‘Sansad Sameeksha’ in Hindi has two parts, one on the proceedings in the Lok Sabha and the other on those in the Rajya Sabha. On the other hand, proceedings of the preceding week are presented in weekly reviews– ‘This week in Parliament’ in English and ‘ Is Saptah Sansad Main’ in Hindi.

The broadcast of the proceedings of the State legislatures in a daily and weekly basis were started in 1971-72. This is done in respective regional languages at the time of sessions of the State legislatures. A review of the ‘Proceedings of the Delhi Assembly’ was started from December 14, 1993.

Radio Newsreel

Radio Newsreel covers the major regional stories and is on the air as per particular slots for different stations. This was started on December 10, 1955 both in English (Radio Newsreel) and Hindi (Samachar Darshan) from Delhi. Newsreel in English is broadcast on Monday, Tuesday, Thursday and Saturday while Samachar Darshan is broadcast on Wednesday, Friday and Sunday. Some Regional News Units also put out regional Newsreels in the respective regional languages with stories of a particular region being emphasized.

News on Phone Service

The news on Phone service of AIR is another important addition in the sphere of news broadcast. This system was introduced on February 25, 1998 from Delhi. The service provides the latest news highlights in Hindi and English to a listener anywhere in the world on phone on dialing the specified numbers. The news is updated in an hourly basis. Later, this

service extended to other languages as well. News on Phone' service in Tamil from Chennai, in Telugu from Hyderabad, in Marathi from Mumbai and in Hindi from Patna was also introduced. Regional News Units at Ahmedabad, Thiruvananthapuram, Bangalore and Jaipur joined in 2006 and Imphal and Lucknow in 2007. At present many other stations provide this facility to the listeners.

Source of News

AIR has its own Correspondents spread all over the country and they are the source of most part of the news. It has 90 regular Correspondents in India and five abroad at Colombo, Dhaka, Dubai, Kathmandu, and Kabul. Apart from this, AIR has around 500 Part-time Correspondents (PTCs) based at nearly all district headquarters. The PTCs however are required to meet the requirements of Doordarshan News also.

News agencies like UNI, PTI and ANI and their corresponding Hindi services – Univarta and Bhasha are other important sources of news. The News Service Division subscribes to these agencies in order to make the stories more updated. Another source of news are the Monitoring Units (English and Hindi) attached to the General Newsroom and the Central Monitoring Services, which monitor the bulletins of major broadcasting organisations of the world. Members of the Asia Pacific Broadcasting Union initiated a Radio News Exchange Programme to broaden the news coverage spectrum through a unified and extended effort. There is an Information Technology Unit at Delhi to take care of the IT sector of NSD. The Unit also has an internal Website to fulfill the requirements of the Regional News Units.

AIR External Service:

After the outbreak of World War II, All India Radio began its external broadcasting on 1st October, 1939. A service in Pushtu language for

listeners across North West Frontier of the country was its initiating project. This service was designated to counter radio propaganda from Germany, directed to Afghanistan, Iran and Arab countries. After the war, the victorious Allies lost interest in continuing with the propaganda warfare. Thus they presented their equipments to AIR, which took over its active control. The need of continuing certain services was assessed and the number of services was rearranged.

At present the External Services Division of All India Radio is amongst the finest and widely acclaimed External Radio networks of the world. Its range is as high as 55 transmissions daily with almost 72 hours with a reach of over 100 countries in 27 languages. Out of these, 16 are foreign and 11 are Indian languages. The foreign languages include Arabic, Baluchi, Burmese, Chinese, Dari, French, Indonesian, Nepali, Persian, Pushtu, Russian, Sinhala, Swahili, Thai, Tibetan and English (GOS). The Indian languages are Bengali, Gujarati, Hindi, Kannada, Malayalam, Punjabi, Seraiki, Sindhi, Tamil, Telegu and Urdu.
Its five major services include, Urdu (12hrs.15 mts.), GOS/English (8hrs. 15 mts), Hindi (5hrs.15 mts), Bengali (6hrs.30mts.), and Tamil (5 hrs. 30mts). Urdu service is also available in 24x7m DTH

External Services Division is playing an active role in projecting India's progress and policies to the world community along with its art and culture. The increasing number of large Indian Diaspora both PIOs and NRIs and also the original foreigners now want to know more about our country. This has expanded the role of the External Services Division. Also the increasing trade partnership and political relationship with a large number of countries throughout the world makes it our moral responsibility to provide them with required information, education and entertainment. Thus our broadcasts depend on our relations like political relations, economic compulsions and social relations with other countries. For all these reasons, broadcasts for NRIs and PIOs living in those countries are carried on regularly.

Purpose of External Services

- To project abroad the emerging trends of the country.
- To project countries democratic ideas and its policies.
- To generate interest in Indian cultural sphere.
- To present India's views on major international issues.
- To serve as a link with Indian Diaspora.

Target Areas

1. West, North, East and Southeast Asia.
2. North, West and East Africa.
3. Australia and New Zealand.
4. United Kingdom and some other European countries.
5. Sub-continent.

CHECK YOUR PROGRESS - B

1. When was the 1st radio news bulletin in India broadcast and from which station?

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2. When did AIR broadcast its first news bulletin and from which station?

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3. Who were the first news editor and Director of News of AIR?

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4. When was the External Service Division of AIR delinked from News Service Division?

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5. In which FM channel does the News Service Division put out

news headlines?

_____

6. When was the Gold FM channel launched?

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7. When was AIR news-on-phone introduced?

_____

8. Which division has responsibility of compiling the external news?

_____

9. Name two news agencies to which AIR's News Service Division subscribes.

_____

10. When was the external service division of AIR started?

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1. Visit your nearest AIR station and find out in how many languages and dialects they broadcast news and current affairs programmes and at what time every day.

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_____

3.5 LET US SUM UP

1. When India attained Independence in 1947, AIR had a network of six stations and a complement of 18 transmitters. The coverage was 2.5% of the area and just 11% of the population. Rapid expansion of the network took place post Independence.
2. All India variety programme *Vividh Bharati* was inaugurated on October 3, 1957 in Bombay.
3. In April 1976, Doordarshan was de-linked from All India Radio.
4. The All India Radio, Guwahati station was commissioned on July 1, 1948. The state has eight radio stations run by the state-controlled All India Radio.
5. The News Services Division (NSD) of All India Radio disseminates news and comments to listeners in India and abroad. From 27 news bulletins in 1939-40, AIR today puts more than 510 bulletins daily around 52 hours in 82 languages/dialects in the Home, Regional and External Services.
6. Regional bulletins were introduced in the early fifties. The first news bulletins in regional languages were started in April, 1953 from Lucknow and Nagpur Stations.
7. Initially the External Services were part of the News Services Division. They were de-linked from the News Services Division on September 15, 1948.

3.8 Further readings

- This is All India Radio: U L Baruah, Publication Division
- Mass Communication in India: Keval J Kumar
- Broadcasting in India: P C Chatterjee

3.9 ANSWERS TO CHECK YOUR PROGRESS

A)

1) Six stations

2) October 3, 1957

3) April 1976

4) Nagercoil

5) August 15, 1999 in Kokrajhar

6) July 1, 1948

7) Guwahati, Dibrugarh, Diphu, Silchar, Haflong

8) Radio oolala, Big 92.7 FM, Radio Gapshap

9) Shillong, Tura, Nongstoin, Jowai and Williamnagar

10) May 18, 1988

B)

1) July 23, 1927 from Bombay Station

2) January 19, 1936

3) Mr. Charles Barns

4) September 15, 1948

5) FM Rainbow

6) September 1, 2001

7) February 25,1998

8) News Service Division

9) UNI, PTI

10) October 1, 1939

3.10 Possible Questions

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a. Trace the growth of All India Radio after independence.
b. Write short notes on the following:
    i. News Service Division of AIR
    ii. External Service Division of AIR
c. Discuss the services of All India Radio in Assam.
d. All India Radio is India's public broadcaster. Explain.
e. What do you understand by news-on-phone?