

Lecture- 34



Radio Television License

Domestic services

AIR has many services in a number of languages, each serving different regions across India.

Vividh Bharati

Vividh Bharati is one of the best-known services of All India Radio. Its name roughly translates as "Diverse Indian". It is also known as the Commercial Broadcasting Service or CBS. Commercially, it is the most accessible AIR network and is popular in Mumbai and other large cities. Vividh Bharati offers a wide range of programmes including news, film music, short plays, music and comedy. It operates on different medium wave-band as well as FM frequencies in each city. Vividh Bharati service started in 1957.

Some programmes broadcast on Vividh Bharati are:

- Hawa-mahal: Radio drama based on novels and plays
- Santogen ki mehfil: Comedy
- Aaj ke fankar: description of life and works of a film artist
- Chhayageet: songs of announcer's choice with impeccable scripting

Central Sales Unit

Central Sales Unit (CSU) is single window services of All India Radio for commercial purposes. Its name roughly translates as "Centralised Sales Unit". It is situated in Mumbai.
<http://prasarbharati.gov.in/AIRCSUContact.php>

Other services

Primary Channel

National Channel

Regional services

The headquarters of the Regional Deputy Directors General are located in Delhi and Chandigarh (NR), Lucknow and Bhopal (CR), Guwahati (NER), Kolkata (ER), Mumbai and

Ahmedabad (WR), Chennai and Bangalore (SR).[14] All frequencies are in kHz, unless otherwise noted. Most of the channels are also available online.

External services

The external services of All India Radio are broadcast in 27 languages to countries outside India via high-power Shortwave radio broadcasts. Medium wave is also used to reach neighbouring countries. In addition to broadcasts targeted at specific countries by language, there is a General Overseas Service broadcasting in English with 8¼ hours of programming each day aimed at a general international audience. The external broadcasts were begun on 1 October 1939 by the British government to counter the propaganda of the Nazis directed at the Afghan people. The first broadcasts were in Pashto, beamed to Afghanistan and the North-West Frontier Province. Broadcasts soon began in other languages including: Dari, Persian, Arabic, English, Burmese, Japanese, Chinese, Malay and French. The external services broadcast in 16 foreign and 11 Indian languages, with a total programme output of 70¼ hours per day on medium and shortwave frequencies.

Two high powered FM stations of All India Radio are being installed in Amritsar and Fazilka in the Punjab to supplement the programmes broadcast from transmitters operating from Jalandhar, New Delhi, Chandigarh and Mumbai and to improve the broadcast services during unfavourable weather conditions in the border regions of Punjab.

Today, the External Services Division of All India Radio broadcasts daily with 57 transmissions with almost 72 hours of programming covering over 108 countries in 27 languages, of which 15 are foreign and 12 Indian. The foreign languages are: Arabic, Baluchi, Burmese, Chinese, Dari, French, Indonesian, Persian, Pushtu, Russian, Sinhala, Swahili, Thai, Tibetan and English (General Overseas Service). The Indian languages are Bengali, Gujarati, Marathi, Konkani, Kashmiri, Hindi, Kannada, Malayalam, Nepali, Punjabi, Saraiki, Sindhi, Tamil, Telugu and Urdu.

The longest daily broadcast is the Urdu Service to Pakistan, around the clock on DTH (direct-broadcast satellite) and on short- and medium wave for 12¼ hrs. The English-language

General Overseas Service is broadcast $8\frac{1}{4}$ hours daily. During Hajj, there are special broadcasts beamed to Saudi Arabia in Urdu. AIR is planning to produce programmes in the Balochi language.

The external services of AIR are also broadcast to Europe in DRM (Digital Radio Mondiale) on 9950 kHz between 1745 and 2230 UTC. These external transmissions are broadcast by high-power transmitters located at Aligarh, Bengaluru, Chennai, Delhi, Gorakhpur, Guwahati, Mumbai and Panaji on shortwave and from Jalandhar, Kolkata, Nagpur, Rajkot and Tuticorin on medium wave. Soon All India Radio Amritsar will also start a booster service on the FM band. Some of these transmitters are 1000 kW (1 MW) or 500 kW. Programmes are beamed to different parts of the world except for the Americas and the reception quality is very good in the target areas. In each language service, the program consists of news, commentary, a press review, talks on matters of general or cultural interest, feature programmes, documentaries and music from India and the target region. Most programmes originate at New Broadcasting House on Parliament Street in New Delhi, with a few originating at SPT Bengaluru, Chennai, Hyderabad, Jalandhar, Kolkata, HPT Malad Mumbai, Thiruvananthapuram and Tuticorin.

The External Services Division of AIR is a link between India and rest of the world, especially in countries with Indian emigrants and Indian diaspora. It broadcasts the Indian point of view on matters of national and international importance, and demonstrates the Indian way of life through its programs. QSL card (which are sought-after by international radio hobbyists) are issued to radio hobbyists by AIR in New Delhi for reception reports of their broadcasts.

Direct-To-Home

Direct-to-home (DTH) service is a satellite broadcast service in which a large number of radio channels are digitally beamed down over a territory from a high-power satellite. AIR broadcasts various national and regional stations available to listen on DD Free Dish. The DTH signals can be received directly at homes using a small-sized dish receiver unit

containing a dish antenna installed on a building's rooftop or on a wall facing clear south and one indoors. DTH service is offered on twenty one channels via Insat.

the All India Radio launched news-on-phone service on 25 February 1998 in New Delhi; it now has service in Chennai, Mumbai, Hyderabad, Indore, Patna and Bangalore. The service is accessible through Subscriber trunk dialling (STD), International Direct Dialing (ISD) and local calls. There are plans to establish the service in 11 additional cities including: Ahmedabad, Bhopal, Guwahati, Gwalior, Jabalpur, Jaipur, Kolkata, Lucknow, Ranchi and Shimla. English and Hindi hourly news bulletins may be heard live. News in MP3 format may be directly played from the site, and filenames are time-stamped. AIR news bulletins are available in nine regional languages: Tamil, Kannada, Gujarati, Bengali, Marathi, North East, Punjabi, Telugu and Urdu.

Documentaries

There is a long tradition of broadcasting documentary features on AIR. There is great interest in radio documentaries, particularly in countries like India, Iran, South Korea and Malaysia. The most prominent broadcaster of English Features was Melville de Mellow, and of Hindi Features, Shiv Sagar Mishra. This format has been revived by AIR producers across India because of its flexibility, its relative low cost to produce, its messaging potential and its creative potential.

Central Drama Unit

AIR's Central Drama Unit (CDU) is responsible for the national broadcast of plays. Plays produced by the CDU are translated and produced by regional stations. Since its inception in the 1960s, the unit has produced more than 1,500 plays, and the CDU houses a repository of old scripts and productions. The National Programme of Plays is broadcast by the CDU on the fourth Thursday of each month at 9.30 pm. Each play included in the National Programme of Plays is produced in 22 Indian languages and broadcast at the same time by all regional and national network stations. The CDU also produces Chain Plays, half-hour dramas broadcast in succession by a chain of stations.

Social Media Cell

The News Service Division's Social Media Cell was established on 20 May 2013 and is responsible for providing AIR news on new media platforms such as websites, Twitter, Facebook, and SMS.