

Development of Radio

- **History of radio in India**
- **Radio and propaganda**
- **Technology innovations**
- **Radio and community development**
- **Emergence of AIR**
- **Commercial broadcasting - FM radio**
- **Radio and social development in India**
- **Radio today**

Objectives

- **Explain in detail the history and development of radio and conduct a survey to know the increase in radio station**
- **Discuss how radio is influencing the listeners through propaganda**
- **Identify and discuss the various innovative technologies**
- **Analyze and review the development of community radio**
- **Describe the importance of AIR**
- **Analyse the concept of commercial radio broadcasting**
- **Discuss the radio as the concept of change in social development.**
- **Examine the recent trends in radio**

Growth & Development of Radio.....

- Broadcasting in India actually began about 13 years before AIR came into existence.
- In June **1923** the **Radio Club of Bombay** made the **first ever broadcast** in the country.
- This was followed by the setting up of the **Calcutta Radio Club** five months later.
- **The Indian Broadcasting Company (IBC)** came into being on **July 23, 1927**, only to face liquidation in less than three years.

- In **April 1930**, the **Indian Broadcasting Service**, under the Department of Industries and Labour, commenced its operations on an experimental basis.
- **Lionel Fielden** was appointed the **first Controller of Broadcasting in August 1935**. In the following month Akashvani Mysore, a private radio station was set up.
- On **June 8, 1936**, the **Indian State Broadcasting Service** became **All India Radio**.

- **The Central News Organisation (CNO)** came into existence in **August, 1937**.
- In the same year, **AIR** came under the Department of Communications and four years later came under the **Department of Information and Broadcasting**.
- When India attained independence, there were **six radio stations** in India, at Delhi, Bombay, Calcutta, Madras, Tiruchirapalli and Lucknow.

- There were three in Pakistan (Peshawar, Lahore and Dacca). AIR then had a coverage of just 2.5 % of the area and 11% of the population.
- CNO was split up into two divisions, the **News Services Division (NSD)** and the **External Services Division (ESD)**.
- In **1956** the name **AKASHVANI** was adopted for the National Broadcaster.
- The **VividhBharati Service** was launched in **1957** with popular film music as its main component.

- The phenomenal growth achieved by **All India Radio** has made it one of the **largest media organisations in the world.**
- With a **network of 262 radio stations**, AIR today is accessible to almost the entire population of the country and nearly 92% of the total area.
- A broadcasting giant, **AIR today broadcasts in 23 languages and 146 dialects** catering to a vast spectrum of socio-economically and culturally diverse populace.

- Programmes of the **External Services Division** are broadcast in **11 Indian** and **16 foreign languages** reaching out to **more than 100 countries**.
- These external broadcasts aim to keep the overseas **listeners** informed about **developments in the country** and **provide a rich fare of entertainment** as well.

- 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.
- **314 news headlines on hourly basis** are also being mounted on **FM mode from 41 AIR Stations**.
- **44 Regional News** Units originate 469 daily news bulletins in 75 languages.
- In addition to the daily news bulletins, the News Services Division also mounts number of news-based programmes on topical subjects from **Delhi and its Regional News Units**

- **AIR operates at present 18 FM stereo channels, called AIR FM Rainbow, targeting the urban audience in a refreshing style of presentation.**
- Four more FM channels called, **AIR FM Gold,** broadcast composite news and entertainment programmes from Delhi, Kolkata, Chennai and Mumbai.

History of Radio in India



HISTORY OF RADIO IN INDIA.....

- Radio Broadcasting was **pioneered in India** by the **Madras Presidency Radio Club in 1924.**
- The Club worked a broadcasting service for **three years**
- enterprising businessmen in **Bombay** started the **Indian Broadcasting Company** with stations at **Bombay and Calcutta.**

- In **1932** the **Government of India** took over **broadcasting**.
- A separate department known as **Indian Broadcasting Service** was opened.
- The Service was later designated '**All India Radio**' (**AIR**) and was placed under a separate Ministry -the **Ministry of Information and Broadcasting**.
- The AIR is controlled by a **Director General**, who is assisted by several Deputy Directors and a Chief Engineer

- **Broadcasting**, in its significance, reach and impact, constitutes the **most powerful medium of mass communication in India**.
- Its importance, as a **medium of information and education** is particularly great in a vast and **developing country** like **India** where the reach of the printed word is not very wide or deep.

•While the total circulation of all the newspapers in India, including both English and Indian language papers, is around 8 million, there are, according to a recent estimate, nearly 400 million (out of a total population of 625 million) potential listeners to All India Radio.

- **All India Radio** (also known as **Akashvani**) operates this service, over a network of broadcasting stations located all over the country.
- As a **national service**, catering to the complex needs of a vast country.
- All India Radio seeks to represent in its national and **regional programmes**, the **attitudes, aspirations** and **attainments** of all Indian people and attempts to reflect, as fully and faithfully as possible, the richness of the Indian scene and the reach of the Indian mind.

ALL INDIA RADIO

- **Broadcasting in India is a national service, developed and operated by the Government Of India.**
- All India Radio is one of the largest radio networks in the world.
- Its headquarters is at the **Akashvani Bhavan** in New Delhi.



- **AIR Network:**

Starting with **6 broadcasting stations in 1947**, the AIR today has a **network of 82 broadcasting stations**.

The **82 radio** stations, grouped into **five zones**, are the following:

- **North Zone:** Ajmer, Allahabad, Aligarh, Bikaner, Delhi, Gorakhpur, Jaipur, Jodhpur, Jullundur, Lucknow, Mathura, Rampur, Simla, Udaipur and Varanasi:

- **East Zone:** Agartala, Aizawl, Bhagalpur, Calcutta, Cuttack, Dibrugarh, Gauhati, Imphal, Jeypore, Kohima, Kurseong, Ranchi, Pasighat, Patna, Sambalpur, Shillong, Silchar, Siliguri, Tawang and Tezu ;

- **West Zone** : Ahmedabad, Bhopal, Bhuj, Bombay, Gwalior, Indore. Jabalpur, Nagpur, Panaji, Parbani, Pune, Raipur, Rajkot and Sangli;
- **South Zone:** Alleppey, Bangalore, Bhadravati, Calicut, Coimbatore, Cuddapah, Dharwar; Gulbarga, Hyderabad, Madras, Mysore, Pondicherry, Port Blair, Tiruchirappalli, Tirunelveli, Trichur, Trivandrum.
- **Vijayawada and Vishakhapatnam; and Kashmir Zone:** Jammu, Leh and Srinagar.

- In addition, there are **three auxiliary studio centers** at Vado- dara, Darbhanga and Shantiniketan
- Two VividhBharati/commercial centers, one at Chandigarh and the other at Kanpur.
- These cover all the important **cultural** and **linguistic** regions of the country.
- The expansion of the broadcasting facility remained limited till independence.
- In 1947 there were only **six radio stations** in the country.
- Today there are as many as **82 AIR stations**.
- India's broadcasting network would cover **89 per cent** of the population.

- Till the end of **1976 radio licenses** had reached a colossal figure of nearly 1.74 crores, which fetched revenue of Rs. 23.51 crores.
- Today the radio network has spread to the **remote corners of India.**
- It is now possible to bring sense of unity not only political but also cultural among the diverse traditions that enrich our land.

- AIR's programme pattern combines three main elements:

- a national channel providing programmes of countrywide interest and significance, a zonal service from each of the four metropolitan centers (Delhi, Bombay, Calcutta and Madras); and regional services from individual stations each catering to the needs and interests of its respective area.

- **The principal ingredients of AIR's programme**
 - ✓ **Music**
 - ✓ **Spoken Word**
 - ✓ **Dramas**
 - ✓ **Features.**
 - ✓ **News and Current Affairs**
 - ✓ **Commentaries and Discussion**

- **VividhBharati and its Commercial Service**
 - ✓ **Farm and Home Broadcasts,**
 - ✓ **Programmes for Special Audiences (like Youth, Women, Children, Industrial Workers and Tribal Population),**
 - ✓ **and Programmes for Overseas Listeners broadcast in the External Services.**

- **To enable AIR to reach all sections of the Indian people, its programmes in the Home Service are broadcast in 20 principal languages.**
- **In addition, the External Services of AIR beam their programmes to listeners all over the world in 24 languages.**

New Services:

The News Services Division of AIR through its central and regional:

News bulletins, current affairs, commentaries and discussions provides accurate objective speedy comprehensive coverage of news to listeners at home and abroad.

The news agencies and the monitoring services, AIR has a total of 206 correspondents.

EXTERNAL SERVICES:

- **AIR made its first broadcast to listeners outside India on October, 1939.**
- **Today the External Services of AIR broadcast in 25 languages for about 50 hours daily round-the-clock, reaching listeners in widely scattered areas of the world.**

VIVIDHBHARATI:

- **A self-contained service of popular entertainment, known as VividhBharati was started in October 1957 to meet the growing demand for popular music and light features.**
- **Commercial advertising was introduced on AIR in November, 1967, from the Bombay-Nagpur channel of VividhBharati on an experimental basis.**
- ✓ **It was gradually extended to Calcutta (1968);**
- ✓ **Delhi and Madras-Tiruchirapalli (1969);**
- ✓ **Chandigarh-Jullundur- Bangalore, Dharwar, Ahmedabad-Rajkot, Kanpur-Lucknow-Allahabad (1970),**
- ✓ **Hyderabad-Vijayawada (1971)**
- ✓ **Bhopal, Indore, Cuttack, Jaipur, Jodhpur, Patna, Ranchi and Trivandrum (1975).**

- **VividhBharati, an alternative national service of All India Radio, now forms a part of the Central Sales Unit of the Commercial Broadcasting Service.**
- **The total duration of broadcasts of the VividhBharati service is now 12 hours 45 minutes, on week days and 13 hours 20 minutes on Sundays and holidays.**
- **The network covers 29 full-fledged centers and seven partial centers.**
- **VividhBharati is also radiated through two powerful short-wave transmitters from Delhi, Bombay and Madras.**



National Programme:

- **Started in July 1952, the weekly National Programme of Music provides an opportunity to listeners to hear well-known exponents of Hindustani and Karnataka music.**
- **It has helped in a better understanding of the two systems prevalent in the North and the South.**
- **The medium of the drama is utilized for popularizing the Economic Programme.**
- **A special series of short plays on various themes including the Economic Programme, Family Planning, Dowry and anti-Casteism are regularly broadcast.**

- **The most significant achievement of AIR in the field of Radio drama is its National Programme of Plays.**
- **Once a month an outstanding play from one of the main Indian languages is selected and translated into all the other regional languages of the country, broadcast simultaneously by all stations in their respective regional languages.**
- **All India Radio instituted in 1975 the annual Akashvani Awards for plays, features, music, youth programmes etc.**

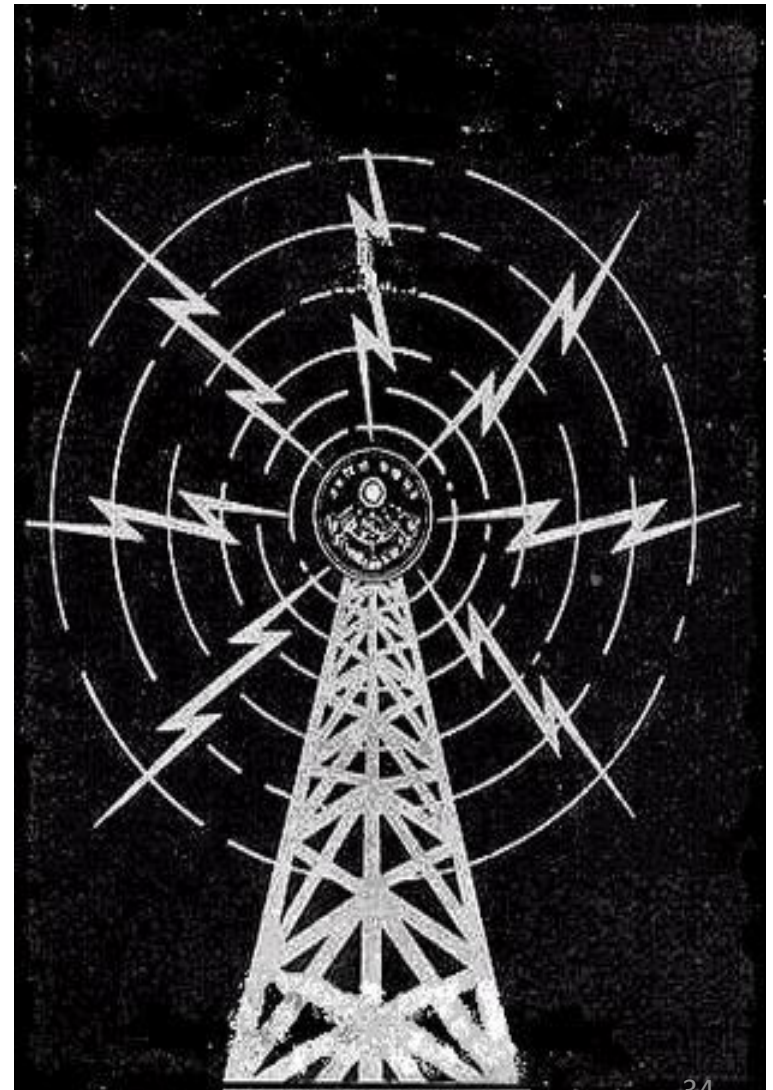
- **The National Programme of Features attempts to mirror the progress made in different spheres of development in the country and to project various aspects of its social and cultural life.**
- **The original broadcast of this feature might be in Hindi or English, but these are invariably translated into all regional languages and presented from the regional stations.**

•The Special Programmes include programmes

- **Women (once a week)**
- **Children (two or three times a week)**
- **The armed forces (daily)**
- **Industrial Workers (4 days in a week)**
- **Hill tribes in their own dialects which number around 135 for rural audiences and consist of plays, skits, agriculture and other matters (twice a week)**
- **Programmes on Family Planning in all the National languages and in important dialects, as often as possible.**

- Programmes for the **youth in YuvaVani** are broadcast from Calcutta, Delhi, Hyderabad, Jammu, Patna and Srinagar stations.
- This service provides a forum to the **youth between the ages of 15 and 25 years**, who present their viewpoint by participating in a wide range of programmes **talks, discussions interviews, plays, features and music.**
- A youth **news bulletin** is also broadcast by the youth themselves.

Radio and propaganda





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RADIO AND PROPAGANDA.....

- Radio propaganda is propaganda aimed at **influencing attitudes** towards a certain cause or position, delivered through radio broadcast.
- The power of **radio propaganda** came from its **revolutionary nature**.
- The radio, like later technological advances in the media, allowed information to **be transmitted quickly and uniformly to vast populations**.
- Internationally, the radio was an early and **powerful recruiting tool for propaganda campaigns**

- Radio was by far the most **effective way to prevent or promote social change.**
- Radio propaganda can be broadcast over great distances to a **large audience at a relatively low cost.**
- Through radio, a **propagandist** can bring his voice and all the **persuasive power** of his emotions to **millions of people.**

- Radio became a **powerful propaganda tool** because it ignored national borders and made enemy lines more accessible.

- One of the **most common ways** hosts got the civilian and enemy populations to listen to their broadcasts was by **dropping leaflets from hot air balloons or airplanes.**

- Most programs were broadcast on **selected stations** at certain times of the day; the dropped leaflets explained exactly when and where the broadcasts could be heard.

- The radio was an important tool of the Nazi propaganda efforts and it has been argued that it was the Nazis **who pioneered** the use of what was still a relatively **new technology**.
- A few months after the break out of World War II, **German propagandists** were transmitting no less than **eleven hours a day** of programs, offering most of them in English as well.

- **British propaganda during the First World War set a new benchmark that inspired the fascist and socialist regimes during the Second World War and the Cold War.**
- **With this declaration of war, radio became part of the propaganda campaign.**
- **Throughout the war, the attack on Pearl Harbor was frequently used in American propaganda.**
- **Direct wartime programming began shortly after the United States entry into the war.**

TECHNOLOGY INNOVATIONS



TECHNOLOGY INNOVATIONS....

- **During the 1860s, Scottish physicist James Clerk Maxwell predicted the existence of radio waves.**
- **In 1886, German physicist Heinrich Rudolph Hertz demonstrated that rapid variations of electric current could be projected into space in the form of radio waves, similar to those of light and heat.**

- In **1866, Mahlon Loomis**, an American dentist, successfully demonstrated "**wireless telegraphy**." Loomis was able to make a meter connected to one kite cause another one to move.
- This marked the first known instance of **wireless aerial communication**

- **Guglielmo Marconi, an Italian inventor, who proved the feasibility of radio communication.**
- He sent and received his **first radio signal in Italy in 1895.**
- By **1899**, he flashed the **first wireless signal** across the English Channel and two years later received the letter "S," which was telegraphed from England to Newfoundland.
- This was the **first successful transatlantic radiotelegraph message in 1902.**

- Radio-telegraphy is the **sending by radio waves** the same dot-dash message (morse code) used in a **telegraph**.
- Transmitters at that time were called **spark-gap machines**. It was developed mainly for **ship-to-shore and ship-to-ship communication**.

- The use of **wireless signals** increased when it was proved to be **effective in communication** for rescue work whenever a sea disaster occurred.
- **1901, radiotelegraph service** was instituted between **five Hawaiian Islands**.
- **1903, a Marconi station** located in Wellfleet, Massachusetts carried an exchange or greetings between President Theodore Roosevelt and King Edward VII.
- **1905, the naval battle** of Port Arthur in the **Russo-Japanese war was reported by wireless**.
- **1906, the U.S. Weather Bureau experimented with radiotelegraphy** to speed up notice of weather conditions.

- **1909, Robert E. Peary**, an arctic explorer, radio telegraphed "I found the Pole."
- **1910, Marconi** opened **regular American-European radiotelegraph service**, which several months later enabled an escaped British murderer to be apprehended on the high seas.
- **1912**, the **first transpacific radiotelegraph service** was established, linking San Francisco with Hawaii.

THE ADVENT OF SPACE TELEGRAPHY

- **Lee DeForest** invented **space telegraphy**, the triode amplifier and the Audion.
- In the early 1900s, **delicate detector of electromagnetic radiation** was provided by **De Forest**.
- This made it possible to **amplify the radio frequency signal** picked up by the **antenna** before application to the receiver detector.
- **De Forest** was also the person who **first used the word "radio."**
- The result of Lee De Forest's work was the **invention of amplitude-modulated or AM radio** that allowed for a multitude of radio stations.

True Broadcasting Begins

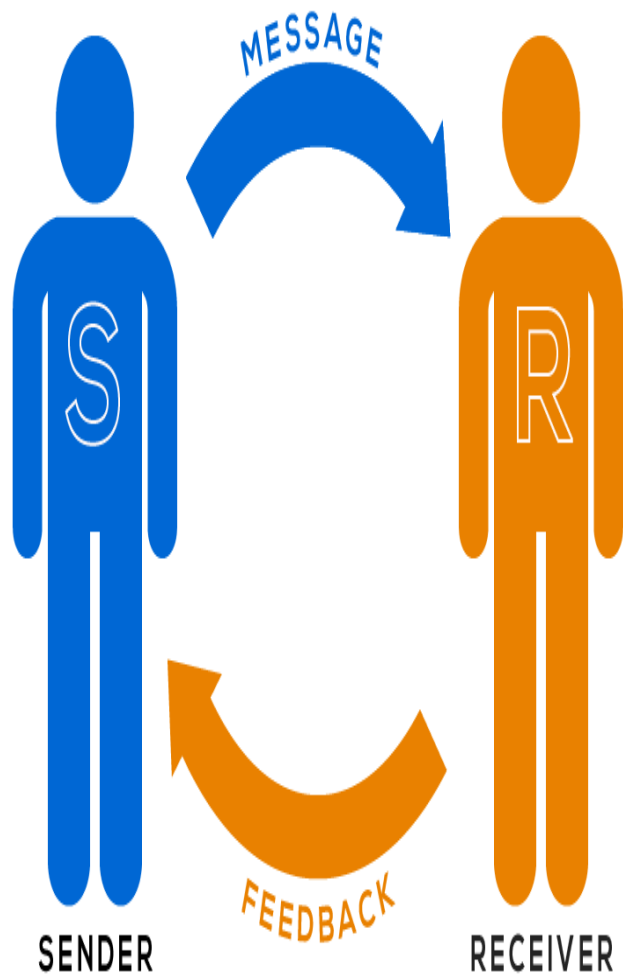
- **In 1915, speech was first transmitted** across the continent from New York City to San Francisco and across the Atlantic Ocean.
- Five years later, **Westinghouse's KDKA-Pittsburgh** broadcasted the **Harding-Cox election returns** and began a daily schedule of **radio programs**.
- **In 1927, commercial radiotelephony service** linking North America with Europe was opened.
- **In 1935, the first telephone call** was made around the world using a **combination of wire and radio circuits**.

- **Edwin Howard Armstrong** invented **frequency-modulated or FM radio** in **1933**.
- **FM improved the audio signal of radio by controlling the noise static** caused by electrical equipment and the earth's atmosphere.
- **1936, a direct radiotelephone circuit** was opened to Paris. Telephone connection by radio and cable is now **accessible with 187 foreign points**.

- **1965**, the **first Master FM Antenna system** in the world designed to allow individual FM stations to broadcast simultaneously from **one source** was erected on the Empire State Building in New York city.
- **World War II** would usher in the **next great era of radio wave technology evolution**. In addition to communication, it was during this conflict that radar technology was developed, and the first forms of electronic warfare (and various countermeasures were introduced to the world.
- The **first remote-controlled vehicles, including UAVs**, were developed for surveillance, paving the way for the armed drones the military uses today.
- After the war, **television programming broadcast** over radio waves became popular and, by end of the 1950s, almost every home owned one.

RADIO AND COMMUNITY DEVELOPMENT.....

- Radio is considered as the most important source of mass communication.**
- Radio has played a vital role in the community development of our society.**
- Radio is a cheap source of communication and it provides not only national but also international news.**



COMMUNITY DIGITAL RADIO

Community radio stations are launching digital radio services across an airwave near you!
For more information on these services and community digital radio, tune in to www.radius.org.au

radius

Some other important aspects of Radio are as follows:

1. Projection of Democracy :

Radio is projected in a democratic way of Government. People are convinced through Radio programmes that democratic way is the only solution to problems. Shortly it is projected that it is a better system.

2. Projection of Education :

Education is important for social development. No society can become developed until it has majority of educated people. Education enables people to be civilized. Radio has promoted eagerness to get education among public. It has told the equal importance of education for both males and females. Adult education and other educational programmes have made it possible to develop a zeal among villagers to be educated.

3. To Finish Harmful Rituals :

Rituals of a society have become the part of human nature. It can create hurdles in the progress. Radio has made people repugnant for these effected rituals.

4. Pleasant Environment :

It is necessary for social development that people are satisfied and happy. There should be an atmosphere of peace, comfort and tranquillity. Radio has gained attention of people. They started listening the plays, music and other entertainment programmes of radio. By doing so, Radio has replaced worries and tensions of people and helps to lighten and refresh their mood.

5. Higher Living Standard :

Radio has awarded people to think about their environment. People ha realized their poverty is not their fate but they can also enjoy the comforts of life. There should be an element of struggle for betterment in life.

6. Information About Government Plans :

Radio informs about welfare plans of government, so that government becomes stronger and can complete its projects. Public feels satisfaction about the development plans.

7. Projection of Moral Values :

A big purpose of creation of country was to build a modern Society. But it is a matter of sorrow that nobody has made a serious attempt for it. As a result of this non-seriousness, our society has declined. Radio has played an important role to sustain the ethical norms and values.

8. Excess of Population :

Due to excess of population, there is a lack of basic facilities in life. Radio with the sponsor of Ministry of Family Planning, has told disadvantages of increase in population. It has also told about the advantages of small-sized family.

9. A Bridge Between Public and Government :

It is necessary for the development of society that there should be such source present between public and government which is worked to finish a gulf between the two. It should be a spokesman of government as well as of public at the same time. It is necessary to convey messages of government and the feedback of public to government officials.

10. Religious Equality :

Radio can be worked to spread religious principles. Radio has splendid need to provide equal opportunities without discrimination of religion. It has also projected the thinking that it is necessary for women to work shoulder to shoulder with men. It is the way for a successful progress in the society.

11. Prevention of Social Evils :

Negative trends and social evils are destroying the peace and satisfaction of society. Ability of people is suppressed due to these deceitful thinking . A big drawback of such situation is that construction is replaced by destruction. Radio has tried to eliminate the society from these filth's.

12. Projection of Civilization :

Progress of a society is hidden in the projection of civilization. It is more beneficial for a society having more and more civilized population. All the programmes of Radio are the representatives of our specific civilization.

13. Rural Development :

More than seventy percent of population is living in rural areas of our country. There are not basic facilities available in rural areas. Mostly rural population consists of labourers and farmers. Social development is impossible until the majority of population has a standard way of living.

Emergence of AIR



सत्यमेव जयते



ALL INDIA RADIO

प्रसार भारती

India's Public Service Broadcaster



सत्यम् शिवम् सुन्दरम्
DOORDARSHAN

- During the British Raj, broadcasting began in **June 1923** with programmes by the Bombay Presidency Radio Club **Bombay Presidency Radio Club** and **other radio clubs**.
- According to an agreement of **23 July 1927**, the **private Indian Broadcasting Company LTD (IBC)** was authorised to operate **two radio stations**;
 - ✓ the **Bombay** station began on 23 July 1927
 - ✓ The **Calcutta** station followed on 26 August 1927.

✓ on **1 March 1930**, the company went into liquidation.

✓ The government took over the broadcasting facilities, beginning the **Indian State Broadcasting Service (ISBS) on 1 April 1930** on an experimental basis for two years, and then permanently in May 1932.

✓ On **8 June 1936**, the ISBS was renamed **All India Radio**.

- **On 1 October 1939, the External Service began with a broadcast in Pushtu; it was intended to counter radio propaganda from Germany directed to Afghanistan, Iran and the Arab nations.**
- **1939 also saw the opening of the Dhaka station of eastern India, in what is now Bangladesh. This station catered and nurtured the pioneers of Bengali intellectuals.**
- **The foremost among them, Natyaguru, NurulMomen became the trailblazer of talk-show in 1939.**
- **In 1942 he wrote and directed the first modern radio-play of this station.**

- **When India became independent in 1947, the AIR network had only six stations:**
 - **Delhi, Bombay, Calcutta, Madras, Lucknow and Tiruchirapalli**

Three radio stations

Lahore, Peshawar and Karachi fell in the share of Pakistan.

- **The total number of radio sets at that time was about 275,000 in India.**

- On **3 October 1957**, the **Vividh Bharati** Service was launched, to compete with **Radio Ceylon**.
- **Television broadcasting began in Delhi in 1959** as part of AIR, but was split off from the radio network as **Doordharshan** on **1 April 1976**.
- **FM broadcasting began on 23 July 1977** in **Chennai**, and was expanded during the 1990s.
- AIR has many services in a number of languages, each serving different regions across India.

- **Vividh Bharati** is one of the best-known services of All India Radio.
- Its name roughly translates as "**Diverse Indian**", and it is also known as the **Commercial Broadcasting Service (CBS)**.
- It is the commercially most accessible of the AIR networks and is popular in **Mumbai** and other large cities.
- VividhBharati offers a wide range of programmes including **news, film music and comedy programs**.
- It operates on different **medium wave**-band frequencies for each city.

Some programs broadcast on VividhBharati are:

- ✓ **Hawa-mahal: Radio plays based on novels and plays**
- ✓ ***Santogenkimehfil*: Comedy**
- ✓ **Other services**
- ✓ **Primary Channel**
- ✓ **National Channel**
- ✓ **Regional services**

•The headquarters of the Regional Deputy Directors General are located at Delhi and Chandigarh (NR), Lucknow and Bhopal (CR), Guwahati (NER), Kolkata (ER), Mumbai and Ahmedabad (WR), Chennai and Bangalore (SR).

•All frequencies are in kHz, unless otherwise noted.

COMMERCIAL BROADCASTING – FM RADIO



COMMERCIAL BROADCASTING SERVICE (CBS)– FM RADIO...

- A committee of **Broadcasting and Information Media** was setup in **1964** under the chairmanship of **A.K. Chanda**, well known as '**Chanda Committee**'.
- It gave its report in **1966**.
- On the basis of its **recommendation television** was delinked from radio and the TV set up was called **Doordarshan in 1976**.

- Another important recommendation was for the **starting of a commercial service on radio.**
- It was started from **VividhBharti in 1967.**
- In **1969**, a new channel “**Yuvavani**” was started **in Delhi.**
- The **sponsored programs** on the commercial service were introduced in **1970.**

- **FM broadcast** were introduced in **Madras** in **1977** and later in **Jalandhar** in **1992**.
- The **AIR stations of Delhi, Bombay, Panaji, Bangalore, Madras and Calcutta** started in selling their FM slots to private producers such as **Times FM, Radio Midday, and Radio Star**.
- On **15 August 1993**, FM was launched in Bombay, with nine hours of radio time leased to private producer.

AIR charges a fee of Rs. 3000 per hour, but the private companies advertisers charges Rs. 250-300 for a 10 second commercial.

The broadcast in most of the cities are oriented to urban youth population with western music, sponsored hits parades and countdown, chat shows, contests, quizzes, plays.

FM technology facilitates localism of broadcasting and the operations of a large no. of stations.

- **Presently New Delhi has 5 FM channels which are: AIR FM, FM Rainbow, Radio City (91FM), Red FM (93.5), Radio-Mirchi (98.3).**

- **New York has as many AS 82 stations, London has 42, Manilla has 35 and 29 for Jakarta.**

Transmission bands for FM radio ranges between 80 and 108 MHz, though the Indian government has kept 80-108 MHz for its own services, still 13 frequencies are available for a whole lot of station in different language in multi-linguistic cities.

Radio and social development in India



Teach Me To Talk!



blogtalkradiosm 

Radio and social development in India

- All India Radio has made a significant contribution to accelerate socio-economic change, promote national integration and stimulates scientific temper.**
- Being a public service broadcaster, it strives to carry message in its programmes on means of :
population control, family welfare, agricultural information and knowledge, Preservation of environment and ecological balance, highlighting the need for social welfare, measures for women children.**

- **Education through extension programmes for specific audience including farmers, women, children, youth troops, formal and non-formal education adult education, IGNOU, UGC etc.**

The Programmes offered by the All India Radio are: News, Current affairs Entertainment, Educational Social & Cultural, Political, Agricultural, Health, Sports.

Different radio programmes for the welfare and development are:

➤ Programme for women, Children programme, Youth programme, Industrial workers programme, Tribal programme, Educational programme, Farmers' programme, Forces (armed forces – defense) programme

RADIO TODAY

The **noticeable development** in Indian radio has been the proper efforts that were taken to use radio for social change, like the **state-supported radio rural forums** for **agricultural communication in the 1960s** and **promotion of adult literacy in the 1980s**.

RADIO TODAY





- More recently **NGOs** have come together and initiated **several broadcast programmes on women and legal rights, emergency contraception, and tele-serials** that deal with **social issues**.
- In the present decade the functioning of regional radio channels have **lead to a massive network all across the country**.

Local broadcasting, **reflecting local issues** of concern to the **community** is another **development of Indian radio.**

Presently, radio broadcasting is done in 24 languages 146 dialects all across India and there are 104 million radio households in the country, using approximately 111 million radio sets.

- The inclusion of **FM facility in mobile phones** and **portable pocket radios** have **popularised this medium** in every nook and corner of urban areas.
- Although the transmitters have not reached the extreme corners, developments assure quick installation; **a recent survey shows that Indian radio** reaches out to almost 97.3% of the country's population and 91% of the country's geographical area.

A March 1996 survey, says that there had been around 186 radio-broadcasting centers , 148 medium wave transmitters, 51 short wave transmitters, 94 VHF/FM transmitters in India.

- **Indian Radio** now enjoys equal importance as **television and print media.**
- The **developments of radio** in India was steady during the **1960s and 70s**, but **accelerated** during the **1980s and 90s.**
- Radio has now become an intimate **form of communication** and the FM channels like Red FM, Radio Mirchi, Power FM.