

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati Secretariat, Copernicus Marg,
New Delhi-110001

No. P-1/018(12)3/2019-Ops.

Dated 13.10.2021

Subject: Pronunciation of Indian Names in English and other Languages, regarding.

It has been observed that number of times names of people and places are pronounced incorrectly by various News Readers, Presenters and Announcers on Radio in AIR Network. This not only reflects poorly on professionalism on the part of AIR but also sometimes causes embarrassment.

2. These persons are expected to recognise the unity of most of the major Indian languages, their common phonetic alphabets, grammatical structures, their origins and sources of vocabularies from Sanskrit and other classical languages.

3. In addition, they are also expected to be well versed with various geographical areas of the country, speak which languages, get a sense of the nature and structure of tribal languages, and learn to say commonly spoken phrases and sentences in every major language of India and also learn a bit about the rich and uplifting literature of different language.

4. A continuous exposure towards the objectives of "Ek Bharat Shreshtha Bharat" would give both a sense of the unity and the beautiful cultural heritage and diversity of India and would be a much preferred ability as broadcasters and able communicators.

5. In this connection, it is decided that:

- (i) NABM may organise a series of online workshops in this regard for the existing panels of News Readers, Presenters and Announcers in All India Radio.
- (ii) Respective AIR Station or NSD or RNU will conduct test for all the existing News Readers, Presenters and Announcers, as the case may be, on their panel for the ability to pronounce correctly names of people and places from all parts of India.

(iii) All future audition in AIR Stations and RNUs must ensure inclusion of such test in their selection processes.

6. This issues with the approval of CEO.


(Prakash Veer)
DDG(Ops) 13/10/21

Pr. DG, NSD

DG, AIR

All Zonal Heads (Content Ops)

ADG(Training), NABM, New Delhi

Copy:

1. Staff Officer to CEO, Prasar Bharati
2. ADG(IT) to place this letter in TBS and in PrasarNet
3. DDG(Tech) for uploading it on PB Website
4. DDG(Policy), AIR