

PRASAR BHARATI



प्रसार भारती
PRASAR BHARATI
आवाज़ भारत की



सत्यम् शिवम् सुन्दरम्



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ANNUAL REPORT 2009-10

PRASAR BHARTI
ANNUAL REPORT
2009-10

PRASAR BHARATI
(Broadcasting Corporation of India)



प्रसार भारती
PRASAR BHARATI
आवाज़ भारत की





**PRASAR BHARTI
SECRETARIAT
2ND FLOOR, PTI BUILDING,
PARLIAMENT STREET,
NEW DELHI 110 001**

**ALL INDIA RADIO
DIRECTORATE GENERAL
AKASHVANI BHAWAN,
PARLIAMENT STREET,
NEW DELHI 110 001**

**DOORDARSHAN
DIRECTORATE GENERAL
DOORDARSHAN BHAWAN,
COPERNICUS MARG,
NEW DELHI 110 001**



PRASARBHARATI BOARD



Smt. Mrinal Pande
(From 23.01.10)
Chairperson



Sh. B.S. Lalli
Chief Executive
Officer (CEO)



Sh. A.K. Jain
Member (Finance)



Sh. V. Shivakumar
Member (Personnel)



Dr. Sunil Kapoor
Part time Member



Sh. George Varghese
Part time Member



**Lt. Gen. Utpal
Bhattacharya (Retd.)**
Part time Member



Smt. Mamta Shankar
(Up to Dec.-09)
Part time Member



R. N. Bisaria
(upto 22-11-09)
Part time Member



Sh. Sunil Dang
(upto 22-11-09)
Part time Member



Muzaffar Ali
(from 21.01.10)
Part time Member



Suman Dubey
(from 27.01.10)
Part time Member



Sh. Uday Kumar Varma,
Addl. Secretary.
Nominated Member



Dr. Aruna Sharma,
DG: Doordarshan
Ex-Officio Member



Ms. Noreen Naqvi,
DG: All India Radio
Ex-Officio Member

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CHAPTER I

PRASAR BHARATI – THE CORPORATION

1.1. Introduction:

Prasar Bharati (Broadcasting Corporation of India) is the public service broadcaster in the country, with Akashvani (All India Radio) and Doordarshan as its two constituents. It came into existence on 23rd November 1997, with a mandate to organize and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting on radio and television.

1.2 Objectives:

The major objectives of the Prasar Bharati Corporation as laid out in the Prasar Bharati Act 1990 are as follows:

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

The Prasar Bharati Board

The Corporation, 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 Directors General of All India Radio and Doordarshan as ex-officio Members. The chairman is a part time member with three year tenure. The executive Member is a whole time Member with a tenure of five years, subject to an age limit of sixty five years. The Member (Finance) and the Member (Personnel) are also 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 period, the composition of the Prasar Bharati Board was as follows:-

1. <i>Sh.Arun Bhatnagar(up to Dec-09)</i> Smt. Mrinal Pande(From 23.01.10)	<i>Chairperson</i>
2. Sh.B.S.Lalli	Chief Executive Officer (CEO)
3. Sh.A.K.Jain	Member (Finance)
4. Sh. V. Shivakumar	Member (Personnel)
5. Dr.Sunil Kapoor	Part time Member
6. Sh.George Varghese	Part time Member
7. Lt.Gen.Utpal Bhattacharya (Retd.)	Part time Member
8. Smt.Mamta Shankar(Up to Dec.-09)	Part time Member
9. Sh. R. N. Bisaria (upto 22-11-09)	Part time Member
10. Sh. Sunil Dang (upto 22-11-09)	Part time Member
11. Sh. Muzaffar Ali (from 21.01.10)	Part time Member
12. Sh. Suman Dubey (from 27.01.10)	Part time Member
13. Sh.Uday Kumar Varma, Addl. Secretary. Ministry of Information & Broadcasting	Nominated Member
14. Dr. Aruna Sharma, DG:Doordarshan	Ex-Officio Member
15. Ms. Noreen Naqvi, DG: All India Radio	Ex-Officio Member

ORGANISATIONAL SET UP

The Prasar Bharati Board functions at the apex level ensuring formulation and implementation of the policies of the organization and fulfillment 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, Member (Finance) and Member (Personnel) in integrating actions, operations, plans and policy implementation as well as look after the budget, accounts and general financial matters of the Corporation.

Prasar Bharati Marketing offices located at Mumbai, New Delhi, Kolkata, Chennai, Bangalore, Trivendram, Kochi, Guwahati 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 Directorate General heads the Directorate General of All India Radio and the Directorate general of Doordarshan.

ALL INDIA RADIO

Director General, All India Radio is responsible for the overall administration of the entire Akashvani network consisting of 234 stations and 376 broadcast transmitters of which 149 are MW (Medium Wave), 173 FM (Frequency Modulation) and 54 SW (Short Wave) transmitters as on 1.04.2010. In the performance of the duties of the Director General, the following officers assist:

PROGRAMME WING

The Director General is assisted by Deputy Directors General in the Headquarters and Deputy Directors General in the regions for a better supervision of the stations. The Headquarters of the Regional DDGs are situated at Bhubaneswar (ER-I), Kolkata (ER-II), Mumbai (WR-I,WR-II), Lucknow (CR-I), Bhopal (CR-II) and Guwahati (NER-I), Aizwal (NER-II), Chennai (SR-I), Bangalore (SR-II), Chandigarh (NR-I), Delhi (NR-II).

ENGINEERING WING

In respect of technical matters of All India Radio, The Director General is assisted by the Engineer-in-Chief and Chief Engineers posted in the headquarters and the Zonal Chief Engineers. In addition, there is a Planning and Development Unit in the Headquarters to assist the Director General in respect of Development Plan Schemes of All India Radio. In respect of Civil Construction activities, the Director General is assisted by the Civil Construction Wing, which is headed by a Chief Engineer. CCW also caters to the needs of Doordarshan.

ADMINISTRATIVE WING

A Dy. Director General (Administration) assists the Director General on all matters of administration while Dy. Director General (Programme) assists DG 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

The Director General is assisted by a Deputy Director General (Security), Asstt. Director General (Security) and a Dy. Director (Security) on matters connected with 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 of audience research on the programmes broadcast by various stations of All India Radio.

Activities of Sub-ordinate Offices of AIR in Brief

There are 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. It is headed by Director General, News Service Division. There are 44 regional News Units. The bulletins vary from region to region according to news interest.

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

This service looks after exchange of programmes among the stations, and building and maintenance of sound archives and commercial release of prestigious recordings of music maestros.

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) started with Directorate since 1948 has two main branches functioning from Kingsway Camp, Delhi and Bhubaneswar. They impart in-service training to Programme Personnel and Administrative Staff and induction course for the newly recruited staff and short duration refreshment courses. It also conducts examinations for administrative staff. In addition, at present five Regional Training Institutes at Hyderabad, Shillong, Lucknow, Ahmedabad and Thiruvananthapuram are working.

STAFF TRAINING INSTITUTE (TECHNICAL)

The Staff Training Institute (Technical), part of the Directorate since 1985, 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.

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 & new posts sanctioned

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	-
Administration & Finance	10,750	5,644
Total	25,494	21, 700

CHAPTER II

PRASAR BHARATI - PUBLIC SERVICE BROADCASTER

The goal of Public Service Broadcasting (PSB) is to meet community needs, which exist beyond traditional geographic and institutional boundaries. Today, Prasar Bharati through All India Radio (AIR) and Doordarshan (DD) provides maximum coverage of the population and is one of the largest terrestrial networks in the world. In a country, where the illiteracy rate is high, this medium has a great potential to inform, educate and entertain people. The immense social responsibility of the Prasar Bharati-AIR and DD is consonant with the potential of the network as it reaches vast masses of the people throughout the country. Over the years, Doordarshan and All India Radio true to their role as public broadcasters have been engaged in multifarious activities. At this time of radical change, we must keep the best of what we do and reinvent the rest. The future promises to be exciting and challenging for all. With the move into digital age, public broadcasting is in the forefront of using new technology to provide better service and programmes to an even wider and more diverse community. A national service planned, developed and operated by the Prasar Bharati presently touches the lives of millions each and everyday, providing the highest quality experience in cultural and performing arts, information and public affairs documentaries and educational programming.

The goal of Public Service Broadcasting the world over is to make needed information available at doorsteps of everyone. It should be wide ranging in its appeal, reliable, entertaining, instructive and informative serving only one master – its public. It strives to engage all communities through broadest of thought provoking programmes and outreach projects. It channelises the information and ideas that improve communities socially, culturally and economically.

Prasar Bharati – Policy Initiatives

The Prasar Bharati Board held seven meetings during the year 2009-2010 (i.e. 89th - 95th), in which a number of policy and administrative decisions were arrived at. The decisions were aimed not only at fulfilling the public service mandate of the organization but also enabling to meet challenges posed by the competitive scenario as well as rapid technological changes. Some of the significant decisions taken during the year are given here under:-

- During the 89th meeting, the Board observed that in order to successfully fulfill the



Celebration of Lok Prasaran Divas

responsibility of Host Broadcaster for Commonwealth Games Delhi - 2010, a fast track decision mechanism with necessary delegation of authority was required. As such the Board resolved to authorize the Host Broadcast Management Committee comprising of Member (Finance), Member (Personnel), Director General (Doordarshan), Engineer-in-Chief (Doordarshan), Director General (AIR) and Engineer-in-Chief (AIR) under the chairmanship of CEO to accord the requisite approvals.

- With a view to streamline administrative, financial and management Information System and to explore new technological and commercial business opportunities, a study on organizational restructuring of Prasar Bharati had been decided to be undertaken through National Productivity Council (NPC) by the Board in its 75th meeting held on 15th November, 2006. During 91st meeting, the Board took note of the report of the NPC through a presentation made by them in an interactive session in order to shortlist key recommendation which could be adopted for implementation.
- During the 95th meeting, the Board decided to host Asia Pacific Broadcasting Unions (ABU's) general assembly and associated meetings in India in the year 2011.

Progressive use of Hindi in Prasar Bharati Secretariate

- Hindi Section of Prasar Bharati Secretariate is engaged in implementation of the policy on official language.



Celebration of Hindi Week in Prasar Bharati Secretariate

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

- To prepare Hindi Version of Annual Report of Prasar Bharati.
- Prepare Hindi Version of Audit Report.
- Translation of Parliamentary Questions.
- Prepare Hindi Version of Accounts Reports.
- Prepare Hindi Version of other reports and returns as and when assigned.
- Replies of applications under RTI Act prepared in Hindi.
- Prepare Quarterly / Half Yearly / Yearly progressive reports in Hindi.
- Agenda and minutes are held regularly, minutes of these meeting issued and implemented.
- Hindi translation of correspondence covered under section 3(3) of OL Act.
- Organising Hindi workshops regularly.
- Imparting training in Hindi, Hindi Shorthand / Typing through Hindi Teaching Scheme.
- Organizing Hindi day / fortnight etc. and holding Hindi Competitions.
- Hindi Translation of Parliamentary Standing Committee – Questionnaire on Information Technology.
- Upload the Unicode software in all the computers of Prasar Bharati Secretariate.
- Organizing all other activities for progressive use of Hindi as and when asked for.

Apart from above, a Hindi book library has also been opened in the Sectt. It contains around 350 Hindi books. Apart from this some rules / reference books are also kept. The library gets 5 Hindi / English news papers and 3 magazines. Employees can avail facilities for both, library readings as well as book issue.

CHAPTER III

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 2009-10 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 2009-10

International Relations Unit of DG; AIR remained active in carrying out various activities involving foreign organizations and countries concerning All India Radio.

- ❖ Under the Cultural Exchange Programme Agreements (CEPs) signed between Govt. of India and different countries, the IR Unit coordinated exchange of radio programmes with broadcasting organisations of different countries, All India Radio sent musical programmes to over 20 countries. It also broadcast two special programmes compiled by National Radio of Bulgaria, on the occasion of Bulgaria's National and Independence Days. Special programmes and messages were also broadcast on Romania's Independence Day.
- ❖ Many high-level delegations from different countries visited All India Radio during the year with the aim to explore the possible avenues for better cooperation with AIR/Prasar Bharati.
- ❖ All India Radio endeavored to maintain good relations with other broadcasting organisations. In this process, All India Radio and Radio Netherland worldwide (RNW) entered into a MoU to jointly produce a radio series on climate related issues titled 'Earth Beat'. The project is on since January 2010 and every month its two episodes are being broadcast separately in Hindi and English language, from the 20 identified AIR stations spread across the country.
- ❖ Another co-production project with Deutsche Welle Radio Germany is scheduled for September 2010 in which a programme will be produced jointly by the producers of DW Radio Germany and All India Radio, on the issue of 'Social Security'.
- ❖ All India Radio has been supporting the Hindi service of NHK World radio Japan since its beginning in 1984 by providing a Hindi Language Broadcast specialist to NHK on secondment. In this process, IR Unit will extend all necessary assistance to NHK experts in conducting the exam/auditions to select a new specialist for their Hindi service in AIR.
- ❖ With the view to give an international exposure to AIR programmers with the objective to upgrade their skills, IR Unit coordinates participation of AIR programmers in the international training workshops.
- ❖ IR Unit also coordinates hosting of the in-country training workshops in India with the help of international broadcast experts, for the benefit of large number of AIR programmers. Two such workshops are scheduled for this year in November/December 2010, with the help of Asia-Pacific Broadcasting Union (ABU) and Radio Netherlands Worldwide (RNW) on two different subjects.

- ❖ IR Unit also coordinates participation of AIR's radio programmes in the several international radio competitions. Radio entries are invited from different AIR stations and after screening at the Directorate, the best shortlisted programmes are sent to international competitions like AIBD Awards, ABU Prizes, CBA Awards, International Grand Prix Radio Competition (URTI), International Radio Festival of Iran, IAWRT etc.
- ❖ TWO entries of All India Radio have made their place among the finalists shortlisted for the ABU Prizes 2010. The winners will be declared during the ABU General Assembly which is scheduled in October-2010 in Tokyo, Japan.
- ❖ Programme broadcast from Radio Kashmir, Srinagar "Shehrebeen" has been assessed as excellent public grievances programme and granted state award on the Republic Day - 2010.

Besides the above-mentioned achievements, IR unit ensured that all its assignments, commitments, correspondences are materialized in time.

Programme activities:

Publicity has been done/ being done on the following important subject/schemes/policies of the Govt. of India of the Ministry/Govt. Departments" for the period April, 2009 to March, 2010:-

1. Regular publicity was given/being given to Flagship Programme Covering themes viz.(1) Sarva Siksha Abhiyan, (2) Mid-day Meal Scheme, (3) Rajiv Gandhi Drinking Water Mission, (4) Total Sanitation Campaign, (5) National Rural Health Mission, (6) Integrated Child Development Services, (7) National Rural Employment Guarantee Scheme (8) Jawaharlal Nehru National Urban Renewal Mission. (9) Implementation of Scheduled Tribes and other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006, (10) Programmes For the welfare of minorities (11) Programmes for the welfare of workers in unorganized sectors. (12) Rehabilitation Policy and Law. (13) New National Mission for Female Literacy. (14) Rajiv Awas Yojana 15) In addition, Right to Information Act 2005 was also taken under Flagship Programme since Sept. 2008.
2. Regular publicity is being given to National Common Minimum Programme.
3. Publicity was given to sale of tickets for Republic Day Celebration.
4. Being annual feature, publicity with regard to Annual Kailash Mansarover Yatra, being organised by the Ministry of External Affairs, inviting applications from the prospective Yatris, being done in the month of February, every year on the request by Ministry of External Affairs.
5. Considering the need of Rural/Urban population: Consumer Affairs are being updated as and when requested by Ministry of Agriculture, Food and Distribution. This is a regular feature.
6. Inter- ministerial Committee meeting for National Policy on older persons.
7. Publicity to Prime Minister's New 15 point Programmes on "Welfare of Minorities".

8. Celebration of Productivity Day and National Productivity Week - 2009.
9. Publicity of National Awards to be given to Non-Governmental organizations and individual Human Rights activists who have done outstanding field work in the area of eradicating Untouchability and in Combating offences of atrocities under the protection of Civil Rights Act, 1955 and the Schedule Castes and Schedule Tribes prevention of Atrocities Act. 1989 (POA ACT).
10. Publicity was given to Eradication of Ragging in Educational Institutions.
11. Wide publicity to Oil and Gas conservation Fortnight every year from 15th Jan. to 31st Jan.
12. National Communal Harmony Awards, 2009 publicity thereof.
13. Vacancies of Radio Professions for 33 Gyanvani FM radio stations of IGNOU.
14. Centrally Sponsored and Central Sector Schemes for Education & Socio Economic Empowerment of Schedules Caste - publicity -reg. (M/o Social Justice & Empowerment.
15. Protection against trafficking in Cultural Property - The Group of - 7.
16. Publicity of NCC Boys/Girls Mountaineering Expedition.
17. Suitable Programmes are being mounted by AIR stations on "Review of Price Rise of Essential Commodities" and steps taken/being taken by Govt. to check the price-rise.
18. Wide publicity was also given to Communal Harmony Campaign coinciding with Quami Ekta week from 19 to 25th November, 2009. Publicity was also made to an appeal from the National Foundation for Communal Harmony (NFCH) to seek voluntary donation from the public to raise resources for sustaining its activities like assistance to orphaned children and promotional activities for Communal Harmony.
19. Publicity was given to removal of existing posters/banners on public property.
20. Wide publicity was given to Road safety measures for reduction of road fatalities in India.
21. AIR Broadcast the programme on "Water Conservation Day" is being observed on 22nd March, 2010 every year.
22. Publicity was given to Press Note received from Addl. Director General, Publication Division on "Bharatendu Harishchandra Awards- 2009".
23. In addition publicity was given to many other Central Government Schemes, Policies in public interest as and when request for the same were received.
- Programme broadcast from Radio Kashmir, Srinagar "Shehrebeen" has been assessed as excellent public grievances programme and granted state award on the Republic Day - 2010.

- Special Live bilingual discussion programme in connection with the General Elections-2009 on 13.05.2009.
- Live broadcast of Swearing-in-ceremony of the newly elected Prime Minister Dr. Manmohan Singh and Members of New Council of Ministers from Rashtrapati Bhavan on 22.05.2009.
- Live broadcast of the President's address to the members of both the houses of Parliament from the Central Hall of Parliament House on 4.06.2009.
- Live broadcast of the Presentation of the Rail Budget in the Lok Sabha by the Union Railway Minister Ms. Mamta Banerjee on 3.07.2009.
- Live broadcast of the Presentation of the Union Budget in the Lok Sabha by the Union Finance Minister Shri Pranab Mukherjee on 6.07.2009.
- Broadcast of Recording of the Prime Minister's address delivered at NAM Summit in Egypt on 15.07.2009.
- Special Programme on 10th Anniversary of Vijay Divas (Kargil War) on 30.07.2009.
- Following Programmes were broadcast in connection with the celebration of Independence Day:
 - i) Hon'ble President Smt. Pratibha Devisingh Patil's Broadcast to the Nation on the Eve of Independence Day on 14.08.2009 in English and in Hindi. 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. Manmohan Singh on 15.08.2009.
- Live broadcast of the Public Service Broadcasting Day function from the premises of Broadcasting House, AIR, Delhi on 12.11.2009.
- Live broadcast of the Inaugural and Closing Ceremonies of 40th International Film Festival of India- 2009 at Panaji (Goa) on 23.11.2009 and 3.12.2009 respectively. Daily radio reports were also broadcast.
- Special broadcast by Hon'ble Chief Justice of India on the eve of the 'Law Day' on 25.11.2009.
- Live broadcast of the 2nd Prof. Hiren Mukherjee Memorial Annual Parliamentary Lecture by Prof. Mohammad Yunus from Central Hall, Parliament House, and New Delhi on 9.12.2009.
- Live broadcast of inaugural function of the 97th Indian Science Congress held at Thiruvananthapuram on 03.01.2010.

- Live broadcast of inaugural function of the 20th Conference of Speakers & Presiding Officers of Commonwealth held at Vigyan Bhawan, New Delhi on 05.01.2010.
- Radio report on the Closing Ceremony of the 97th Indian Science Congress held at Thiruvananthapuram on 07.01.2010.
- A Radio report on the Solar Energy Conclave and the Launching of the Jawaharlal Nehru National Solar Energy Mission by Prime Minister Dr. Manmohan Singh at Vigyan Bhawan, New Delhi on 11.01.2010.
- Radio report on Makar Sankranti Snan on the occasion of Purna (Maha) Kumbha-2010 held at Haridwar on 14.01.2010.
- Live broadcast of the inaugural function of the Diamond Jubilee celebration of the Election Commission of India held at Vigyan Bhawan, New Delhi on 23.01.2010.
- Following programmes broadcast in connection with celebration of Republic Day.
 1. Address by the Hon'ble President to the Nation on the 25.01.2010.
 2. National Symposium of Poets on 25.01.2010
 3. Live broadcast of Republic Day Parade from Rajpath in New Delhi,
 4. Radio Report on Beating Retreat Ceremony.



Dr. Rajendra Prasad Memorial Lecture 2009

- Radio Report on Mahashivratri Snan on the occasion of Purna (Maha) Kumbh -2010 held at Haridwar on 12.02.2010.
- Live broadcast of the Hon'ble President's address to the Joint Session of Parliament on 22.02.2010.
- Live broadcast of the presentation of the Rail Budget in the Lok Sabha by the Union Rail Minister on 24.02.2010.
- Direct relay of the presentation of the Union Budget in the Lok Sabha by the Union Finance Minister on 26.02.2010.
- Special programme in connection with the Spring Festival -2010 of North East Region on 11.03,2010.
- Curtain Raiser on 56th National Film Awards function at Vigyan Bhawan, New Delhi on 18.03.2010.
- Live broadcast of the 56th National Film Awards function held at Vigyan Bhawan, New Delhi on 19.03.2010.
- Radio Report on the 56th National Film Awards Presentation Ceremony at Vigyan Bhawan, New Delhi on 19.03.2010.
- Radio Report in English on Akashvani Annual Awards-2008 Presentation Function held at Chennai on 26.03.2010.

Besides other mentioned programmes appropriate coverage was provided to all major national/ international events for which requests/intimations were received.

General Election-2009/ State Assembly Elections:

- Party Political Broadcasts were duly organized for the General Election-2009/ State Legislative Assembly Elections for Orissa, Andhra Pradesh, Sikkim, Haryana, Maharashtra, Arunachal Pradesh and Jharkhand as per the Guidelines of the Election Commission of India. Special composite live programmes on Results of the General Elections-2009 and State Legislative Assemblies Elections were also broadcast.

INDIAN CLASSICAL MUSIC AND AKASHVANI

Hindustani Music

The following eminent and promising artists have been scheduled between April, 2009 and March, 2010 for the National Programme of Music and Ravivasariya Akhil Bhartiya Sangeet Sabha:



Folk Song concert on the occasion of Holi

S. No.	Name of Artist	Type of Music
1.	Pt. Basant Kabra	Sarod
2.	Smt. Shubhra Guha	Vocal
3.	Sh. Narendra Kumar	Sitar
4.	Pt. Jagdish Prasad	Vocal
5.	Sh. Ravimohan Bhatt	Violin
6.	Vidushi Afroz Bano	Lt. Cl. Vocal
7.	Sh. J. Massey	Classical Tabla
8.	Pt. Kartik Kumar	Sitar
9.	Shashikant Tambe	Vocal
10.	Ut. Mahmood Mirza	Sitar
11.	Munir Khatun Begum	Lt. Cl. Vocal
12.	Pundalik Bhagwat	Tabla
13.	Pt. Debi Prasad Chatterjee	Sitar
14.	Bala Chandra Nakod	Vocal
15.	Abdul Majid Khan	Sarangi
16.	Ustad Niaz Ahmed and Faiyaz Ahmed Khan	Vocal-duet

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17.	Debaprasad Chakraborty	Sitar
18.	Nafees Ahmed	Tabla
19.	Nirmalaya Dey	Dhrupad Dhamar
20.	Samanway Sarkar	Sitar
21.	Ut. Iqbal Ahmed Khan or Pt. Resik Lal Andhoriya	Vocal
22.	Indrajeet Banerjee	Sitar
23.	Srikrishna Sharma	Guitar
24.	Ut. Mazhar Ali & Ut. Javad Ali	Vocal duet
25.	Ustad Moinuddin Khan	Sarangi
26.	Shruti Gokhle	Vocal
27.	Bahaudin Dagar	Rudraveena
28.	Rasulan Bai	Thumri
29.	Kishore Banerjee	Tabla
30.	Deepak Kshirsagar	Guitar
31.	Pt. Mahadev Prasad Mishra	Thumri/Dadra
32.	Pt. Anokhe Lal	Tabla solo
33.	Shafique Khan	Sitar
34.	Raza Ali Khan	Vocal
35.	Debi Prasad Gosh	Sarod
36.	Bhole Nath	Vocal
37.	Sadhna Deshmukh Mohite	Vocal
38.	Parmeshwar Hegde	Vocal
39.	S.L. Kandara	Violin
40.	Moinuddin Khan	Sarangi
41.	Ravi Kiran	Tabla
42.	Nilima Lahiri	Vocal
43.	Santosh Sant	Flute
44.	Pt. Baldev Raj Verma	Vocal
45.	Narayan Ghosh	Tabla
46.	Pt. D.V. Panshikar	Vocal



CEO Prasar Bharti with Hon'ble MOS Shri Jagat Rakhsaran at the time of AIR Annual Award function at Chennai

AIR introduced Regional Folk and Light Music Festival at par with Akashvani Sangeet Sammelan. It is held on Vasant Panchmi every year and is held at selected venues. The purpose of Regional Folk and Light Music Festival and Akashvani Sangeet Sammelan is to project, promote and propagate the rich cultural heritage of our country. In 2009, Akashvani Sangeet Sammelan was held on 3rd & 4th October, 2009 at 20 AIR Stations and 57 eminent and promising artists of Hindustani & Karnatic Music participated in this programme.

Some eminent artists as were as promising youngsters who were featured in Akashvani Sangeet Sammelan - 2009 are:

S.No.	Name of Artist	Type of Music
1.	Pt. Budhadev Das gupta	Sarod
2.	Pt. Dev Vrata Chaudhary	Sitar
3.	Pt. Raghunath Nakode	Tabla
4.	Vidushi Shruti Sadolika	Vocal
5.	Pt. Dina Nath Mishra	Vocal
6.	Udai Kumar Malik	Pakhawaj
7.	Rajender Singh	Vocal
8.	Pt. Gokulotsavji Maharaj	Vocal
9.	Farukh Lateef Khan	Sarangi

AIR Music competition is a regular feature of AIR hunt new talent among youth. For the year 2009-2010, this competition was held at Delhi and Chennai for Hindustani and Karnatic Music respectively during the month of November and December 2009. More than 200 youth artists of Hindustani and Karnatic Music had participated in this competition and 44 prizes (18-KM & 26-HM) were awarded to the winners before the invited audience.

KARNATIC MUSIC - 2009-10

The financial year i.e. April 2009 to March 2010, commenced with the broadcast of "Vasantotsav"- a National Spring Festival of Folk & Light Music held at Dharwad and Kozhikode (Calicut) in Southern India for South Indian connoisseurs featuring a folk lore presentation by Shri Kamasaale Mahadevaiah and



AIR music concert

Party (Mysore), **Telugu light songs** by Smt. D. Surekha Murthy (Hyderabad), a **Stage play** presentation by Shri M.S. Sathyam and party (Madurai), a **Folk art** presentation by Shri Kalamandalam Ramachakyar (Trichur), **Nayandi Melam** presentation by Shri A.P. Ayyavu and Party (Madurai) and **Karadi Majlu (a Folk art)** by Shri Mahadev Hoovanna Kalyani & Party.

Concerts by the prize winners of AIR Music Competitions (Karnatic Music)- 2008 were held before invited audience in the month of April, 2009 at Thiruvananthapuram and Vijayawada.

Another remarkable festival that closely followed was the **TRINITY MUSIC FESTIVAL**. In this festival both young and prominent artists have featured. **Tyagaraja Compositions** were rendered by Dr.R.N.Sreelatha(Vocal) and Shri Malladi Narayana Sarma (Vocal), **Shyama Sastry compositions** by Smt.G.Seethalakshmi (Vocal) and Shri V.Vamanan (Vocal) **Muthuswamy Dikshitar Compositions** by Smt. Shyamala Venkateswaran (Vocal) and Madurai Shri G.S.Mani (Vocal).

Another major event was the **Akashvani Sangeet Sammelan** concerts. This year Akashvani Sangeet Sammelan concerts were held at **24 venues** on **3rd and 4th October 2009** out of which Karnatic Music was featured at **12 places** across the country presenting eminent and promising artists. To mention a few, TM Krishna (Vocal), Mavelikkara Velukutty Nair (Mridangam), Mysore MNagraj & Dr. Mysore MManjunath (Violin duet), Dwaram Durgaprasada Rao (Violin),

K V Ramanujam (Flute), Mambalam M K S Siva (Nagaswaram) and R a j a l a k s h m i Thirunarayanan (Veena) from Karnatic Music have participated in these concerts. The recordings of these concerts were broadcast from 24.10.2009 to 4.12.2009.

Thyagaraja Aradhana Music festival was relayed live from **Thiruvaiyaru** on **3rd January, 2010** in the

National Programme of Music and also there was live coverage of **Pancharatna Gosthi Ganam** on **5th January, 2010** to mark the **163rd Aradhana Celebrations** of **Saint Composer Thyagaraja**.



Akashvani Sangeet Sammelan-2009

FARM & HOME BROADCASTS

All India Radio is dedicated to its rural and urban audience to more than 50 years. All stations of All India Radio broadcast Farm & Home programmes directed at rural audience. In fact, special programmes have been designed to cater to the day to day seasonal needs of the farming community. To broadcast the latest technology and information for agricultural output is a continuous process of its Farm & Home programme. These programmes not only provide information about agriculture but also create awareness about the ways and means to improve the quality of their lives. The programmes are broadcast daily in the morning, noon and evening. The average duration of Farm & Home broadcast is 60 to 100 minutes per day. Farm & Home programmes also include programmes for Rural Women, Rural Children and Rural Youth.

The Farm & Home units of All India Radio broadcast composite programmes, which include equal segments of Rural Development Schemes and Hardcore Agriculture programmes. Whereas, on the one hand, they talk about the hardcore agriculture subject i.e. animal husbandry, fisheries and agriculture related activities dry & wasteland agriculture, the other segment talks about employment schemes, loan and training facilities, sanitation, health-hygiene and nutrition etc.

All India Radio provides extensive programmes on land and water conservation, sustainable agriculture, biotechnology, integrated pest management in crops, crop insurance schemes, environment protection, disaster management, role of panchayats in rural development.

Besides this these programmes produced with the help of subject matter specialist. All India Radio maintains a very close liaison with the Ministries and Departments of Agriculture & rural development of Central & State governments. The programmes are mounted in local

dialect from different stations. Local Radio stations also broadcast regular programmes on rural development on different formats such as dialogues, discussions, talks, interviews, features, serials, dramas, slogans, jingles, phone-in-programmes, musical features and farm school on AIR etc. are used to get the message broadcast.



Kavi Sammelan organized in AIR studio

AIR has stepped up its activity of Agriculture Broadcast with launch of exclusive Project Mass Media Support to Agriculture Extension with the title Kisan Vani for AIR from 15th February, 2004 in collaboration with Ministry of Agriculture to inform local farmers the daily market rates, weather reports and day to day activities in their area at micro level. Presently 'Kisan Vani' is being broadcast and relayed from AIR 96 FM Stations.

Radio Kisan Diwas

Farmers, who got benefited by the information this disseminated to agricultural programmes on AIR, share their experiences with other follow farmers in their regional language/dialect. All India Radio observed 15th Feb. as Radio Kisan Diwas from all stations of AIR by mounting special programme on the occasion.

Campaign on NFSM Crop advisories draught situation Bird Flu etc. got addressed by All AIR Stations in their daily broadcast.

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 initiative, which takes place in forestry, wildlife conservation and ecological balance. As such, AIR is broadcasting programmes on wildlife and animal care through its various special audience programmes.

All the AIR stations are giving wide publicity to the legal factors on environment and forestry. These programmes are monitored regularly by the Directorate through monthly statements sent by AIR stations.

HEALTH & FAMILY WELFARE PROGRAMMES

The themes covered in regular broadcast of health programmes 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.

Wide publicity is being given to blood donation and eye donation. Suitable programmes have also been mounted against Drug-abuse, tobacco consumption, illicit trafficking, Leprosy eradication and AIDS etc.

In some of our special audience programmes like rural/women/Youth & health programmes, AIR has registered audience groups. These groups contribute towards spreading of general awareness on the subject.

Swine Flu (HI NI)

Special Awareness Programmes in various formats were broadcast from all AIR Stations across the country.

RED RIBBON EXPRESS

National AIDS Control Organization launched the Red Ribbon Express train carrying messages on HIV/AIDS which traversed 152 stations across the country. All India Radio has given wide publicity and coverage to the campaign to mobilize listeners to visit the train. News bulletins highlighted the issue and special programmes were mounted to increase the knowledge and awareness among the masses on HIV/AIDS

UNCRPD

A Special campaign based on the Advisories received from the Ministry of Social Justice & Empowerment to the Ministry of I & B regarding implementation of the provisions of the UN Convention as the Right of Persons with Disabilities was launched. Programmes highlighting provisions covered under articles 8, 9, 21, 27 and 30 of the UNCRPD were broadcast, creating social awareness on the issue of persons with Disabilities.

CHILDREN PROGRAMMES

All stations broadcast programmes for children on regular basis. Children's programmes are broadcast in three categories i.e for children's between the age group of 5 to 7 yrs., 8 to 14 yrs. and special programmes for rural children.

Some of the programmes are broadcast on a weekly basis. Plays, short stories, features, choral songs, interviews, stories from epics etc are part of these broadcasts.

Children's Day is celebrated on November 14th every year as Baal Divas with special children activities, stage shows and invited audience programme

Programmes are planned keeping in mind the following action points:

- 1) Protection of Rights of children
- 2) Care and Support to disabled Children
- 3) Care and support to children under difficult circumstances.
- 4) Equal status for girls.
- 5) Universal access to basic education to children and more attention to girls education.
- 6) Providing safe and supportive environment to children
- 7) Improvement in the economic condition of family and self-reliant society.
- 8) National and International cooperation for better future of a child.
- 9) Safe drinking water facility and sanitary means of excreta disposal.

Special programmes focusing on the status and importance of the girl are being broadcast, throughout the year to create social awareness to welcome the girl child's birth as that of boy.

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, including adult education, women empowerment, gender issues etc. 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.

On the basis of reference received from PM Office regarding Problems Confronting Women, Programme Heads of all AIR Stations were advised to incorporate the following subjects in the women programme. These programmes are mounted through monthly statements sent by AIR stations.

1. Atrocities on women
2. Trafficking of women
3. Female foeticide and infanticide
4. Obscene portrayal of women
5. Education & Employment opportunities

6. Security for women
7. Maternity benefits, crèche etc. for working women
8. Equal wage for equal work
9. Ban child labour
10. Gender discrimination.

International Women's Day Week is observed in the month of March every year with special programmes on women related issues in different formats.

Transcription & Programme Exchange Service

The Transcription Service was started on 3rd April 1954 and entrusted with the main function of preparing transcription of speeches of all dignitaries with a special reference to the Prime Ministers and Presidents of the country.

This office has the following functional units -

- a. Central Archives
- b. Programme Exchange Unit (Internal & Foreign)
- c. Transcription unit
- d. Refurbishing Unit
- e. Digital Sound Archives
- f. Commercial Release

(A) CENTRAL 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 recordings of more than 15,000 hours of duration 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 music 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 by Gandhiji from AIR Delhi on 12th November 1947 is also preserved. The library contains recordings of all the Presidents and Prime Ministers of India.

Other important voice recordings of eminent personalities like Rabindranath Tagore, Subhash 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.

In the category of Radio Autobiography there are around 300 recordings of eminent personalities from various walks of life. People of eminence are identified and recorded by AIR stations. These recordings are forwarded to Central Archives for preservation.

(B) PROGRAMME EXCHANGE UNIT

INTERNAL PROGRAMME UNIT

The main purpose of this unit is to exchange good quality programmes among the stations as per their requirements. In PEU library 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 Sanskrit, Bangla, Gujarati, Kannada, Malayalam, Marathi, Oriya, Tamil, Telugu and English.

FOREIGN PROGRAMME UNIT

The Foreign Programme Unit co-ordinates the exchange of programmes, received from broadcasting organizations across the world. These programmes include wide spectra of topics ranging from Science, Current Affairs, Western Light Classical, Western Pop and Rock music to Women and Environment. This unit also coordinates the broadcast of SAARC Audio Visual Exchange (SAVE) Programmes in India. All the hues and shades of listeners' interest are covered in these programmes.

(c) TRANSCRIPTION UNIT

One of the main functions of this service is to transcribe the recording of speeches delivered by President and Prime Minister and preserve 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 are received from various concerned AIR stations. The bound volumes of all transcriptions are prepared and kept in the archive

(d) REFURBISHING UNIT

The old recordings preserved in Archives get accumulated with some additional noises from the atmospheric surroundings with passage of time. These noises are removed by refurbishing the tape. In order to refurbish the vintage music recordings in Archives; this unit was installed some years back with the assistance of United Nations Development Programme. Hundreds of hours of recording of music and voice 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, under the banner "Akashvani Sangeet"

(e) DIGITAL SOUND ARCHIVES

A special project was launched to digitize all Archival recordings in 2001. By this time 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. In the 2nd phase of the digitization, which began in 2008, approximately 500 hours of recordings have been digitized.

(f) COMMERCIAL RELEASE

Since April 2003 All India Radio central archive has been releasing music albums under the banner 'Akashvani Sangeet'. Till now, 59 albums have been released, which include two albums of Shabad Kirtan titled "Bani Guru Guru Hai Bani" to commemorate the tri-centenary celebrations of the Guru Granth Sahib. Marketing of these releases is mostly done in-house by AIR Stations. List of Akashvani Sangeet Releases are given in following table:

Sl.No	Artiste	Vocal/ Instrumental
1.	Pt. Omkarnath Thakur (Vol.1)	Vocal
2.	Pt. Omkarnath Thakur (Vol.2)	Vocal
3.	Pt.D.V.Paluskar (Vol.1)	Vocal
4.	Pt.D.V.Paluskar (Vol.2)	Vocal
5.	Pannalal Ghosh	Flute
6.	Ut.Aziz Ahmed Khan Warsi (Vol.1)	Quwalli
7.	Ut.Aziz Ahmed Khan Warsi (Vol.2)	Quwalli
8.	Musiri Subramania Iyer (Vol.1)	Carnatic Vocal
9.	Musiri Subramania Iyer (Vol.2)	Carnatic Vocal
10.	Dwaram Venkataswamy Naidu	Violin
11.	Semmangudi Srinivasa Iyer	Carnatic Vocal
12.	M.D.Ramanathan	Carnatic Vocal
13.	Pt.V.G.Jog	Violin
14.	Siddheshwari Devi	Vocal
15.	Bhajanavali	Vocal
16.	Alathur Brothers	Carnatic Vocal
17.	Ariyakkudi Ramanuja Iyenger	Carnatic Vocal
18.	M.S.Subbulakshmi(vol.1)	Carnatic Vocal
19.	M.S.Subbulakshmi(vol.2)	Carnatic Vocal
20.	Ud. Amir Khan (vol.1)	Vocal
21.	Pt.Krishan Rao Shankar Pandit	Vocal
22.	Pt.Kumar Gandharva	Vocal
23.	T.Brinda/T.Mukta	Carnatic Vocal

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24.	T.N.Rajaratnam Pillai	Nagaswaram
25.	T.Chowdiah	Carnatic Violin
26.	Pt. Nikhil Banerjee	Sitar
27.	Dagar Brothers	Dhrupad
28.	Ustad Allauddin Khan	Sarod
29.	Begum Akhtar (vol.1)	Vocal
30.	Begum Akhtar (vol.2)	Vocal
31.	Chembai Vaidyanathan Bhagvatar	Vocal
32.	M.L.Vasanthakumari (vol.1)	Carnatic Vocal
33.	M.L.Vasanthakumari (vol.2)	Carnatic Vocal
34.	Bhim Sen Joshi (vol.1)	Vocal
35.	Bhim Sen Joshi (vol.2)	Vocal
36.	Bade Ghulam Ali (vol.1)	Vocal
37.	Bade Ghulam Ali (vol.2)	Vocal
38.	Bade Ghulam Ali (vol.3)	Vocal
39.	D.K.ROY	Dwijendra Geeti
40.	Maharajapuram Santhanam (vol1)	Carnatic Vocal
41.	Maharajapuram Santhanam (vol.2)	Carnatic Vocal
42.	T.R.Mahalingam	Carnatic Flute
43.	Azadi Ke Geet (vol.1)	Patriotic Songs
44.	Azadi Ke Geet (vol.2)	Patriotic Songs
45.	Ud. Bismillah Khan (vol.1)	Shahnai
46.	Ud. Bismillah Khan (vol.2)	Shahnai
47.	Sunder Kand	Devotional
48.	Raag Rang	Vocal
49.	Raag Rang	Instrumental
50.	D.K. Pattammal (VOL.1)	Vocal
51.	D.K. Pattammal(vol.2)	Vocal
52.	Pt. Ram Narayan (Vol.1)	Vocal
53.	Pt. Ram Narayan (Vol.2)	Vocal
54.	Ud. Amir Khan (vol.2)	Vocal
55.	Bani Guru Guru Hai Bani(vol.1)	Shabad
56.	Bani Guru Guru Hai Bani(vol.2)	Shabad
57.	Radhika Mohan Maitra (Vol.1)	Sarod
58.	Radhika Mohan Maitra (Vol.2)	Sarod
59.	Ahmed Jaan Thirakwa	Tabla

Available at Reception counters of all All India Radio Stations. For inquiry: T&PES, ALL INDIA RADIO, ROOM NO.9, AKASHVANI BHAWAN, NEW DELHI -PH.23421947,23421927 (telefax) www.allindiaradio.org.in email:delhi.dtpes@air.org.in

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, New Delhi, Chennai, Bangalore, Hyderabad, Kolkata, Kochi, Thiruvananthapuram, Guwahati & Jalandhar have 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.

A prescribed Code of Conduct governs the programmes as well as commercials broadcast on All India Radio. Recently, Clause II (4) of the Code for Commercial Advertising on All India Radio has been amended by adding a proviso, allowing advertisements on radio in the form of spots and jingles on payment of prescribed fees, from political parties/candidates/other persons during General Elections to Lok Sabha /State Assemblies/ Local bodies during the period when the Model Code of Conduct is in force, subject to pre-broadcast scrutiny by the Election Commission of India / authorities under the Election Commission of India.

While strictly adhering to the Broadcast and Commercial Codes and facing budgetary & staff constraints at almost all the AIR Stations including CBS Centers / Vividh Bharati Stations / FM Channels, Commercial Wing has been able to procure business from major corporate clients/ advertisers as well as Government Departments and the PSUs. Some of the prominent private corporate clients are Hindustan Lever Ltd., Dabur (India) Ltd., Hero Honda, Reliance Group, LG, Airtel, Vodafone and Ranbaxy. From the Government and the Public Sectors, some of our main clients have been the Ministry of Rural Development, Ministry of Agriculture, Ministry of Health & FW, Ministry of Women & Child Development, National Disaster Management Authority, Ministry of Shipping Transport & Highways, IGNOU, Department of Adult Education, Indian Oil, BPCL, BSNL, MTNL, NACO, NHAI, SBI, PNB, IRDA,.etc.

Commercial Wing has also extended the existing 1:1 Bonus Schemes for spot-buys bookings on all Primary Channels, Local Radio Stations, FM as well as Vividh Bharati Stations. Rates for classified ads have been reduced from Rs.250/- to Rs.150/- (effective from 18th August 2009 onwards) on all PC/LRS & Vividh Bharati Stations in order to attract small clients across the country. While monitoring such market-friendly schemes, Commercial Wing is in constant touch with clients / advertisers at all levels so as to convince them to invest their major part of ad-spends on All India Radio, the only medium which covers the entire country. Marketing Divisions and CBS Centers provide cost-effective media plans for their clients giving maximum opportunity of publicity to their products / services within their available budget.

Commercial Wing of All India Radio has been equally involved with other executive sections/ wings of All India Radio in giving support / strategic feed back to the policy makers in the Programme Wing in order to make the radio broadcasts more effective in the current competitive

media environment. In fact, the onus for generating revenue for the organization as a whole lies upon the Commercial Wing and undoubtedly it has given good results in boosting the overall revenue of the organization in the last few years.

The table below shows All India Radio's revenue earnings during the last five years which indicates a rising trend each year :

2005-06	Rs.268.83 crore
2006-07	Rs. 283.65 crore
2007-08	Rs. 289.21 crore
2008-09	Rs. 291.59 crore
2009-10	Rs.303.18 crore

MARKETING

Prasar Bharati while fulfilling its mandate as a Public Service Broadcaster has also been making concrete efforts to augment its revenue generation by way of considerable and aggressive Marketing of its in-house programmes and also producing customized programmes. Setting up of Marketing Division at Mumbai, Chennai, Bangalore, Hyderabad, Delhi, Kolkata, Guwahati, Kochi, Thiruvanthapuram and Jalandhar is a step in this direction.

A Single window facility for all the channels of All India Radio and Doordarshan, Marketing Divisions cater to all the needs of advertising. Reaching out to clients, preparing media plans according to their budget and requirements, executing their publicity campaigns and producing spots/jingles and sponsored programmes wherever the need be, are some of the important functions of marketing divisions. With AIR and Doordarshan's vast network and a reach beyond comprehension, Marketing Divisions help the clients to reach every nook and corner of the country with single window servicing.

Some of our major clients during the year 2009-10 include Ministry of Rural Development, Ministry of Health & Family Welfare, National Aids Control Organisation, Ministry of Human Resource Development & Ministry of Agriculture, Directorate of Income Tax, Ministry of Corporate Affairs, Ministry of Road and Surface Transport, Commonwealth Human Rights initiative, National Disaster Management Authority, Indira Gandhi National Open University [IGNOU], Ministry Women & Child, Department of Nutrition Board. Private clients such as Airtel, Aircel, Vodafone, MTS, LG, Ranbaxy, Perfetti & Pidilite etc.

Marketing Division, Delhi's contribution to the overall revenue of AIR for the financial year 2008-09 was Rs.102.46 Crores. In the year 2009-10, with the continuous and concrete efforts of Marketing Division, All India Radio has been able to break its previous record by earning overall revenue of Rs.303.08 Crores.

The period from **January to March** every year is always the time when the activities gear up as far as procuring business from various Ministries and departments is concerned. During these

months each department takes a stock of their advertising budget and has a clear picture of the available funds, which results in quick approvals to our proposals. Lot of cricketing activities is going on and more are expected in the months to follow. AIR hopes to make good revenues by marketing these series. This year's achievements include successful marketing of different sports events and introducing various new Govt. and private clients over All India Radio.

Commonwealth Games 2010 are scheduled to be held in the month of October, 2010. Detailed marketing plans are being drawn up and coverage plans are being finalized. Marketing Division hopes to encash the hype being built up for the forthcoming Games and earn good revenue from the Commonwealth Games 2010. With the kind of projects in the pipeline we hope to get good revenue and achieve our targets successfully.

News Services Division

The News Services Division (NSD) of All India Radio plays a crucial role as a public broadcaster in dissemination of news and information to the people. AIR news has always been known for its credibility and objectivity. Accuracy, balance and clarity are its hallmark. With the fast changing media scenario and increasing competition among different media, the nature of news appears to differ from age-old definition and this is a matter of concern for all right thinking people. However, AIR news continues to stand by its principles of providing unbiased and authentic information to the people.

NEWS AND NEWS-BASED PROGRAMMES:

The NSD puts out 647 bulletins every day for a total duration of about 56 hours in 90 languages/dialects in the Home, Regional, External & DTH services, from its New Delhi headquarters and 44 Regional News Units (RNU) across the country. This includes 314 hourly news headlines broadcast from 41 AIR stations through FM Rainbow and other FM frequency channels. 13 daily and 10 weekly news-based programmes are mounted by NSD Hqs. for a total duration of 6 hours 49 minutes to highlight the government initiatives, people-friendly development issues and major happenings at national as well as international level. It also broadcasts special programmes when Parliament is in Session. Similarly, RNU also mount 17 daily and 94 weekly news-based programmes for a total duration of nearly 25 hours besides broadcasting special programmes when State Assemblies are in Session.

NEWS ON PHONE (NOP):

NOP has added a new dimension to NSD's popularity. Now latest information can be heard by making a telephone call on the designated number. At present, NOP service is available from NSD headquarters, New Delhi and 13 other RNU - Mumbai, Chennai, Guwahati, Imphal, Hyderabad, Bangalore, Thiruvananthapuram, Patna, Ahmedabad, Jaipur, Lucknow, Raipur and Shimla. NOP service is being extended to 16 more RNU during the 11th Plan.

NEWS EXPANSION:

NSD introduced two news bulletins in Hindi and English from AIR Itanagar on 27.8.2009. The launch of Hindi news bulletin is of special importance due to the Union Government's

commitment to strengthen AIR News Network in the North East. The bulletins are broadcast daily from 1945 hours to 1950 hours in Hindi and 1950 hours to 1955 hours in English to fulfill the information needs of the people of Arunachal Pradesh. With this, the total number of bulletins broadcast from RNUs has gone up to 474 including 174 Home service bulletins, 10 External service bulletins and 290 Headline bulletins.

FM HEADLINE BULLETINS:

FM Headlines serve immediate needs of information savvy people during their daily busy schedule in cities and towns. NSD highlights the popular content of news with local news in focus in this broadcasting mode. Earlier, 294 FM headline bulletins were broadcast across the country. Now, number of FM headline bulletins have increased to 313 due to popular demand.

NEWS GATHERING NETWORK:

NSD has a network of news bureaus, correspondents and editors. It has 44 Regional News Units (RNUs) across the country with more than 100 full-time correspondents/editors working with these units. Besides, there are 8 non-RNU correspondents in different locations. Five Special Correspondents of Prasar Bharati, posted at Dubai, Kabul, Dhaka, Kathmandu and Colombo also provide input to AIR news. Best Correspondent and Best Editor awards are being given by NSD every year for bold and objective news reporting from the field as well as effective editing on the desk.

PART-TIME CORRESPONDENTS (PTCs):

Services of Part-time Correspondents (PTCs) are being utilized to get news stories from districts and remote areas. The PTCs' news stories are mainly used for regional news bulletins of AIR. However, based on news value these are also taken in national news bulletins. PTCs are mainly working full-time in some other employment or profession and provide only part-time service to NSD. They are not employees of Prasar Bharati. Their contract is renewed every year based on their performance. PTCs work under the supervision and monitoring of the RNUs in their respective State. They are provided guidance and professional support by the regular correspondents and editors in the RNUs. With a view to strengthen the professional skills of PTCs for better quantitative and qualitative output, NSD organizes orientation workshops for them. During last two years over 20 such workshops have been organized in different states.

During the Lok Sabha and Assembly Elections, special workshops were organized to orient PTCs for election coverage. In 2009, such workshops were held in Hyderabad, Nagpur, Chandigarh and Ranchi. PTCs are given credit in AIR news bulletins for their voice cast and exclusive stories filed by them. NSD has also instituted six "Best PTC of the Year Award" for motivating good performance of PTCs. There is a national level PTCs Coordination Committee at NSD Hqrs. headed by Addl. DG to look into the issues related to PTCs which are not resolved at the AIR Station level. The Committee meetings are attended by senior officers of NSD and Doordarshan (News) and representative PTCs from various parts of the country.

WEBSITE:

NSD has a website www.newsonair.nic.in to cater to the information needs of its tech-savvy listeners in the country as well as Indian Diaspora and other interested people abroad. The uniqueness of the website is that it is multi-lingual as visitors can listen to news bulletins not only in English and Hindi but also in 20 other regional languages/dialects. At present the text of 9 daily national news bulletins and 36 regional news bulletins are also available on the website. Audio of special programmes including exclusive interviews of eminent personalities are also posted on the website.

During 2009 general elections, live streaming of special bulletins and programmes was done on the NSD website for the first time on the day of counting of votes. Special segment on general elections and state assembly elections was created on the website to upload extensive backgrounders and fact sheets apart from the latest election related news stories. Other important events including presentation of General Budget, Rail Budget and cricket matches were also extensively covered by creating special windows on the website.

INTRA-NSD:

Intra-NSD Service is a crucial link between NSD headquarters and its 44 Regional News Units (RNUs) and non-RNUs to transmit information to them and receive feedback.

GNR AUTOMATION:

To facilitate the link between General News Room and Hindi News Room at NSD Hqrs, an independent Local Area Network (LAN) has been setup as a fall back system in case of failure of Dalet system.

EXTENSIVE COVERAGE OF ELECTIONS:

Extensive planning was made by NSD for comprehensive coverage of general election from NSD hqrs. and 44 RNUs. Correspondents were deployed from NSD hqrs. and other RNUs to key constituencies for better coverage. Election Cell at NSD hqrs. Guide the correspondents in the field in filing news stories and dispatches to make bulletins more up-to-date, informative and listener-friendly.

NSD took special care to ensure balanced and impartial coverage of different political parties in the news bulletins and news-based programmes. The entire coverage was sprinkled with many first time efforts like live streaming of bulletins and programmes over Internet, extraordinarily large number of bulletins and programmes and a record high earning of revenue through advertisement. Two special live programmes were mounted on the counting day in which political leaders, analysts and experts participated in the discussion on election results. NSD mounted 19 news-based programmes including Public Speak, Current Affairs, Charcha Ka Vishai Hai, News Analysis and Spotlight to provide latest information with in-depth analysis to the listeners. RNUs across the country mounted 459 additional bulletins and 83 special panel discussions. A 30-minute special live bilingual programme was mounted by NSD on the swearing-in ceremony of the UPA government.

Wide publicity was given to the swearing-in ceremony of Sikkim Democratic Front government in Sikkim, BJD government in Orissa, Congress-NCP Coalition government in Maharashtra and Congress governments in Andhra Pradesh, Haryana and Arunachal Pradesh.

COVERAGE OF BHARAT NIRMAN

Top priority has been accorded by NSD to the publicity of Bharat Nirman Public Information campaign (PIC) and Flagship programmes of the Government including Mahatma Gandhi National Rural Employment Guarantee Act (MGNAREGA), Mid-Day Meal Scheme, Sarvashiksha Abhiyan, Right-to-Information Act, Jawaharlal Nehru Urban Renewal Mission, National Rural Health Mission and empowerment of women. Wide publicity was also given to the campaign of Red Ribbon Express II with an aim to create awareness on National Rural Health Mission and prevention of HIV/AIDS.

COVERAGE ON PRIME MINISTER'S VISITS:

The Prime Minister's visit to different countries was prominently covered in national and regional news bulletins as well as news-based programmes. PM's visits covered were: G-20 summit, BRIC Summit, SCO Summit, G-8, G-5 and Non-Aligned Summit, ASEAN and East Asian Summits, Summit talks with the US President and the Indo-Russian Summit.

OTHER IMPORTANT COVERAGES:

The President Mrs. Pratibha Devisingh Patil's rare achievement of becoming world's first woman President to undertake Sukhoi flight, Prime Minister's special package for allround development of Jammu and Kashmir, announcement of Rs.100 crore package to expand Radio and Doordarshan network in Jammu and Kashmir by the Information & Broadcasting Minister Mrs. Ambika Soni, Editors' Conference by PIB in Srinagar and Delhi, State Information Ministers' Conference, Test firing of nuclear capable Agni-II missile, introduction of Airborne Warning and Control System(AWACS) into Indian Air Force, launch of India's first indigenous nuclear submarine at Vishakhapatnam, launch of PSLV C-14, submission of Liberahan Commission report, Indo-US Civil Nuclear Cooperation, Chandrayaan, inauguration of Indian Institute of Science and Space Technology (ISST) in Kerala, new trade policy, signing of Indo-ASEAN Free Trade Agreement, Rs.11000 crore plan to preserve country's eco-system etc. Presentation of National Film Awards and India International Film Festival in Goa were also widely covered.

COVERAGE OF SPORTS:

The 2010 New Delhi Commonwealth Games Baton relay ceremony in London, India winning 100th test victory in cricket along with Sachin Tendulkar's world record performance, women's hockey team winning Challengers Trophy in Russia, Suranjoy Singh winning first gold medal in Asian Boxing Championship in China, winning of gold medals by Sushil Kumar and Rahul Avare in German Grand Prix Wrestling championship were given wide publicity.

COVERAGE OF PARLIAMENT SESSIONS:

NSD organizes a discussion with Members of Parliament (MPs) of different political parties on the eve of Parliament session under the programme "Issues before the Parliament" in English

and “Sansad Ke Sameksha Mudde” in Hindi. NSD also broadcasts the review of proceedings of both the Houses of Parliament in English under the programme ‘Today in Parliament’ in English and in Hindi in ‘Sansad Sameeksha’. Similarly, RNUs also broadcast reviews of proceedings of State Legislatures while in session.

SPORTS

During the year 2009-10 AIR provided appropriate and extensive coverage to various sporting disciplines which includes international cricket matches played in India and abroad, World Badminton Championship in Hyderabad, 19th Asian Table Tennis Championship held in Lucknow, Pune International Marathon 2009, Wimbledon Tennis Championship 2009 and National Tournaments of Football, Hockey, Badminton and Tennis. The coverages were at National, regional and local levels.

All India Radio provided live coverage of Queen’s Baton Relay launch on 29th October, 2009 by Her Majesty Queen Elizabeth II in England. Pre-Game programmes on Commonwealth Games for duration of 30 minutes each were broadcast in Hindi and English twice a month from January 2010 onwards on National Hook-up. Regional Language versions were broadcast from regional stations on state Hook-up. Test events for the Commonwealth Games which includes commonwealth Shooting Championship from 17th February to 27th February, 2010, Invitational Archery Test Events from 7th to 13th March and 5th Commonwealth Boxing Championship from 10th March to 18th March were covered on National Network.



Live Broadcast of World Cup Hockey at Delhi-2010

Staff Training Institute (Programme)

To provide effective, innovative, scientific and systematic Radio support to need based communication, focused Workshops for programme personnel have been organised. These include Workshops on Leadership Skills', 'Disaster Management', 'Voice Culture', Art of Anchoring', 'Art of Interviewng', 'Music Appreciation', '

In view of the forthcoming Commonwealth Games in India & the Food Security Mission of Government of India, special series of Workshops entitled 'Sports on Radio-Live Coverages' and 'Radio Agri-Vision' respectively were re-scheduled at our Training Institutes.

For Administrative personnel special focus this year was Management of Field Offices', 'Disciplinary Procedures & Departmental Enquiries', 'Cyber Office Management', 'Establishment rules', 'Purchase Management' 'Rereservation in services', and Preparatory 'Workshops for the departmental candidates appearing in the competitive examinations for promotion from Group -D to LDC', etc.

1. Inhouse Courses:

- STI (P) Delhi **and its six Training Institutes (Programme)** at Bhubaneswar, Ahmedabad, Hyderabad, Lucknow, Shillong and Thiruvanthapuram have conducted **53 courses** – 31 Programme courses and 22 Administrative courses. So far, **1378** personnel – 763 Programmers and 615 Administrative officials – of AIR & Doordarshan have been trained.
- **Vani certificate Courses:** VANI (Voice Articulation and Nurturing Initiative) Certificate courses for newly selected Comperes, Announcers, Presenters, News readers, Editors and Reporters are being conducted on payment basis at various stations of AIR. About **1632** candidates have been trained in **96** batches.

2. Outside Courses

- **IGNOU courses:** Prasar Bharati has been giving practical training to the students of Post Graduate Diploma in Radio Prasaran (PGDRP) and Post Graduate Diploma in Audio Programme Production (PGDAPP) as per MoU signed with IGNOU. About 68 students have been given practical training in **4** batches.
- **Mass Media Course:** About 64 students have been given practical training to Mass Media Students of the recognized institutes.

3. In-Country Workshops:

- An In -Country Workshops on "Disaster Management" in collaboration with AIBD-CBA was organised in November 2009 at STI (P), Bhubaneswar for the staff of Prasar Bharati. The total No. of **23** candidates from the three desciplines i.e. Programme, Engineering and News of AIR particapated in the workshop.
- Five workshops on Capacity Building and innovative Programming have been organized in colloboration with UNICEF on Eradication of Polio and related

health issues. Total No. of **119** Programmers from various AIR stations/DD Kendras participated in these workshops.

Revenue Earned:

STI (P), during April 2009 to March 2010 have earned a net Revenue of Rs 55, 73,685 (Rupees Fifty five lakh seventy three thousand six hundred and eighty five only) from all the sources.

Progressive Use of Hindi

Each and every Section/Unit and AIR Stations/Offices made their sincere effort to comply with the Official Language Policy of the Union and increase the progressive use of Hindi during 2009-2010. As a result, all the documents coming under the purview of section 3(3) of the OL Act were issued in Hindi-English bilingual form only. In addition to this, all letters received in Hindi were replied to in Hindi alone.

Thus 100% compliance of the Statutory Obligations continued to be ensured this year too.

Quarterly meeting of the Official Language Implementation Committee were organized under the Chairmanship of the Administrative Head and progress reviewed, in every quarter.

Hindi Day was observed on 14th September and Hindi fortnight organized with a unique step put forward by the Directorate, this year by honoring officials from AIR Stations/Offices and the Headquarter who made their specific contribution to increase the effective use of Official Language Hindi within their jurisdiction.

During the period under review, one special award has been introduced for AIR Stations/Offices located in the North East region and Sikkim adjudged the BEST for Implementation of Official Language Policy of the Union, increasing number of awards from 01 to 02 for the 'C' region, without curtailing the existing awards for regions 'A' and 'B'. These Official Language honors' are conferred on the occasion of Asashwani Annual Award, substantiating the efforts of All India Radio to place the Official Language Implementation at par with the man activities.

Hindi magazines brought out by AIR Stations/Offices have all along been making sustained efforts to comply with the Official Language Policy of the Union, which has been appreciated by the Hon'ble Committee of Parliament on Official Language during their inspections from time to time.



Hindi Divas Samaroh organized at AIR Bengaluru

ADMINISTRATION

Reservation for SCs/STs/OBs

Prasar Bharati has taken all requisite measures for implementation of reservation for SCs/STs/OBs. All relevant policy directions and instructions issued by nodal Ministries / Departments for giving reservation and other benefits to SCs/STs/OBs in Government services and personal matters were circulated to all the offices and field units of AIR for necessary compliance. Liaison officers for SCs/STs/OBs to oversee implementation of statutory instructions for safeguarding the interest of the concerned staff. In pursuance of O.M. No. 36038/2004-Estt.(Res) dated 05.08.2004 special Recruitment Drives as on 01.07.2004 and subsequently as on 01.11.2008, in pursuance of Ministry of I&B's D.O. No. 14011/01/2009 dated 22.04.2009, 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.

As regards OBC, 759 vacancies consisting 610 Group 'C' and 149 Group 'D' as on 31.3.2006 have been identified in pursuance of GOI O.M. No. 36033/2/20076-Estt (res) dated 25.4.2006 and communicated to Ministry of Information and Broadcasting.

PUBLIC GRIEVANCE AND REDRESSAL MECHANISM

Grievance redressal and access mechanism has been set up at the Station Level, Zonal head quarter level and the Central Headquarter level in according with the guidelines of department of administrative reforms public grievance. Information and facilitation counters setup at all offices of AIR. Regular status reports on disposal of grievance are being submitted to the Ministry of I&B. In the year of 2009-2010, 100 staff grievance and three public grievances were received in AIR, out which 79 staff grievance were disposed off, and the remaining cases are under process.

Implementation of 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 to contribute to transparency and accountability in governance. Programme Head of all AIR Stations have been asked to highlight the salient feature 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 44 CPIOs and 6 Appellate Authorities in Directorate and 295 CPIOs and 20 Appellate Authorities at field level has been designated for implementation of RTI Act. In the year 2009-10 (from 01.04.2009 to 31.03.2010) 917 RTI applications were received and were replied within the stipulated time. 150 appeals were received by the Appellate Authority during the year 20.09.10 (from 1.4.2009 to 31.3.2010) and all were disposed off.

WOMEN EMPOWERMENT:

AIR has a vast network consisting of 320 stations/offices spread all over the country. There are about 26304 personnel working in three streams viz. Programme, Engineering & Administration in AIR.

In All India Radio, the percentage of the women in group 'A' & 'B' & 'C' is above 24.6%.

There is a women officer working as Head of this organisation. There is woman officer working

as Dir (Admin) in DG AIR, besides many woman officers are also working in SAG, JAG, STS, JTS levels in Programme and Engineering wing of AIR.

All AIR Stations/Offices have been instructed to set up Women's Cell to look into the grievances/complaints of sexual harassment vide this Dte.'s Circular No. 1/29/2008-WC/WL dated 23.09.2008. The Women's Cell has been set up at all AIR Stations/ Office accordingly.

Welfare activities for Women employees

The following points are mentioned in this regard:

- a) A number of the offices of AIR are located in the buildings owned by Prasar Bharati. There is adequate arrangement for their sitting, drinking water etc. The work place is adequately illuminated. Proper toilets are available to the staff, with a provision for separate toilet for women employees, where necessary,
- b) At many places AIR has its own staff quarters. These are allotted to the staff as per All India Radio (Allotment of Residential Quarters) Rules.
- c) In accordance with the instructions of the Department of Personnel and Training, appointment on compassionate grounds is offered to the close relatives of AIR employees who die while in service and includes female members of the family of the deceased.
- d) AIR Staff like Technicians, Sr. Technicians, Engineering Assistants, Sr. Engineering Assistants etc. are shift duty staff. For them shift duty is incidental to their service. To the extent possible arrangements are made for dropping of employees including Women employees during late night shift duty at odd hours.
- e) The staff (men and women alike) is paid the pay scales approved by the Government. AIR employees including female employees are granted leave in accordance with the government rules on the subject.
- f) AIR employees including female employees are entitled to Terminal Benefits at par with the government employees.
- g) At places where Central Government Health Scheme is working, AIR employees are entitled to obtain its services. At other places, AIR employees are given the benefit of Central Services (Medical Attendance) Rules. Under these Rules even Private Medical Practitioners are appointed as Authorized Medical Attendants for the employees and their families. Wherever requested separate Authorized Medical Attendants are appointed for women.
- h) AIR has its system of encouraging and providing incentives to its employees by way of grant of Akashvani Annual Awards for Programmes as well as for Technical excellence and a number of women are awarded prizes under this scheme.
- i) Accepting the recommendations of the Committee on Empowerment of Women a new category of Awards i.e. Best Women's Programme has been introduced under Akashvani Annual Awards from 2009. A majority of producers of the Women Programmes are women. So ultimately the women may be benefitted through this new category of awards.

Audience Research Unit

With the changing mass communication scenario, Audience Research has occupied the centre stage. World over, almost all the big media organizations have been doing in-house audience research in one form or the other or 'Market Research' in marketing parlance as no media organization can afford to put their scarce resource at stake without knowing the potential audience (consumers) and market for their



CEO Prasar Bharati releasing book on Kisanvani

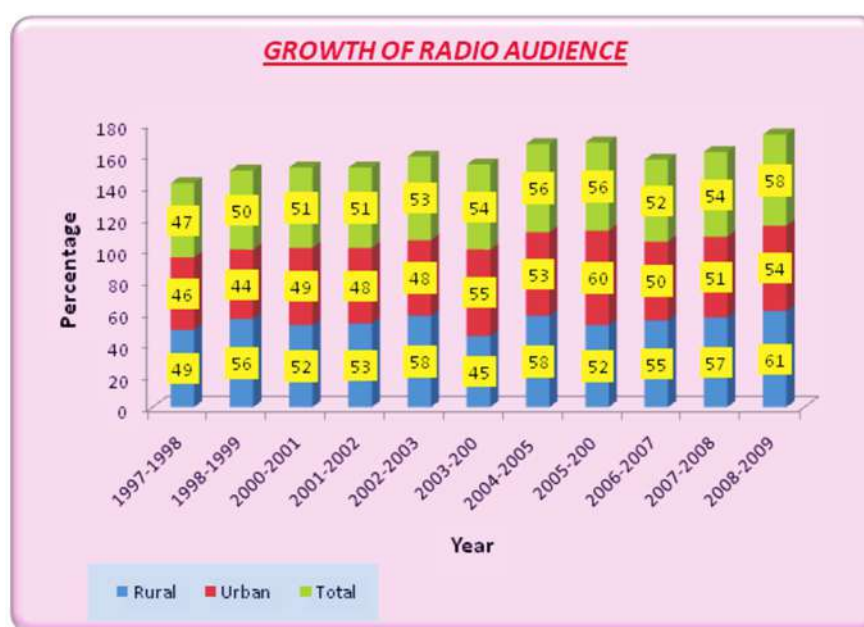
media content. Besides, they are also subscribing to syndicated research done by the various media and market research organizations. The secret behind the success of private TV and Radio channels lies in their capability to feel the pulse of audience through continuous audience research and to design and modify the programme content including presentation accordingly.

All India Radio has been the pioneer in this field. It has a wide network of Audience Research Units across the country operational since 1946. It provides programme feedback to programme producers to plan, design and modify the programmes according to the needs, tastes and aspiration of the target audience. Apart from this, programme ratings/listenership data are provided to sponsors, advertisers and marketers to fulfill their commercial objectives. Audience Research Unit also functions as data bank and reference section for the organization. During the calendar year 2008, following audience research activities/studies were carried out:

1. Feedback/Impact Assessment Study on the Programme "Koshish Sunehare Kal Ki" and "Fantastic Four" sponsored by Ministry of Environment and Forests, Government of India was conducted at 11 places all over the country.
2. Study on "Distribution of Community Radio Sets in Arunachal Pradesh" (Funded by Eastern Regional Special Package, Phase-II) was carried out.
3. Survey on AIDS Control programme "Ini Onu Vidhi Seivom" sponsored radio programme on HIV/AIDS by Tamil Nadu State Aids Control Society (TANSACS) was conducted at 18 places under coverage areas of 8 AIR Stations, covering entire state of Tamilnadu.
4. A book containing success stories of Kisanvani Programme entitled "Media Support to Agriculture Extension: Success Stories of All India Radio" was brought out and released by CEO Prasar Bharati Sh. B. S. LALI.
5. A study on listenership of Private FM channels for the empanelment of private FM stations sponsored by DAVP was conducted at 84 places across the country during Feb-2010.
6. This unit also collaborated in the compilation of Annual Report-2008-09 published by Prasar Bharati as well as Ministry of Information and Broadcasting, Government of India.

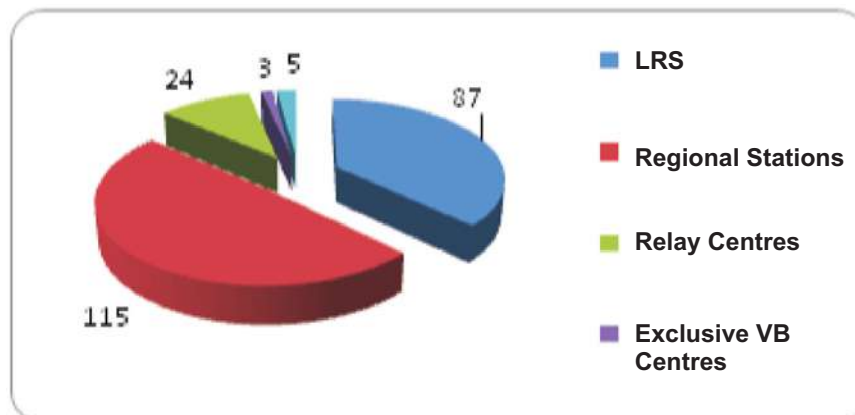
GROWTH OF RADIO AUDIENCE (Percent of Radio Listenership)

Year	Rural	Urban	Total
1997-1998	49	46	47
1998-1999	56	44	50
2000-2001	52	49	51
2001-2002	53	48	51
2002-2003	58	48	53
2003-2004	45	55	54
2004-2005	58	53	56
2005-2006	52	60	56
2006-2007	55	50	52
2007-2008	57	51	54
2008-2009	61	54	58



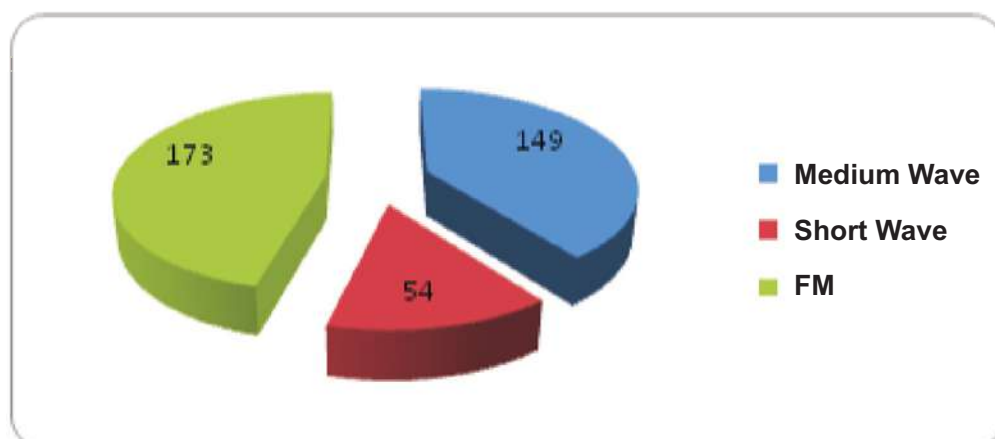
FACTS AT A GLANCE

Broadcasting Centers	234
• Regional Stations	115
• Local Radio Stations	87
• Exclusive Vividh Bharati Centres (Chandigarh, Kanpur, Vadodara)	3
• Relay Centres	24
• Community Radio Stations	5



Radio Transmitters

	376
• Medium Wave	149
• Short Wave	54
• FM	173



	By Area(%)	By Population(%)
a) By Primary Grade Signal (MW+FM)	91.82	99.16
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

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	248 Million (24.8%)
• FM Rainbow listeners of AIR on any specific day	225 Million (22.5%)
• FM Gold listeners of AIR on any specific day	153 Million (15.3%)



Hon'ble Minister Shri Jagat Rakhsaran lighting the lamp at the time of AIR Annual Award function at Chennai

ENGINEERING

Activities undertaken during the year:

1. New station with 5 KW FM Transmitter has been commissioned at Oras (Sindhudurganagry) in Maharashtra. New Stations are also ready at Rairangpur (Orissa)- 1 KW FM Tr, Longtherai (Tripura)- 1 KW FM Tr.(Interim set up for 5 KW FM Tr.), Suryapet (Andhra Pradesh)-1 KW FM Tr. (Interim set up for 10 KW FM Tr.), Dungarpur (Rajasthan)- 1 KW MW Tr., and Dharmanagar (Tripura)-1 KW MW Tr. These set ups will be commissioned on the receipt of O&M Staff sanction and recruitment of staff.
2. Digitalization of Production facilities:
 - Digital Dubbing Consoles (39 Nos.) and Digital Switching Consoles (85 Nos.) have been procured and installed at major AIR Studio Centres.
 - Computer Hard Disc based recording, editing and playback systems have been provided at 69 more stations in addition to the 76 AIR stations provided earlier.
3. 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.



Hon'ble Minister Shri Ananad Sharma at the time of BES Expo 2009 inauguration

- (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 failures and also during emergency or natural calamity. 15 KVA (9 Nos.) DG sets, 62.5 KVA (6 Nos.) DG sets, UPS (7Nos.) and 2 DG Sets of 1000 KVA at Jammu have been procured & installed. Order also placed for 2 DG sets of 500 KVA for Pampore , Srinagar. Procurement of 1000 KVA DG set at Narbal, Srinagar is under process.
- (iii) **Phase-III-** A special scheme amounting to Rs. 100 crores was under approval with the Government under Phase-III of J&K Special Package for further improvement of FM & TV coverage in the J&K border areas. The scheme includes three FM/TV High Power Transmitters to be set up at hilltops and one FM/TV Transmitter at existing AIR & DD Centres. In addition to this, Low Power Transmitters have also been proposed in uncovered regions.

4. 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. Arunachal Pradesh: Anini, Bomdila, Changlang, Daporjio, Khonsa
2. Assam : Karimganj, Luming, Goalpara
3. Manipur : Ukhrul, Tamenglong
4. Meghalaya : Dawki
5. Mizoram : Tuipang, Chemphai,, Kolasib
6. Nagaland : Wokha, Zunheboto, Phek
7. Tripura : Udaipur, Nutan Bazar

- New Sites are to be acquired for setting up 19 new FM Stations. There has been delay in offer of sites and demand notes by the state Governments. 15 sites have been acquired including 5 acquired during the current year.
- Demand notes received for 2 sites at Anini (Arunachal Pradesh) and Zunheboto (Nagaland) were not in order. Matter was being pursued with District authorities for getting the proper Demand note as per the area of land offered.
- Land identified for remaining two places at Tamenglong (Manipur) and Ukhrul (Manipur) were not allotted by the State Govt.. At Tamenglong, alternate Site has been offered. Survey team will visit the site after improvement in law & order situation. At Ukhrul, site will be transferred after the existing office of district SP shifts to the new building which is not yet ready. Matter is being pursued.

- Civil works - Construction of security fencing completed at Udayapur and Nutan Bazar and was in progress at 8 places at Bomdila, Goalpara, Lumding, Daporijo, Khonsa, Tuipang, Champhai & Kolasib. At Changlang, civil work could not start even after clearance by court, due to problem at site.
 - Building work was in progress at Goalpara, Tuipang & Kolasib and work awarded at Daporijo, Nutan Bazar, Udaypur, Champhai,, Khonsa & Changlang. The estimate for building at Lumding was under process.
- (2) Silchar-5 KW FM Tr. & Gangtok - 10 KW FM Tr.
- Civil works for the FM transmitter at Silchar and Gangtok are complete and departmental works are in process.
 - Purchase proposal for 5 KW FM transmitters at Silchar was under process. The order has now been placed.
 - Gangtok - Order for 10 KW FM Tr. has been placed and equipment is expected to be received by the end of March, 2011.
- (3) 100 W FM relay centres at 100 places - Installation was complete at 80 places and was in progress at another 9 places. Work at remaining 11 (7 in Mizoram & 4 in Manipur) places was to start after getting clearance from the State Govt and improvement in law & order Situation in Manipur.
- (4) Chinsurah -1000 KW MW Tr.(Replacement of existing 1000 KW MW Tr.). Replacement of existing 1000 KW MW Tr.. Order for Tr. has been placed and delivery is due by March,2011.
- (5) Kavaratti- 10 KW MW Tr.(Repl of 1 KW MW) - Purchase proposal for Transmitter was under process. The order has now been placed.
- (6) Digital Satellite News Gathering Systems (3 Nos.) - Fresh tenders called as earlier no tender was found acceptable.
- (7) It may be mentioned that in order to quicken the pace of execution of projects in North-East, the zonal office at Guwahati needs to be strengthened in terms of manpower, permanent office building and staff quarters. Therefore, a proposal to provide Permanent office accommodation & Staff Quarters for NE Zone at Guwahati has been approved.
- Installation staff-Proposal for sanction of 90 temporary Installation posts for project activities was sent to the Ministry vide DG: AIR ID No. 10/6/2006- D(Plg), dated 19/6/2006. Ministry is being pursued to expedite sanction of Installation posts to ensure timely execution of projects.
 - O&M Staff- Proposal for sanction O&M posts for projects under NE Special package Ph-II was sent to the Ministry vide DG: AIR ID No. 1/8/2006- D(B-II), dated 12/6/2006. The proposal contains a total of 292 O&M posts [Engg-210, Prog.-36 & Admt.-46].

5. Computerization of AIR stations and offices is in progress to facilitate online exchange of information and improvement of efficiency.
6. 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).

New Initiatives

Digitalisation on AIR Network is one of the Major Thrust Areas of draft 11th Plan. In this regard, a scheme of AIR-Digitalization of Transmitters, Studios Connectivity in AIR Network has been Proposed at a cost of Rs. 843.54 crores. This includes the following.

- Digitalisation of 98 studios & connectivity
- Replacement of 31 old MW Transmitters by new DRM MW Transmitter at Existing Stations.
- Upgradation of MW DRM Tr. With Captive Power Plant at Arunachal-China Border at 3 places.
- Replacement of 10 KW MW Mobile by MW DRM Transmitters at 6 places.
- Conversion of 36 compatible MW Transmitters to DRM Mode.
- New 1 KW/5 KW FM DRM+ compatible Transmitters at 24 places.
- 100 watts FM Digital Compatible Transmitters 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 Trs. at remote & border areas at 34 locations with the same power & 6 nos. of 1 kW MW Trs. by 10 KW FM Trs.
- Replacement of 5 SW Transmitters by DRM SW Transmitters.
- Augmentation of Archival facility at Delhi & creation of Archival facility at Chennai, Mumbai, Kolkata & Hyderabad.
- Augmentation of 44 existing News units & Creation of 7 New Regional News Units.
- Opening of NOP service from 16 places & augmentation of NOP at 11 places.
- Digital Studio Transmitter links.
- 3 new Captive Earth Stations at Tiruchirapalli, Madurai & Dharwad. These schemes are under implementation

Activities of 'AIR Resources':

- Prasar Bharati had started 'AIR Resources' as an independent centre to generate revenue by providing consultancy and turnkey solutions in the field of broadcasting and utilizing the vast resources of All India Radio & Doordarshan hardware, human resources and technical expertise.

It has provided consultancy & turnkey solutions to IGNOU for establishing 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 & tower is also being shared with private FM broadcasters on rental basis. Presently under the phase-I scheme of Private FM Broadcasting of the Ministry of I&B, 10 private FM channels in four cities are operational. Under the Phase-II scheme, 245 FM Channels are operational in 87 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.
- *This unit has generated gross revenue of Rs. 45.79 crore during the year 2009-10.*

Activities of I T Division:

1. Akashvani Kalaakar Parivar :

Since early days, AIR has encouraged and provided platform to Musicians and Drama artists in the country. Nearly all the known and eminent artists have been associated with AIR. Therefore, in order to preserve & store the personal and professional details of all such Musicians and Drama artists associated with AIR, web based software has been developed. The software has extensive querying facilities.

2. Webcasting and podcasting 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 and Podcasting technologies. The 11th Plan approved scheme for Provision of Webcasting and Podcasting services of AIR is under implementation.

3. Revamping of AIR Website(<http://allindiaradio.gov.in>)

Website redesign and content updating is in progress and is in final stage.

4. AIR Station Information System

All India Radio has a vast network of more than 300 stations & offices, spread across the country. Details of facilities available at these centres like Studio, Transmitter, Staff Quarters, Vehicle etc., are often required by Directorate and Zonal Offices for decision making. Web based software is being developed to store such information in a centralised Database, located in Directorate to make the information available online. The software will allow each station to update the information by accessing it on-line after proper authentication.

Staff Training Institutes (Technical)

Staff Training Institute (Tech.) at Delhi caters to the training needs of engineering personnel. Regional training institutes have also been set up at Bhubaneswar, Shillong & Mumbai to augment the training facilities.

The institute at Delhi was established in 1948 and has since grown into a center of excellence for technical training in electronic media. A well-organised Library and a Computer center 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 recruitment examination for direct recruit engineering assistants and also holds departmental competitive examinations for promotions in the subordinate engineering cadres. The regional institutes conduct training courses like use of Computerized Hard Disc Based Recording, Editing & Playback system.

a)	Number of Courses conducted [01.04.2009 to 31.03.2010]	Number of Persons trained [01.04.2009 to 31.03.2010]
1.	STI(T) Delhi	76
2.	RSTI(T) Bhubaneswar	23
3.	RSTI(T) Malad, Mumbai	12
4.	RSTI(T) Shillong	10

b) Revenue earned during 01.04.2009 to 31.03.2010-Rs. 48, 78,616

Research & Development:

The Research Department is engaged in Research and Development work for incorporating state-of-art technology in Radio & Television Broadcasting. It is a premier National R&D institute involved in broadcast engineering. Following activities were undertaken during the year.

(i) Telemetry System for Medium Wave Transmitters

Research Department has developed a remote monitoring and control (Telemetry) system for Medium Wave (MW) transmitters. Both hardware and software parts of systems, developed by R&D, have already been tested at AIR, Rohtak 20 kW Harris transmitter. Installation work for the Telemetry system for 20 kW MW transmitter at AIR Kota has been completed. Modification/changes are being carried out.

(ii) Propagation Studies and Investigation

An extensive reception survey of DRM transmission was carried out.

(iii) Acoustic Test Measurements

Research Department has vast R&D experience in the field of acoustic engineering. The laboratory has been modified and provided with automatic test and evaluation facility by introducing latest sound/noise analyzer and its associated instrumentation. The laboratory has been carrying out various acoustic measurements of AIR 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.

In 2009-10 more than Rs.1.85 lakhs has been collected against test and evaluation charges from more than 30 manufacturers/suppliers of acoustic material in the country.

It is proposed to carry out acoustical testing for collecting latest sound absorption data pertaining to carpets. The laboratory is already equipped with latest art of digital instrumentation and capable to carryout measurements with more accuracy and prevision. It will assist in future design of design of studios at P&D unit of DG AIR.

(iv) Departmental Acoustical Measurement of AIR Leh, J&K

Acoustic measurements of newly constructed permanent studio setup at All India Radio Leh (J&K) were carried out between 30-09-2009 and 12-10-2009. The measurements include the Reverberation Time, Airborne sound insulation and ambient noise measurements of all treated area of the studio set-up.

(v) Experiment Digital Radio Transmission (DRM)

Digital Radio Mondiale (DRM) will rejuvenate MW and SW broadcasting by delivering digital quality and multiple audio channels. As a pilot project, a 250 KW SW transmitter available at High Power Transmitters, Khampur, Delhi and was modified for DRM transmission.

- (a) The following studies and investigations were carried out by the Research Department utilising the experimental DRM transmission from the 250 kW SW transmitters (with 50 kW DRM)
 - (i) Reception of tropical (NVIS) broadcasting in SW band
 - (ii) Reception of DRM transmissions over long distances
- (b) Studies carried out on 26 MHz DRM LOC for local Radio

(vi) FM-DARC Billboard Application

Software has been developed in Visual Basic at transmitting end for sending text messages, bitmaps and icons to be displayed on electronic LED Billboard. The Data transmission from AIR FM Gold 106.4 MHz has been going on continuously for one year. The data signal received on billboard has been tested for satisfactory reception up to 55 km radial distance from transmitter in all directions. The system was displayed in Cable & Broadcast (I), IETE, and BES (I) Exhibitions. Live demonstration of text and picture transmission via FM Gold (106.4 MHz) was made on electronic LED display and data projector respectively. The billboard was also displayed at Akashwani Bhawan continuously for one month while receiving data from FM Gold.

(vii) Telemetry System for FM Transmitters

Remote Control and Monitoring of 10 KW FM transmitter at Shankracharya Hills, Srinagar has been installed and the system was tested from the Control Room and working satisfactorily.

(viii) Multilingual News Automation System for Regional News Units of All India Radio

This system has been developed by Research Department for AIR to capture news from News agency wires, process them for making news bulletins, reading the bulletins on air by news reader and archiving. Due to recent development in technology, the News

agencies have started distribution of News through World Space and VSAT terminals. Research Department has taken up the work of integration of news received through World Space receiver and VSAT receive terminals. Integration of English news through World Space receiver is almost complete and further work is under progress for Hindi news. Simultaneous work is also being taken up for integration of news through VSAT receiver.

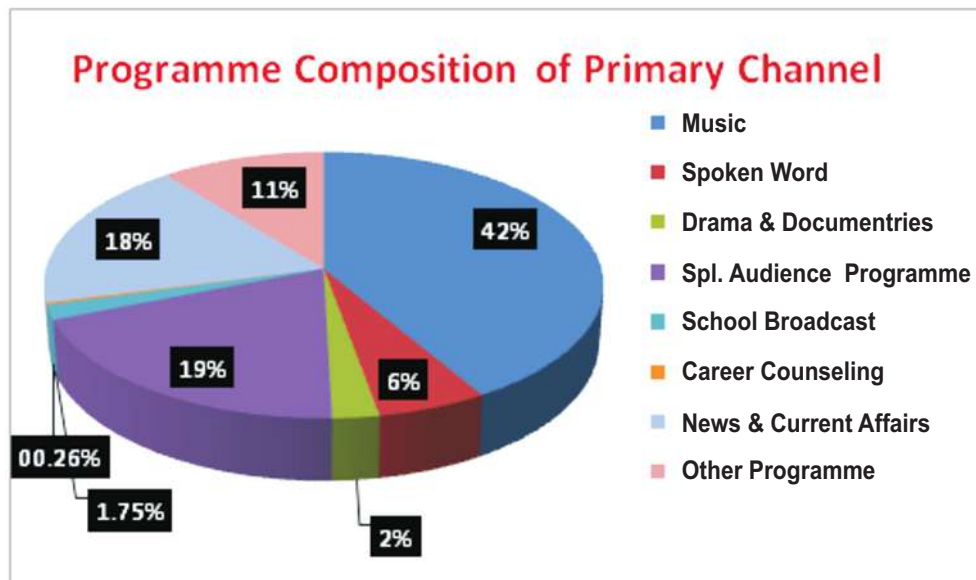
(ix) Prototype Unit

- (1) FM telemetry Remote system for Kurseong – 1 set
- (2) DC to DC convertor – 50 sets tested
- (3) FM telemetry controller – 2 sets

Primary Service: All India Radio

During the year 2009-10 the pattern of programme composition of broadcast from Primary Channel of the Regional Stations of All India Radio was as follows:-

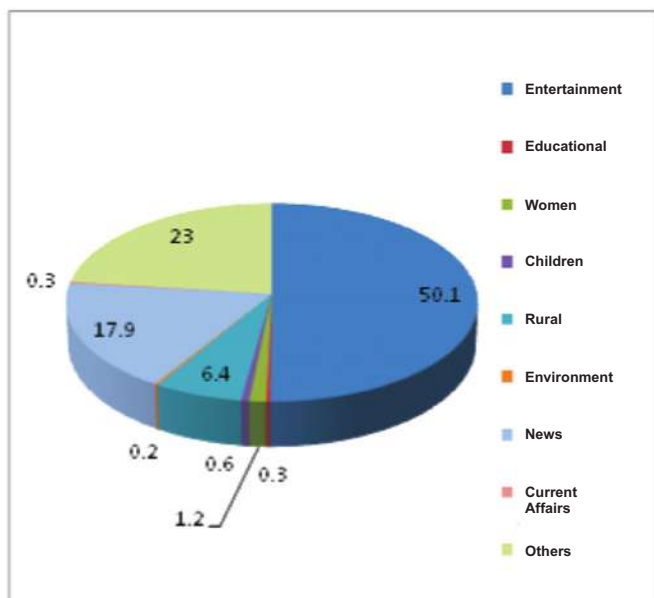
Programme Composition of Primary Channel



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

Local Radio Stations: All India Radio

The percentage of programme composition of broadcast from Local Radio 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

All India Radio

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

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

All India Radio

During the period from 1st April, 2009 to 31st March, 2010 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 2009-10 was as follows:-

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

Prasar Bharati

Annual Report 2009-10

Extension of terrestrial coverage for Akashvani achieved during the year area-wise and population - wise Terrestrial coverage area-wise for All India Radio was 91.82% and population-wise 99.16% as on 31st March-2010.

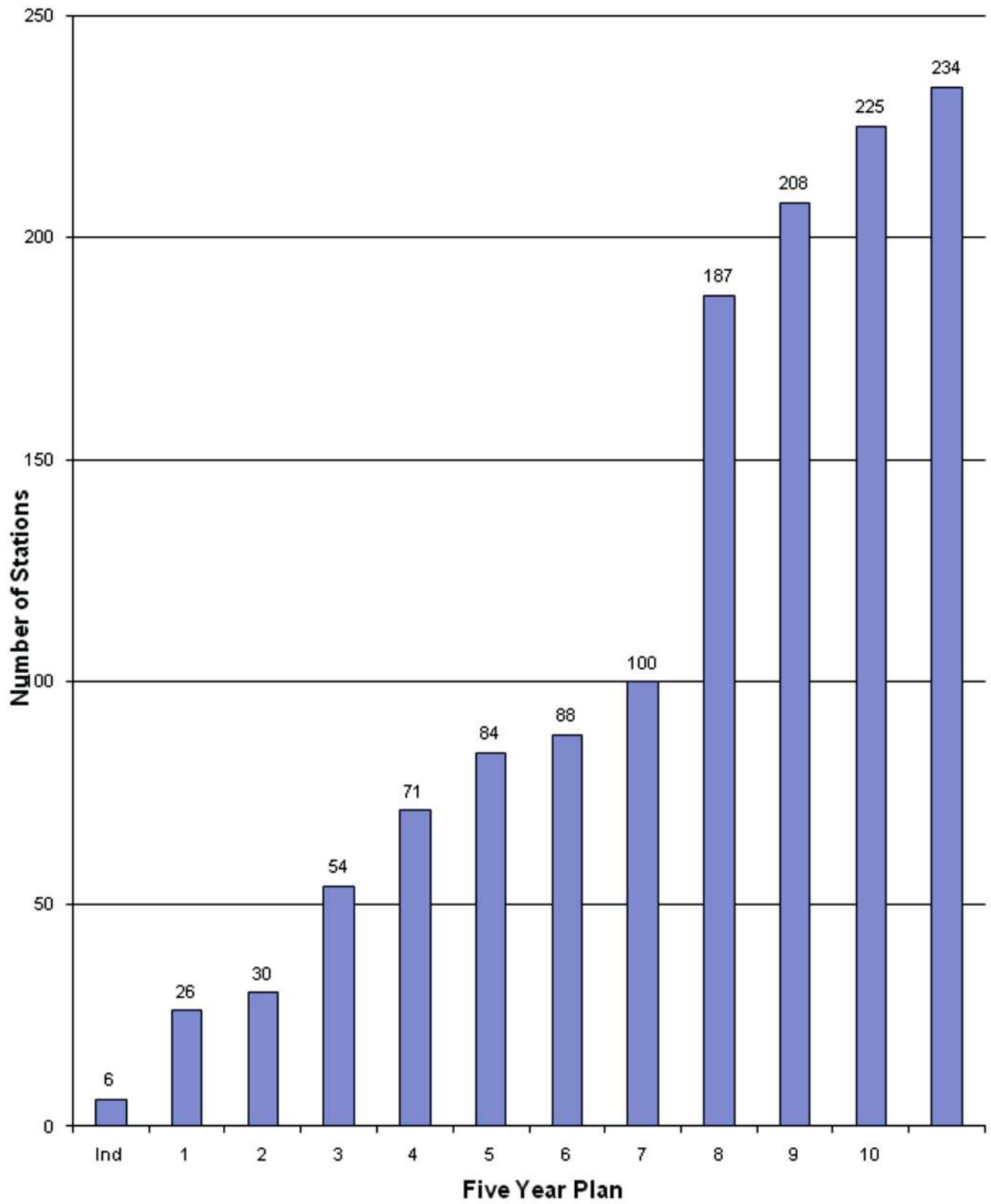
GROWTH OF AIR

Five Year Plan	As on	No. of Centres		Number of Transmitters				Coverage (%)	
		Broadcasting Centres	Auxiliary/ Rec.centres	MW	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	70.00
	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	99.13
	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
	31.03.10	234	-	149	54	173	376	91.82	99.16

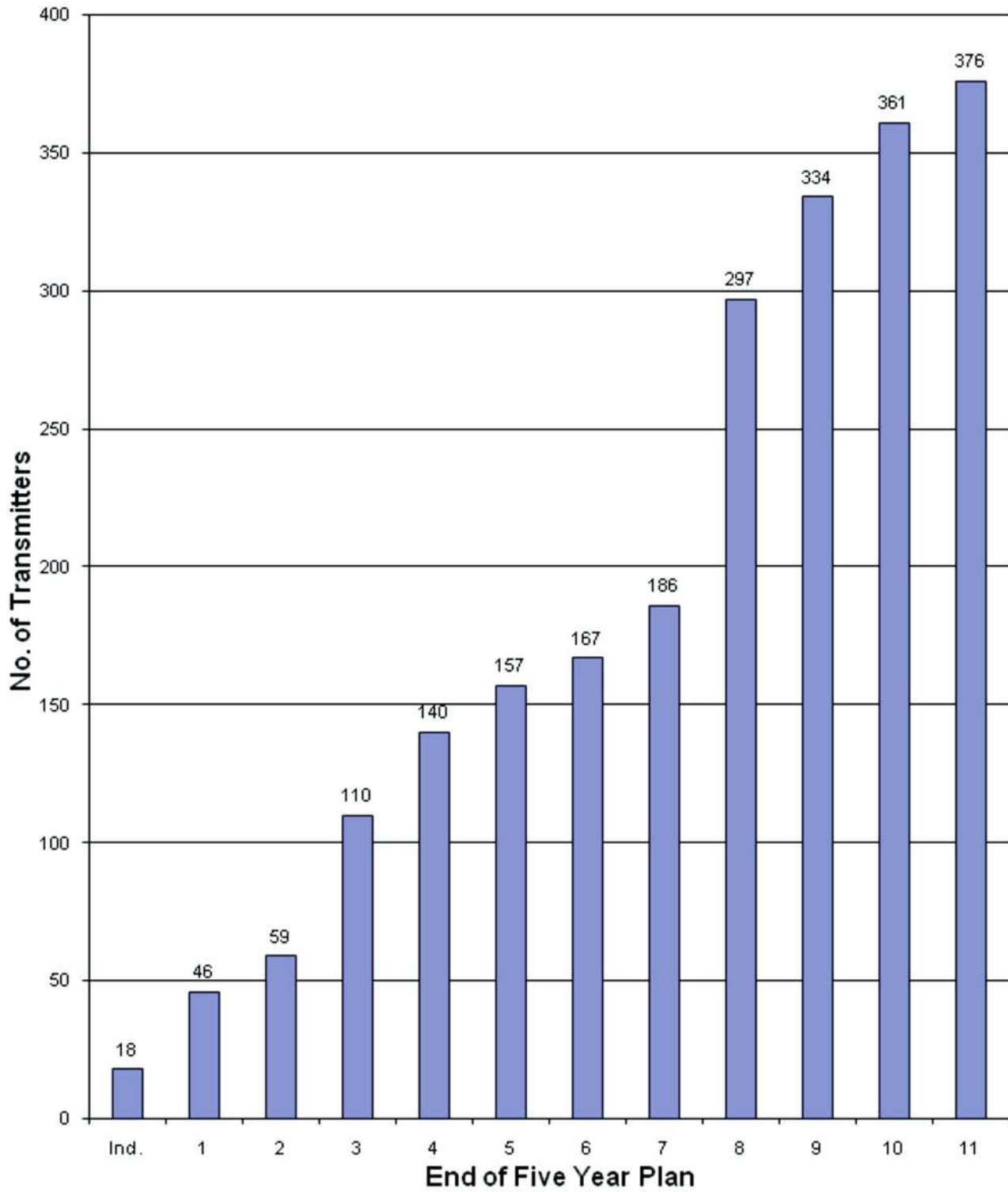
LEGEND:

- * 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



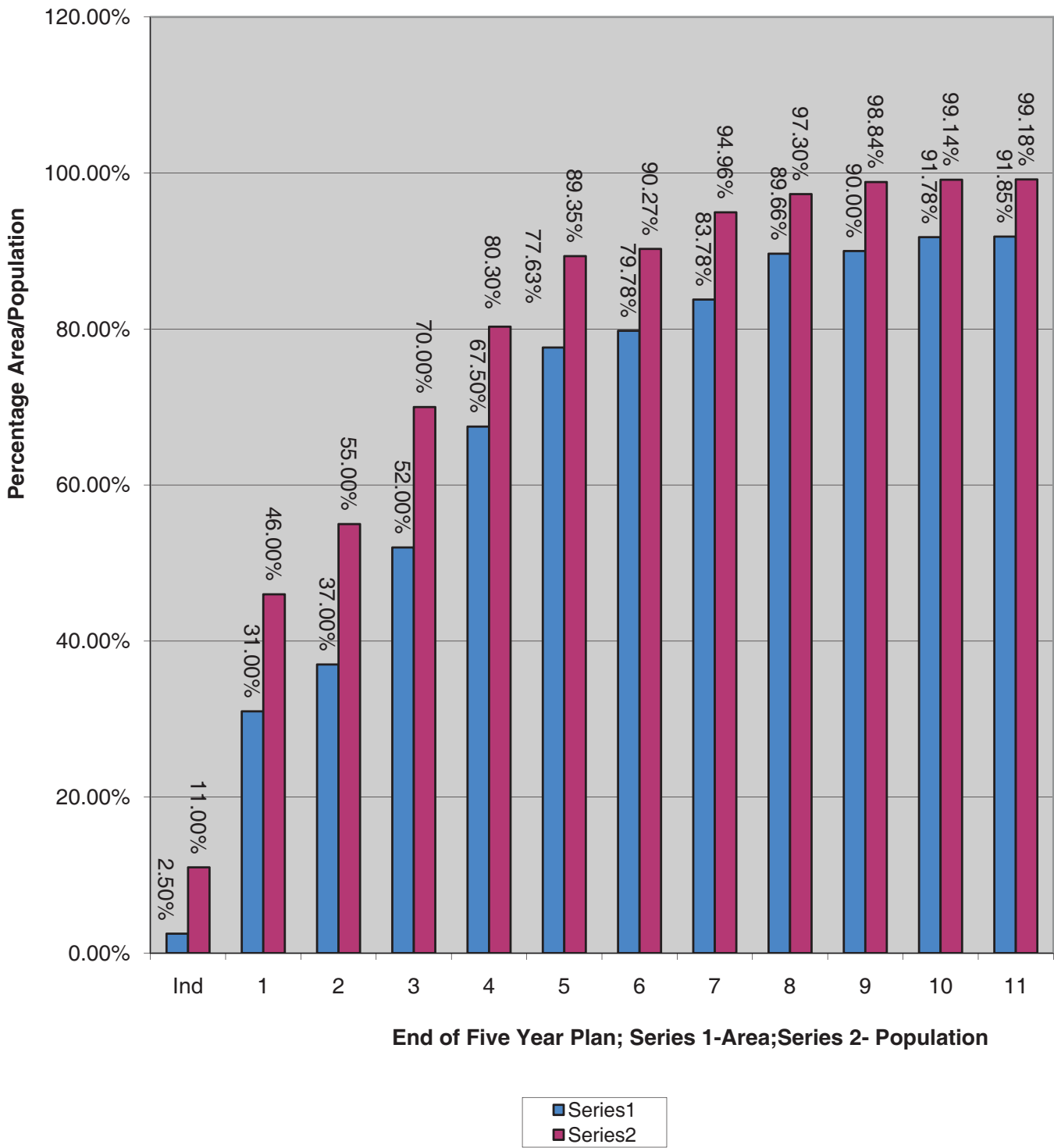
ALL INDIA RADIO STATEWISE COVERAGE

DURING DAY TIME

As on 31.10.2010

S.No.	STATES	Existing		After completion of 10 th Plan	
		AREA %	POPULATION % (2001 CENSUS)	AREA%	POPULATION% (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	98.67	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
II	UNION TERRITORIES				
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		91.82	99.16	92.92	99.49

Growth of AIR Coverage Since Independence



Doordarshan

Achievements Of the year

Doordarshan has completed 50 years of the broadcasting in the year 2009. It is one of the biggest mile-stones in the history of host-broadcasting of which Doordarshan has been the trend setter. To celebrate the same Doordarshan systematized its functioning and targeted to have mile-stones of achievements to set the best. To name a few the revenue for Doordarshan in the year 2009-10 has gone up by 19.0 percentage over last year comparison April, 2009 to March, 2010 .

Doordarshan is the host-broadcaster for the Commonwealth Games and for the first time, the transmission in India will be in the HD platform. It is also important that Doordarshan has taken decision under the guidance of Ministry, have worked out EFC proposal to enhance the DTH platform from 59 channels to 200 channels.

Doordarshan for the first time has gone for daily serials in the prime time and the TRP ratings and reflection of its popularity. Doordarshan for the first time has got offers directly from the producers of the films, thus breaking the nexus of intermediary in the process. This will enable Doordarshan to directly get the latest movies to be available to the viewers.

National and international awards achieved by Doordarshan:-

- (a) UNFPA - LAADLI - 2008 Media Award for women (Dr. Suniti Devi) - Ama Adhikar
- (b) ABU Prize 2009 for climate change - Emani Krishan Rao
- (c) Japanese Prize 2009 - A proposal on climate change- Emani Krishana Rao



Hon'ble Minister Smt. Ambika Soni alongwith CEO Prasar Bharati Shri B. S. Lalli in T.V. Studio

New Initiatives

DTH Service of Doordarshan “DD Direct Plus”

Doordarshan launched free-to-air DTH Service “DD Direct Plus” in Dec. 2004 with a bouquet of 33 TV channels (Doordarshan as well as private TV channels) primarily for providing TV coverage to the areas hitherto uncovered by terrestrial transmitters. Capacity of DTH platform has been subsequently augmented for transmission of 59 TV channels. DTH signals are uplinked to INSAT 4-B satellite, from the DTH Centre located at Todapur, New Delhi. DTH signals (Ku Band) can be received anywhere in the country (except Andaman & Nicobar Islands) with the help of small sized dish receive units. Presently, there are 56 TV channels on Doordarshan’s DTH platform. DTH service is C-Band with a bouquet 10 DD channels, especially for A & N Islands, has been started in Septemeber, 2009. DTH signals in C-band are uplinked to INSAT 4-B satellite, from the Earth Station located at Doordarshan’s HPT complex at Pitampura, Delhi. 10 channels included in C-band DTH bouquet are: DD National, DD News, DD Sports, DD Bharati, DD Urdu, DD Bangla, DD Tamil, DD Telgu, DD Malyalam & programmes of DDK, Port Blair.

Capacity of Doordarshan’s DTH platform is envisaged to be increased to 97 TV channels.

Developmental activities during 2009-10

Following major projects were commissioned/ completed during 2009-10:

1. **HPT Saharsa** (permanent set up)
20 KW transmitter with 132 M tower commissioned at Saharsa for relay of DD 1
2. **HPT Barmer** (permanent set up)
10 KW transmitter with 100 M tower commissioned at Barmer for relay of DD 1 programmes.
3. **Automode LPTs (Eleven)**
Jamnagar (Gujrat) Betul (MP) Bardhaman (WB) Vellore (TN)
Vaniyambadi(TN) Neyveli (TN) Courtalam (TN) Fatehpur (UP)
Kevadia Colony (Gujarat) Mau (UP) Gonda (UP)
4. **VLPTS (2 x 50 watt) (Three)**
Hutbay (DD News) Chowra
Hutbay (DD I – augmentation from 2 x 10 watt)
5. **Upgradation of Earth Station, Guwahati**
Earth Station at Guwahati upgraded by setting up an additional (2+1) uplink chain.
6. **DTH service for A&N Islands**
DTH service in KU Band is not available in A&N Islands. DTH service is C band with a bouquet of 10 channels especially for A&N Islands has been started in September, 09. For uplinking of DTH signals, Satellite uplink has been set up at HPT complex at Pitampura, Delhi. Ten channels included in C band DTH bouquet are as under:-

DD National	DD Urdu	DD Malyalam	DD News	DD Bangla
DDSports	Programmes of DDK, Port Blair		DD Tamil	DD Bharati
DD Telugu				

Transmission of above DTH service is through INSAT-4B satellite & the signals are available in the entire country.

A statement indicating targets & achievements in respect of Annual Plan 2009-10 is given at Annexure.

Important Coverage

Major events covered live by Doordarshan during 2009-10 are as under:-

- a) General Election
- b) State Assembly Elections
- c) Swearing in ceremony of Union Council of Ministers held at Rashtrapati Bhawan on 22.05.09
- d) Inauguration of Ladies Special Tennis at New Delhi Railway Stadium on 05.08.09
- e) World Badminton Championship at Gachikowli Stadium, Hyderabad as a test even for forthcoming Common Wealth Games.
- f) Independence Day function on 15.08.09 at Red Fort, Delhi
- g) Launch of OCEAN SAT – 2 from Satish Dhawan Space Centre, Sriharikota on 23.09.09
- h) Boat races held at Kottayam & Aranmull
- i) Cycle marathon (Cyuclotho) held at Bangalore
- j) Airtel Delhi Half Marathon 2009 held at Delhi
- k) World Snookers Championship 2009 held at Hyderabad during 15-29 Nov. 09
- l) 16th International Children Film Festival held at Hyderabad on 20.11.09
- m) International Film Festival of India (IFFI) held at Goa during 23.11.09-03.12.03
- n) Assembly Election in Jharkhand held at Ranchi during 01.12.09 to 31.12.09
- o) International Film Festival held at Panaji during 01.12.09 to 03.12.09
- p) Republic Day Prade held at Delhi on 26.01.10
- q) Beating Retreat held at Delhi on 26.01.10
- r) 11th Mumbai International Film Festival-2010. Inaugural held at Mumbai during 03.02.10 to 09.02.10
- s) 56th National Film Award held at Vigyan Bhawan on 19.03.10
- t) Maha Kumbh held at Haridwar on 30.03.10



OB Van shot of the Independence Day live coverage

Digitalisation

Satellite transmission of all the 31 DD Channels is in digital mode. DTH Transmission is also in digital mode. Out of total 66 Studio centres in DD network, all the 17 major Studio centres & 4 smaller Studio centres are fully digital and 31 smaller Studio centres are partially digital. Remaining 14 Studio centres are analog, at present. Out of these 14 analog Studios centres,



A snap shot of Camera control unit

projects of digital Studios are under implementation at 2 locations & with the completion of Studio centres (particallay digital) are planned to be fully digitalized under 11th Plan. Remainig 4 analog Studios are planned to be digitalized in 12th Plan, as the equipment at these places has not yet outlived its life.

Digital Terrestrial Television (DTT) offers numerous advantageous over its analog counterpart viz. multi-channel operation; vastly superior and uniform reception quality; possibility of excellent quality reception in High speed moving vehicles; far less power requirement. To gain experience in DTT technology, Doordarshan has set up four digital transmitters one each at Delhi, Mumbai, Kolkata & Chennai in January, 2003, on an experimental basis. Mobile TV service (DVB-H transmission) was started by Doordarshan in Delhi in May, 07. Digital transmitter set up at Delhi earlier in 2003 for experimental service, was converted for carrying DVB-H signals. Presently, there are 16 TV channels in DVB-H bouquet. For digitalization of its terrestrial transmitter network, Doordarshan has planned establishment of 630 digital transmitters (HPTs-230, LPTs-400) to provide the current level of coverage as being provided by 1412 analog transmitters. Out of the above 630 transmitters, 40 transmitters are planned to be set up under 11th Plan. The remaining transmitters are proposed to be set up in 12th Plan.

Scheme of digitalization of above mentioned 39 Studio Centres (31 partially digital & 8 analog Studios) and establishment of 40 digital HPTs has been approved in April, 2010 & its implementation taken up. Locations of 39 Studio Centres and digital HPTs has been proposed at a cost of Rs. 620 crores.

High Definition Television (HDTV)

High Definition Television (HDTV) is a broadcast system that transmits pictures with more lines providing significantly higher resolution than traditional formats allow. The picture is of a high enough quality to be viewed on large TV displays. Main features of HDTV are: crystal clear and noise free picture quality; wide screen picture; more viewing realism. Doordarshan took up a pilot project of HDTV at Delhi, and as part of this, a multi camera HDTV van for field production has been procured & is in use at DDK, Delhi.

As part of 11th Plan, the following HDTV projects have been approved:

- a. HDTV Studios at Delhi & Mumbai
- b. HDTV Field production & Post production facilities at Delhi, Mumbai, Kolkata & Chennai.
- c. HDTV uplink at Delhi and putting an HDTV channel on DTH platform.



Ms. Meenu Khare receiving the Plaque from Mr. David Astley, Secretary General, ABU.

- d. HDTV terrestrial transmitters at Delhi, Mumbai, Kolkata & Chennai. Implementation of the above projects are in progress.



Hon'ble Minister for I & B Smt. Ambika Soni inspecting High Definiation OB Van at Delhi

During 2009, an International training course on “Computerisation & Digitalisation in TV Broadcasting” was conducted at Delhi by STI (T). The course had participants from Doordarshan and ABU member countries. The various topics covered under this course were:- Digital Video & Compression Techniques; Digital Cameras & VTRs; Virtual Studio; HDTV; Digital Measurements; Mobil TV; Digital Transmitters & News Room Automation.

DOORDARSHAN ANNUAL AWARDS-2009 ;

Doordarshan has instituted the DD Awards in 2001 to recognize and felicitate thematic, aesthetic and technical excellence of in-house Programmes. The main objectives of these awards are to promote a competitive spirit among the staff for quality and innovative productions. In the beginning the scheme included 34 categories in which 26 were related to Programme while engineering two Individual Awards and one Best Doordarshan Kendra Award.

In the Year 2009, The 9th Annual Award presentation ceremony was held at Hyderabad on 30th November 2009. Ten new categories were introduced in Technical Awards (zone wise).

International Awards

S. No.	Award	Year	Programme/Category
1.	Doordarshan bags ABU prize 2009	2009	Climate Change
2.	Doordarshan bags ABU prize 2009	2009	A Proposal

DOORDARSHAN NETWORKS

Presently, Doordarshan is operating 31 Satellite channels, besides free to air DTH Service, and has a vast network of 66 Studio Centre, 39 Satellite Earth Stations and 1415 Transmitters of varying power providing coverage to about 92% population of the country.

DD: National

DD: National channel is one of the largest terrestrial networks in the world covering about 91.2% population and 79% land area of the country. Being a Public Service Broadcaster the channel continues to make significant contribution to accelerate socio-economic changes, promote national integration, inculcate a sense of unity and fraternity and stimulate scientific temperament among the people.

DD: National is the no. 1 channel in the country in terms of absolute viewership. Being the main face of Public Service Broadcasting, 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 2009-10 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, Election Results and Analysis, Sports Events, Prime Minister’s NCC Rally, Pravasi Bharatiya Diwas, Prime Minister’s address in the UN General Assembly



Live telecast of Republic Day Parade from Rajpath

etc. were covered live. Doordarshan provided their platform to Election Commission for political telecast of General Elections to the Parliament and other State Assemblies.

In addition, along with coverage, 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, free legal aid to weaker section of the society etc. were the major plank of the telecast.

PROGRAMMES COMPONENTS AND SOURCE

Education Component is continued to be drawn from varied sources such as Indira Gandhi National Open University (IGNOU), University Grant Commission (UGC), Central Institute of Educational Technology (SIET).

Doordarshan telecast a series of Programmes concerning welfare of women on DD: National in coordination with UNICEF and NACO, KYONKI JEEN ISI KA NAAM HAI, UDAAN, PIYA KA AANGAN, STREET TERI KAHANI, KARAM DHARAM APNA APNA, SAAT VACHAN SAAT PHERE, NARGIS 7 WHEEL SMART SHRIMATI. AAJ SAVERE/ Evening live shows carried regular features on women issues.

Information component on DD National continued to consist news and current affairs programme largely produced in-house. The 8.00 to 08.30 p.m. Samachar remained the most watched news bulletin in the country, both in single channel homes and multiple channel cable and satellite homes. The Question in Parliament were telecast live on the DD:National and DD-News channels. The entertainment programmes mainly consisting of mid-day daily soaps between noon to 03.00 p.m. and serial programmes from 8.30 p.m. to midnight, included telecast

of feature films on Friday, Saturday and Sunday and award winning regional films on second and fourth Sunday of the month.

Some of the popular evening serials telecast on DD:National were HARI MIRCHI LAL MIRCHI, KABHI SAAS KABHI BAHU, KAB KYON KAISE, KYONKI JEENA ISI KA NAAM HAI, JHOOTHA KAHIN KA, KALPANA, SAAT VACHAN SAAT PHERE, PANAAH, KRAZZY KIYA RE, BHARAT KISHAAN, AIR HOSTESS, FAUJI THE IRON MAN etc.

The window earmarked for programmes in regional languages between 3.00p.m. and 8.00 on all weekdays for public utility, development news, current affairs and entertainment programmes in the regional languages and dialects was maintained during the year.

During the current financial year, based on the popularity of DD-I with quality Feature Films and SFC programmes, the commercial revenue has increased in comparison with the previous year. With the implementation of the software project on different DD-Channels, the commercial revenues will also improve approximately to the extent of Rs. 50 to Rs. 1 crore depending on the market conditions and competitive scenario in the next two years.

PUBLIC SERVICE DOCUMENTARIES

DD-1 Network continued to telecast quality documentaries on various issues of concern to the public, produced by eminent as well as by budding film makers on every Saturday 09.00 a.m. under the title OPEN FRAME. These documentaries are sourced in an agreement between Prasar Bharati and Public Service Broadcasting Trust.

Feature Films on Doordarshan(Activities of Preceding Year).

Feature Films are high revenue generating entertaining property of Prasar Bharati. The Gross revenue earned from the telecast of five Hindi feature films on Doordarshan's National Network is more than two crore per week. 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 "UMRAO JAAN", "GURU", "SAWAN KIGHATA", "GANDHI MY FATHER", "WELCOME", "RANG DE BASANTI", "NETAJI SUBHASH CHANDRA BOSE", "THE LEGEND OF BHAGAT SINGH", "CHEENI KUM" were among popular films which were shown on Doordarshan in various categories mentioned above. Recently films based on Patriotic theme were telecast around Independence Day under the title "Aye Watan Tere Liye". Similarly comedy films were telecast around festive season under the title "Hasate Hasaate" in the Retrospective Slot.

National Awarded Regional Films

Adhering to its commitment as a Public Broadcasting for promoting quality cinema, 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 p.m. "Eakantham- Malayalam" is one of the Golden Lotus national award winning film shown recently.

FILM NEW GUIDELINES 2007: New Film Guidelines 2007 have been introduced 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 may plan to invite offers for latest blockbusters in order to fetch good revenue and increase viewership. Doordarshan is also in the process to procure latest blockbusters as a package from the eminent film makers like M/s Yash Raj Films, M/s UTV etc.

Doordarshan is also in the process of formulating new film guidelines for award winning regional language films as well as commercial regional films for telecast on NNW and Regional Kendras.

DD News:

DD News is the only bilingual news channel in the country. News and Current Affairs programming forms an important component of the channel mix. For the last six years since its launch on November 3, 2003, DD News has been fulfilling its role as a public service broadcaster. It is committed to present news and current affairs in fair, balanced and objective manner away from sensationalism. 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 has the largest reach in the country and among the market leaders in the "All Homes" category.

DD News generated on an average 16-18 hours live transmission daily during the year which included 17 Hindi & English bulletins. One daily bulletin each in Urdu and Sanskrit besides a weekly Hearing Impaired bulletin is also telecast. For the DD National Network, DD News produced daily two morning and two evening bulletins in Hindi and English respectively.

DD News has 25 functional Regional News Units and one News Bureau spread across the country. They have telecast 112 Regional News Bulletins daily in 28 different languages in different network during the period from April, 2009 to March 2010. These 25 Regional News Units and the News Bureau at Chandigarh, played an important role in feeding the National News Channel with all important daily developments in the various regions and contribute significantly to ensure that the National News Bulletins are not only Delhi-centric, but encompass all important developments across the country. By providing live inputs like phone-ins, it is ensured that the National Bulletins are updated and made dynamic. Through regional windows of 'Metro Scan', 'State Scan', and 'Rajyon Se Samachar'. During the year, RNU, Thiruvanthapuram, introduced a weekly Business Bulletin and a weekly News & Current Affairs, discussion-based programme, of half an hour each, which are receiving public accolades across the State. It also switched over to separate text and visual automation to its newsroom

operation system during this period. A weekly 15 minutes round up 'Arunachal is Hafte' has already been started as a fore-runner for eventually starting a daily News Bulletin from RNU, Itanagar. Similarly in North-East region, spade work has since been initiated to start a News Bulletin from Shillong as well. RNU, Jaipur, extended the duration of its Regional Bulletin from 15 minutes to 30 minutes in consonance with the desires of the public. The morning news bulletin has been extended by 5 minutes from 10 minutes to 15 minutes by RNU Bangalore. This Regional News Unit also introduced a 15 minutes afternoon regional news bulletin from DD Chandana.

DD News has given special and extensive coverage including live coverage to many important events during the year. The Parliament Sessions, Union Budget. General Elections & Assembly Elections in 7 States of Andhra Pradesh, Maharashtra, Delhi, Jharkhand, Orissa, Haryana and Arunachal Pradesh, VVIPs visits abroad, the Global Warming, Swine Flu Pandemic, Terrorism/Naxalites problems etc. are some of the events and issues which have been given extensive coverage during the year.

The Hon'ble President's visits to Kuwait, Spain, Poland, Russia, Tajakistan, United Kingdom and Cyprus have been covered extensively during the year. The Hon'ble Vice President's visit to South Africa and Malawi, Zambia and Botswana (African Countries) and the Hon'ble Prime Minister's visits to Russia, Italy, Egypt, Paris, Bangkok, Port of Spain, United States, Copenhagen, Denmark and Saudi Arabia are also given wide coverage. The Satellite feeds are booked so as to ensure live coverage and exhaustive inputs.

Live inputs have been taken from remote areas like Leh, Lakshadweep and the North-East States.

DD News also telecast a series of programmes on Global warming; Inputs are also taken from DD News Correspondents deputed for the coverage of the Copenhagen Climate Change Summit, during the year.

The channel is also tied up with UNICEF to telecast stories on Health and Educational Programmes for children of rural and remote areas.

DD News gave elaborate coverage to sporting events like India Cricket team's series with Australia/South Africa, Sri Lanka, One day international series and 20-20 series. The other sporting events are also given adequate coverage in the channel as and when needed during the year. A Two-Hours 'Daily Sports' programme on a weekday on the Channel from the World of Sports to the viewers, is also launched during the year. A half-hour Sports Bulletins, three in Hindi (1.00 pm, 7.00 pm, 11.05 PM) and one in English at 3.00 pm, has an ideal mix for Sports Developments from India & Abroad.

The G-20 meeting, stimulus packages, GDP growth and new Direct Tax code are some of the events and issues, which have been given an extensive coverage by DD News during the year in regular News Bulletins and Business Programmes, telecast twice a day during the weekdays and once in weekend. A new business programme, business mantra was introduced during the year on weekly basis.

A two minutes weather capsules including forecast in Hindi and English is telecast thrice a day during the year.

DD News Channel has incorporated 12 Nos. Digital Satellite News Gathering Vans during the year to facilitate quick and smooth live telecast of news and events from across the country.

New year news programming including News Round Up and News Top 10, proved to be very popular with the viewers.

Doordarshan News website www.ddnews.gov.in. Provided the latest news updates.

Sports Channel

A dedicated Indian Sports Channel of Doordarshan, 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 i.e. from June, 2000.

During the year 2009-10, DD Sports has successfully accomplished arrangements for live telecast of various National and International events numbering over 100 from different venues in India. Some of the outstanding telecasts include World Badminton Championship, Queen's Baton Relay of the countdown and updating programmes for the Commonwealth Games Delhi 2010 have also been the on-going series which will continue till the holding of these games in Delhi from 3rd to 14th October 2010.

In addition to these, telecast of various cricket events to the tune of 10 events under the provisions of the Sports Broadcasting Signals (Mandatory sharing with Prasar Bharati) Act 2007 on revenue share basis was taken up for telecast. During the financial year 2009-10 (up to 31st March 2010) events like SAF Games at Dhaka, BCCI Cricket event - South Africa tour to India and England Women Cricket Tour to India, were telecast on DD Sports and DD National Channel.



Fourth Umpire programme on oneday international cricket series

The World Badminton Championship was held at Hyderabad from 10th to 16th August, 2009. Doordarshan was the Host Broadcaster for this event. Over 150 staff was deployed from various kendras of Doordarshan for this championship.



Live Telecast of Queen Baton Relay from London

Doordarshan showcased the World

Championship to its viewers with Global quality of coverage production and transmission. The live coverage included simultaneous generation of signals from two central courts with two OB vans each equipped with nine cameras and world class on screen features. Through this event Doordarshan generated unprecedented amount of commercial revenue of Rs.62,71,803/-. The credit for this goes to the Marketing Division, Hyderabad which worked under dogged persuasion of DG Doordarshan. During this championship Doordarshan also provided technical facilities to international broadcasters which included not only clean feed but also customized commentary facilities

Doordarshan organized a pre-games workshop for all the team members from 7th to 9th August at DDK Hyderabad studios and at the actual games venue. The workshop included updating of games rules, playing conditions, preview of tapes from the Olympic Games Beijing 2008, Asian Games Doha 2006 and Commonwealth Games Melbourne 2006.

DD Bharati:

DD Bharati Channel was launched by Prasar Bharati on 26 January 2002. Now the channel has completed more than eight years in March, 2010. It telecast programmes on Health, Children, such as MERI BAAT, Art and Culture in which Novel based Programmes such as “Peeli Aandhi”, “Boond Aur Samunder, Kagaar Ki Aag”, Fauji”, Swaraj” etc is being telecast. Programmes on Music, Dance, Women, Education, Travelogue and preserving the country’s great heritage & values, FILM BASED & COMEDY PROGRAMMES such as “Mere Humsafar”, “Andaz Style Bollywood Ka” and “The Living Legend” and comedy serials as “Pati Dev Kaam par Gaye”, and “Daane Anaar Ke” are being telecast on DD Bharati channel.

In addition to Sindhu Darshan & Sanskrit Bhasha Sikhshan telecast on DD Bharati, three fresh programmes were being telecast such as : Renewable Energy Quiz Show, IITF-2009 & Hamari Zameen Hamara Aasmaan. DD Bharati also procures different programmes from DD Kendras on different topics and also has produced fresh/repackaged programmes such as Bharatnatyam,



Snap shot of Meri Baat on DD Bharati

Sur Sagar, Christmas Joy and New Year Programmes. In the LIVE EVENTS & COVERAGE segment, DD Bharati has been telecasting "Live" events/Coverage of Music & Dance programmes and other important events from all across the country such as Tansen Samaroh at Gwalior, Mukteshwar Dance Festival- Khajuraho Dance Festival at Madhya Pradesh, Drum Festival at Tura, Thyagraj Festival-Tamilnadu, Konark Festival-Bhopal (cashout flow basis), Music Festival at Pune, Kumbh & Ardh Kumbh Shahi Snans at Allahabad, Heritage Festival in Kapurthala (Punjab). DD Bharati has revamped to enhance the quality of programmes through MOU with government agencies such as: IGNOU, IGNC and NCERT.

DD: Urdu:

DD: Urdu was launched on 15th August 2006 initially for a shorter transmission which was extended to make the channel 24x7 w.e.f. 14th November 2007. During the year under review, telecast of Urdu version of President's Message to the nation on the eve of Independence Day and Republic Day was introduced on DD: Urdu. Arrangements to acquire more software for DD: Urdu were also initiated and in the final stages of acquisition.

DD: Urdu has entered into an MOU with the Maulana Azad National Urdu University (MANUU), Hyderabad whereby MANUU is providing daily one hour software which will be doubled every year during the next five years. The programme done by them will encapsulate Education, heritage and infotainment.

In the days ahead, it is proposed to link major and authentic Urdu Centers at the national level like Aligarh Muslim University, Jamia Millia Islamia, Osmania University, Maulana Azad National Urdu University Hyderabad, Khuda Baksh Library and all Urdu Academies in India. At the international level selected places in South Asia, Middle East and Urdu research centers in Europe and America will also be linked through the satellite exchange of views on Urdu

related developments which will bring social transformation of the target audience. The channel has an inherent potential of roping in artists & scholars not only from within India but also from Pakistan & places in Europe, America & Middle East etc.

This year efforts have been made to invite application from the top class producers in different genres which will improve the popularity of Urdu Channel, once the process is complete then Urdu Channel will also be in a position to attract more audience.

REGIONAL LANGUAGE SATELLITE CHANNELS

Doordarshan is presently operating 11 Regional LANGUAGE SATELLITE CHANNELS, i.e;

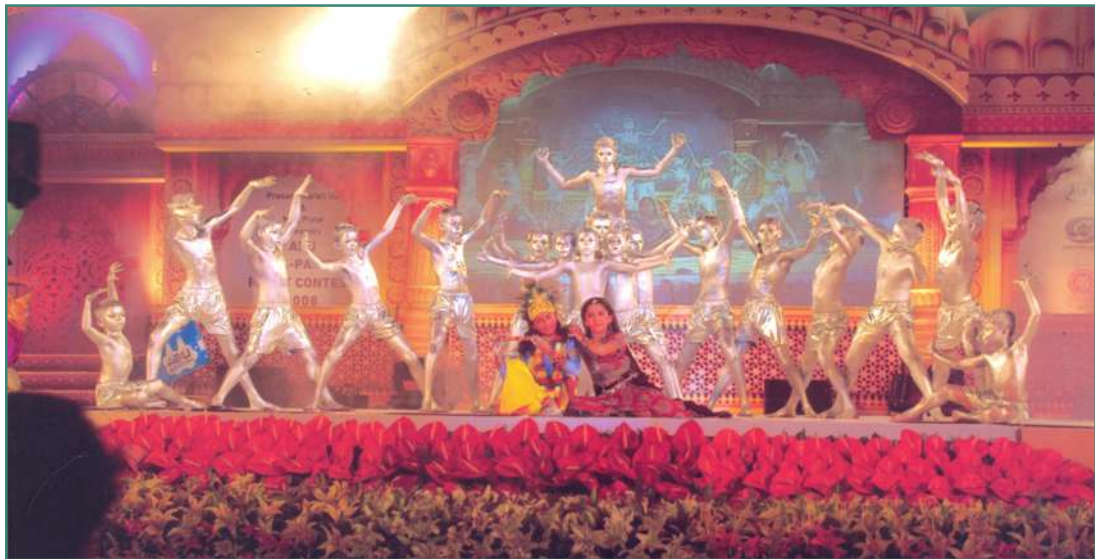
DD Keralam	DD Odiya	DD Saptagiri	DD Sahyadri	DD Podhigai
DD Bangla	DD Chandana	DD Girnar	DD Kashir	DD North East
DD Punjabi				

A brief description (including 2009-10 activities) about these channels are given below:

Sahyadri Channel

Sahyadri Channel (DD 10) started beaming Marathi programmes throughout India made available via Satellite from 15th August 1994. Its Telecast time increased to 17 hrs per day from 01st January 2000 and renamed Sahyadri channel. From 05th April 2000 it becomes round the clock channel. Sahyadri Channel is both on Terrestrial Support from 6.00 to 9.00 am (except on Sun) & 15.00 to 20.00 Hrs and on Satellite Mode it is round the Clock. It generated 367 hrs (51.1%) of fresh Programmes and 353(48.9 %) Hrs. of repeat Programmes during 2009-10.

DD Sahyadri Channel received Hirkani Award for Women Empowerment in 2009. It also received Sahyadri Manik Award and Sahyadri Navratna Puraskar in 2009 and has been appreciated for holding Robocon contest at Pune. Special Programmes is being produced on National Integration and to counter Naxal Activities in Maharashtra including Tribal Welfare by Sahyadri Channel.



Cultural programme at DDK Mumbai

In a month it produce 84.7 % In-house Programme and 10.6 % Sponsored Programmes. Programme Status of Sahyadri Channel as well as Programme Source is as follows:

Programme Category

(i) Sports	01.0 %
(ii) Public Service	13.9 %
(iii) Entertainment	41.4 %
(iv) Educational	08.7 %
(v) News & Current Affairs	14.0 %
(vi) Health	2.2 %
(vii) Children	3.4 %
(viii) Other Category (Slide/Titles/Promos etc)	10.6 %

	100.0 %

Programme Source.

(1) In house including News	84.7 %
(2) Sponsored	10.6 %
(3) Others (SFC/Slides/Promos)	4.7 %

	100.0 %

Podhigai Channel

“Podhigai “a 24 hour satellite Channel was formally inaugurated on 15th January, 2000 on Pongal day. The channel has been described as a package of “Infotainment Programmes’.

The composition of Podhigai channel constitutes 65% in-house programmes. There are at present Eight News bulletins and they are popular with viewers. To give a fresh look to the podhigai channel the content as well as complexion of the programmes have been changed in these ten years.

Important in-house programmes

Some of the important in-house Programmes are: Seidhigal , Emergency Action, Suvaiyo Suvai(recipe), Ellaame Sangeethamthaan, Thullatha Manamum Thullum, Kara Saram(Talk show), Vetrikku Pinnal, Vaniga Thagavalgal, Theneer Neram,Samayal Sandhegangal(cookery),Azhagukalai, Samaikkalaam vaanga, Endrum Inimai, Sirippu vedigal, Ponvilayum Bhoomi(Agrculture), and Hello Ungaludan(phone-in-live)

Live telecast of the Transit of Saturn (Sanipeyarchi Festival), which occurs once in 2 ½ years was telecast on Podhigai on 26.9.2009 and capsuled version was telecast over DD National also.

Poetic Symposium titled “Sudanthira Dhagam” in Tamil was recorded on the occasion of the Independence Day with eminent Poets of this region, headed by Shri Kavikko Abdul Rahman and telecast on DD Podhigai Satellite channel.

Contribution from other establishments

At present DD’s other establishments in Madurai, Pondicherry and Coimbatore also produce programmes for podhigai channel. The programme such as Kannin Aaramudhu, Naayanmarkalai Naaduvom, Sri Venkatachala Mahatiam (spon), Kaalaitai vendra Kaviyarasar (cinema poet late kaviyarasu kannadasan) and Siruvar poonga are produced by DDK, Madurai. Narrowcasting programmes (Agriculture), siruvar poonga Solla Thudikkudhu Masasu are produced by DDK, Coimbatore. Nalamnthaana and Siruvor Poonga are produced by DDK, Pondicherry.

SOURCE - WISE PERCENTAGE OF PROGRAMMES FOR THE YEAR 2009 - 2010

Programmes category	Duration in mts	%
In-House and commissioned	287301	72.2
Sponsored	58904	14.8
Acquired	8603	2.2
Govt. Agencies	5804	1.5
Others - Slide/ filler/	37435	9.4
TOTAL	398047	100.0

DD Girnar

This channel was named DD – Girnar from September 15, 2008. It covers an area of 86% and a population of 87.0%. It is a 24 hours channel with terrestrial support from 1500 hrs to 2000 hrs. The channel reach for DD-Gujrati (DD-Girnar) is 29.1 and share is 2-3% in all TV homes. The Annual programmes of Rathyatra, Janmashtami and Kite Festival are covered live/ differed live mode. It has successfully established its credentials as a production house by undertaking production on different contemporary issues and govt. schemes.

DD Kashmir

Launching of DD Kashmir is no doubt a turning point in the history of DDK, Srinagar. Initially four hours daily service was available through terrestrial X-mission started w.e.f. 27.03.1995 but in real sense the identity of “DD Kashmir” as a separate Regional Satellite channel got established with its formal inauguration on 26.06.2000. Presently 24 hours of daily transmission of this channel is available on satellite from 0600 hours daily. This is the only satellite channel of Doordarshan, transmission which is available through terrestrial transmitters located in different parts of the valley.

DD Kashmir originates fresh programmes of over 12 hours daily and has been bringing entertainment, information and Education for the viewers of Kashmir Valley and millions of its viewers in the sub-continent.

The Kashir Channel has been turned into a very strong and attractive service of information and entertainment through its programmes to meet the day to day requirement of its viewers, and to promote the philosophy of Sufism and Reshiism, depicting the immortal aspect of this peer-e-war (the garden of saints).

Its distinctive brand of interviews, gossip and celebrities has become an instant hit with viewers. It brings energetic cast of personalities regularly featuring regional artists, News makers, Beurocrates, technocrats, achievers, opinion leaders, professionals and individuals.

DD Kashir has now come up with express commissioning of programmes to provide quality transmissions to the viewers.

DD Saptgiri

DD Saptgiri is the 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. It telecast International Children Film Festival, World Badminton Championship, Programmes on Bharat Nirman etc. during the period. Among DD Saptgiri Programmes, Muvvala Savvadi a classical dance based programme hosted by Smt. Pratibha, Film Artist has been consistently topping the popularity chart. Other Programmes telecast on this channel during the period are:

- ❖ **RYTHERAJU** :- Saptagiri stands first in showing ways and means to farmers in getting good yield. It introduced a quiz programme for farmers entitled *RYTHERAJU* on every Tuesday at 6.00 pm.
- ❖ **NAVYA** :- Women's magazine programme- Monday to Saturday at 1.30 pm. This is a useful programme intended to deal different development aspects related to women.
- ❖ **LIVE COVERAGES** :- Live coverage of Tirumala Srivari Brahmotsavalu, Bhadrachalam Srisitaram Kalyanotsavam, Annavamam Sri Satyannarayana Swamy Kalyanotsavam, Yadagirigutta Sri Lakshminarasimha Swamy Kalyanotsavam, Medaram Sammakka Saralamma Jatara, Vemulavada Sri Rajarajeswara Swamy Kalyanotsavam, Republic day and Independence day celebrations, VIP visits, Crop seminars, sports, 9th Doordarshan Annual Awards function.
- ❖ **PRAGATHI PADHAM** :- Pragathi padham (Gulf window) is a special magazine programme for the Telugu viewers in Gulf and Middle east region. The different segments of this programme include, apart from Entertainment programmes, series of programmes on culture and Tradition of India and programmes on Business opportunities in India/ A.P. A good response is received for these programmes through E-mails.
- ❖ **PUBLICITY OF GOVERNMENT ACTIVITIES** :- The developmental activities and welfare schemes of Andhra Pradesh state government and government of India were covered by DD-Saptagiri extensively by allotting separate slots for these programmes. These schemes were telecast under title 'Flagship programmes'. Bharatadesa Praja viswasam (Bharat Mein Hain Viswas) highlighting the developmental schemes and activities in India was telecast on Monday at 7.15 am and repeat on Thursday at 7.15 am. People from different regions took part in this programme by expressing their views and benefits they reaped due to the implementation of these schemes. To create awareness on environment and forests, a serial entitled *Akupachachandamama'* was telecast.

- ❖ **FICTION SERIAL ON DEVELOPMENTAL SCHEMES :-** The government of Andhra Pradesh was kind enough to start two special programmes i.e one weekly serial 'Pragathi' and one daily serial 'Intinta Santosham' on DD-Saptagiri. This is the first time to start a daily serial by the state government in the history of DD-Saptagiri. All the developmental activities were highlighted in these serials with fiction. DD-Saptagiri has fulfilled its commitment towards public service by telecasting these serials. These serials were well received by the viewers.
- ❖ **VIRAJAJULU :-** Doordarshan – Saptagiri played a custodian role of safeguarding the rich Indian culture and heritage. It produced six serials as in-house production under the common title 'Virajajulu' to fill the hearts of the viewers with fragrance based on the Telugu literary master pieces of eminent personalities.

DD Malayalam

It was launched on 15th August, 1994 and 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 near 100% population of Kerala.

With the foray of private satellite television Channels into the Malayalam communication space, it is facing stiff competition in the entertainment and information domains. Realizing the trend, it has started to innovate in the core programme domains where it has a comparative advantage vis-a-vis other private television channels. 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, stock market analysis, live quiz shows, women's programmes, live and interactive health programmes, youth shows, children's programmes, morning shows, cultural magazines, live musical shows and film based programmes etc while maintaining all the special audience and target group programmes intact. Positioned as 'the Channel Uno' (number one) 'the First Malayalam Television Channel' it has managed to position itself on the top of the ladder. The Kendra's proven capabilities in the field of live broadcasting of cultural events and festivals like Sabarimala-makaravilakku, Thrissur-pooram, Nehru trophy boat race etc. have made it the channel of choice in respect of live programme viewing.

DD Chandana

DD Chandana is the Kannada language Satellite Channel launched on 15th August, 1994. Supported by the Doordarshan studios in Bangalore and Gulbarga, it became round the clock satellite channel in 2000 and its coverage expanded to more than 30 countries from 24th March, 2003. During April, 2009 to March, 2010 the total commercial earning for RLSS was Rs. 1,17,66,118/-. Some of the important In house Programmes telecast on this channel are:

1. That Anta Heli (Quiz Programme)
2. Madhura Madhurave Manula Gaana (Prog. based on old Kannada film hits)
3. Belagu (Interview with achievers who are not so well known)
4. Hello Geleyare (Phone - in)
5. TV Doctor (Phone - in)
6. Jeevana Darshana (Phone - in with an expert on values of life)

7. Marga Darshana (Moral and spiritual discourse)
8. Satya Darshana (Address subtleties of dharma and intricate issues in epics/ Mythology)

DD Bangla

DD Bangla was launched on 20th August, 1992. It became 24 hours channel from 1st January, 2000 and from then onwards there has not been any looking back and with steady strides it has covered several milestones in the sphere of Public Service Broadcasting.

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. During the period it telecast Programmes based on films, general entertainment, social Programmes etc. Some of Programmes telecast on this channel are Bengali New Years, Ratha Yatra', Durga Puja", etc.

DD North-East

DD North-East was launched on 15th August, 1994 and it became 24 hours channel from 27th December, 2000. The Channel as its commitment to the people of Assam is successfully producing and telecasting Programmes in various formats and has been appreciated by the viewers as they could derive benefits from it. Telecast of programme on Flagship including magazine programme Bharat Nirman has been appreciated by different sections of society.

DD Odiya

Launched in 1994, DD Odiya is a leading round the clock satellite channel in Oriya language. Most of its programmes are produced at Bhubneshwar, Sambalpur and Bhawanipatna. During the period 2009-10, some of the important programmes telecast on this channel are as follows:

- **Sri Gundicha Yatra** of Lord Jagannath from Puri telecast on 24.06.2009
- **Return Car Festival** of Lord Jagannath from Puri telecast on 02.06.2009 .
- Doordarshan Foundation Day Programme "**SAPTARANGA**" telecast on 15.09.2009.
- **Rakta Golapa** - Special Programme on Children's Day from Studio on 13.11.2009.
- **Mukteswar Dance Festival** - the Annual Festival of Excellence on Odissi Dance of Tourism & Culture Department Government of Orissa during 14 - 16 January'2010 for duration of 9 Hrs.
- **Deba Snana Purnima** - Bath Ceremony of the Deities in Sri Mandir, Puri was telecast on 07.06.2009 .

DD Punjabi

DD Punjabi channel was launched on 06th August, 1988 and became 24 hour service from 05th August, 2000. The DD Satellite channel anniversary was celebrated on 05.08.2009. 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. An OB van with eight camera setup is being used for the live coverage for DD-Punjabi, besides an Earth station setup for uplink of programme for 24 hours DD-Punjabi channel.



Return Car Festival of Lord Jagannath from Puri

Audience Research

Audience Research unit of Doordarshan with its 19 field units located with Doordarshan kendras all over the country, is involved in Research studies on various aspects of broadcasting since 1976. The field units are located at Ranchi, Jaipur, Delhi, Ahmedabad, Nagpur, Chennai, Bangalore, Lucknow, Hyderabad, Bhubaneswar, Bhopal, Kolkata, Guwahati, Mumbai, Gorakhpur, Rajkot, Jalandhar, Thiruvananthapuram and Srinagar. The unit is manned by professional researchers headed by Director, Audience Research at the Directorate level.

During the year 2009-10 the audience research unit contribution is as follows:

- Analysis and reporting of TAM TVR on weekly basis.
- Preparation of draft material for annual report of Prasar Bharati and Ministry of I&B for the year 2009-10 respectively.
- Pilot project for the monitoring of Doordarshan channels as per cable TV Network (Regulation), Act 1995 initiated
- Study undertaken on "Impact of DD, Pvt. Cable & Satellite channel on women and family in India"
- Proposal to start revised DART Panel Survey covering whole of India based on the recommendation of the Parliamentary Standing Committee on IT Technology submitted to DG:Doordarshan.
- Proposal for undertaking Study on DD-Urdu during 2009-10 is under process

State wise TV Viewership for (upto March,2010, as per IRS,Q1 2010) including C & S and Non-C & S Channel is as follows:

Statewise TV Viewership- C&S/Non C&S

Sample Est. Individuals (000s)	No (000s)	All 241601 867025	C&S Viewer 132793 345644	Non C&S Viewer 35991 146920	Does not watch TV 72817 374461
States					
Andhra Pradesh	(000s)	66229	44385	3355	18489
	Col %	7.6	12.8	2.3	4.9
Assam	(000s)	22067	5340	8167	8560
	Col %	2.5	1.5	5.6	2.3
Bihar	(000s)	66534	4883	8460	53191
	Col %	7.7	1.4	5.8	14.2
Jharkhand	(000s)	22101	5062	3342	13696
	Col %	2.5	1.5	2.3	3.7
Chandigarh	(000s)	848	682	94	71
	Col %	*	0.2	*	*
Delhi	(000s)	14460	11817	1253	1390
	Col %	1.7	3.4	0.9	0.4
Delhi & Urban Environs	(000s)	17691	14418	1425	1847
	Col %	2	4.2	1	0.5
Goa	(000s)	1250	932	248	70
	Col %	0.1	0.3	0.2	*
Gujarat	(000s)	45524	16231	9438	19855
	Col %	5.3	4.7	6.4	5.3
Haryana	(000s)	19322	8916	2941	7465
	Col %	2.2	2.6	2	2
Himachal Pradesh	(000s)	5471	2492	1611	1368
	Col %	0.6	0.7	1.1	0.4
Jammu & Kashmir	(000s)	768	612	97	59
	Col %	*	0.2	*	*
Karnataka	(000s)	47192	30323	4521	12348
	Col %	5.4	8.8	3.1	3.3

Kerala	(000s)	28144	21381	2556	4207
	Col %	3.2	6.2	1.7	1.1
Madhya Pradesh	(000s)	50542	13495	9598	27449
	Col %	5.8	3.9	6.5	7.3
Chhattisgarh	(000s)	17107	5408	4129	7571
	Col %	2	1.6	2.8	2
Maharashtra	(000s)	89048	41829	17146	30073
	Col %	10.3	12.1	11.7	8
Orissa	(000s)	31578	9674	8848	13056
	Col %	3.6	2.8	6	3.5
Punjab	(000s)	22138	12247	4680	5211
	Col %	2.6	3.5	3.2	1.4
Rajasthan	(000s)	47209	11290	7663	28256
	Col %	5.4	3.3	5.2	7.5
Tamil Nadu	(000s)	57989	49639	2356	5994
	Col %	6.7	14.4	1.6	1.6
Uttar Pradesh	(000s)	134232	20653	30835	82744
	Col %	15.5	6	21	22.1
Uttaranchal	(000s)	7200	2747	2105	2348
	Col %	0.8	0.8	1.4	0.6

Administration

During the current financial year, Gender Budget had been intro Kendras/channel and during the next financial year onwards 20% of the PPSS budget allocation will be earmarked for production of the programmes on Gender Issues in all Kendras/Channels. A provision will be made in the next financial year for making more amenities available to the women working in Doordarshan Kendras, like provision of Recreation clubs, crèches, separate toilets, rest rooms etc.

DG:DD has developed a 'System of application' for monitoring the progress of budget allocation and the expenditure incurred by the Kendras/Stations. The user ID and password for operating the system have been separately sent to all the field units

In this connection, DG:DD has instructed that all the Kendras/DMCs/HPTs etc should post head-wise distribution of the LOC received by them from Prasar Bharati on the web-site, as soon as it is received by them. The expenditure incurred there against should also be posted on the website, latest by the 5th of the following month. The sub-head wise break up of these LOCs and the actual expenditure there against, month wise, may be duly posted on the web site by 12th of June 2009, so that the same could be scrutinized by the Internal Finance Wing.

Kendras / DMCs / HPTs / LPTs etc who do not have the internet facility may contact their nearest Kendras, where the facility is available, for making use of the new software application and for inputting their data. Kendras, where the facility is available, should allow their counterparts who do not have the internet facility to avail of the facility and should not deny it to them. In future all communications relating to Budget matters will be displayed on the website and the Kendras / stations should frequently open the website and peruse the same.

Booking cum information activity for common wealth game is being done by Doordarshan with technical support from NIC. HB website having URLs www.hbcwgdelhi2010.org and www.hbcwgdelhi2010.com has been disseminating. Information about HB activities since November, 2009. The booking website has been activated on January 19, 2010 for booking of resources by RHBs Director General (News) in News & Current Affairs Wing. At present Doordarshan has a total sanctioned strength of 21,700 personal in the categories of Programmes, Engineering, News and Administration.

Activities relating to Women in Doordarshan.

Complain Committee has been formed almost in all offices of Doordarshan to investigate the complaints of sexual harassment on women employees. There are two types of grievance redressal mechanism in Doordarshan. One is Grievance Redressal Mechanism headed by DDG (A) and the other is Women Cell consisting of one Chairperson and three members. These both mechanisms are available at Hqrs. Level.

In Doordarshan Smt. Rita Kumar, DDG (Admn.) has been nominated as the Director of Public Grievances as well as Staff Grievance Redressal Officer. Grievances Officer have also been nominated on Programme and Engineering Division and Grievance Committee have been put in place to meet every quarter. Women employees can send their complaints to : (i) the grievances committee, in the Doordarshan (ii) Head of the Office, nominated as Grievance Officer where they are working and (iii) to the Department of Administration Reforms and Public Grievances.

Maternity benefits have been provided to women staff in all offices. The content of the letter written to the Hon'ble Prime Minister by All India Mahila Sanskritik Sangathan (AIMSS) has been brought to the notice of all offices.

The instructions have also been issued by DG: DD to all the field units that every year 10% and 5% of the budget provision should be earmarked under 'PPSS' and 'Minor Works' sub-heads respectively for incurring on various welfare measures related to women such as maintenance of crèche in the office, providing separate rest rooms for women, pick up and drop facilities for women, recreation clubs and separate toilets etc. for the convenience of women employees.

With a view to promoting professionals excellence and to bring out the best in the staff working

in Doordarshan this Organization had instituted Annual Award in various categories, Programming and Technical excellence was being rewarded through these awards in 2009.

22 women were awarded. One special award "Best women programmer" had been awarded. Best women Engineer is in our proposal for future. Special awards of DG have also been instituted.

STATUS OF GRIVENCE PETITIONS FOR THE PERIOD (01.04.2009 TO 31.03.2010.)

No. of Pending Petitions as on 01.04.2009	No. of Petitions received during 01.04.2009 to 31.03.2010	No. of Petitions disposed of upto 31.03.2010	No. of Petitions pending as on 31.03.2010
35	73	75	33

RTI Annual Return Information System (2009-2010)

Annual Return Form

Ministry/Department/Organization: DG: Doordarshan, New Delhi.
Year 2009-2010 (April, 2009 to March, 2010)

Insert Mode (New Return)

		Progress in 2009-10			
	Opening Balance as on 01.04.2009	Received during the Year (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	3116	155	28	1594
First Appeals	NIL	109	19	NIL	90

No. of Cases where disciplinary Action taken against any officer	NIL
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No. of CAPIOs Designated	No. of CPIOs Designated	No. of AAs designated
56	314	23

Amount of Charges Collected (in Rs.)

Registration Fee Amount	Additional Fee & Any other Charg	Penalties Amount
9290	7314	NIL

Last Date of Uploading the Pro-active Disclosure on the website of PA	08.06.09 www.rti.gov.in , also available in DG: DD, website www.dd.india.gov.in
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Hindi Section

A separate Hindi Section is functioning in the Directorate for the implementation of the Official Language policy of the Union in the Directorate General: Doordarshan and its subordinate offices. The main activities performed by the Section during the year 2009-10 are as follows:

1. Four meetings of the Official Language Implementation Committee were organized during the year to review the position of the implementation of the Official Language



Visit to broadcasting house by Lok Sabha Speaker Smt. Meera Kumar

- policy in the Directorate. The position in respect of the achievements of the targets fixed in the Annual Programme for the year 2009-10 issued by the Department of Official Language was reviewed in these meetings and suggestions were given to remove the difficulties being faced in achieving the targets.
2. With a view to create awareness among officers/employees towards the Official Language Hindi and also to motivate them for doing their work in Hindi, four Hindi workshops were organized during the year.
3. Hindi Fortnight was celebrated from 14th to 28th September, 2009 and various Hindi Competitions were held during the period and cash prizes were given away to the successful participants.
4. The Committee of Parliament on Official Language inspected 6 DDKs/Offices regarding the progressive use of Hindi. All support and help was extended in preparing questionnaires etc. for these inspections.
5. The fifth issue of the Hindi house magazine 'Darshan' was published. The fourth issue of the magazine was selected for the first prize by the Ministry of Information and Broadcasting.
6. Best Magazine Award Scheme was introduced for the Hindi magazines published by various Doordarshan Kendra/offices. Seven magazines were awarded Shields/Trophies under the scheme during the year. Directors of DDKs and Station Engineers of the HPTs/DMCs located in northern region participated in the seminar
7. A grand seminar on the subject 'Samajik chetna ke vikas mein Doordarshan ka yogdan' was organized on 26th and 27th Nov, 2009 in Shimla. Directors of DDKs and Station Engineers of the HPTs/DMCs located in northern region participated the seminar.

CHAPTER IV

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 231 stations and 373 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, 102.7 core as per the 2001 census. 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 173 stations on FM mode set up to cater to the needs and tastes of audience of small towns in various parts of the country. Recently in the last couple of year's 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 115 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.

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.

LOCAL RADIO STATIONS

[As on 15.04.2010]

Total-86 [MW-10, FM-76]

S. No.	STATE & PLACES	POWER OF TRANSMITTER	DATE OF COMMISSIONING
ANDHRA PRADESH		8 [MW-1,FM-7]	
1.	Adilabad	1 kW MW	12.10.86
2.	Warangal	10 kW FM	17.02.90
3.	Nizamabad	6 kW FM	09.09.90
4.	Tirupathi	10 kW FM	01.02.91 [Non co-sited]
		3 kW FM	17.02.01
5.	Anantpur	6 kW FM	29.05.91 [Non-cosited]
6.	Kurnool	6 kW FM	01.05.92
7.	Merkapuram	6 kW FM	09.08.93
8.	Macherla	3 kW FM	02.12.07
ARUNACHAL PRADESH		1 [MW-1]	
9.	Ziro	1 kW MW	10.06.00
ASSAM		4 [MW-1,FM-3]	
10.	Jorhat	10 kW FM	20.05.91
11.	Haflong	6 kW FM	29.10.92
12.	Nowgong	6 kW FM	23.02.94
13.	Diphu	1 kW MW	04.02.96
BIHAR		2 [FM-2]	
14.	Sasaram	6 kW FM	02.05.91
15.	Purnea	6 kW FM	25.10.92

CHATTISGARH		3 [FM-3]	
16.	Bilaspur	6 kW FM	01.05.91
17.	Raigarh	6 kW FM	01.05.92
18.	Saraipalli	1 kW FM	21.06.05
GUJARAT		2 [MW-1, FM-2]	
19.	Godhra	6 kW FM	25.02.91
20.	Surat	6 kW FM	30.03.92
21.	Himmatnagar	1 kW MW	21.06.05
HARYANA		2 [FM-2]	
22.	Kurukshetra	6 kW FM	24.06.91
23.	Hissar	6 kW FM	26.01.99
HIMACHAL PRADESH		1 [FM-1]	
24.	Hamirpur	6 kW FM	16.02.94
JAMMU & KASHMIR		2 [FM-2]	
25.	Kathua	10 kW FM	24.04.91
26.	Poonch	6 kW FM	04.10.94
JHARKHAND		3 [FM-3]	
27.	Chaibasa	6 kW FM	08.11.92
28.	Hazaribagh	6 kW FM	08.11.92 [Non-Cosited]
29.	Daltonganj	10 kW FM	06.09.93
KARNATAKA		5 [FM-5]	
30.	Chitradurg	6 kW FM	03.05.91
31.	Hospet	10 kW FM	01.05.92
32.	Raichur	6 kW FM	28.08.93
33.	Karwar	3 kW FM	13.02.94
34.	Bijapur	6 kW FM	12.09.97

KERALA		2 [FM-2]	
35.	Cochin	6 kW FM	01.10.89 [Non-Cosited]
36.	Manjeri	3 kW FM	28.01.06
MADHYA PRADESH		8 [FM-8]	
37.	Khandwa	6 kW FM	19.10.90
38.	Betul	6 kW FM	30.04.91
39.	Chindwara	6 kW FM	07.03.92
40.	Balaghat	6 kW FM	28.10.92
41.	Sagar	6 kW FM	02.05.93
42.	Guna	6 kW FM	10.04.93 [Non-Cosited]
43.	Mandla	1 KW FM	21.06.05
44.	Rajgarh	3 kW FM	23.06.05
MAHARASHTRA		11 [MW-1,FM-10]	
45.	Sholapur	1 kW MW	04.04.86
46.	Dhule	6 kW FM	23.02.94
47.	Beed	6 kW FM	10.11.90
48.	Ahmednagar	6 kW FM	14.04.91
49.	Nanded	6 kW FM	29.05.91
50.	Akola	6 kW FM	01.05.92
51.	Yeotmal	6 kW FM	10.11.92
52.	atara	6 kW FM	13.11.92 [Non-Cosited]
53.	Chandrapur	6 kW FM	06.12.92
54.	Nasik	6 kW FM	31.10.94
55.	Osmanabad	6 kW FM	09.12.96
MEGHALAYA		1 [FM-1]	
56.	Jowai	6 kW FM	22.12.95

MIZORAM		1 [FM- 1]	
57.	Churachandpur	6 kW FM	13.04.10
NAGALAND		1 [FM-1]	
58.	Mokokchung	6 kW FM	26.01.96
ORISSA		[MW-4, FM-4]	
59.	Keonjhar	1 kW MW	29.11.88
60.	Baripada	1 kW MW	25.02.91
		5 kW FM	01.09.07
61.	Berhampur	6 kW FM	01.04.93
62.	Bolangir	6 kW FM	29.12.93
63.	Rourkela	6 kW FM	24.05.95 [Non-Cosited]
64.	Puri	3 kW FM	29.06.95
65.	Joranda	1 kW MW	03.10.95
66.	Soro	1 kW MW	02.12.07
PUNJAB		2 [FM-2]	
67.	Bhatinda	6 kW FM	20.04.91 [Non-Cosited]
68.	Patiala	6 kW FM	01.05.92
RAJASTHAN		7 [MW-1, FM-6]	
69.	Kota	20 KW MW	04.01.87 [Non-Cosited]
70.	Alwar	6 kW FM	14.01.91
71.	Nagaur	6 kW FM	06.08.91
72.	Banswara	6 kW FM	08.10.91
73.	Chittorgarh	6 kW FM	21.12.91 [Non-Cosited]
74.	Swai Madhopur	6 kW FM	15.05.92 [Non-Cosited]
75.	Jhalawar	6 kW FM	24.01.93

TAMILNADU		2 [FM-2]	
76.	Nagarcoi	10 kW FM	13.10.84
77.	Dharmapuri	10 kW FM	02.10.07
TRIPURA		2 [FM-2]	
78.	Belonia	6 kW FM	28.10.92
79.	Kailashahar	6 kW FM	28.10.92 [Non-Cosited]
UTTAR PRADESH		3 [FM-3]	
80.	Faizabad	6 kW FM	17.06.93
81.	Bareilly	6 kW FM	17.06.93
82.	Jhansi	6 kW FM	11.07.93
WEST BENGAL		2 [FM-2]	
83.	Murshidabad	6 kW FM	21.01.90
84.	Shantiniketan	3 kW FM	01.11.02
UNION TERRITORIES		2 [FM-2]	
85.	Karaikal	6 kW FM	06.03.95
86.	Daman	3 kW FM	17.05.95

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 class 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 youths 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 173 FM transmitters across the country, by which it covers 24.60% of the area and 35.89% 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 includes 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.

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.

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, 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

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

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, New Delhi, Chennai, Bangalore, Hyderabad, Kolkata, Kochi, Thiruvananthapuram, Guwahati & Jalandhar have 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.

A prescribed Code of Conduct governs the programmes as well as commercials broadcast on All India Radio. Recently, Clause II (4) of the Code for Commercial Advertising on All India Radio has been amended by adding a proviso, allowing advertisements on radio in the form of spots and jingles on payment of prescribed fees, from political parties/candidates/other persons during General Elections to Lok Sabha /State Assemblies/ Local bodies during the period when the Model Code of Conduct is in force, subject to pre-broadcast scrutiny by the Election Commission of India / authorities under the Election Commission of India.

While strictly adhering to the Broadcast and Commercial Codes and facing budgetary & staff constraints at almost all the AIR Stations including CBS Centers / Vividh Bharati Stations /FM Channels, Commercial Wing has been able to procure business from major corporate clients/ advertisers as well as Government Departments and the PSUs. Some of the prominent private corporate clients are Hindustan Lever Ltd., Dabur (India) Ltd., Hero Honda, Reliance Group, LG, Airtel, Vodafone and Ranbaxy. From the Government and the Public Sectors, some of our main clients have been the Ministry of Rural Development, Ministry of Agriculture, Ministry of Health & FW, Ministry of Women & Child Development, National Disaster Management Authority, Ministry of Shipping Transport & Highways, IGNOU, Department of Adult Education, Indian Oil, BPCL, BSNL, MTNL, NACO, NHAI, SBI, PNB, IRDA,.etc.

To face the emerging competition prevailing in the market, Commercial Wing has revised its tariff card suitably to make it more client-friendly as well as competitive. Besides the package Rates for Primary Channels, Vividh Bharati Channels and FM Channels, some new features have also been introduced in the new Rate Card e.g. Bulk Booking Concession on Primary Channel State Hook-up as well as FM Package rates have also been allowed. To motivate the Advertising Agencies, the minimum slab for annual incentive to agencies has been lowered to 5 lakhs onwards from the existing Rs. 10 lakh onwards.

Commercial Wing has also extended the existing 1:1 Bonus Schemes for spot-buys bookings on all Primary Channels, Local Radio Stations, FM as well as Vividh Bharati Stations. While monitoring such market-friendly schemes, Commercial Wing is in constant touch with clients / advertisers at all levels so as to convince them to invest their major part of ad-spends on All India Radio, the only medium which covers the entire country. Marketing Divisions and CBS Centers provide cost-effective media plans for their clients giving maximum opportunity of publicity to their products / services within their available budget.

The Commercial Wing of All India Radio has been equally involved with other executive sections/ wings of All India Radio in giving support / strategic feed back to the policy makers in the Programme Wing in order to make the radio broadcasts more effective in the current competitive media environment. In fact, the onus for generating revenue for the organization as a whole lies upon the Commercial Wing and undoubtedly it has given good results in boosting the overall revenue of the organization in the last few years.

GROSS REVENUE EARNED FROM COMMERCIAL (in Rs.Lakh)

Year	Vividh Bharati	Primary Channel*	Total
1990-91	2525	1405	3930
1991-92	3489	1784	5273
1992-93	3766	2125	5891
1993-94	3696	2739	6435
1994-95	3544	2885	6429
1995-96	3732	4398	8130
1996-97	3629	4334	7963
1997-98	4305	5039	9344
1998-99	4363	5011	9374

1999-00	3483	4601	8084
2000-01	2971	4419	7390
2001-02	4652	5017	9669
2002-03	4695	5530	10225
2003-04			11769
2004-05			13600
2005-06			26883
2006-07			28365
2007-08			28921
2008-09			29159
2009-10			30308

*** Revenue from FM Service is included in Primary Channel.**

LIST OF CBS CENTRES

- | | |
|---|--|
| 1. Station Director
CBS, All India Radio
Navrangpura, P.O.Box-4040
Ahmedabad - 380009 | 9. Station Director
CBS, All India Radio
5, Park House, Mirza Ismail
Road, Jaipur - 302001
Telephone:- 079 7541597 |
| 2. Station Director
CBS, All India Radio,
Raj Bhavan Road
P.B.5028, Bangalore
Telephone:- 080-2268697 | 10. Station Director
CBS, All India Radio
Kanpur- 208002
Telephone:- 0512 294600 |
| 3. Station Director
CBS, All India Radio
Shymala Hills
Bhopal- 462002
Telephone:- 0755-661076 | 11. Station Director
CBS, All India Radio
Broadcasting House
Mumbai- 400002
Telephone:-
022-2029556/8344037 |
| 4. Station Director
CBS, All India Radio
Eden garden, Kalkota-700001
Telephone:- 033-2487648 | 12. Station Director
CBS, All India Radio
Chhaju Bagh, Fraser Road
P.B.No.80, Patna-800001
Telephone:- 0612-225042 |

- | | |
|--|---|
| <p>5. Station Director
CBS, All India Radio
Chandigarh - 160022
Telephone:- 0172-601847/601844</p> | <p>13. Station Director
CBS, Radio Kashmir,
Srinagar-190001
Telephone:- 0194-455071</p> |
| <p>6. Station Director
CBS, All India Radio
Cuttack- 753001
Telephone:- 0671-301210</p> | <p>14. Station Director
CBS, All India Radio
Thiruvananthapuram- 695014
Telephone:- 0471-322349</p> |
| <p>7. Station Director
CBS, All India Radio
7, Kamarajar Salai, Mylapore
Chennai- 600004
Telephone:- 044-4985818</p> | <p>15. Station Director
CBS, All India Radio
Akashvani Bhavan
New Delhi-110001
Telephone:- 011-3718028</p> |
| <p>8. Station Director
CBS, All India Radio
3rd floor, Rock Lands, Saifabad
Hyderabad-500004
Telephone:- 040-3240452</p> | <p>16. Director Sales
CentraSalesUnit, All India Radio
Broadcasting House
Backbay Reclamation
Mumbai-400020
Telephone:-022-
2029427/2876040</p> |
| | <p>17. Director CBS,
All India Radio, Chandmari
Guwahati. Telephone:-</p> |

VIVIDH BHARATI CENTRES

TOTAL - 37 Stations & Trs.- 38 [FM-27, MW-11)

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

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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	MW	1 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	MW	10 KW	1278
23	MUMBAI	MAHARASHTRA	WEST	MW	50 KW	1188
24	NAGPUR	MAHARASHTRA	WEST	FM	6 kW	100.6
25	PANAJI	GOA	WEST	MW	20 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	MWFM	1 KW 1 KW	1602 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. Carrier 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 in broadcast twice a 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 new-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 mts. 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).

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, Commentaries, Currents 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.

The dominant theme of all programmes in External Services Division is to present the reality of India as a strong Secular, Democratic, Republic, Vibrant, forward looking and engaged in the task of rapid economic, Industrial and technological progress. The fact of India’s large technical manpower and its achievements and ecological balance are put across in easy and simple parlance.

Similarly, India’s faith in non-violence, its commitment to restoration of human rights and international peace and its contribution to the creation of a new world economic order are frequently discussed.

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.

The transmission of External Services Division 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.

- 1. REVAMPING :** Revamping of some of the ESD’s foreign languages services e.g. Nepali, Tibetan, Baluchi and those towards Gulf countries are under consideration.
- 2. DTH SERVICE :** 24 hrs. Urdu Service of External Services Division is available on air through DTH w.e.f. 30.06.2009. It is proposed to have more services on air through DTH.

3. MEA's ROLE IN EXTERNAL BROADCAST:

Efforts are on to strengthen the Service to make the impact of the message 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 the funding of the External Broadcast.

As a **"Voice of the Nation"** External Services Division of All India Radio has been India's **"Authentic Windows to the World"**. With growing prestige of India in the world, an increasingly important role is envisaged for External Broadcast for times to come.

During the period from 1st April 2009 to 31st March 2010, extensive coverage was given to all major National and International Conferences, Seminars, Symposium, etc. A delegation of Radio Fana from Ethiopia also visited External Services Division in April 2009.

EXISTING A.I.R. STATIONS

As on 31.03.2010

TOTAL STATIONS- 234

[MW149,FM-173, SW-54]

TOTAL TRANSMITTERS-376

S.No.	STATIONS	CATEGORY	TRANSMITTER	FREQUENCY	STUDIO
ANDHRA PRADESH [13]					
Total [MW+ FM] Coverage: Area-99.00% Population -99.50%					
Trs.-21 (MW-7, FM-13, SW-1) FM Coverage: Area-23.67% Population -26.90%					
1	ADILABAD	LRS	1 kW MW	1485 khz	MP
2	ANANTAPUR	LRS	6 KW FM	101.7 Mhz	MP
3	CUDDAPAH (Kadapa)	REGIONAL	100 KW MW	900 khz	TYPE I
4	HYDERABAD	REGIONAL	200 kW MW	738 khz	TYPE IV, UPLINK
			20 KW MW	1377 khz	News on Phone
			6 KW FM VB	102.8 Mhz	STEREO
			5 KW FM, RAINBOW	101.9 Mhz	
			50 KW SW		
5	KOTHAGUDAM	REGIONAL	6 KW FM	100.1 Mhz	MP
6	KURNOOL	LRS	6 KW FM	102.4 Mhz	MP
7	MERKAPURAM (Markapur)	LRS	6 KW FM	101.5 Mhz	MP
8	NIZAMABAD	LRS	6 KW FM	103.2 Mhz	MP
9	TIRUPATHI	LRS	10 KW FM	103.2 Mhz	MP
			3 KW FM	107.5 Mhz	
10	VIJAYAWADA	REGIONAL	100 KW MW	837 khz	TYPE III
			1 kW MW VB	1503 khz	
			1 KW FM (Int. set up)	102.2 khz	
11	VISHAKHAPATNAM	REGIONAL	100 KW MW	927 khz	TYPE I
			10 KW FM ,	102 Mhz	STEREO
			RAINBOW		
12	WARANGAL	LRS	10 KW FM	103.5 Mhz	MP
13	MACHERLA	LRS	3 KW FM	103.1 Mhz	MP

ARUNANCHAL PRADESH[5]Trs-7 (MW-5, SW-1, FM-1)			Total Coverage[MW+FM]: Area-57.00% Population -76.00% FM Coverage: Area-4.86% Population -10.97%		
14	ITANAGAR	REGIONAL	100 KW MW 50 KW SW 10 KW FM	675 khz 103.1	TYPE I , UPLINK
15	PASSIGHAT	REGIONAL	10 KW MW	1062 khz	MP
16	TAWANG	REGIONAL	10 KW MW	1521 khz	MP
17	TEZU	REGIONAL	10 KW MW	1332 khz	MP
18	ZIRO	LRS	1 KW MW	1602 khz	MP
ASSAM [10] Trs- 14 (MW-7, SW-2, FM-5)			Total Coverage [MW+FM]: Area-96.70% Population-98.87% FM Coverage: Area-36.83% Population -38.05%		
19	DHUBRI	RELAY	6 KW FM	103.3 Mhz	
20	DIBRUGARH	REGIONAL	300 KW MW	567 khz	TYPE III
21	DIPHU	LRS	1 kW MW	1485 khz	MP
22	GUWAHATI	REGIONAL	100 KW MW 10 KW MW 10 KW FM VB 50 KW SW REG. SERV. 50 KW SW	729 khz 1035 khz 100.8 Mhz	TYPE IV , UPLINK STEREO
23	HAFLONG	LRS	6 KW FM	102 Mhz	MP
24	JORHAT	LRS	10 KW FM	103.4 Mhz	MP
25	KOKRAJHAR	REGIONAL	20 kW MW	1512 khz	TYPE I
26	NOWGONG	LRS	6 KW FM	102.7 Mhz	MP
27	SILCHAR	REGIONAL	20 KW MW	828 khz	TYPE I
28	TEZPUR	REGIONAL	20 kW MW	1125 khz	MP
BIHAR [6] Trs 7 - (MW-3, SW-NIL, FM-4)			Total Coverage[FM+MW]: Area-99.00%*Population -99.00%* FM Coverage: Area-20.5% Population -19.38%		
29	BHAGALPUR	REGIONAL	20 kW MW	1458 khz	TYPE I
30	DARBHANGA	REGIONAL	20 KW MW	1296 khz	TYPE I
31	PATNA	REGIONAL	100 KW MW 6 KW FM VB	621 khz 102.5 Mhz	TYPE IV, Uplink, News on Phone STEREO

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32	PURNEA	LRS	6 KW FM	102.3 Mhz	MP
33	SASARAM	LRS	6 KW FM	103.4 Mhz	MP
34	AURANGABAD	LPT RELAY	100 W FM	102.4 Mhz	
CHATTISGARH [6]			Total Coverage[MW+FM]: Area-93.80% Population -97.35%		
Trs-7 (MW-3, FM-4)			FM Coverage: Area-9.1% Population -13.80%		
35	AMBIKAPUR	REGIONAL	20 kW MW	1260 khz	TYPE I
36	BILASPUR	LRS	6 KW FM	103.2 Mhz	MP
37	JAGDALPUR	REGIONAL	100 KW MW	756 khz	TYPE I
38	RAIGARH	LRS	6 KW FM	100.7 Mhz	MP
39	RAIPUR	REGIONAL	100 KW MW	981 khz	TYPE I, Uplink, News on Phone
			1 kW FM (Int set up)	101.6 Mhz	STEREO
40	SARAIPALLI	LRS	1 KW FM	102.8 Mhz	MP
DELHI			Total Coverage[MW+FM]: Area-99.00% Population -99.00%		
Trs-22(MW-5,SW-15, FM-2)			FM Coverage: Area-90.00% Population -98.90%		
41	DELHI [1]	REGIONAL	200 KW MW 'A'	819 khz	TYPE IV Plus, UPLINK
			100 KW MW 'B'	666 khz	News on Phone
			20 kW MW 'C' VB	1368 khz	
			10 kW MW 'D'	1017 khz	
			(Yuv Vani)		
			10 KW FM (RAINBOW)	102.6 Mhz	STEREO
			5 KW FM (GOLD)	106.4 Mhz	STEREO
			20 kW MW NC	1215 khz	TYPE III
			50 KW SW EXT. SERV.		
			50 KW SW EXT. SERV.		
			50 KW SW EXT. SERV.		
			50 KW SW EXT. SERV.		
			50 KW SW EXT. SERV.		
			50 KW SW EXT. SERV.		
			100 KW SW EXT. SERV.		
			100 KW SW EXT. SERV.		

			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
GOA [1]			Total Coverage[MW+FM]: Area-99.00%* Population -99.00%*		
Trs-5 (MW-2, SW-2,FM-1)			FM Coverage: Area-90.00% Population -90.00%		
42	PANAJI	REGIONAL	100 KW MW	1287 khz	TYPE III
			20 kW MW VB	1539 khz	
			6 KW FM ,RAINBOW	105.4 Mhz	STEREO
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
GUJARAT [8]			Total Coverage[MW+FM]: Area-99.00%* Population -99.00%*		
]Trs.- 11 (MW-6, FM-5)			FM Coverage: Area-14.93% Population -36.90%		
43	AHMEDABAD	REGIONAL	200 KW MW	846 khz	TYPE-IV,Uplink, News on Phone
			10 KW FM VB	96.7 Mhz	STEREO
44	AHWA	REGIONAL	1 kW MW	1485 khz	MP
45	BHUJ	REGIONAL	20 kW MW	1314 khz	TYPE II
46	GODHRA	LRS	6 KW FM	102.2 Mhz	MP
47	RAJKOT	REGIONAL	300 KW MW	810 khz	TYPE III
			10 KW FM VB	95.8 Mhz	STEREO
			1000 kW MW EXT. SERV.	1071 khz	NOT OPERATIONAL
48	SURAT	LRS	6 KW FM, VB	101.1 Mhz	MP
49	VADODRA	VB EXCL.	10 KW FM	93.9 Mhz	TYPE II STEREO
50	HIMMATNAGAR	LRS	1 kW MW	1584 khz	MP
HARYANA [3]			Total Coverage[MW+FM]: Area-99.00%* Population -99.00%*		
Trs-4 (MW- 1, FM- 3, SW- 0)			FM Coverage: Area-39.5% Population -38.85%		

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51	HISSAR	LRS	6 KW FM	102.3 Mhz	MPUPLINK (Under installn.)
52	KURUKSHETRA	LRS	6 KW FM	101.4 Mhz	MP
53	ROHTAK	REGIONAL	20 kW MW 1 kW FM (Int. set up)	1143 khz 103.5 Mhz	TYPE III STEREO
HIMANCHAL PRADESH [6] Total Coverage[MW+FM]: Area-52.00% Population -88.91%					
Trs- 8 (MW-2, FM-5, SW-1)			FM Coverage: Area-48.91% Population -88.03%		
54	DHARMSHALA	REGIONAL	10 KW FM	103.4 Mhz	MP
55	HAMIRPUR	LRS	6 KW FM	101.8 Mhz	MP
56	KASAULI	RELAY	10 KW FM	107.2 Mhz	
57	KINNAUR(KALPA)	RELAY	1 kW MW	1584 khz	
58	KULLU	RELAY	6 KW FM	102.5 Mhz	
59	SHIMLA	REGIONAL	100 KW MW 50 KW SW 1 kW FM (Int. set up)	774 khz 100.9 Mhz	TYPE III , UPLINK STEREO
JAMMU & KASHMIR [16]					
Trs- 25(MW-14,SW- 3,FM- 8)			Total Coverage[MW+FM]: Area-48.05% Population -99.50%		
			FM Coverage: Area-10.50% Population -63.10%		
60	JAMMU	REGIONAL	300 KW MW 3 KW FM YUV VANI 10 KW FM VB 50 KW SW	990 khz 100.3 Mhz 104.5 Mhz	TYPE III, UPLINK STEREO
61	KARGIL	REGIONAL	1 kW MW 200 kW MW	1584 khz 684 khz	MP
62	KATHUA	LRS	10 KW FM	102.2 Mhz	MP
63	LEH	REGIONAL	20 KW MW 10 KW SW 100 Watt FM	1053 khz	MP, UPLINK
64	POONCH	LRS	6 KW FM	100.7 Mhz	MP
65	SRINAGAR	REGIONAL	300 KW MW 10 KW MW YUV VANI 10 KW FM VB 50 KW SW	1116 khz 1224 khz 102.6 Mhz	TYPE III, UPLINK STEREO

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66	BHADARWAH	REGIONAL	6 KW FM	101.0 Mhz	MP
67	KUPWARA	RELAY	20 kW MW	1350 khz	
68	KHALSI	RELAY	1 kW MW	1485 khz	
69	NAUSHERA	RELAY	20 KW MW	1089 khz	
70	RAJOURI	RELAY	10 KW FM	101.9 Mhz	
71	DRASS	RELAY	1 KW MW	1485 khz	
72	TIESURU	RELAY	1 KW MW	1602 khz	
73	NYOMA	RELAY	1 kW MW	1485 khz	
74	DISKIT	RELAY	1 KW MW	1602 khz	
75	PADUM	RELAY	1 KW MW		
JHARKHAND [5]			FM Coverage[MW+FM]: Area-99.00% Population -99.50%		
Trs- 8 (MW-2, SW- 1, FM-5)			FM Coverage: Area-35.09% Population -36.02%		
76	CHAIBASA	LRS	6 KW FM	101.7 Mhz	MP
77	DALTONGANJ	LRS	10 KW FM	103 Mhz	MP
78	HAJARIBAGH	LRS	6 KW FM	102.1 Mhz	MP
79	JAMSHEDPUR	REGIONAL	1 kW MW	1584 khz	TYPE I
			6 KW FM VB	100.8 Mhz	STEREO
80	RANCHI	REGIONAL	100 KW MW	549 khz	TYPE II,UPLINK
			6 KW FM VB	103.3 Mhz	STEREO
			50KW SW		
KARNATAKA [14]			Total Coverage[MW+FM]: Area-96.40% Population -97.30%		
Trs-25 [MW-5, SW-6, FM-14]			FM Coverage: Area-25.63% Population -36.36%		
81	BANGALORE (Banguluru)	REGIONAL	200 KW MW	612 khz	TYPE-IV, Uplink News on Phone
			10 KW FM VB	102.9 Mhz	STEREO
			10 KW FM, RAINBOW	101.3 Mhz	STEREO
			500 KW SW EXT. SERV.		
			500 KW SW EXT. SERV.		
			500 KW SW EXT. SERV.		

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			500 KW SW EXT. SERV.		
			500 KW SW EXT. SERV.		
			500 KW SW EXT. SERV.& VB		
82	BHADRAWATI	REGIONAL	20 kW MW	675 khz	TYPE I
83	BELLARY	REGIONAL	1 KW FM (INT SET UP)	103.3 mhz	
84	BIJAPUR	LRS	6 KW FM	101.8 Mhz	MP
85	CHITRADURG	LRS	6 KW FM	102.6 Mhz	MP
86	DHARWAD	REGIONAL	200 KW MW	765 khz	TYPE III
			10 kW FM VB	103.0 Mhz	
87	GULBARGA	REGIONAL	20 kW MW	1107 khz	
			1 KW FM (INT SET UP)	103.7 Mhz	STEREO
88	HASSAN	REGIONAL	6 KW FM	1107 khz	TYPE I
89	HOSPET	LRS	10 KW FM	102.2 Mhz	MP
90	KARWAR	LRS	3 KW FM	100.5 Mhz	MP
91	MANGALORE/ UDIPI	REGIONAL	20 kW MW	1089 khz	MP
			10 kW FM	100.3 mhz	TYPE I
92	MERCARA (Madikeri)	REGIONAL	6 KW FM	103.1	
93	MYSORE	REGIONAL	10 kW FM	1017 khz	MP
94	RAICHUR	LRS	6 KW FM	102.1 Mhz	MP
KERALA [8]			Total Coverage[MW+FM]: Area-99.60% Population -99.80%		
Trs- 12 (MW- 4,SW-1,FM- 7)			FM Coverage: Area-41.57% Population -45.85%		
95	ALLEPPY (Alappuzha)	RELAY	200 KW MW	576 khz	
96	CALICUT (Kozhikode)	REGIONAL	100 KW MW	684 khz	TYPE III
			10 kW FM (VB)	103.6 Mhz	
97	CANNANOR (Kannur)	REGIONAL	6 KW FM	101.5 Mhz	MP
98	COCHIN (Kochi)	LRS	6 KW FM	102.3 Mhz	MP
			10 KW FM VB	107.5 Mhz	
99	IDUKKI (DEVIKULAM)	REGIONAL	6 KW FM	101.4 Mhz	MP
100	TRICHUR (Thrissur)	REGIONAL	100 KW MW	630 khz	TYPE I

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101	TRIVANDRUM	REGIONAL	20 KW MW	1161 khz	TYPE IV, Uplink, News on Phone
			10 KW FM VB	101.9 Mhz	STEREO
			50KW SW		
102	MANJERI	LRS	3 KW FM, RAINBOW	102.7 Mhz	MP
MADHYA PRADESH [16]			Total Coverage[MW+FM]: Area-99.30% Population -99.40%		
Trs-20 (MW-6, FM-13, SW-1)			FM Coverage: Area-23.74% Population -28%		
103	BALAGHAT	LRS	6 KW FM	101.3 Mhz	MP
104	BETUL	LRS	6 KW FM	103.1 Mhz	MP
105	BHOPAL	REGIONAL	10 KW MW	1593 khz	TYPE III, UPLINK
			6 KW FM VB	103.5 Mhz	STEREO
			50 KW SW		
106	CHHATARPUR	REGIONAL	20 kW MW	675 khz	TYPE I
107	CHHINDWARA	LRS	6 KW FM	102.2 Mhz	MP
108	GUNA	LRS	6 KW FM	102.3 Mhz	MP
109	GWALIOR	REGIONAL	20 kW MW	1386 khz	TYPE I
110	INDORE	REGIONAL	200 KW MW	648 khz	TYPE III
			6 KW FM VB	101.6 Mhz	STEREO
111	JABALPUR	REGIONAL	200 KW MW	801 khz	TYPE I
			10 KW FM VB	102.9 Mhz	STEREO
112	KHANDWA	LRS	6 KW FM	101.2 Mhz	MP
113	REWA	REGIONAL	20 kW MW	1179 khz	TYPE II
114	SAGAR	LRS	6 KW FM	102.6 Mhz	MP
115	SHAHDOL	REGIONAL	6 KW FM	102 Mhz	MP
116	SHIVPURI	REGIONAL	6 KW FM	100.2 Mhz	MP
117	MANDLA	LRS	1 KW FM	100.4 Mhz	MP
118	RAJGARH	LRS	3 KW FM	100.7 Mhz	MP
MAHARASHTRA [20]			Total Coverage[MW+FM]: Area-98.67% Population -98.99%		
Trs- 31 (MW-12, FM-17, SW-2)			FM Coverage: Area-24.3% Population -44.15%		
119	AHMEDNAGAR	LRS	6 KW FM	100.1 Mhz	MP
120	AKOLA	LRS	6 KW FM	102.4 Mhz	MP
121	AURANGABAD	REGIONAL	1 kW MW	1521 khz	TYPE II, UPLINK (Under installn.)

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			1 kW FM (Int. set up)	101.7 Mhz	STEREO
122	BEED	LRS	6 KW FM	102.9 Mhz	MP
123	CHANDRAPUR	LRS	6 KW FM	103 Mhz	MP
124	DHULE	LRS	6 KW FM	100.5 Mhz	MP
125	JALGAON	REGIONAL	20 kW MW	963 khz	TYPE I
126	KOLHAPUR	REGIONAL	6 KW FM	102.7 Mhz	MP
127	MUMBAI	REGIONAL	100 KW MW 'A'	1044 khz	TYPE IV Plus, UPLINK
			100 KW MW 'B'	558 khz	MULTI TRACK
			50 KW MW VB	1188 khz	News on Phone
			10 KW FM (RAINBOW)	107.1 Mhz	STEREO
			10 kW FM (GOLD)	100.7 Mhz	STEREO
			100 KW SW		
			50 KW SW		
128	NAGPUR	REGIONAL	300 KW MW	585 khz	TYPE III
			6 KW FM VB	100.6 Mhz	STEREO
			1000 kW MW NC	1566 khz	
129	NANDED	LRS	6 KW FM	101.1 Mhz	MP
130	NASIK	LRS	6 KW FM	101.4 Mhz	MP
131	OSMANABAD	LRS	6 KW FM	101.3 Mhz	MP
132	PARBHANI	REGIONAL	20 kW MW	1305 khz	TYPE I
133	PUNE	REGIONAL	100 KW MW	792 khz	TYPE IV
			6 KW FM VB	101 Mhz	STEREO
134	RATNAGIRI	REGIONAL	20 kW MW	1143 khz	TYPE I
135	SANGLI	REGIONAL	20 kW MW	1251 khz	TYPE I
136	SATARA	LRS	6 KW FM	103.1 Mhz	MP
137	SOLAPUR	LRS	1 kW MW	1602 khz	MP
138	YEOTMAL	LRS	6 KW FM	102.7 Mhz	MP
139	ORAS	LRS	5 KW FM		MP
MANIPUR [1]			Total Coverage[MW+FM]: Area-94.96% Population -98.46%		
Trs- 4 (MW-1,SW-1, FM-2)			FM Coverage: Area-42.13% Population -65.62%		

140	IMPHAL	REGIONAL	300 KW MW 50 KW SW 10 kW FM	882 khz 103.5 Mhz	TYPE III ,Uplink,
141	CHUDACHANDPUR	LRS	6 KW FM		MP
MEGHALAYA [5]			Total Coverage[MW+FM]: Area-97.50% Population -98.45%		
Trs-7(MW-4 SW-1,FM-2)			FM Coverage: Area-46.32% Population -48.12%		
142	JOWAI	LRS	6 KW FM	101.1 Mhz	MP
143	NONGSTOIN	CRS	1 kW MW	1485 khz	MP
144	SHILLONG	REGIONAL	100 KW MW, 50 KW SW NE INTEG. 10 KW FM, RAINBOW	864 khz 103.6 Mhz	TYPE II , UPLINK STEREO
145	TURA	REGIONAL	20 kW MW	1233 khz	TYPE I
146	WILLIAMNAGAR	CRS	1 kW MW	1602 khz	MP
MIZORAM [3]			Total Coverage[MW+FM]: Area-59.56% Population -73.27%		
Trs - 5 (MW-2, SW-1, FM-2)			FM Coverage: Area-45.71% Population -58.14%		
147	AIJAWL	REGIONAL	20 kW MW 10 KW SW 6 KW FM	540 khz 100.7	TYPE II , UPLINK
148	LUNGLEH	REGIONAL	6 KW FM	101.9 Mhz	MP
149	SAIHA	CRS	1 kW MW	1602 khz	MP
NAGALAND [4]			Total Coverage[MW+FM]: Area-81.50% Population -87.67%		
Trs- 6 (MW-3, SW-1 FM-2)			FM Coverage: Area-41.75% Population -43.38%		
150	KOHIMA	REGIONAL	100 KW MW 1 KW FM 50 KW SW	639 khz 103 Mhz	TYPE III, UPLINK Stereo
151	MOKOKCHUNG	LRS	6 KW FM	100.9 Mhz	MP
152	MON	CRS	1 kW MW	1584 khz	MP
153	TUENSANG	CRS	1 kW MW	1602 khz	MP
ORISSA [13]			Total Coverage[MW+FM]: Area-98.27% Population -99.00%		
Trs- 16 (MW-8, SW-1, FM-7)			FM Coverage: Area-13.74% Population -17.76%		
154	BARIPADA	LRS	5 KW FM	102.9	MP

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155	BERHAMPUR	LRS	6 KW FM	100.6 Mhz	MP
156	BHAWANIPATNA	REGIONAL	200 KW MW	1206 khz	TYPE I
157	BOLANGIR	LRS	6 KW FM	101.9 Mhz	MP
158	CUTTACK	REGIONAL	300 KW MW	972 khz	TYPE IV, UPLINK
			1 kW MW VB	1314 khz	
			6 KW FM ,RAINBOW	101.3 Mhz	STEREO
159	JEYPORE	REGIONAL	100 KW MW	1467 khz	TYPE I
			50 KW SW		
160	JORANDA	LRS	1 kW MW	1485 khz	MP
161	KEONJHAR	LRS	1 kW MW	1584 khz	MP
162	PURI	LRS	3 KW FM	103.4 Mhz	MP
163	ROURKELA	LRS	6 KW FM	102.6 Mhz	MP
164	SAMBALPUR	REGIONAL	100 KW MW	945 khz	TYPE I
165	DEOGARH	LPT RELAY	100 W FM	101.0 Mhz	
166	SORO	LRS	1 KW MW		MP
PUNJAB [3]			Total Coverage[MW+FM]: Area-99.00%* Population -99.00%*		
Trs- 6 (MW-3, FM-3)			FM Coverage: Area-55.44% Population -59.97%		
167	BHATINDA	LRS	6 KW FM	101.1 Mhz	MP
168	JALLANDHAR	REGIONAL	300 KW MW	873 khz	TYPE IV, UPLINK
			200 KW MW	702 khz	URDU SERVICE
			1 kW MW VB	1350 khz	
			10 KW FM, RAINBOW	102.7 Mhz	stereo
169	PATIALA	LRS	6 KW FM	100.2 Mhz	MP
RAJASTHAN [17]			Total Coverage[MW+FM]: Area-94.00% Population -99.00%		
Trs- 21 (MW-8, FM-12, SW-1)			FM Coverage: Area-25.36% Population -31.55%		
170	AJMER	RELAY	200 KW MW	603 khz	
171	ALWAR	LRS	6 KW FM	103.1 Mhz	MP
172	BANSWARA	LRS	6 KW FM	101.3 Mhz	MP
173	BARMER	REGIONAL	20 kW MW	1458 khz	MP
174	BIKANER	REGIONAL	20 kW MW	1395 khz	TYPE II
175	CHITTORGARH	LRS	6 KW FM	102.9 Mhz	MP

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176	CHURU	REGIONAL	6 KW FM	100.7 Mhz	MP
177	JAIPUR	REGIONAL	1 kW MW	1476 khz	TYPE III,Uplink, News on phone
			6 KW FM Tr. VB	100.3 Mhz	STEREO
			50 KW SW		
178	JAISALMER	REGIONAL	10 KW FM	101.8 Mhz	TYPE I
179	JHALAWAR	LRS	6 KW FM	103.2 Mhz	MP
180	JODHPUR	REGIONAL	300 KW MW	531 khz	TYPE III
			6 KW FM VB	102.1 Mhz	
181	KOTA	LRS	20 kW MW	1413 khz	MP
182	MOUNT ABU	REGIONAL	6 KW FM	103.5 Mhz	MP
183	NAGPUR	LRS	6 KW FM	103.7 Mhz	MP
184	SAWAIMADHOPUR	LRS	6 KW FM	101.5 Mhz	MP
185	SURATGARH	REGIONAL	300 KW MW	918 khz	TYPE I
186	UDAIPUR	REGIONAL	20 kW MW	1125 khz	TYPE I
			1 kW FM (Int. set up)	1001.7 Mhz	STEREO
SIKKIM [1]			Total Coverage[MW+FM]: Area-72.00% Population -95.60%		
Trs-2 (MW-1, SW-1)			FM Coverage: Area-1.05% Population -2.45%		
187	GANGTOK	REGIONAL	20 kW MW	1404 khz	TYPE I
			10 KW SW		
TAMILNADU [11]			Total Coverage[MW+FM]: Area-99.00%* Population -99.00%*		
Trs- 20 (MW-9,SW-2, FM- 9)			FM Coverage: Area-53.67% Population -62.41%		
188	CHENNAI	REGIONAL	200 KW MW 'A'	720 khz	MULTI TRACK
			20 KW MW 'B'	1017 khz	TYPE IV Plus, UPLINK
			20 kW MW VB	1395 khz	News on Phone
			20 KW FM,(RAINBOW)	101.4 Mhz	STEREO
			20 KW FM ,(GOLD)	102.3 Mhz	STEREO
			50 KW SW		
			100 KW SW VB SYNC.		
189	COIMBATORE	REGIONAL	20 kW MW	999 khz	TYPE I
			10 KW FM VB	103 Mhz	STEREO

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190	KODAIKANAL	REGIONAL	10 KW FM	100.5 Mhz	MP(STEREO)
191	MADURAI	REGIONAL	20 kW MW 1 kW FM (Int. set up)	1269 khz 103.3 Mhz	TYPE II STEREO
192	NAGARCOIL	LRS	10 KW FM	101 Mhz	MP
193	OOTTACAMUND	REGIONAL	1 kW MW	1602 khz	MP
194	TIRUCHIRAPALLI	REGIONAL	100 KW MW 10 KW FM VB	936 khz 102.1 Mhz	TYPE IV STEREO
195	TIRUNELVELI	REGIONAL	20 KW MW	1197 khz	TYPE I
196	TUTICORIN	REGIONAL	200 KW MW EXT. SERV.	1053 khz	TYPE I
197	DHARMAPURI	LRS	10 KW FM TR.	102.5 Mhz	
198	SALEM (YERCAUD)	LPT RELAY	100 W FM	100.9 Mhz	
TRIPURA [3]			Total Coverage[MW+FM]: Area-84.31% Population -89.00%		
Trs -4 (MW-1 , FM -3)			FM Coverage: Area-72.89% Population -86.19%		
199	AGARTALA	REGIONAL	20 kW MW 10 kW FM	1269 khz 101.6 Mhz	TYPE I, UPLINK STEREO
200	BELONIA	LRS	6 KW FM	103.7 MHz	MP
201	KAILASHAHAR	LRS	6 KW FM	103.2 MHz	MP
CHANDIGARH UNION TERRITORY			Total Coverage[MW+FM]: Area-99.00%* Population -99.00%*		
Trs -1 (FM -1)			FM Coverage: Area-99.00%* Population -99.00%*		
202	CHANDIGARH [1]	VB Exclusive	6 KW FM	103.1 MHz	STEREO TYPE I
DAMAN & DIU			Total Coverage[MW+FM]: Area-99.00%* Population -99.00%*		
Trs.-1 (FM)			FM Coverage: Area-64.28% Population -61.00%		
203	DAMAN [1]	LRS	3 KW FM	102.3 MHz	MP
PUDUCHERRY [2]			Coverage: Area-99.00%* Population-99.00%*		
Trs -3 (MW-1 , FM -2)			FM Coverage: Area-92.07% Population -93.52%		
204	PUDUCHERRY	REGIONAL	20 kW MW 5 KW FM (Interim set up)	1215 kHz 102.8 MHz Rainbow Chennai)	MP STEREO (FM
205	KARAIKAL	LRS	6 KW FM	100.3 MHz	
L & M ISLANDS [1]			Total Coverage[MW+FM]: Area-99.00%* Population -99.00%*		
Trs.-1(MW)			FM Coverage: Area-0.0% Population -0.0%		
206	KAVARATTI	REGIONAL	1 kW MW	1584 kHz	MP

A & N ISLAND [1]			Total Coverage[MW+FM]: Area-99.00%* Population -99.00%*		
Trs.-3(MW-1,SW-1,FM-1)			FM Coverage: Area-36.3% Population -28.00%		
207	PORT BLAIR A&N	REGIONAL	100 kW MW	684 kHz	TYPE I
			10 KW SW		TYPE II
			10 kW FM	100.9 MHz	STEREO
UTTAR PRADESH [14]			Total Coverage[MW+FM]: Area-99.90% Population -99.90%		
Trs -27 (MW-11, SW- 6, FM- 10)			FM Coverage: Area-16.2% Population -22.04%		
208	AGRA	REGIONAL	20 kW MW	1530 kHz	TYPE I
209	ALIGARH	RELAY	6 KW FM, RAINBOW	101.3 MHz	
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
			250 KW SW EXT. SERV.		
210	ALLAHABAD	REGIONAL	20 kW MW	1026 khz	TYPE III
			10 KW FM VB	100.3 Mhz	
211	BAREILLY	LRS	6 KW FM	100.4 Mhz	MP
212	FAIZABAD	LRS	6 KW FM	101.9 Mhz	MP
213	GORAKHPUR	REGIONAL	100 KW MW	909 khz	TYPE III
			50 KW SW EXT. SERV.		
			1 kW FM (Int. set up)	100.1 Mhz	STEREO
214	JHANSI		6 KW FM	103 Mhz	MP
215	KANPUR	VB EXCL.	1 kW MW	1449 khz	TYPE I
			1 kW FM (Int. set up)	103.7 Mhz	
216	LUCKNOW	REGIONAL	300 KW MW	747 khz	TYPE IV, Uplink, News on Phone
			10 kW MW VB	1278 khz	
			10 KW FM, Rainbow	100.7 Mhz	STEREO
			50 KW SW		
217	MATHURA	REGIONAL	1 kW MW	1584 khz	TYPE I
218	NAJIBABAD	REGIONAL	200 KW MW	954 khz	TYPE I
219	OBRA	REGIONAL	6 KW FM	102.7 Mhz	MP
220	RAMPUR	REGIONAL	20 kW MW	891 khz	TYPE I
221	VARANASI	REGIONAL	100 KW MW	1242 khz	TYPE-II, UPLINK (Under installn.)

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			1 kW MW VB	1602 khz	
			1 kW FM (Interim set up)	100.6Mhz	
UTTARANCHAL [6]			Total Coverage[MW+FM]: Area-52.80% Population -77.37%		
Trs.-6 (MW-5, FM-1)			FM Coverage: Area-30.8% Population -46.43%		
222	ALMORA	REGIONAL	1 kW MW	999 kHz	TYPE I, UPLINK
223	GOPESHWAR (CHAMOLI)	REGIONAL	1 kW MW	1485 kHz	MP
224	MUSSOORIE	RELAY	10 KW FM, RAINBOW	102.1 Mhz	
225	PAURI	REGIONAL	1 kW MW	1602 khz	MP
226	PITHORAGARH	RELAY	1 kW MW	1602 khz	
227	UTTARKASHI	RELAY	1 kW MW	1602 khz	
WEST BENGAL [7]			Total Coverage [MW+FM]: Area-99.00%*Population -99.00%*		
Trs.-16 (MW-6, SW-2, FM-8)			FM Coverage: Area-29.49% Population -41.90%		
228	ASANSOLE	RELAY	6 KW FM RELAY	100.3 Mhz	
229	KOLKATA	REGIONAL	200 KW MW 'A'	657 khz	TYPE IV, UPLINK
			100 KW MW 'B'	1008 khz	
			20 kW MW VB	1323 khz	
			10 KW FM Tr.,(GOLD)	100.2 Mhz	STEREO
			10 KW FM,(Rainbow)	107 Mhz	STEREO
			50 KW SW		
			1000 kW MW EXT. SERV. (Chinsurah)	*594 khz & **1134 khz	*During day time **Duringnight time
230	KURSEONG	REGIONAL	50 KW SW		TYPE II
			1 kW MW REG. SERV.	1440 khz	
			5 KW FM, RAINBOW	102.3 Mhz	
231	MURSHIDABAD	LRS	6 KW FM	102.2 Mhz	MP
232	SHANTINIKETAN	LRS	3 KW FM	103.1 Mhz	MP
233	SILIGURI	REGIONAL	200 KW MW	711 khz	TYPE I
			10 KW FM VB	107 Mhz	STEREO
234	DARJEELING	LPT RELAY	100 W FM	100.2 Mhz	
					TOTAL
					Transmitters.- 376
					Stations. -234

DOORDARSHAN

DD Archives

Doordarshan has focused on the issues regarding the great repository of wealth that is available as archives to ensure that the digitalization of archive is expedited and RFP has been floated under the PPP model episodes. An arrangement has also been made for wider sale by a MoU with Distribution Agencies so that Doordarshan products are available at seven thousand Retailers that sell video and audio. This will enable easy access and more marketing. The Cost Accountant has also been engaged to reasonably cost the products to make it not just affordable but also ensure wider circulation. The archival software is also being dubbed in various Indian languages as and when required. The Archives have digitalized 20 thousand hours of programmes required.

The soul of the project is to preserve the visual heritage of our country and to fully realize the unique cultural legacy of Doordarshan in its role as a sole Indian television broadcaster possessing all the creative content in terms of arts-music, dance, drama, news and other areas of public interest. The Fact sheet is as follows:

- ❖ 20000 hrs digitized
- ❖ 1000 hrs in file format fully metatagged
- ❖ 80 Titles of DVD released out of which 15 are current releases
- ❖ Organized Archive Week (1st December to 7th December 2009)
- ❖ Feedback on content management and work flow from experts from Multiple disciplines
- ❖ Engaged professional cost accountant company to evaluate pricing of Archival products
- ❖ Engaged an experienced professional distributing agency with 7000 Outlets across the country and strong foreign presence for selling archive products
- ❖ 800 hrs premium software dubbed in 8 languages out of which 237 hrs are of current year
- ❖ Revenue earning by sale of DVD and footage Rs.53,57,000/-
- ❖ 157 hrs. of software given for telecast in various DD channels.

DD India:

Doordarshan opened its window 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 and update on the Indian social, cultural, political and economic scene. DD-India was launched with a mission "to build bridges of communication with Indians living abroad and to showcase the real India, its culture, its values, its traditions, its modernity, its diversity, its unity, its agony and its ecstasy 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, children's programmes, events and tourism. In addition to Hindi and English, programmes in Urdu, Punjabi, Telugu, Tamil, Kannada, Malayalam, Gujarati and Marathi form an essential ingredient of this international channel's offering. News bulletin of 15 mts. duration in Urdu, Gujarati, Tamil, Telugu, Malayalam and Punjabi are being Telecast every day all over the countries.

DD-India is taking vigorous steps to enrich its programme content by refurbishing its fixed point chart with effect from December 2009. Programmes on Travelogue, Medical Tourism, Ayush (life style) daily Bollywood news Educational programmes, Jems, Jewellery and Fashion are being incorporated the uninterrupted. The feature films and archival programmes like BHARAT EK KHOJ is also included in New FPC of DD-India channel.

DD-India is a round-the-clock channel. DD-India is uplinked from New Delhi and can be watched in 146 countries across the world through IS-10 (PAS-10) and G-13 satellites. DD India is also available on Doordarshan's satellite DTH Service DD Direct Plus. As a landmark milestone in the history of the broadcasting after Asian Games, Doordarshan for the first time will be the harbinger of another great change in the production and transmission of the commonwealth games 2010 with the introduction of HDTV. It is being planned to convert DD-India as HDTV channel and also revamped the content of DD-India as Voice of India.

Channel's Distribution Abroad

- (1) The channel is being distributed in Canada by M/s SS TV Canada. DD-India channel is also being distributed in Mauritius through MBC (Mauritius Broadcasting Corporation) and Namibia through NBC (Namibia Broadcasting Corporation).
- (2) Recently the bid for Global Tender of Doordarshan channels has been floated for the distribution and marketing of Doordarshan and its Regional Channels abroad.

The contents of DD-India is drawn from other channels of Doordarshan e.g. Hindi entertainment serials are taken from DD-I, classical music and dance programmes from DD-Bharati, News bulletins from DD-News and regional language news and programmes from Regional Language Satellite Channels. Since the primary target audience of DD-India is competitive with other available channels abroad and to make it attractive for the India Diaspora. The channel needs to be refurbished to serve their interests and needs. DD-India channel coordinates with MEA, the prestigious event "Pravasi Bhartiya Divas" every year, which is attended by more than 2000 delegates. DD-India relays opening and closing ceremony and also produce and telecast daily report for all the 3 days.

The following are the countries all over the world where DD-India can be watched.

Asia (South-East Asia)

Afganistan, Bangladesh, Bhutan, China, Cambodia, Hong Kong, Indonesia, Korea (South & North), Maldives, Malaysia, Micronesia, Mongolia, Myanmar, Japan, Laos, Nepal, Palau, Papua New Guinea, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam.

CIS

Albania, Armenia, Azerbaijan, Belarus, Croatia, Georgia, Estonia, Kazakhstan, Kirgistan, Latvia, Macedonia, Moldova, Czech Republic, Romania, Russian federation, Slovakia, Slovenia, Tajikistan, Turkmenistan, Ukraine, Yugoslavia.

West Asia

Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Palestine, Saudi Arabia, Syria, Turkey, UAE, Yemen.

Africa

Angola, Algeria, Benin, Burkina Faso, Burundi, Botswana, Cameroon, Central African republic, Chad, Congo, Cote d'Ivoire, Djibouti, Egypt, Eritrea, Ethiopia, Gabon, Ghana, Guinea, Equatorial Guinea, Guinea Bissau, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Morocco, Mauritius, Mauritania, Mozambique, Namibia, Nigera, Niger, Rwandese Republic, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Swaziland, Sudan, Tanzania, Togo lese republic, Tunisia, Uganda, Zaire, Zambia, Zimbabwe.

Europe

Austria, Belgium, Cyprus, Denmark, France, Greece, Germany, Hungry, Ireland, Italy, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Norway, Netherlands, Poland, Portugal, Sweden, Switzerland, United Kingdom.

Others

Australia, Unites states of America, Canada, Mexico.

DD Direct Plus

Doordarshan launched free-to-air DTH Service "DD Direct Plus" in December,2004 with a bouquet of 33 TV channels (Doordarshan as well as private TV channels) primarily for providing TV coverage to the areas hither to uncovered by terrestrial transmitters. Capacity of DTH platform has been subsequently augmented for transmission of 58 TV channels. DTH signals are uplinked to INSAT 4-B satellite, from the DTH Centre located at Todapur, New Delhi. DTH signals (Ku Band) can be received anywhere in the country (except Andaman & Nicobar Islands) with the help of small sized dish receive units. DTH service in C-Band with a bouquet 10 DD channels, especially for A & N Islands, has been started in September, 2009. DTH signals in C-band are uplinked to INSAT 4-B satellite, from the Earth station located at Doordarshan's HPT complex at Pitampura, Delhi. 10 channels included in C-band DTH bouquet are: DD National, DD News, DD Sports, DD Bharati, DD Urdu, DD Bangla, DD Tamil, DD Telugu, DD Malayalam & programmes of DDK, Port Blair.`

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

Doordarshan Channels	Other TV Channels
1. DDNational	20. Lok Sabha
2. DD News	21. Russia Today
3. DD Sports	22. Vyas TV
4. DD India	23. Shraddha
5. DD Bharati	24. N TV
6. DD Bangla	25. IBN Lokmat
7. DD Chandana	26. 9X

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8. DD Girnar	27. Star Jalsha
9. DD Kashir	28. 9XM
10. DD North East	29. Time TV
11. DD Oriya	30. E 24
12. DD Podhigai	31. PTC News
13. DD Punjabi	32. Aastha
14. DD Sahyadri	33. ETC
15. DD Saptagiri	34. Makkal TV
16. DD Malayalam	35. Care World
17. DD Rajya Sabha	36. Zee Jagran
18. DD Urdu	37. MHOne
19. Gyandarshan-1	38. PBC TV
	39. Total TV
	40. Shakti TV
	41. Jai Hind TV
	42. Music India
	43. Kalaignar TV
	44. DW TV
	45. Star Utsav
	46. Smile TV
	47. B4U Music
	48. Gyandarshan-2
	49. Mega TV
	50. Kairali TV
	51. NHK World
	52. News Live
	53. Amrita TV
	54. India News
	55. News 24
	56. Enter 10
	57. Azad News
	58. SVBC

MARKETING INITIATIVES



'Choo Lo Aasman' reality show under self finance scheme

Prasar Bharati has eight Marketing Division(s) in Mumbai, New Delhi, Kolkata, Hyderabad, Bangalore, Chennai, Thiruvananthapuram, Guwahati, Kochi & Jalandhar with a view to bolster the in-house marketing of Programmes on DD-National Network, DD-Regional Kendras, DD-News and various other satellite channels beamed across the country.

- The driver channel of Doordarshan is DD-1 (National) which contributes nearly 55% of the total gross revenues on Doordarshan through programming acquired in various formats such as SFC (Self Finance), Acquisition, and Commissioned etc. The Marketing Division had been assigned a target of Rs.385 crores for 2009-10 and it has been able to achieve gross revenues of Rs.435.95 crores. The Marketing Division(s) contribute nearly 45% of the total DD revenues.
- Revenues under SFC scheme of Doordarshan have touched Rs.234.37 crores in the period 2009-10 growing at nearly 36% over the previous year.
- Today over 95% of the inventory on DD-National Network has been mounted under SFC whereby the channel retains the perpetual rights of the software and has to exploit it to generate maximum revenues.
- Reality Shows such as 'Choo Lo Aasman' supported by Fair & Lovely, Airtel Krazzy Kiya Re, Idea Bharat Ki Shaan etc. have resurrected the 10.00 pm time band and drawn good audiences for this genre.
- The channel has also been able to mount a countdown programme along with Colgate as a sponsor for the show 'Colgate Top 10' on the weekend slots on Sundays with incremental revenues.
- The Sunday Morning time band which was underperforming in terms of viewership was resurrected by the scheduling of a 'children's film slot' entitled 'Chulbuli Filmein Chatpati Gupshup' anchored by Ms. Tabassum and aired at 9.00 am on Sunday Mornins. This programme had drawn in huge audiences from this genre and has attracted advertisers with 'Perfetti' joining as a sponsor for this show.
- It has also been successful in marketing international sporting events such as the ICC T-20 World Cup, 'Standard Chartered Marathon, Airtel Delhi Half Marathon, World Badminton Championships etc. where DD was the RMC and successfully marketed these events.

- The Marketing Division(s) has taken the challenge of the marketing public service content such as 'Jeena Isi Ka Naam Hain' and events commemorating 'Golden Jubilee Celebrations of Doordarshan' and has contributed substantial revenues on these properties.
- It has also been able to market effectively and book revenues on general entertainment serials, software & programmes mounted across time bands focusing on select target groups such as women's issues & aspirations, family drama such as 'Nanhi Kali Meri Ladli', 'Sanman Ek Adhikar', 'Airhostess', 'Astitva Ek Kahani', 'Peehar', 'Karwan Ek Talash' etc. which are telecast on prime time/ mid-prime time bands of DD-National and are contributing huge revenues to the channel.
- The Marketing Division(s) function as nerve centres for generation of business on the properties mounted on the channel from various clients across the country.
- They are key flashpoints between the entire media market and the programming link to ensure that the best market practices are also taken forward on Doordarshan in a progressive manner.
- The Marketing Division(s) also have the responsibility of managing and marketing the channel inventory as well as generating revenues from various public service initiatives undertaken by the channel from time to time.

DD Commercial

DD Commercial service is responsible for booking advertisement of goods and services on Doordarshan. Booking of advertisement are normally accepted through accredited and registered



Jeena Isi Ka Naam Hain a programme on public service

agencies with agency commission and also directly on advance payment without agency commission. During the year 2009-10 Doordarshan earned a total revenue of Rs.1000.36 Crore. The target for the financial year 2009-10 was Rs.947.52 crore.

Development Communication Division (DCD)

Development Communication Division was established in Doordarshan in March 2001 to cater to the communication needs of Government, Ministries, Departments and PSUs as a single window facility for marketing of Doordarshan airtime and production capabilities. The division provides consultancy and customized media planning, produces programmes at countrywide stations in regional languages and provides feedback and research surveys to the clients.

It charges the telecast cost in lieu of the services, it renders to the govt. clients in the form of telecast of their campaigns and also fulfills the role of public broadcaster.

Doordarshan had telecast a special programmes on leprosy eradication on National Network in March 2010 (Lakshmi Ki Wapsi) which was as per consent of Ministry of Health & Family Welfare, funded and provided by them. DCD, Doordarshan also telecast the campaign on H1N1 and Dengue to create awareness and also highlighted various schemes of the govt. to counter the threat of these.

DCD, Doordarshan in collaboration with Population Foundation of India (PFI) has also started working further strengthening on creating awareness on RCH related issues in the States, i.e. UP, Bihar, Jharkhand, Utrakhand, Rajasthan, MP, Chattisgarh, Orissa and Assam. Quiz segment has been added in collaboration with PFI in Kalyani programme and winner will be awarded and also be given citation certificate that "Best Aware Mother". Similarly, PFI and Doordarshan will identify best kalyani club which motivates the people for creating awareness and also work towards the cause like eye donation, anti tobacco drive and cleanliness drive in their villages.

DCD, Doordarshan has been telecasting campaign on behalf of Ministry of Consumer Affairs to generate awareness among the consumer, illustrating the rights of consumers and also difficulties being faced by them, the campaign highlights the modus operandi of mischievous people, organizations, traders, businessmen, service providers and others who take advantage of lack of consumers' knowledge.

DCD highlights various measures of govt. leading towards the goal of public awareness in the form of telecast of campaign pertaining to RTI, various welfare schemes for minorities on behalf of Ministry of Minority Affairs, welfare schemes under flagship like NREGA, drinking water and sanitation, housing, roads etc. on behalf of Ministry of Rural Development. Various schemes in the field of women's education, children and adult education, mid-day meal have been highlighted through the campaign on behalf of Ministry of HRD. Similarly, Girl Child, Women's Empowerment, Anti Dowry, Domestic Violence against Women has been undertaken on behalf of Ministry of Women & Child Development. On behalf of Ministry of Home Affairs, campaign on National Disaster Management i.e. educating the people against the unforeseen danger of the nature is also highlighted.

DCD, Doordarshan has also produced in-house a music video on Girl Child 'Bitiya Ne Janam Liya' telecast on DD and private Television Channels. This has been the special release on Girl Child.

Dev. Comm. Division has a long standing partnership with MOH&FW for their Flagship campaign; the country's longest running health series Kalyani. Upon encouraging response from the field about the impact of this campaign, the Ministry has extended the project in 8th year with Doordarshan's in-house production and telecast at 22 Kendras. An MOU to that effect was signed between DG, Doordarshan and Additional secretary MOH & FW in October, 2009. It's a matter of pride that reference of Kalyani is mentioned in Limca Book of World Records.

During financial 2009-10 some major campaign for Ministry of Defense, Ministry of Road Transport and Highways, Ministry of Statistics & Implementation, Agriculture Insurance company of India Ltd on behalf of Ministry of Agriculture, Ministry of Railways & Red Ribbon Express (Phase-II) and Aayush have been launched.

From 5 partners and 9 campaigns in the year 2001-02 to 23 partners and 133 campaigns in 2008-09, the Development Communication Division has come a long way with large number of campaigns in the past few years. This year till April'09, 5991 new programmes were produced centrally, and in Regional Kendra under direct supervision of Development Communication Division.

Narrowcasting

With a view to provide area-specific information on Agriculture, a pilot project was started by Doordarshan in 2002 and was implemented through 11 transmitters across the country in 18 states. Following the successful implementation of this concept of



Crop seminar organized by Doordarshan

“Narrowcasting” demand, a proposal was sent to the planning commission, through the Ministry of Agriculture, Govt. of India. The Centrally sponsored project “Mass Media Support to Agriculture Extension” was approved and introduced in January 2004 and inaugurated by the then Prime Minister of India. The project is now being implemented with the budget of Rs.102.95 crore for the current financial year (2009-10).

Programmes are formulated by experts of Agriculture, Horticulture, Veterinary Sciences, Fisheries etc. and all aspects of these areas are covered on day-to-day basis, highlighting the different

technologies of each crops, various schemes, success stories of farmers, weather reports, kishan credit card, Agriculture News Bulletin and Mandi Bhav Bulletin (market prices), publicity of minimum support price (MSP), mounting of the campaign on seed treatment during kharif and other information provided by the DAC, Minister of Agriculture etc.

For organizing Live Crop Seminars more frequently Weekly live Phone-in programmes are telecast in which farmers from the respective States/"Narrowcasting" zone ask questions on telephone and the experts provide solutions to the questions instantly

Information on weather are updated by Agro-Meteorological Division of India Meteorology Department (IMD), Pune on their website in respect of specific icon of each Kendra and the respective Kendras download the information and produce bulletins containing Agro-meteorological information of the respective State every week.

A daily News Bulletin containing information on innovations, policy, export, weather etc. are telecast over National Channel and all 18 Regional Kendras five days a week (Monday to Friday).

The date-wise schedule of programmes of each of the 55 production centers are uploaded on a specific portal (www.dacnet.nic.in/csms), so that extension workers, planners and educated farmers can received advance information about the programmes that would be telecast each day.

CENTRAL COMMISSIONING UNIT (CCU)

CCU is acquiring and producing software on a variety of subjects for telecast on Doordarshan Channels. CCU has continued the project for production of literary programmes of archival value titled Indian Classics. The Indian Classics Programmes under the title "Katha Sarita" are being telecast at 21.30 hours every Monday on DD-1. The programmes have received wide



Commission programme on Maharaja Ranjeet Singh

appreciation, commercial support and are meeting the software requirement of DD-1, DD Bharati, DD India, DD Urdu and Regional Channels.

Other achievements and initiatives of Central Commissioning Unit are: -

13-episodes series 'Wild Adventures - Ballooning with Bedi Brothers' have been telecast on DD-1. It is a unique series where for the first time in India aerial photography has been combined with hot air ballooning.

Ten short stories of Munshi Premchand have been produced by noted Director Sh. M.K. Raina. 52 episodes series on Maharaja Ranjit Singh is under production. The series is directed by noted actor and producer Sh. Raj Babbar.

Special programmes on selected subjects 'forts of India', 'institutions of Democracy' and 'Common Worship Centre's are under production as part of our initiative for public service broadcast.

Doordarshan has acquired programmes under the short-term acquisition scheme for a period of 3 years. Under the scheme, more than 10,000 half an hour episodes of programmes in various genres in Hindi, Urdu and English have been acquired for Doordarshan Channels.

CENTRAL PRODUCTION CENTRE (CPC)

Situated in Delhi, the Central Production Centre (CPC) is currently responsible for managing the transmission of four 24 channels i.e. DD News, DD Sports, DD India & DD channels like DD National, and DD Bharati. It also specializes in production of documentaries and other DD programmes. In recent years, CPC has become an active player in preparation of programme promos of Doordarshan. The programme schedule of DD Sports, DD India, DD Urdu, are prepared by DG: DD. It has been allotted programmes of 30 mts duration each on different subjects by DG: DD Indian Classic Section meant for telecast on DD-1 (National Network) every Monday. In addition to above, CPC, DD is providing/ supplying regularly high quality programme of from time to time. CPC: DD also telecast Sponsored/ Commissioned programme on "DD Urdu" CPC: DD is committed to supply In-house production of special programme on Hindustani and Carnatic Music (Classical, Light Classical, Dance etc.) featuring renowned/ top grade artists to various Doordarshan Kendras across the country during year 2009-10.

Innovations in Governance Project on Doordarshan

With a view to improve the media image of public servants and to create public confidence in governance it was decided to telecast suitable programme/news stories and innovations in governance on Doordarshan channels. These programmes/news stories reflected such path breaking efforts made by public servant at various level of governance, ranging from a forest Guard/ Constable to top level official in the state/ central administration which have worked as catalytic forces and contributed a social change of public well-being. Lal Bahadur Shastri National Academy of Administration Mussoorie was identified as such public organization and its achievements were highlighted in programmes, news/stories. Various capital kendras/ RNUs have produced programmes/news stories and achievements of public servant functioning

in their respective service zones in various formats like documentaries, features, interviews, etc. These programmes were produced in the principal language of Kendras concerned.

Regional Doordarshan Kendras:

For Programme production, there are 66 Studio centres in the country. These include 17 major Studio centres at state capitals and 49 smaller Studio centres located at various other places.

The regional/ local programmes produced/ telecast from the Kendras have terrestrial support for which there are a number of transmitters of varying capacity in each State/ UT. The Kendras telecast regional as well as local/ area specific programmes in their respective coverage zones.

Brief descriptions of some of the Regional Doordarshan Kendras and its activities during the period 2009-10 are given below:

DD: Delhi

Since start of experimental service in 1959, DD Delhi has seen many changes in its broadcasting history, such as introduction of colour service in 1982 and so on. Also, continuing with its commitment of reaching out to viewers with programmes of wholesome information and tasteful entertainment, Delhi Kendra has endeavoured to bring in varied hues of society and its milieu in its programmes. One can recall a few programmes which represent to a good extent the effort of the Kendra in enhancing the quality both in content and presentation. For the first time the new camera positions and introduction of Jimmy Zib, the Republic Day Coverage was a totally new experience visually and aesthetically. In the same way the speciality of last year's Independence Day coverage was that for the first time five samadhis i.e. Raj Ghat, Shantivan, Vijay Sthal, Shakti Sthal and Veer Bhumi were connected in the actual live coverage. The number of live telecast done by the Kendra is:

- Among the important personalities who featured in Aaj Savere, mention can be made of Prof. Amartya Sen, Dalai Lama, Dr. R.K. Pachauri, Mohd. Yunus, the Nobel Laureate Prof. M.S. Swaminathan, Kiran Karnik, Gulzar and Dev Anand.



An interview with Deva Anad on Aaj Savere set

- The first ever interview with Mrs. Fori Nehru, "REMEMBERING INDIA" was telecast on 31st October leading up to the live telecast of the memorial function at 1, Safdarjung Road.

- Last year was the year of General Elections. One of the major job of the Kendra is to record and telecast the views of political leaders of different political parties.
- Party Political telecast of nearly 100 politicians was done last year. The back drop had for the first time a video-in-lay of the party symbol. For the first time Smt. Sonia Gandhi, Prime Minister Dr. Manmohan Singh and leader of opposition Sh. L.K. Advani were corded for the said telecast.
- Some notable programmes produced by the Kendra included, "The Golden Trial: DD@50", New Year Programme "Ras Baras Abke Baras, Air Chief P.V. Naik's interaction with young persons.
- Kendra was asked by SPG to make a documentary on SPG. The film was screened on the SPG Day in presence of Smt. Sonia Gandhi and the Prime Minister.
- For the first time this year's Army Day Parade was recorded with the newly acquired High Definition OB Van.



Party Political telecast on general election 2009

The Kendra earned Rs.18.37 crores against a target of Rs.20 crores during the financial year 2009-10, and the need to revamp the functioning of the Kendra to achieve the target of Rs.25 crore set for the financial year 2010-2011.

Hindi feature film telecast every Sunday from 4.00pm-6.30pm on HBN is one of the major revenue earners for this Kendra. On an average the Kendra earns Rs.25-30 lacs from this one single slot.

DD: Thiruvananthapuram

From its inception in 1985, Doordarshan Kendra Thiruvananthapuram has made its presence felt across the length and breadth of the country. The Kendra has programme production facilities at Thiruvananthapuram, Thrissur and Calicut and a network of terrestrial transmitters across the state. Doordarshan Kendra Thiruvananthapuram, with over 35 terrestrial transmitters and 3 production centers serve the state of Kerala and the Union Territories of Lakshadweep and Mahi terrestrially and all other parts of the country with the help of a cable or a digital connection.

Doordarshan Kendra Thiruvananthapuram is the largest commercial revenue earning Regional Doordarshan Centre in the country, with consolidated revenue of Rs. 11.61 crores against the target of 10 crores during 2009-10.

The Kendra's efforts to improve news content and quality in presentation received a great boost with the inauguration of the first fully automated Regional News Unit (RNU) of Doordarshan at Thiruvananthapuram on 6th September 2009. Analysis of programme content indicate that the time allotted for entertainment is 37.56%, education 34.99% and information 27.45 %.

IMPORTANT LIVE OB PROGRAMME TELECAST DURING 2009-2010

Sl.No.	DATE	PROGRAMME TITLE	DURATION (Min.)
1	01/04/2009	Janavani (AIR Programme)	145
2	06/04/2009	Karikkakam Pongala	110
3	03/05/2009	Thrissur Pooram	360
4	08/08/2009	Nehru Trophy Boat Race	330
5	05/09/2009	Kottayam Boat Race	80
6	06/09/2009	Aranmula Boat Race	220
7	11/12/2009	IIFK-2009 Opening Ceremony	60
8	17/12/2009	IIFK-2009 Varthakalkku Pinnil	50
9	18/12/2009	IIFK Closing Ceremony	60
10	03/01/2010	Indian Science Congress Inauguration	110
11	13/01/2010	Sabarimala Makara Vilakku (Eve)	93
12	14/01/2010	Sabarimala Makara Vilaku	300
13	20/02/2010	Chettikulangara Festival	170
14	24/02/2010	Governer's Address to State Assembly.	33
15	28/02/2010	Attukal Pongala	153
16	05/03/2010	Presentation Kerala Budget 2010	255
17	27/03/2010	Karikkakom Pongala	105
		LIVE TOTAL (43 hrs 54 minutes)	2634

DD: Kolkata

Doordarshan, Kolkata commenced telecast on 9th August, 1975 and in the year 2009-10, following programmes were telecast keeping in view the motto of Doordarshan, i.e. education, information and entertainment. The area and population covered by DD-1 and DD News are 97.7(%), 97.9(%) and 55.2(%), 64.6(%) respectively. Revenue Generation of Doordarshan, Kolkata during the Financial Year 2009-2010 is Rs. 162,229,473.



Draw of broadcast/telecast time for party broadcast for general election

Important Programmes telecast during 2009-10 are as follows:

- A programme based on Tagore's poem 'Nagarlakshmi' and 'Pujarini' entitled 'Buddhang Sharanang Gachhami' in 'Sikshayatan Thekey' programme on 02.04.2009 at 2000 hrs.
- Live programme on Election 2009 "Election Paryalochana" (Expert - Debashis Sen, CEO, West Bengal) on 11.04.2009 at 1830 hrs.
- Bengali New Years 1416 programme "Baisakhi Baithak" on 15.04.09 at 0700 hrs.
- Bengali New Years programme on Bishwabharati, Shantiniketan - "Shantiniketane Nababarsha 1416" on 19.04.2009 at 1130 hrs.
- Live telecast of 'Kabi Pranam' - Birth Anniversary of Kavi Guru Rabindranath Tagore from Rabindra Sadan and Jorasanko on 09.05.2009 at 0605 hrs. Also Rabindra Jayanti at Shantiniketan at 1930 hrs. in the programme 'Shantiniketane Rabindra Jayanti'.
- Live telecast of 45th Death Anniversary of Pt. Jawaharlal Nehru on 27.05.2009 from 0700 hrs. to 0800 hrs.
- A programme on Lalgarh, "Jangal Mahale Santras Birodhi Aain" (Anti-terrorism Law in Jangal Mahal) in Yukti Takko programme on 27.06.2009 at 2000 hrs.
- A programme on longest ever total solar eclipse of the country in science programme "Bijnan Jijnasa" on 19.07.2009 at 1500 hrs.
- "Kolkata Doordarshan - 35" - a special programme on Doordarshan Foundation Day on 09.08.2009 at 2025 hrs.

- A Curtain Raiser Programme on Ganga Sagar' of South 24 pgs. On 13.01.2010 at 1930 hrs. and subsequently live telecast of "Ganga Sagar Mela" on 14.01.2010 from 0700 hrs. to 0815 hrs.
- A special programme on 150 years of Freedom Movement "Aamar Janmabhumi" (My Motherland) on 14.08.2009 at 2030 hrs.
- A special programme in the fifty years celebration of Doordarshan "Doordarshan Panchas" on 15.09.2009 at 2000 hrs
- A programme on activities of Women's Commission in Arresting Atrocities on Women and Domestic Violence in "Ghare Baire" programme on 19.08.2009 at 2000 hrs.
- "Durga Puja" – Live from Belur Math on 25.09.2009 from 0601 hrs.
- Live telecast of Birthday Celebration of Sri Ramkrishna from Ramkrishna Math, Kamarpukur on 16.02.2010 at 0825 hrs.
- Live telecast of 15th Kolkata Film Festival 2009 from cultural complex Nandan at 1800 hrs. on 10.11.2009.
- "Shesh Noy" – a special programme on 31st December on 31.12.2009 at 2100 hrs

DD Annual Awards received by Doordarshan, Kolkata during 2009 - 2010

Sl.No.	Title of the programme	Category
1.	Shantanur Chhobi	Telefilm (Best Telefilm and Best Literary Adaptation)
2.	Doordarshan Ajo	Exemplary Work
3.	Hridayer Ichha	Children

DD: Hyderabad

Doordarshan, Hyderabad commenced telecast on 23rd October, 1977 and in the year 2009-10, COMMERCIAL EARNINGS FROM DIFFERENT SOURCES was Rs. 7, 44, 00,000. During the period following Programmes were telecast:

- ❖ **GANAGANDHARVAM** :- This Kendra telecast a music programme entitled 'Ganagandharvam' on every Friday at 8.00 pm. This has been introduced to encourage singing in the style and in order to keep the classical music alive. This is an innovative series.
- ❖ **AMMA** :- This is a notable programme on mother. The viewers contributed to this programme. This was telecast every Friday at 7.35 am.

- ❖ **ANAGANDHARVAM :-** This Kendra telecast a music programme entitled “Ganagandharvam’ on every Friday 8.00 PM. This has been introduced to encourage singing in the style and in order to keep the classical music alive. This is an innovative series.
- ❖ **NAVYA :-** Women’s magazine programme - Monday to Saturday at 1.30 PM. This is a useful programme intended to deal different development aspects related to women.
- ❖ **CROP SEMINAR :-** During this financial year, two Crop seminars were conducted one at Guntur on Social forestry and another at Anakapalli, Visakhapatnam District on 8 different Agriculture and allied subjects. About 300 farmers participated in each crop seminar. These were telecast Live.
- ❖ **LIVE COVERAGES :-** Live coverage of Tirumala Srivari Brahmotsavalu, Bhadrachalam Srisitaram Kalyanotsavam, Annavam Sri Satyannarayana Swamy Kalyanotsavam, Yadagirigutta Sri Lakshminarashimha Swamy Kalyanotsavam, Medaram Sammakka Saralamma Jatara, Vemulavada Sri Rajarajeswara Swamy Kalyanotsavam, Republic day and Independence day celebrations, VIP visits, Crop seminars, sports, 9th Doordarshan Annual Award function, DD-Saptagiri annual function and important events were covered by the Kendra.
- ❖ **PUBLICITY OF GOVERNMENT ACTIVITIES :-** The development activities and welfare schemes of Andhra Pradesh state government and government of India were telecast under title ‘Flagship Programmes’. The government officials and the beneficiaries took active role in these programmes. Bharatadesa Praja viswasam (Bharat Mein Hain Viswas) highlighting the development schemes and activities in India were telecast on Monday at 7.15 AM and repeat telecast on Thursday at 7.15 AM. To create awareness on environment and forests, a serial entitled ‘Akupachachandamama’ was telecast.
- ❖ **9TH DOORDARSHAN ANNUAL AWARDS FUNCTION :-** 9th Doordarshan Annual Awards function was conducted in Hyderabad on 30.11.09. Hon’ble Padma Bhushan Dr. Akkineni Nageswara Rao, Famous film Producer Dr. D. Rama Naidu and other film stars and dignitaries participated in the function. The winner (57) received tge awards in different categories from the chief minister and other dignitaries and various memorable cultural events of the country took place in the function.
- ❖ Coverage of World Badminton-Championship in August, 2009 was done by the Kendra.

NUMBER OF AWARDS WON

The Kendra received Japan Prize in 2009 for proposal finalist green school and Seeds of change received Asia Pacific Broadcasting Union (ABU) award in 2009.

The Kendra received 10 prestigious TV Nandi Awards constituted by government of Andhra Pradesh. In addition to these awards the Kendra received one DD-Annual award for – DG special best exemplary production work.

DD: Jalandhar

DD, Jalandhar started functioning from 13th April, 1979 to fulfil the aspiration of the people of Punjab as well as to provide factual information to the peoples residing in border areas.

Commercial earning by different sources during 2009-10 was Rs.2, 43, 24,384/-. During the period 2009-10 following programmes were telecast:

The New Year programme of this year was well received by the viewers and earned a record revenue of Rs.6.50 Lac as commercial revenue and Rs.7.50 Lac as sale of Audio & video rights of the programme. It will not be out of place to mention here that it was after a long gap that Kendra could sell the Audio & Video Rights of the New Year programme. Commercial earning from different sources Rs. 6, 79, 00,000/- (Excluding DCD) during 2009-10.

- Golden Jubilees of Doordarshan was celebrated in a befitting manner which was highly appreciated by the viewers of the region.
- Program 5 Vaje Live: A new live programme of one hours duration was started from 5 to 6 PM with variety of segments which earned new viewership for the Kendra along with appreciable revenue. The program is duly anchored and is telecast live with many Phone -in segments on all days of the week.
- The Kendra increased the number of in house programmes to the extent of 93.75% of the program of the DD Punjabi Channel (Satellite) and 91% on DD-Regional channel. This enabled the Kendra to earn more revenue.

Many events were organized during the year to celebrate the special occasions by mounting special programmes. Some of which are mentioned below:

DD Satellite Channel Anniversary

DD Satellite channel anniversary was celebrated on 05.08.2009 during which a special programme was organized in which the renowned & popular Punjabi singers were invited who performed in the presence of invited audience.

DD foundation Day

DD foundation Day was celebrated at the Kendra as the beginning of the Golden Jubilee Celebration of Doordarshan by organizing a special musical programme which was telecast live in the presence of invited audience during which the popular singers of the region participated & entertained the viewers.

New Year Eve Programme

DDK planned & produced one hour programme which was telecast on New Year Eve i.e 31st December 2009. The programme was recorded before the invited audience in the Kendra Studio. Highly renowned popular & established singers of National and International fame participated in the programme and the programme was highly appreciated by the audience, viewers and the local press. The programme earned a record revenue of Rs. Fourteen Lakhs. [Rupees 6.5 Lakhs as Commercial Revenue and 7.5 Lakhs from the sale of Audio & Video rights of the Programme]

Pre-Launch of the serial Maharaja Ranjit Singh

A special function was organized in DD Studios as prelaunch of the serial Maharaja Ranjit

Singh. Baljit Singh Lali, C.E.O. Prasar Bharati was Chief Guest and Smt. Aruna Sharma; DG Doordarshan also graced the occasion. The Programme was well covered by the Regional Press which highly appreciated the efforts of Doordarshan for reviving the History of Punjab in the serial Maharaja Ranjit Singh.

Annual DD Awards

DDK Jalandhar won the following awards during the year.

- (a) Best T.V. Show.
- (b) Best Promo.
- (c) Best Cinematography

Four Programmes were nominated for awards during the year.

- (a) Music
- (b) Spot
- (c) Live O.B.
- (d) Agriculture [Narrowcasting]

DD: Guwahati

From programme production centre established in 1990, it became regional in May, 1993. Afterward there is no looking behind. During 2009-10 major activities of the kendra is as follows:

- A poetic symposium entitled "Sambhawana aru Rashtriya Akhandata" was telecast live where eminent poets of Assam were invited to recite their self composed poems in Hindi before the invited audience and it was telecast on 28.05.2009.
- A musical feature based on Silpi Sainik Kalaguru Bishnu Prasad Rabha was telecast on 20.06.2009.
- The Kendra has organized a series of Phone-in Live programme in collaboration with Assam State Aids Control Society. Apart from discussion, it also has inputs like music/songs based on the theme of AIDS.
- A live discussion on Railway Budget participated by some dignitaries of Railway Association, economist etc. telecast on 03.07.2009.
- A special live programme on general Budget analysis participated by some specialists from various fields telecast on 07.07.2009.
- Golden Jubilee Celebration – 5th December, 2009 at 6.00PM – Live telecast of Folk Evening titled "Sonali Sandhya" on DD-1, DD-13 and DD Bharati and Western Musical Evening titled "The Golden Odyssey" on 6th December, 2009 was telecast from 6.00 PM to 8.00 PM on DD-1, DD-13 and DD Bharati.
- North East Folk Dance and Drum Festival-20th February, 2010 titled "Rhythmic North-East" was telecast live on DD-1, DD-II and DD Bharati. The Chief Guest was Shri

J.B.Patnaik, Hon'ble Governor of Assam. Guest of Honour and Shri B.S. Lalli, CEO , Prasar Bharati. Continued also on 21.02.2010 from 5.30 PM to 8.00 PM. Live telecast on DD-1, DD-13 and DD Bharati in which Chief Guest was Shri Ranjit Mooshahary, Hon'ble Governor of Meghalaya. Guest of Honour Smt. Aruna Sharma, DG, Doordarshan, New Delhi. Both the days folk artists from all the North East states performed.

- Live telecast of Silver Jubilee Celebration on 24th March, 2010 from 5.30 PM to 8.00 PM on DD-1, DD-13 and DD Bharati. Title – “Rupali Sandhya”. Guest of Honour was Shri V. Shivkumar, Member, Prasar Bharati Board and Chief Guest was Shri Tarun Gogoi, Hon'ble Chief Minister of Assam.

Annual Awards received by DDK Guwahati

The Kendra in Doordarshan Annual Awards for the year 2009 bagged 3 Awards as mentioned below:

- A. In the Wild Life & Environment category – ‘Assam: The Treasure Trove of Nature’ produced by Shri Hareswar Laskar, ASD and Shri Bidhu Dutta, Production Assistant got the award as ‘Best Entry for the year, 2009’.
- B. In the Women category – Programme entitled “Ekajoli Rod” (a Handful of Sunlight) produced by Smt. Ajanta Das, Production Assistant bagged the award as ‘Best entry’ for the year 2009.
- C. Doordarshan Kendra, Guwahati got the award in the category of Best Maintain Kendra in the North East Zone – Shri A.K. Mangalgi, Superintending Engineer, DDK, Guwahati has received the award on behalf of the Kendra.

DD: Bhubneshwar

A base production centre to cater the needs of Orissa was established in 1974 which later on gain importance during SITE programme in 1975 and finally the Kendra shifted from Cuttack to Bhubneshwar in 1992. Commercial Earnings from Different Sources was Rs. 8,09,56,800 for the period 2009-10.

During 2009-10 major activities that took place is as follows:

- **Sri Gundicha Yatra** of Lord Jagannath from Puri telecast on 24.06.2009 on Regional Service & National Service from 8.00 AM to 4.30 PM
- Doordarshan Foundation Day Programme “SAPTARANGA” on 15.09.2009 from Studio (2 Hours)
- **Rakta Golapa** – Special Programme on Children’s Day from Studio on 13.11.2009 from 4.00 PM to 6.00 PM
- **Mukteswar Dance Festival** – Annual Festival of Excellence on Odissi Dance of Tourism & Culture Department Government of Orissa during 14 – 16 January’2010 for duration of 9 Hrs. The event was aired LIVE on DD- Bharati

- 'ANUPAMA' a Special Programme on International Women's Day telecast Live on 06.03.2010 from 05.00 PM to 07.00 PM and felicitated Important Women Talent of the State before invited audience.
- Classical Dance Odissi Festival was organized from 8th to 12th March'2010 before invited audience and felicitated established Odissi Exponents of Odisha
- MO ODISHA' a Special Programme was recorded on 28.03.2010 before invited audience and felicitated different established talent of Odisha.
- His Highness Dalai Lama's visit to Odisha and inauguration of Asia's biggest Boudh Temple at Chandragiri in Gajapati district during 11th -14th January'2010.
- Visit of Kashmir Brave girl Rukshana and Maninder Singh Bitta to Odisha to spread the message of Anti-terrorism on 5th January'2010.
- 15th National Youth Festival was organized from 8th to 12th January (to strengthen National Unity and Integrity)
- Inauguration of New Broad Gauge Railway line between Nuapada-Gunupur of Gajapati and Rayagada in Naxal affected areas on 14th January'2010.

DOORDARSHAN ANNUAL AWARDS-2009 ;

- Live Telecast of Rath Yatra'2009 the biggest reality show for 8 Hrs. 45 Minutes on Regional , National & International Channels(*Producer : Shri Vijaya Kumar Kar*)
- Youth Programme "Nisha" on Anti-Tobacco in the Youth Category (*Producer : Shri Durga Dutta Kanungo*)
- Prog. : Bhagaban Jagannath - Sarva Dharma Samanwaya in Documentary Category(*Producer : Shri Gour Gopal Das*)
- Special Award on Gandhian Philosophy to the Programme "People of the Soil" (*Producer : Smt. Jayanti Rath & Smt. Suniti Devi*)
- Public Service Broadcasting Award to the Programme on Women Trafficking & Its Rehabilitation(*Producer : Smt. Suniti Devi*)
- G's Special Award for Best Women Producer (*Awardee: Smt. Suniti Devi*)

DD: Ranchi

Doordarshan Ranchi was commissioned on 25th September, 1984. The Kendra produced Area Specific Programmes till 2nd April, 2002. On 2nd April, 2002 the Kendra became a regional unit with its coverage extending to entire Jharkhand. The Regional News started from the Kendra from 2nd April'2002. The Revenue Earning of the Kendra for 2009-10 is Rs. 1, 09, 68,000/-. Some of the important programmes telecast during the period are:

- Special Programme "**More Hira Nagpur**" was telecast to commemorate the Golden Jubilee Year of Doordarshan on the Foundation Day i.e. 15.09.2009 . As many as 15 cultural items including Dance & Skit in tribal languages were staged on the occasion.

- **Kajari Utsav**, a Folk Music Festival was telecast LIVE on 4th August'2009.
- **A Poem Recital Programme** on New Year Celebration was organized in the Kendra on 11th January'2010.
- **Tele Film " Best Worker" & "Galat"** produced by the Kendra were screened before invited audience on 24th February'2010.
- On 26th March'2010, a "**Kawali**" programme was organized inside the campus of the Kendra in presence of invited audience. Renowned artists like Imtiaz Bharati, Sanjida Podwal & their troupes performed the programme.
- "**Sarhul Lok Mahotsav-2010**" - Lok Mahotsav of the region was organized on 27th March'2010 before the invited audience. Folk Music & Dances of Jharkhand, West Bengal, Maharashtra, Punjab & Rajasthan were presented before the audience. A Poem Recital Programme "**April Fool Kabhyotsav**" was organized inside the Studio of the Kendra on 30th March'2010 before the invited audience. Renowned poets invited from within the State & other part of India took part in the programme.

Other Activities :

- **Election Coverage:** DDK, Ranchi arranged to telecast manifestoes of different Political Parties on the occasion of 14th Parliamentary Election in May'2009 & Assembly Election in November-December'2009.
- **Coverage of Fairs & Festivals:** A wide TV Coverage/TV Reports were made on Fairs & Festivals like Sarhul, Karma, Ram Navami, Ratha Yatra, Durga Puja, Deepabali etc.
- **Anniversary Programmes:** Special Programmes on the Birth Anniversary of Dr. B.R.Ambedkar on 14.04.2009, Bhagwan Birsa Munda on 15.11.2009 alongwith Foundation Day of Jharkhand State on 15.11.2009 were telecast to pay tribute to the great personalities.
- **Sports Coverage:** The 4th Leg of Indian Grand Prix Series held at Jamshedpur on 7th June'2009 covered by the Kendra. The 5th Leg of Indian Grand Prix Series held at Birsa Munda Stadium, Ranchi on 10th June'2009 was covered and deferred telecast.

DD: Bhopal

The Studio of Doordarshan Kendra Bhopal was commissioned on 20th October 1992. Although the main language of transmission is Hindi yet programmes in other dialects which are spoken in different parts of MP viz. Bagheli, Bundeli, Nimari & Malvi are also included in telecasts. REVENUE earned by the Kendra for the year 2009-10 was Rs 8,17,77,950.

IMPORTANT COVERAGES OF THE YEAR INCLUDING LIVE PROGRAMMES

Khajuraho Dance Festival , Khajuraho, Tansen Samaroh,Gwalior,Golden Jubilee Celebration of Aakashwani Bhopal, visit of Mahamahim President, Vice President and Prime Minister, Live

coverage of Crop Seminar at Bhopal, Indore & Gwalior etc. Deferred live of Krishi Mela at Jhabua and Hockey tournament at Rajnandgaon.

PRODUCTION OF REGIONAL CLASSIC FILMS

Three classic films based on the stories of reputed writers were produced and sent to National Network which is being telecast under the series "Katha Sarita". These films are-

- | | |
|--|---|
| (a) Nau Saal Chhoti Patni written by | Producer-Nilesh Raghuwanshi
Ravindra Kalia |
| (b) Chappal written by Kamleshwar | Producer-Mukesh Sharma |
| (c) Gulra Ke Baba written by Markandey | Producer-Mohan Dewedi |

DD : Gorakhpur

Doordarshan Kendra, Gorakhpur was inaugurated on 14.11.1984. Keeping in view the need of the viewers the Kendra is producing programmes for Agriculture, children, women etc. from 5.30 PM to 7.00 PM. The main area covered by the Kendra is Faizabad, Balrampur, Siddarth Nagar, Deoria and Kushi Nagar. Commercial earnings during 2009-10 was Rs. 13,67,750/-. Important Programmes telecast during 2009-10 are as follows:

- Discussion on "How to make Environment clean" was telecast on 9.5.2009.
- Discussion on the birth of Dr. Bhim Rao Ambedkar was telecast on 14.5.2009.
- A drama on women empowerment called "CHAPRAHIYA" was telecast on 18.05.2009.
- A documentary on "Munshi Premchand and Gorakhpur" was telecast on 31.7.2009.
- A concert was organized on the eve of Silver Jubilee of this centre on 14.11.2009. Programme based on this function was telecast on 18.11.2009. Photographs of this Concert is also attached.
- A cultural programme organized on the eve of "Lok Prasaran Divas" was telecast on 8.12.2009.
- On the occasion of Holi, A Hasya Kawi Sammellan was organized and telecast on 16.03.2010.
- A programme on " Bhumi ke Suksham Tatwon Ka Sanrakshan" was recorded On 18.04.09 and telecast on 21.04.09.
- A programme on " Nakli Khad Beej Ki Pehchan" was recorded on 14.05.09 and telecast on 15.05.09.
- A programme on " Rastriya Khadya Suraksha Mission" was recorded on 3.08.2009 and telecast on 25.08.09.
- A programme on " Mushroom Ki Kheti" was recorded on 19.09.09 and telecast on 28.09.09.

- A programme on “ Bird Flue: Karan and Niwaran” was recorded on 11.11.09 and telecast on 16.11.09.
- A programme on “Faubara Aur Tapak Vidhi Se Sinchai” was recorded on 06.01.10 and telecast on 11.01.10.
- Kisan Goshthi was recorded on 23.02.10 and telecast on 02.03.10
- Programme on “Krishi Vaniki” was recorded on 23.03.10 and telecast On 29.03.2010.

DD: Rajkot

The Kendra started functioning from 30th August, 1984 to cater the needs and requirements of the people of the region. It has only one hour transmission from 5.30 PM to 6.30 PM five days a week i.e. Monday to Friday. All the Programmes produced are in-house and in Gujarati language. Commercial earnings from different sources for the Kendra was Rs.5, 03,000/- during the period 2009-10. Some of the important Programmes telecast by the Kendra during the period 2009-10, are as follows:

- Quiz Programme ‘Chat Sawal Pat Jawab’ is a well produced programme for inter-college students of Saurashtra which is sponsored by Saurashtra University.
- A Teleplay on the topic ‘Global Warming’ was produced and telecast by the Kendra.
- A special Programme on Folk Songs and Folk Dance was organized for the Parliamentary Committee on Rajbhasha in January 2010.

DD: Leh

Doordarshan Kendra, Leh came into existence in the year 2002 to meet the aspiration of the people of Ladakh region. At present Kendra is beaming one hour programme for five days in a week from Monday to Friday between 6.00 PM to 7.00 PM. Most of these programmes are produced in Bodhi, Balti and Tibetan languages. The Kendra also telecast Urdu news bulletin from 7.15 PM to 7.30 PM and DD Kashir from 7 AM to 11AM. Some of the major activities of the Kendra during 2009-10 are as follows:

- A serial projecting the cultural heritage besides socio economic issues faced by the society of Ladakh was produced. Well known outside Directors were also involved in the production.
- Thirteen episode Mega quiz show on the protection of environment and wild life were produced. Programme was sponsored by the wild life Department of Ladakh
- Since Leh is minority district, several programmes on the welfare of minorities were produced, beside programmes on SC/T Welfare measures were also part of the transmission.
- An interview with H.H. the Dalai Lama was recorded besides T.V. report covering the entire tour in Ladakh.

- Programme on Ladakh festival and Singhe Khabas focusing on the heritage of Indus civilization, Cultural show, and Sports events related to it were covered during the festival.

DD : Mumbai

One of the oldest DD Kendra in the country was inaugurated on 2nd October, 1972. Afterward it added many new feathers in its cap during 38 years of its existence. Commercial Revenue earned by DDK, Mumbai during 2009-10: Target (Rs. 45 Crore) and actual earning Rs. 46, 99, 00,000/- (excluding Agriculture & DCD).

Highlights of some of the important Programmes activities of DD Mumbai during 2009-2010 is as follows:

- | | |
|--|----------------|
| • Sahyadri Navratna Puraskar | May 2009 |
| • Loksabha Election Coverage | May 2009 |
| • International Women Tennis Championship | May 2009 |
| • Ganesh Festival Special Programmes | Aug. 2009 |
| • Family Dot Com - New Serial | Aug. 2009 |
| • Reshim Gathi - A Bond Forever - New Programme for couples | Aug. 2009 |
| • Golden Jubilee Celebration of Doordarshan | Sept. 2009 |
| • Maharashtra State Assembly Election Coverage | Sept-Oct. 2009 |
| • Navjyoti Awards | Oct-Nov. 2009 |
| • Salaam Mumbai - Documentary on 26/11 | Nov. 2009 |
| • International Film Festival of India Coverage | Nov. 2009 |
| • Film based Programme for children "Chulbuli Filmein Chatpati Gupshup" for National Network | Dec. 2009 |
| • Programme "Money Plant" on financial literacy for National Network | Dec. 2009 |
| • New Year Eve Programme "Jai Ho 2010" for National Network | Dec. 2009 |
| • New Year Eve Programme "Swagatam 2010" for Sahyadri Channel | Dec. 2009 |
| • Krishi Ratna Award | Feb. 2010 |
| • Hirvani Award | March 2010 |

Introduction of New SFC Programmes in 2009-10

- | | |
|--|--------------|
| 1. 'Aani Achanak' telecast on Mon at 3.30 PM | October 2009 |
| 2. 'Bhoomika' telecast on Thu & Fri at 4.10 pm | October 2009 |

3. 'Vidhikhit' telecast on Tue & Wed at 3.30 pm	October 2009
4. 'Dista Tasa Nasta' telecast on Thu & Fri at 4.35 pm	January 2010
5. 'Timir Swapna' telecast on Mon at 4.10 pm	January 2010
6. 'Abhimaan' telecast on Mon at 7.35 pm	January 2010
7. 'Ek Rikama Gharta' telecast on Mon at 4.35 pm	February 2010

Introduction of Special Programmes in 2009-10:

- Reshim Gathi – A Bond Forever – New Programme for couples.
- Increased Classical Music Programmes.

New Programmes produced for DD National in 2009-10 :

- 'Chulbuli Filmein Chatpati Gupshup'
Children's Film based programme (w.e.f. November, 2009)
- 'Money Plant' Programme on Financial Education (w.e.f. November, 2009)
- Golden Jubilee Year of Doordarshan Programme
- Colgate Top Ten

Doordarshan Awards 2009-10

S.No.	Category	Programme	Name of Awardee
1.	Best DDK	-	Shri L.K. Chopra, Sr. Director
2.	Spot	Bharat Main Hai Vishwas	Shri U. N. Nayak, V.Ex.
3.	Screen - Play	Manjula	Shri P.Madhusoodan Pillai, Edit Supervisor
4.	Sports	Aquatic Championship	Shri V.Y. Pawar, P.Ex.
5.	Editing	Manjula	Smt. Shubhangi Sawant, Film Video Editor

DD: Gangtok:

Doordarshan Kendra: Gangtok has a coverage Area of 25 Km radius (approx.) and is situated Opposite Enchey Monastery. The telecast timing is from 05.30 hrs till 2230/2400 hrs and the Kendra telecast Programmes in terrestrial mode from 1730 hrs till 1830 hrs (Mon-Fri). Programmes are telecast mostly in Nepali Language for a duration of 30 mts. Revenue earned by the Kendra during 2009-10 was Rs. 1,42,287/- .Some of the important Programmes telecast by the Kendra during the period 2009-10, are as follows:

- Bharat Nirman: Flagship Programme is telecast every Friday at 6 PM and covers Prime Minister's Twenty Point Programme - it is mostly field based interactive Programme with the beneficiaries and their activities.
- Sikkim Round-Up Programme: Covering various socio cultural, events, religious festivals and other local important happenings around Sikkim. 30 mts Programme telecast every 1st, 3rd & 5th Wednesday at 6 PM.
- Extensive coverage was given for the visit of the President, Vice President of India and also Lok Sabha Election in 2009.

DD:Tura

DD: Tura was inaugurated on 31st May, 1993, keeping in view the specific needs of the people of the area. It telecast Programmes in Garo, Koch, Hajong, Assamese, Nepali, Bengali, and Hindi. Revenue earned during 2009 to 2010 was Rs. 20,024/- from programme sponsorship and transfer charges. In addition to the normal day to day programme, the Kendra has done some special Programmes during 2009-2010 which are as follows:

- The Kendra has organized and recorded Special Christmas and New Year Programme in the Studio. It also recorded and telecast winter festival organized by all the District Administration of Garo Hills.
- Foundation Day on 31st May 2009 and 50th Doordarshan Anniversary on September 15th was recorded & telecast. Besides these, World Tourism Day was also recorded & telecast.
- An Intersection Programme on HIV Aids with villagers of Bolchugre and interview with HIV AIDS positive lady was telecast during this period besides Special womens programme on "Rights of Women" was also mounted.

DD PANAJI

Doordarshan Kendra Panaji was started with a 1 KW DD1 transmitter on the eve of Asiad Games in 1982. The existing Studio was constructed and started operating from 23.06.1990. Local programme generation and telecast increased from 30 minutes to 60 minutes from April, 1994 and Marathi Programmes (Telecast increased to 75 minutes with Marathi Programmes) was introduced from October, 1996. Commercial revenue target of Rs.5 lakhs given to this Kendra was successfully achieved. Some of the important activities during 2009-10:

- **RIGHT TO INFORMATION ACT :** Kendra has organized live phone-in programme, discussion and other programmes under this act to generate awareness among the general public.
- **HEALTH PROGRAMME :** Vaizuki Malar - a weekly health programme features health related issues. Special emphasis on the check of spread of Falaria, Malaria, Chickun Gunya were included in the programmes. Important programmes like AIDS Awareness, Leprosy eradication and Vector Borne Diseases were telecast.
- **SARBHOUTANI :** Under this programme events like International Nurse Day, Naval Academy Passing out Parade, inauguration of 'e' governance, mega tree plantation

drive, etc. are suitably covered by ENG Unit in this weekly socio-cultural magazine programme.

- **INTERNATIONAL FILM FESTIVAL OF INDIA (IFFI) :** Goa is a permanent venue for IFFI. The Kendra telecast opening and closing ceremony live and besides curtain raiser and daily reports on National Network.
- **AAJCHE PAHUNE :** Eminent personalities from different walks of life are invited by various organizations as guest, lecturer, performer etc.
- **WOMEN PROGRAMME :** All issues relating to women are highlighted through (a) interviews with prominent women from all spheres (b) discussions on issues like health of women, breast feeding, nutrition, childcare (c) Legal guidance on marriage, divorce and inheritance, etc. Women occupying high position are invited to motivate the common women from rural and far-off areas.
- **FULTIFULAN (CHILDRENS PROGRAMME) :** Children programmes such as Sinvacho Balli, written by Pundalik Naik and presented by Bal Bhawan, Marcel which educates children on superstitions. Salucho Kalu, written by Anjali Amonkar and presented by BAL Bhawan, Children teleplay 'Kanskandan' on Lord Krishna etc; were telecast.
- **ENVIRONMENTAL PROGRAMMES :** Documentary on Dr. Salim Ali Bird Sanctuary, which highlights the importance of wildlife and mangroves, was produced and telecast.

IMPORTANT AWARDS OF THE KENDRA

STATE GOVT'S AWARD FOR BEST TELEFILM: 'TYAG' produced by the Kendra.

DD: Puducherry

This Kendra which was inaugurated on 15th August, 1992 is at present originating Programmes for 1 ½ hrs.(5.30 PM to 7.00 PM) from Monday to Friday in Tamil Language. This Kendra has earned a total revenue of Rs.14,24,146/- during the year 09-10. Some of the programmes telecast during 2009-10 are as follows:

- On 12th August 09, a Poetic Symposium titled "Sudanthira Dhagam" in Tamil was recorded on the occasion of the Independence Day with eminent Poets of this region, headed by Shri Kavikko Abdul Rahman and telecast locally as also on DD Podhigai Satellite channel.
- On the occasions of Tamil New Year, Diwali, Christmas, New Year and Pongal festival, special programmes were recorded.

DD: Hisar

DD: Hisar was inaugurated on 1st November,2002. During its 8 years in existence it has served the people of Haryana. With addition of news section, it has covered all the important events of the state. During the period Kendra earned Rs.16,58,459/- as Commercial earnings from different sources (this figure is other than DCD figures). Activities of the Kendra including major initiatives and achievements during 2009-10 are as follows:

- Kendra produced and telecast a 30 minutes documentary on Lala Deshbandhu Gupta and on Mr. Sudal Kumar ITI topper of Haryana.
- Kendra produced a 55 minutes special cultural programme 'Masti 2010' highlighting the cultural heritage of Haryana, telecast on 31.12.2009 on evening of New Year.
- The RNU duly reported two world class research developments in the field of biotechnology during the year. A buffalo calf was cloned at NDRI Karnal and it celebrated its first birth anniversary recently. Also for the first time in the world, a 70-year old woman gave birth to a baby girl, thanks to invitro fertilization technique at a fertility centre in Hisar during the year. This was to be followed by birth of triplets by 66-year old woman later.
- The frequent incidents of so-called 'honour killing' were reported sensitively in a way that a public opinion against these killings was generated.
- Bharat Nirman Programme schemes like the Mahatama Gandhi National Rural Employment Guarantee Scheme, Total Sanitation, and Mid-day-meal scheme, Minority Welfare, Sarv-Shiksha-Abhiyan and Rural Housing were reported in the daily regional news bulletin on a regular basis. Special campaigns on the Bharat Nirman Programme launched by theh PIB and the DFP were also reported.
- Several sports competitions especially in women hockey and men's boxing were reported. The RNU did some stories on Mamta Sauda who was to later climb the Mount Everest.

DD: Lucknow

Doordarshan, Lucknow the 7th Kendra of the country came on the television map on 27th of November 1975. Since its inception the Kendra has made significant contribution to accelerate socio-economic development and to promote national integration & communal harmony in the state. Revenue earned by the Kendra during Financial Year 2009-10 (Exclusive of DCD) was Rs. 1390.0 Lakh.

IMPORTANT COVERAGE/TELECAST DURING 2009-2010:

- **JUNE-2009**
Recording of Campus Programme for DD-News at AMU Aligarh.
- **JULY-2009**
Federation Cup Athletics Championship at Lucknow, Live on DD-Sports.
- **AUGUST-2009**
Janmastami Celebration at Mathura Live on DD-National/DD news.
- **OCTOBER-2009**
Women's National Junior Hand Ball Championship at Lucknow live on DD Sports .

- **NOVEMBER-2009**

National Junior Athletics at Haridwar Uttarakhand Live on DD Sports. Asian Table Tennis Championship at Lucknow Live on DD Sports.

- **DECEMBER-2009**

Syed Modi Badminton Championship at Lucknow Live on DD Sports.

- **FEBRUARY-2010**

Remote Inauguration of trains from Kanpur, Lucknow Pratpgarh, Varanasi, Allahabad, Gorakhpur done by Honble Chair Person UPA Smt. Sonia Gandhi and Railway minister Honble Mamta Banerji from Kanpur. The entire event was telecasted live on DD-Bharati and DD-News. Coverage of Shahi Snan at Haridwar Kumbh on 12.02.2010 Live on DD-National.

- **March-2010**

Coverage of Shahi Snan at Haridwar Maha Kumbh on 15.03.2010 and 30.03.2010 Live on DD-National/DD-Bharati.

- In addition to above mentioned coverage/Recordings related to General Election 2009 were carried out by DDK, Lucknow. Telecast by Pollitical Parties were recorded and telecasted smoothly.

Awards:

DD Award for the Best Programme (Kalyani-II) : 2009

DD Srinagar

Doordarshan Kendra Srinagar has the distinction of being the third Kendra after Delhi and Mumbai. It was commissioned on 26th January, 1973. Kendra has the distinction of producing Programmes in 12 different languages/ dialects being spoken by the people of different regions of the State. Achievements of the Kendra during 2009-10 are as follows:

- Live telecast of draw of lots for Haj-2009 on 29/4/2009 from Haj House, Bemina, Srinagar
- Live show in connection with Lok Sabha election-2009 on 16/5/2009.
- Live special show "Jan Vani" on lok sabha election which was linked to DD Leh and DD Jammu for live comments. The show was simulcast from DD News also on 15th & 16th May, 2009.
- Deffered live telecast of 8th All India Police Water Sports championship from 2nd to 6th June, 2009.
- Live annual convocation of University of Kashmir telecast on 20/6/2009.
- Live telecast of 2nd Kashmir Cup international water rafting championship -2009 at Sonmarg from 5th to 8th August, 2009.

- Inauguration of world highest Railway track from Qazi Gund to Baramulla by Hon'ble PM Dr. Manmohan singh on 28/10/2009. From Anantnag.
- Live telecast of Sufi Qawali festival from SKICC, Srinagar on 6/11/2009.
- Live grand finale two hour musical talent haunts shows "Miley Sur" on 5/3/2010.

DD, Dehradun

Doordarshan Kendra, Dehradun started functioning from 12th August, 2001. At present the Kendra is telecasting two hours transmission from Monday to Friday (5.00 pm -7.00 pm) & half an hour programme on Saturday, Sunday (6.30 pm-7.00 pm). The Kendra is telecasting programmes like Hello DD, Flagship programme, Children & women Programmes etc.

- On 5th march, 2010 it convened a kavi sammelan at ONGC Auditorium(sponsored by ONGC)

DD, Shantiniketan

In the year 1998 Shantiniketan PGF started functioning. From 15th November, 2004 shantiniketan started telecasting Narrowcasting Agricultural Programme for 30 mts. Duration. During the year DD, Shantiniketan produced programmes like Badna, Patatandi, and Tribal dance to promote local talent, besides regular programmes produced on Rabindra Nath Tagore .

DD :,Jaipur

Regional terrestrial service for Rajasthan was started in July, 1987 with origination of 30 minutes programme per day. At present the Kendra produces 4 hours transmission per day from Monday to Saturday and the duration of the transmission is 90 minutes on Sunday. The reach of DD-1/DD14 (Jaipur) is 79.3% by population and 72.4% by area of Rajasthan . Gross Revenue for year 2009-10 from Government Department/Private Sector Rs.3, 25, 97,663.

ACTIVITIES, MAJOR INITIATIVES AND ACHIEVEMENTS

- During the year 2009-10 Doordarshan celebrated its Golden Jubilee for two days. First day famous literareur smt Mamta kalia presented a talk on the subject Doordarshan and literature and renowned Hindi and Sanskrit scholar 'Dr. Hari Ram Acharya presented a talk on the theme 'Satyam Shivam Sundaram' before invited audience. Next day a classical music based programme 'swar varsha' was organised. It was presented by renowned singers Pandit Rajan Sajan Mishra of Banaras Gharana before invited audience.
- Flagship schemes run by central government were highlighted in details through our programmes entitled Vikas Darpan and Bharat Nirman. Kendra also started a new round up programme ' Kala Parikrama' with the aim to cover important activities related to the field of art.
- Jaipur Doordarshan started three new series of programmes. These were telecast on National programmes also. First of these series was 'Akhil Bhartiya Sangeet Pratiyogita'. The programme was telecast in 26 episodes. Great musicians like Ravindra Jain, Lalit sen, Vasifuddin Dagar, Chhaya Ganguli and Ravi participated in the programme. Anchor of the programme was background singer 'Peenaz Masani'.

- Jaipur Doordarshan started a special series of Quiz show “Chalen Rajasthan’. 13 episodes of the programme has been telecast. The series was produced with the help of Rajasthan Paryatan Nigam and Kala Sanskriti vibhag, Rajasthan government. About 2500 students from 39 schools participated in this Quiz show series based on special topics. During the year 2009-10 another series of programmes based on tourism entitled ‘Desert Calling’ was also telecast. The series was also telecast on National/ Network.
- ‘Prashnottari’ – the most popular T.V.show being telecast by Jaipur Doordarshan has entered in 17th year. This long T.V.quiz show has already been included in the Limca book of world records. Now its 365th episode has been telecast.
- During the year ‘Vayu shakti 2010’ was telecast live by Jaipur Doordarshan on National network. Apart from it live telecast of Rajasthan Vidhan Sabha budget, 797th Urs of Kwaja sahib, Ajmer was telecast.
- This year a special series entitled ‘Zindgi Zindabad’ produced with the aim to create awareness about HIV AIDS has been appreciably popular.
- Efforts were made to telecast New Year programme 2010 with a new look. Film star ‘Irfan Khan’ came to Jaipur especially to participate in the programme.
- During the Period of elections, visits of political leaders belonging to different political parties were covered. Some of these coverages were (i) visit of UPA President Smt. Sonia Gandhi to Ganganagar, Udaipur and Nagaur (ii) Visits of Prime Minister Dr. Man Mohan Singh to Jodhpur and Ganganagar (III) Visits of General Secretary of Indian National Congress, Shri Rahul Gandhi.
- Issue of Gurjar agitation was in lime light during the year 2009-10. In this connection balanced coverage of day to day happenings related to the agitation, steps taken at administrative level and talk between Gurjar leaders and administration were covered by the news unit.
- Major fire incident of Indian Oil Depot situated in Jaipur was in News all over the country for a long time. News unit of the Kendra immediately covered the incident live and shots of the coverage were fed to DD News. Bridge collapse incident of Kota was also covered and its coverage was included in regional news bulletin.

ANNUAL AWARDS

Jaipur Doordarshan bagged four full-fledged Doordarshan Annual Awards in 2009 as given below.

TITLE	CATEGORY
1. Chanda Sethani	Serial and soap opera
2. Kalyani	Health awareness
3. Mitti Aur Pani ki Jaanch	Science and Technology
4. Handi Rani ka Balidan	Graphics.

NEWS

Best Regional News Unit Broadcasting Award 2009.

HINDI MAGAZINE AWARD

Jaipur Doordarshan's magazine 'Marudarshan 2008' bagged second prize among Hindi magazines published by different Doordarshan Kendras.

DD: Indore (MP)

Doordarshan Kendra, Indore has the status of PGF and came in existence for programme production on 7th May, 2000. Since 3rd September, 2007, this Kendra has started half an hour regular transmission from Monday to Friday between 0530 to 0600 Hrs.

ACTIVITIES, MAJOR INITIATIVES AND ACHIEVEMENTS

MALWANCHAL- On every Saturday at 0415 PM Malwanchal Programme is being relayed from Doordarshan Kendra, Bhopal as a contribution of Doordarshan Kendra, Indore. This programme is mounted on the activities of Literature, Education, Sports, Cultural etc. in Malwa and Nimad area. In addition to Malwanchal Programme Samazdar Nari and Kalyani Programme are also contributed to DDK, Bhopal.

SPORTS- Contributed the programmes for DD Sports also by covering important events related to sports like Junior Tennis Championship, Cricket etc. successfully.

- Doordarshan Kendra, Indore has been nominated for best maintained Kendra in WZ by CE(WZ), TVM, Mumbai twice.
- Two programmes of the Kendra namely "Akash Hoti Umied" and "Ek Din Bolenge Ped" has been nominated best programmes under category 'Youth'.

DD, Gulbarga

Doordarshan Kendra Gulbarga started on September, 3rd 1977. On 14th October, 1994 it became full fledged in-house production Centre with 30 minutes of programme production. The total revenue earned by the Kendra in 2009-10 was Rs.1, 35,725/-

PROGRAMME ACTIVITIES 2009-10

As part of "Bharat Nirman" campaign arranged at Basavakalyan by different departments of Central Govt. This Kendra actively participated in the Five day deliberations. Also packages announced by the State Govt. for flood affected peoples were widely covered during the period.

Special Documentaries were produced keeping in mind the socio cultural aspects of the region. Important among them are:

- **Alla Allam :** A documentary highlighting the message of integration through the harmonious living examples among Hindu Muslims of this area. The documentary was sent for Annual Award Competition.
- **Nela Jala :** The earth and the water. A series of eight programmes on irrigational projects of Gulbarga district giving the details of each project in terms of infrastructure, expenditure and efficient utilization of water.

- **Doordarshan Foundation Day:** Sh. P.V. Sateesh, Director of Deccan Development Society, and former Producer of Doordarshan spoke on the topic "Community Media" and a cultural programme involving folk and classical artists of three districts of this region was presented. Nage Sinchana: A Stage function involving reputed comedy artists of Gulbarga Bidar, Raichur and Koppal district was arranged.
- **WOMEN'S PROGRAMME:** "Ruchi" – A series on folk dishes of Hyderabad, Karnataka region was started and these were contributed to Chandana also. Programmes on Empowerment of woman, Literacy, Schemes for Mother & child, Woman Self Help Groups were telecast during the period.

DD: Bareilly

DD: Bareilly was inaugurated on 30th June, 1995. In the year 2009-10 Commercial earning of this Kendra has been Rs. 1, 23,968/-. During the year i.e. 2009-10 DDK, Bareilly has organized two cultural functions, namely;

- Foundation Day Celebration of DDK, Bareilly before invited audience on 30.03.09 in which freedom fighters of Bareilly District: S/Shri Balveer Saran, Roshan Maseeh Charan, Srikrishan Mittal, Narendra Narayan Johri, Krishan Lal Ananad, Shanti Sharan Vidharti, Brij Raj Sintgh Alieas Aachu Babu & Col. Amar Bahadur Singh were honoured.
- It also organized Golden Jubilee celebration of Doordarshan before invited audience in which some imminent personalities of Rohllkhand area such as Smt. Gyanwati Saxena – in the field of Hindi literature, Shri Alok Banarjee – in the field of Music, Shri Naqhat Anwlavi & Shri Nishan Arshi – in the field of Urdu literature (jointly), were honoured.

DD, Raipur

The Kendra was established in 1995 and the regional service started from 2002. At present this Kendra has been originating programmes for 4 hours a day from Monday to Saturday and on Sundays for 1.30 hrs. i.e. from 6.30PM to 8.00PM. Commercial Revenue earned by the kendra during the Financial year 2009-10 is Rs.95,80,492/- .

- **Programme "Bharat Nirman" and "Bharat Mein Hai Vishwas"**

In order to highlight the schemes of Govt., special programmes were produced regularly for the public at large during this period in the Regional Network Service.

- **Production of Telefilms/Stage Play/Folk Songs & Dance.**

This Kendra has produced and telecast Telefilms/ Stage-plays along with good numbers of folk songs and dances during the year 2009-10.

- **Kalyani Programmes:**

Publicity to Kalyani Programmes was given through Hoardings not only at Primary Health Centres and Kalyani Clubs but also in prominent places of different cities during the year 2009-10.

DD, Jalpaiguri

Doordarshan Kendra, Jalpaiguri started functioning from April, 2000. Initially the Kendra started production for DDK, Kolkata on ENG basis. After one year, studio based recording was started and only 2 (Two) Programmes a month of 25 min. duration each are being produced for contribution to DDK, Kolkata. The coverage area includes the districts of Jalpaiguri, Darjeeling, Uttar Dinajpur and Coochbehar. The coverage area also includes a considerable part of Bangladesh and a portion of Nepal and a part of Bihar.

Kendra has produced different Programmes along with few special Programmes during 2009-10:-

- **Naba Anande Jago** : A special programme on Bengali New Year.
- **Peak to Peak** : A special Programme on Himalayan Mountaineering Institute.
- **Uttorer Loko Jantro** : A Documentary on Folk Instrument of North Bengal.
- **Sabujer Janye Kobita** : A Poet meets in the Forest.
- **Progotir Pothe Panchas** : A Special Programme on Doordarshan 50 years.
- **Doordarshan Direct Plus Sakal Sandhya Baro Maas** : A Special Programme on Doordarshan DTH Publicity.

Doordarshan Kendra Jalpaiguri in history of its tenures (commissioned on April, 2000) has published a Special Bengali New Year Calendar, 1st of its kind on the occasion of Bengali New Year in 2009 on DTH Publicity which highlights various types of Programmes done by this Kendra.

Doordarshan service & Network

Satellite Channels

Doordarshan is presently operating 31 Satellite Channels. These include 7 All India Channels; 11 Regional Channels; 12 State Networks and an International Channel as indicated below:-

All India Channels (7)

DD National	DD Sports	DD Rajya Sabha
DD Urdu	DD News	DD Bharati
		DD Gyan Darshan

Regional Channels (11)

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

State Networks (12)

Rajasthan, Bihar,	Chhatisgarh,	Tripura,	Madhya Pradesh,
Himachal Pradesh,	Haryana,	Mizoram,	Uttar Pradesh,
Jharkhand,	Uttaranchal,	Meghalaya	

Doordarshan Transmitters

No. of transmitters

State/UT	Primary Channel (DD 1)					News Channel (DD News)				DD I transmitters relaying Regional programmes during entire duration of transmission			
	HPT/HPTss	LPTs	VLPTs	Trp	TOTAL	HPTS	LPTs	VLPTs	TOTAL	HPTS	LPTs	VLPTs	TOTAL
Andhra Pradesh	9	75	—	1	85	4	6	—	10	—	—	10	10
Arunachal Pradesh	1	3	39	1	44	1	—	—	1	—	—	—	0
Assam	4	20	1	1	26	2	1	—	3	—	—	—	0
Bihar	4	32	2	—	38	2	2	—	4	—	—	—	0
Chhatisgarh	3	16	8	—	27	1	—	—	1	—	—	—	0
Goa	1	—	—	—	1	1	—	—	1	—	—	—	0
Gujarat	7	51	—	—	58	4	3	—	7	—	—	3	3
Haryana	2	13	—	—	15	1	7	—	8	—	—	—	0
Himachal Pradesh	3	7	39	2	51	2	1	—	3	—	—	0	
Jammu & Kashmir	0	7	69	1	87	5	3	—	8	4	8	18	30
Jharkhand	3	17	2	—	22	2	2	1	5	—	—	—	0
Karnataka	8	47	—	—	55	4	2	—	6	—	—	7	7
Kerala	4	20	—	—	24	3	2	—	5	—	—	4	4
Madhya Pradesh	8	60	6	—	74	4	—	—	4	—	—	—	0
Maharashtra	8	79	—	—	87	5	10	—	15	—	—	20	20
Manipur	2	1	4	—	7	1	—	—	1	—	—	—	0
Meghalaya	2	3	2	1	8	2	—	—	2	—	—	—	0
Mizoram	2	1	2	1	6	1	1	—	2	—	—	—	0
Nagaland	2	2	6	2	12	1	1	—	2	—	—	—	0
Orissa	5	62	—	1	68	2	7	2	11	—	—	16	16
Punjab	4	5	—	1	10	3	—	—	3	—	—	—	0

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Rajasthan	7	65	17	2	91	4	4	–	8	–	–	–	0
Sikkim	1	–	6	–	7	1	–	–	1	–	–	–	0
Tamil Nadu	6	44	–	1	51	2	9	–	11	1	–	7	8
Tripura	1	5	1	1	8	1	1	–	2	–	–	–	0
Uttar Pradesh	1	52	3	–	66	7	10	1	18	–	–	–	0
Uttaranchal	1	15	33	2	51	1	2	–	3	–	–	–	0
West Bengal	8	19	–	–	27	4	2	–	6	1	–	1	2
A.&N. Islands	1	1	18	–	20	1	1	6	8	–	–	–	0
Chandigarh	–	1	–	–	1	–	–	–	0	–	–	–	0
Dadar & Nagar	–	1	–	–	1	–	–	–	0	–	–	–	0
Daman & Diu	–	2	–	–	2	–	–	–	0	–	–	–	0
Delhi	1	–	–	–	1	1	–	–	1	–	–	–	0
L'Dweep Islands	–	1	1	–	2	–	–	7	7	–	–	7	7
Pondicherry	1	1	1	–	3	–	1	–	1	–	–	1	1
Total	130	728	260	18	1136	73	78	17	168	6	8	94	108
Total No. of Transmitters 1416													

CHAPTER - V

PRASAR BHARATI-FINANCE & 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 2009, Prasar Bharati had laid accounts up to the year 2007-08 in Parliament. Audited accounts of Prasar Bharati for the year 2008-09 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 these additional liabilities, Prasar Bharati is facing problems in discharging its role of a public broadcaster.

Section 22 of the Prasar Bharati Act gave exemption to Prasar Bharati from 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. 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 and thus the exemption from payment of Income Tax withdrawn by Finance Bill, 2002 has been restored from April 1, 2002 itself. However, there is no similar relief available for Service Tax. The Prasar Bharati has paid approximately Rs. 92.37 crore as Service Tax in the year 2008-09.

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 coporatization of Prasar Bharati. On the other hand Prasar Bharati is also trying to get internal audit of the accounts conducted by outsourcing the work to the firms of Chartered Accountants.

ALL INDIA RADIO ANNUAL PLAN 2009-10

Rs. In Crore

Sr. No.	Name of Scheme/ Programme	FINANCIAL			PHYSICAL		Remarks
		Approved Outlay for Annual Plan 2009-10	RE	Expenditure 2009-10 (upto 31.3.2010)	Physical Target	Physical Achievement	
1	2	3		4	5	6	7
	Continuing Schemes						
1	J&K Special Package Capital	4.00	4.00	3.59	"Procurement of DG Sets 1 MVA (3 Nos.)" "DG Sets 500 KVA (2 Nos.)" & "UPS-7 Nos."	Achieved- 2 Nos.	Two sets received at Jammu. "For 3rd at Srinagar, Price bids were under process. To complete the procurement, additional funds of about Rs. 1.78 crores were required over and above the amount of Rs 5.70 crores provided for AIR under Phase-II Assurance for the same was awaited. Assurance of additional funds received from Prasar Bharati and order issued for procurement of DG set. "
					DG Sets 500 KVA (2Nos.)for Srinagar (P a m p o r e) - Placement of order	Achieved	Order was placed on SITC basis in Jan,2010. DG sets installed & commissioned.
					Procurement of UPS-7 Nos.	Achieved	
2	Expansion of MW Services	0.05	0.13	0.14	Scheme completed	Scheme completed	Installation of Dungarpur with 1 KW MW Tr. completed. O&M Staff sanction is awaited to commission the station..
3	Expansion of FM services	42.00	10.00	12.81	1. Installation of 1 KW FM Tr.- Longtherai,(Int set up)	Achieved	1. Longtherai-1 KW FM Tr. (Int set up) -Installation of interim set up with 1 KW FM Tr. is complete and testing is in progress. 100M tower erected. O&M staff sanction is awaited ""
					2. 1 KW FM Tr.- Srikakulam- Installation of Transmitter & tower	Tr. diverted. T o w e r completed	Tr. has been diverted and commissioned at Vijayawada. It will be diverted back after installation of 10 KW FM Tr. at Vijayawada which is expected to be received during 2010-11.

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Rs. In Crore

Sr. No.	Name of Scheme/ Programme	FINANCIAL			PHYSICAL		Remarks
		Approved Outlay for Annual Plan 2009-10	RE	Expenditure 2009-10 (upto 31.3.2010)	Physical Target	Physical Achievement	
1	2	3		4	5	6	7
					3. Installation of 5 KW FM Tr. & tower at Karimnagar	Tr. diverted. Tower completed	Tr. diverted and installed at Hyderabad for the Rainbow service as an interim set up for 10 KW FM Tr. . It will be diverted back after receipt & installation of 10 KW Tr. which is expected during 2010-11
					4. Placement of order for 10 KW FM Trs.-41 Nos.	Delay in procurement of Trs. due to litigation	Procurement of Trs. delayed due to litigation. Formal AT for Trs. has since been placed and delivery is expected during 2010-11
					5. Procurement of 20 KW FM Trs.-2,	Re-tendered.	Re-tendered as no tender was technically acceptable. Technical evaluation of fresh tenders completed and purchase proposal is under process.
					6. Completion of civil works & tower at Cooch behar,	Achieved	
					7. Completion of civil works at Balurghat	Achieved	
					8. Completion of 100M tower at Ujjain & Bagheshwar)	Achieved	
4	Digitalisation of Production Facilities	2.75	1.29	1.33	"Procurement of Digital Consoles" (Recording 17 Nos., & Transmission consoles 17 Nos.) "	Order was to be placed.	"• Digital Transmission consoles (17 nos.) - There was delay in getting concurrence of Internal Finance .Order has now been placed."• Digital Recording consoles (17 nos.)-There was delay in getting concurrence of Internal Finance .Order has now been placed."
5	Automation of Studio Facilities & Miscellaneous schemes	21.80	6.10	6.10	1. Captive Earth Station at Silchar. To place order for Equipment.	Fresh tenders called.	No tender found technically acceptable.
					2. Procurement of Hard Disc Based Work Systems at 48 stations(SITC of High End Servers)	Order could not be placed	Delayed as no tender found technically acceptable. Fresh tenders called.

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Rs. In Crore

Sr. No.	Name of Scheme/ Programme	FINANCIAL			PHYSICAL		Remarks
		Approved Outlay for Annual Plan 2009-10	RE	Expenditure 2009-10 (upto 31.3.2010)	Physical Target	Physical Achievement	
1	2	3		4	5	6	7
					3. Rajkot-1000 KW MW Tr.- Procurement of Tr.	Delayed due to litigation.	Formal AT has been placed and pre-dispatch inspection completed. Delivery is expected by the end of 2010-11
6	"North East Special Package Revenue Capital"	3.00 40.00	3.00 10.00	10.65	1. 1 KW FM Trs. at 19 places- Acquisition of 9 sites.	Sites taken over at 15 places including 5 during current year.	Payment made for site at Zunehboto (Nagaland) . Land at Anini (Arunachal) , Ukhru(Manipur) & Tamenglong (Manipur) to be allotted by the State Govt.
					2. Silchar-5 KW FM Tr. - Completion of Civil Works .	Achieved	Order for 5 KW FM transmitter at Silchar had to be cancelled as the firm failed to offer complete Tr. for inspection. It was re-tendered and order has been placed . Tr. is expected to be received by the end of 2010-11.
					3. Gangtok-10 KW FM Tr. - Award & completion of Civil Works.	Achieved	Tr. is under procurement as part of the proposal of 42 Trs. and is expected to be received by the end of 2010-11
					4.Chinsura -1000 KW MW Tr.- Award & completion of Civil Works , procurement of Tr.	Achieved	Procurement of Tr. got delayed as matter was sub-judice in Supreme Court. Formal AT has since been placed and Pre-dispatch inspection proposal sent to Ministry for approval
					5. DSNG Terminals-Procurement of equipment.	Re-tendered	For DSNG systems the firm refused to extend the validation of offer, therefore fresh tenders were called. Technical valuation of tenders being taken up.
					6. 100 Watt FM Relay Trs. (100 Places)-Completion of installation at remaining 50 places (50 installed last year).	Installed at 80 places & work was in progress at 10 places.	Problem in transporting material to the installation sites as most of these places are located in difficult terrain . Law and order situation in Manipur, Tripura, Nagaland and Karbi Anglong District of Assam.At some places the nodal officers of State Govt changed . Work got delayed in the process due to identification and finalization of new sites .
7	Accommodation for staff	0.00	0.00	0.00	Delhi-	Delhi-Phase-I complete except development works.Phase-II Work awarded.	

Prasar Bharati

Annual Report 2009-10

Rs. In Crore

Sr. No.	Name of Scheme/ Programme	FINANCIAL			PHYSICAL		Remarks
		Approved Outlay for Annual Plan 2009-10	RE	Expenditure 2009-10 (upto 31.3.2010)	Physical Target	Physical Achievement	
1	2	3		4	5	6	7
					Chennai	Chennai - Approval of Building Plans is awaited from CMDA (Chennai Metropolitan Development Authority).	"Planning permission was sought from CMDA for construction of 158 quarters. As part of Development Charges CMDA had demanded additional payment of Rs.1,47,60,000/- @ Rs. 1000 per Sq. m of plinth area in August,2008. Since AIR land at Guindy is a govt. land, the matter was being pursued with CMDA to get it waived off. However, Govt. of Tamilnadu & CMDA have not agreed to our plea for exemption of I&A charges despite our efforts at the highest level. "In the meantime in Sept. 09, the local Housing and Urban Department had notified reduction in the rates for I&A charges by one fourth. Since it is now proposed to construct only 52 quarters instead of 158, M/o I&B has been requested vide DG: AIR letter dated 30.9.2010 to approve the proposal for making payment of Rs. 15,05,210/- to the CMDA towards I&A charges as per the new rates i.e. @ Rs. 250 per Sq.m for a total plinth area of 6,020.84 sq.m. for construction of 52 quarters & a community centre so that fresh application for planning permission can be filed."
					Mumbai,	Mumbai - Local body approval received for two blocks from BMC. Clearance for remaining two blocks is awaited. Pile foundation work completed. Work for Superstructure are under process.	
					Kolkata	Kolkata - Approval of Plans is awaited from KMC	KMDA has unilaterally withdrawn the allotment of land to AIR . High Court has issued stay order and matter is subjudice. The case is being pursued.

Prasar Bharati

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Rs. In Crore

Sr. No.	Name of Scheme/ Programme	FINANCIAL			PHYSICAL		Remarks
		Approved Outlay for Annual Plan 2009-10	RE	Expenditure 2009-10 (upto 31.3.2010)	Physical Target	Physical Achievement	
1	2	3		4	5	6	7
	Total Continuing Schemes	113.60	34.52	34.62			
	New Schemes						
8	J&K Phase III		0.10				
9	Software Acquisition (AIR News) Revenue Capital	14.00	14.00	0.00			
10	Digitalisation of transmitters, studios, connectivity & DTH Channel	28.00	0.05	0.05	(a) Ordering of equipment for the following 3 Sub-schemes amounting to Rs. 54.78 crores already approved in Feb.08		
					1. 6 nos. of 10 KW MW DRM Trs. for Replacement of old MW Mobile Trs. (19.00 Cr.)-Ordering of equipment	Order for equipment placed. Equipment is expected to be delivered during 2010-11.	Equipment is expected to be delivered during 2010-11.
					2. Replacement of STL connectivity(80 units) (31.50 Cr.). Ordering of equipment	Re-tendered	As no tender was found technically acceptable, it was re-tendered. Technical Evaluation of fresh tenders is completed and price bids are to be opened.
					3 . C - B a n d R N T e r m i n a l s - 44Nos. (4.28 Cr.)	As the firm did not extend the validity of offer, it was re-tendered.	As the firm did not extend the validity of offer, it was re-tendered. Technical evaluation of fresh tenders is completed and price bids are to be opened.
					(b) To get CCEA Approval of EFC proposal for balance digitalization schemes.	Approved	CCEA approval for Digitalization scheme amounting to Rs. 843.54 Cr. received from the Govt.
11	Strengthening of External Services by Digital	3.00	0.01	0.01	Procurement of Eqpt. for conversion of 250 KW SW Trs. two each at Delhi Aligarh to DRM	Approval to procure on PAC basis was under process	This is a PAC item. Ministry's approval to purchase equipment on PAC basis is awaited.

Prasar Bharati

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Rs. In Crore

Sr. No.	Name of Scheme/ Programme	FINANCIAL			PHYSICAL		Remarks
		Approved Outlay for Annual Plan 2009-10	RE	Expenditure 2009-10 (upto 31.3.2010)	Physical Target	Physical Achievement	
1	2	3		4	5	6	7
12	E-Governance, training, security, Addl. Office Accomodation, Staff Quarters etc.	1.00	0.01	0.01	To get approval for EFC proposal	As desired by Ministry, SFC approvals for subschemes were to be processed.	"As desired by Ministry, SFC approvals for the following four subschemes were under process and the present position is : " 1.E-Governance and up-gradation of IT facilities- :SFC proposal is under process. It has been circulated for comments with the approval of CEO, Prasar Bharati." 2.Augmentation of STI(T) and STI(P) including Regional Training Institutes :-SFC proposal approved by the Ministry at a cost of Rs. 20 crores on 31.08.2010. Civil requirements are being finalised in coordination with CCW. Approval received. A/A & E/S for procurement of equipment issued on 27.9.2010. Equipment specifications are being finalised." 3.Improvement of Facilities at Existing Centres :-SFC proposal after appraisal by CEO was sent to Ministry. The proposal has been sent for PB Board's approval as per the directions of Ministry. " 4. Addl. Office Accommodation & Staff Quarter at Guwahati and hostel accommodation at Srinagar :-SFC proposal approved by the Ministry in June,10. The preliminary estimate for Staff Quarters at Guwahati & Hostel at Srinagar sanctioned. The Estimate for Office accommodation for North East Zonal office at Guwahati is under process"
13	New Technology & Science & Technology (R&D)	1.4	1.4	1.40	1. Implementation of Webcasting and Podcasting services of AIR already approved. 2. To get EFC approval for S&T schemes"	1. Installation completed. Programme content being developed. 2. EFC approval for S&T schemes received.	1. Scheme of Webcasting & Pod casting services is under implementation through NIC.Installation of equipment is completed. Programme Content is being developed. 2. EFC approval for S&T schemes received and A/A & E/S for procurement of equipment issued on 04.1.2010.
	Total New Schemes	33.40	15.57	1.47			
	New Schemes	147.00	50.09	36.09			

Prasar Bharati

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2009-10

DOORDARSHAN (CAPITAL PLAN) ANNUAL PLAN (2009-10)

(Rs. in crores)

Sl. No.	Name of scheme	Approved Outlay (2009-10) (BE)	RE 2009-10	Expenditure upto 31.3.2010	Physical Targets	Achievements (till 31.03.10)	Remarks/Reasons for short fall
	Continuing Schemes						
1	J&K Special Plan (Phase-I)	5.09	6.00	4.81	(i) HPTs (DD1 & DD News-pmt.set up) at Amritsar-1		Delay in erection of tower
	J&K Special Plan (Phase-II)				(ii)Upgradation of Earth Station at Jammu-1		Delay in supply of equipment
2	Digitalisation and Modernisation of Production Facilities	20.00	23.00	20.54	Procurement of various studio equipments	Various studio eqpts. procured	Order of multi camera OB van placed.
3	NE Special Package (Ph.-II)	10.95	9.90	9.31	i) HPT (pmt set up) at Kokrajhar-1		Building and tower completed Transmitter eqp received at at the site Delay in procurement of transmitter
					ii) VLPTs (new.) 3	2	Site for one VLPT not available.
					iii) VLPTs (upgdn)-1	1	
					vi) Earth station (upgdn.) at Guwahati (for 2 NE channels) -1	1	
4.	HDTV Pilot Project	12.00	9.00	8.67	HDTV Pilot Project	HDTV van procured and is in use	Tenders for HDTV cakcorders and VCRs received & under process.
5.	Other schemes spill over X Plan approved schemes	86.75	67.00	54.84	I. Studio projects		
					i.) Studio (Additional Studio at Jammu and Chandigarh -2, Pmt. Studio set up at Leh-1)		Building constructed. Departmental work in progress. Part equipment procured.
					II. HPT Project		
					New HPT at Bilaspur- 1, HPTs pmt. Set up) at Barmer, Cannanore, Kumbakonam and Saharsa-4	2	Delay in the procurement of transmitter equipment for one project. Delay in tower works of 2 projects.

DOORDARSHAN (CAPITAL PLAN) ANNUAL PLAN (2009-10)

(Rs. in crores)

Sl. No.	Name of scheme	Approved Outlay (2009-10) (BE)	RE 2009-10	Expenditure upto 31.3.2010	Physical Targets	Achievements (till 31.03.10)	Remarks/Reasons for short fall
					III. LPT Projects		
					Automode of LPTs-92	11+29*	11 LPTs commissioned.* Installation of 29 additional LPTs completed and these are to be commissioned at sites by the equipment supplier. Sites for 2 LPTs are to be finalized.
	Total - Continuing Schemes	134.79	114.90	98.17			
B	New Schemes						
1	Studio Digitalisation: Modernisation, Augmentation, Replacement of Studio/OB Equipments	1.00	0.01	0.00			
2	Digitalisation of transmitters, Modernisation, Aug. Replacement of Transmitter eqpts.	1.00	0.01	0.00			
3.	DTH: Modernisation, Aug., Replacement of Satellite Broadcast Equipment	5.00	0.10	0.58			
4	HDTV	16.00	1.00	0.00			
5	Staff Quarters, other misc. works	5.00	1.00	0.01			
	Total of New Schemes	28.00	2.12	0.59			
	Total of Doordarshan (Capital) Schemes	162.79	117.02	98.76			

ANNUAL PLAN 2009-10 (REVENUE)

(In Crores)

Name of Scheme	Approved Outlay 2009-10	RE	Expenditure upto 31.03.2010	Physical Target	Achievement till 31.3.10	Percentage	Remarks
J&K Special Package	30.00	30.0	27.87	Production and Acquistiaion of 6742 episodes	2887 episode		No shortfall
NE Special Package	34.00	20.00	7.5	Production and Acquistiaion of 6742 episodes	4400 episode	80%	Shortfall due to non commissioning of programmes and manpower constraints in NE kendras for production of in-house programmes
Normal	24.21	0.43	0.00				
Total- Revenue Plan	88.21	50.43	35.37				
Total : Doordarshan	251	167.45	125.53				

Prasar Bharati

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2009-10

BALANCE SHEET AS AT 31.03.09

	Schedule No	Rs. As at 31.3.09	Rs. As at 31.3.08
CORPUS/CAPITAL FUND AND LIABILITIES			
Corpus/Capital Fund	1		
Reserves and Surplus	2		
Earmarked/Endowment Funds	3	25653027296	23396927395
Secured Loan	4		
Unsecured Loan	5	91473377260	84267421120
Deferred Credit Liabilities	6		
Current Liabilities and Provisions	7	14110021713	12587923669
TOTAL		131236426269	120252272184
ASSETS			
Fixed Assets	8	13888418000	19048902495
Capital Work-in progress	8	5804091051	4819431812
Investments (i) Earmarked/Endowment Funds	9		
(ii) Others	10		
Current Assets, Loans and Advances	11	13344628542	13173169202
Miscellaneous Expenditure			
Deficit as per Income & Expenditure Account		98199288676	83210768675
TOTAL		131236426269	120252272184
SIGNIFICANT ACCOUNTING POLICES	25		
CONTINGENT LIABILITIES AND NOTES ON ACCOUNTS	26		

Sd/-
B.S. Lalli
CEO

Place: New Delhi
Dated

Sd/-
A.K. Jain
Member (F)

Sd/-
Shamsher Kaur
Sr. GM (B&A)

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR 2008-09

	Schedule No	Rs. For The Year Ended 31 March 09	Rs. For The Year Ended 31 March 08
INCOME			
Income from Sales/ Services	12	9337228885	9367815867
Grants / subsidies	13	9933300099	8324193840
Fees/subscriptions	14	112262708	13513789
Income from Investments (income on investments earmarked/endow. Funds transferred to Funds)	15		
Income from Royalty, Publications etc	16	0	0
Interest Earned	17	1001566914	611666152
Other Income	18	582058732	574760954
TOTAL A		20966417338	18891950602
EXPENDITURE			
Establishment Expenses	19	13907100467	8761696770
Other Administrative Expenses	20	5805685030	5664652335
Programme related Expenses	21	4920212677	4436062364
Expenditure on Grants & subsidy	22	0	0
Interest	23	4890014008	5126256140
Depreciation		6431925157	6291712000
TOTAL B		35954937339	30280379609
Balance being excess of Expenditure over Income (A-B)		-14988520001	-11388429007
Add/Less: Prior Period Adjustments	24		-270300000
Add: Balance brought forward from previous year		-83210768675	-71552039668
BALANCE BEING DEFICIT CARRIED OVER		-98199288676	-83210768675
TO BALANCE SHEET			
SIGNIFICANT ACCOUNTING POLICES	25		
CONTINGENT LIABILITIES AND NOTES ON ACCOUNTS	26		

Sd/-
B.S. Lalli
CEO

Sd/-
A.K. Jain
Member (F)

Sd/-
Shamsher Kaur
Sr. GM (B&A)

SCHEDULES FORMING PART OF BALANCE SHEET AS AT 31.03.09**SCHEDULE 1- CORPUS/CAPITAL FUND:**

	Rs. As at 31.03.09	Rs. As at 31.03.08
Balance as at the beginning of the year		
Add: Grants -In-Aid received during the year.		
Balance Corpus/Capital Fund		
Income and Expenditure Account		
BALANCE AS AT THE YEAR END		

SCHEDULE 2- RESERVES AND SURPLUS

1. Capital Reserve:		
As per last account		
Additions during the year		
Total		
2. General Reserve		
As per last account		
Addition during the year		
Less: Deductions during the year		
Total		

SCHEDULE 3- EARMARKED/ENDOWMENT FUNDS

CAPITAL ASSETS FUNDS		
a) Opening Balance of the funds	23396927395	20788421235
b) Additions to the Funds: Amounts transferred from Grants/ Corpus/Capital Expenditure/Advances	2256099901	2608506160
NET BALANCE AS AT THE YEAR END (a+b)	25653027296	23396927395

SCHEDULE 4- SECURED LOANS AND BORROWINGS:**SCHEDULE 5- UNSECURED LOANS**

1. Loan In Perpetuity	42580802000	42580802000
Interest there on being taken up for waiver(Refer Schedule 26, Note 4 of Notes to Accounts)	26825905260	23845249120
2. Central Government		
3. Capital Loan from Ministry of I&B	10087470000	8708770000
4. Repayment of Loan due but not paid	3053600000	2111200000
Interest thereon taken up for waiver Refer Schedule 26, Note 5 of Notes to Accounts)	8180000000	6489800000
Penal Interest On Interest/ principal due	745600000	531600000
TOTAL	91473377260	84267421120
Note: Amount due within one year (nil)		

Sd/-
B.S. Lalli
CEO

Sd/-
A.K. Jain
Member (F)

Sd/-
Shamsher Kaur
Sr. GM (B&A)

Prasar Bharati

Annual Report 2009-10

SCHEDULE 8- FIXED ASSETS

DESCRIPTION	GROSS BLOCK			Depreciation		Net Block		
	Cost as on Ist April'08	Additions/ Transfers from civil wings during the year	Deductions/ transfers/ disposal reclassification during the year	Cost at the year end 31.03.09	For the year	Cumulative upto to the year	As at 31st Mar. 2009	As at 31st Mar. 2008
			**					
A. Fixed Assets								
1. Land	15261168	19592		15280761			15280761	15261168
2. Buildings	89125526	19449258		108574784	1977003	7208174	101366610	83894355
Others								
3. Plant Machinery & Equipments								
a) Studios	20802890664	469459919		21272350583	2103762062	16429816870	4842533713	6476835856
b) Transmitters	30629860443	572067473		31201927916	3091589418	24852861257	6349066659	8868588604
c) Machinery/ Equipments	1509698076	163838952		1673537028	159161755	684100810	989436218	984759021
d) Electrical Installations	25864756	9506351		35371107	1224717	3734904	31636203	23354569
4. Vehicles	66451774	1906311		68358086	13480986	51305538	17052548	28627223
5. Furniture, Fixtures	82121856	16781248		98903104	5657030	24717319	74185785	63061568
6. Office Equipments	122585118	5864433		128449551	20923740	105972856	22476695	37536002
7. Computers	105164555	12547124		117711679	37142324	137730449	-20018770	4576430
8 Other fixed assets Capital Expenditure on various schemes	9970061214			9970061214	997006121	8504659636	1465401578	2462407699
Total of Current Year (A)	63419085151	1271440662		64690525813	6431925157	50802107813	13888418000	19048902495
B CAPITAL WORK-IN-PROGRESS								
Total(B)	4819431812	984659239		5804091051			5804091051	4819431812
TOTAL	68238516963	2256099901		70494616864	6431925157	50802107813	19692509051	23868334307
Previous Year	65630010803	2608506160		68238516963	6291712000	44370182656	23868334307	

Sd/-
B.S. Lalli
CEO

Sd/-
A.K. Jain
Member (F)

Sd/-
Shamsher Kaur
Sr. GM (B&A)

SCHEDULES FORMING PART OF BALANCE SHEET AS AT 31.03.09

	As at 31.03.09	As at 31.03.08
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SCHEDULE 6- DEFERRED CREDIT LIABILITIES:

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SCHEDULE 7- CURRENT LIABILITIES AND PROVISIONS

A. Current Liabilities		
Advances received- against deposit work	608759641	477652606
Deposits, earnest money, caution money/ security deposits	460195022	406489650
Other current liabilities -recoveries from salary and wages and others etc.	2066801	1949598
Salary accrue for the Month of March	910000000	
Income tax/Sales tax deducted at source		
Remittances to/from HQ/DDOs in transit/reconciliation's	1297687396	1683714295
Total A	3278708860	2569806149
B Provisions		
For Spectrum/Space Segment expense	10711617520	10013717520
For other expenses(CAG Audit Fee)	119695333	4400000
(Refer Schedule 26, Note 12 of Notes to Accounts)		
Total B	10831312853	10018117520
Total A+B	14110021713	12587923669

SCHEDULE 9- INVESTMENTS FROM EARMARKED/ENDOWMENT FUNDS

1. In Government Securities		
2. Other approved securities		
3. Other		
Total		

SCHEDULE 10- INVESTMENTS-OTHER

1. In government Securities		
2. Other approved securities		
3. Others		
Total		

SCHEDULE 11- CURRENT ASSETS, LOANS AND ADVANCES ETC

A. CURRENT ASSETS:		
Inventories	71592085	50044924
Sundry Debtors- Good	1610600000	1566620019
Sundry Debtors- Doubtful		
Cash Balance in hand/Imprest	48069802	43240251
Bank Balances		
With Scheduled Banks		
on current accounts	1388254212	81761345
on Collection accounts	545809493	78968934
on Deposit account and other FDRs	6830456997	8644735725
with Various offices	2546331448	2483289664
with CP Fund A/c	12846860	3967821
Total (A) (Refer Schedule 26, Note 9 of Notes to Accounts)	13053960897	12952628683

Sd/
B.S. Lalli
CEOSd/
A.K. Jain
Member (F)Sd/
Shamsher Kaur
Sr. GM (B&A)

SCHEDULES FORMING PART OF BALANCE SHEET AS AT 31.03.09

	Rs As at 31.03.09	Rs As at 31.03.08
B. Loans/advances		
1. Loans/advances		
Staff	91216719	72231334
Others-departmental	154528066	148212914
Suspense account		
2. Advances and other amounts recoverable in cash or in kind or for value to be received		
On capital account		
Prepayment		
Others		
3. Interest Accrued:		
On investments from Earmarked/endowment funds		
On Term Deposits with Scheduled Banks	20410958	
Others		
4. TDS	24511902	96271
Total (B)	290667645	220540519
Total (A)+(B)	13344628542	13173169202

SCHEDULE 12- INCOME FROM SALES/SERVICES

	Rs 2008-09	Rs. 2007-08
Income from services		
AIR, Commercial and DD	9336043996	9977182985
Deduct: Share of other agencies		609375000
Add: Sales of CD/VCD	1184889	7882
Total	9337228885	9367815867
(Refer Schedule 26, Note 12 of Notes to Accounts)		

SCHEDULE 13- GRANTS /SUBSIDIES

Add:Grants -In-Aid received during the year from Govt. Of India, Ministry of I&B -Plan	711600000	1191300000
Add:Grants -In-Aid received during the year from Govt. Of India, Ministry of I&B-Non -Plan	11371200000	9741400000
Add:Grants-In-Aid received during the year Common Wealth Games	106600000	
Deduct: Transferred to Capital Assets Fund	2256099901	2608506160
Total	9933300099	8324193840

SCHEDULE 14-FEES/SUBSCRIPTIONS

Professional/Consultancy services fee	112262708	13513789
Total	112262708	13513789

SCHEDULE 15-INCOME FROM INVESTMENTS

	Investments from Earmarked Funds	Investment Other
Interest on Fixed Deposits		
Total		

SCHEDULE 16-INCOME FROM ROYALTY, PUBLICATIONS ETC

SCHEDULE 17 INTEREST EARNED		
On Term Deposits with Scheduled Banks	926375821	487625571
On others like employees advances etc.	41465116	490907
On overdue from AIR, DD service income	33725977	123549674
Total	1001566914	611666152

Sd/-
B.S. Lalli
CEO

Sd/-
A.K. Jain
Member (F)

Sd/-
Shamsher Kaur
Sr. GM (B&A)

SCHEDULES FORMING PART OF INCOME & EXPENDITURE A/C 31.03.2009

	Rs 2008-09	Rs 2007-08
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SCHEDULE 18- OTHER INCOME

Other Receipts including Fees from Towers/staff quarters	556772655	551442209
Profit on Sales/disposal of assets		
a) Owned Assets	807823	112021
b) Assets acquired out of grants, or received free of cost	146566	1222697
c) Assets acquired prior to 1.4.2000	24331688	21984027
Total	582058732	574760954

SCHEDULE 19- ESTABLISHMENT AND OTHER ADMINISTRATIVE EXPENSES

	Rs	Rs 2008-09	Rs	Rs 2007-08
	Plan	Non Plan	Total	Total
Establishment Expenses				
a) Salaries & Wages		11580918074	11580918074	7139018278
b) Allowances and Bonus		348268970	348268970	331322239
c) Contribution to CPF		2214168	2214168	3985459
d) Expenses on Employee's retirement / terminal exp/Pension etc		1815119693	1815119693	1124083516
e) Staff Welfare expenses		1493947	1493947	1608864
f) Scholarship Stipends		5788578	5788578	17935267
g) Others Including Medical		153297037	153297037	143743147
Total		13907100467	13907100467	8761696770
(Refer Schedule 26, Note 8 & 12 of Notes to Accounts)				

SCHEDULE 20- OTHER ADMINISTRATIVE EXPENSES

	Rs	Rs 2008-09	Rs	Rs 2007-08
	Plan	Non Plan	Total	Total
Electricity and Power		1792014865	1792014865	1757779084
Water charges		23749669	23749669	32920583
Insurance on plant & Machinery		313485	313485	
Repairs and Maintenance on Plant & Machinery		8111782	8111782	23302849
Insurance on land and Buildings		132429	132429	
Rent, Rates and taxes		105591644	105591644	115550648
Repairs and Maintenance of vehicles		257020788	257020788	272720770
Postage, telephone and communication charges		128123788	128123788	139694069
Printing and Stationery		87595176	87595176	104069257
Traveling & Conveyance expenses- local		207449374	207449374	190744596
Traveling -Foreign		5167525	5167525	5885177
Auditors remunerations		11128669	11128669	2200000
Hospitality Expenses		6299416	6299416	6974506
Professional charges		370689193	370689193	361614793
Bad and doubtful debt/advances Provisions				
Irrecoverable balances written off				
Advertisement and Publicity		10491417	10491417	6527186
Bank Charges		339783	339783	2383588
Supplies & material consumables		381012195	381012195	452943233
Other administrative expenses		587574873	587574873	351487742
Minor works and machinery & equipments and tools		899179199	899179199	820133774
Service Tax		923699760	923699760	1017420480
Income Tax				
Sales Tax				
Total		5805685030	5805685030	5664352335

Sd/-
B.S. Lalli
CEO

Sd/-
A.K. Jain
Member (F)

Sd/-
Shamsher Kaur
Sr. GM (B&A)

SCHEDULES FORMING PART OF INCOME & EXPENDITURE A/C 31.03.2009

	Rs	Rs 2008-09	Rs	Rs 2007-08
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SCHEDULE 21-PROGRAMME RELATED EXPENSES

	Plan	Non Plan	Total	Total
Royalty		236401725	236401725	310410881
Payment to UNI/PTI		459304314	459304314	134938124
Commissioning of Programme Soft Wares expenses		491804494	491804494	863663989
Panam Satellite expenses		500493317	500493317	221083998
Sport Events Expenses		254460118	254460118	258756730
Payment to Artists		962402058	962402058	816116481
Other programme expenses		519845423	519845423	654410128
J&K Package	717051845		717051845	4315933
Spectrum & Space Segment Charges		699865000	699865000	1172366100
Common Wealth Games	78584383		78584383	
Total	795636228	4124576449	4920212677	4436062364

SCHEDULE 22- EXPENDITURE ON GRANTS, SUBSIDIES ETC

	Plan	Non Plan	Total	Total
Expenditure on grants		2008-09		2007-08

SCHEDULE 23- INTEREST

	Plan	Non Plan	Total	Total
		2008-09		2007-08
Interest on Loan- Central Government		1690200000	1690200000	1955600000
Interest on Loan in Perpetuity		2980656140	2980656140	2980656140
Other Penal Interest etc		214000000	214000000	190000000
Other Finance Charges		5157868	5157868	
Total interest		4890014008	4890014008	5126256140

(Refer Schedule 26, Note 4 & 5 of Notes to Accounts)

SCHEDULE 24-PRIOR PERIOD ADJUSTMENTS

	Plan	Non Plan	Total	Total
		2008-09		2007-08
Prior period Expenses-Interest on loans				
Prior period Expenses-Refund of	62000000		62000000	270300000
Grant/Loan				
Prior Period Income				
Total	62000000		62000000	270300000

(Refer Schedule 26, Note 1 of Notes to Accounts)

Sd/-
B.S. Lalli
CEO

Sd/-
A.K. Jain
Member (F)

Sd/-
Shamsher Kaur
Sr. GM (B&A)

SCHEDULES FORMING PART OF THE ACCOUNTS FOR THE YEAR ENDED 31.03.09

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.

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 Bharti 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.

Sd/-
B.S. Lalli
CEO

Sd/-
A.K. Jain
Member (F)

Sd/-
Shamsher Kaur
Sr. GM (B&A)

Place: New Delhi

Dated

SCHEDULES FORMING PART OF THE ACCOUNTS FOR THE YEAR ENDED 31.03.09

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

Accounts are Provisional subject to audit by CAG

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 have been prepared under the historical cost convention using the accrual method of accounting.
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
3. Grants received from Central Government are treated as Income, which were utilized for Capital Assets formation and other Revenue expenses.
4. 'Loan in Perpetuity' granted by Government attracts interest @ 7%, the matter about converting "loan in perpetuity" into grant and waiving of Interest condition is pending before the Group of Minister (GoM).
5. Interest on Loan received from Government during 1.4.2000 to 31.3.2006 is @ 14.5% The rate of interest for the loan received during 2006-07 & 2007-08 is @ 11.5% as per the terms & conditions of the loan. However, a decision is pending before Group of Ministers (GoM) to make the loan interest free.
6. The amount of Fixed Assets transferred at book value to Prasar Bharti 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.

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Dated

SCHEDULES FORMING PART OF THE ACCOUNTS FOR THE YEAR ENDED 31.03.09

SCHEDULE 26- NOTES ON ACCOUNTS & CONTINGENT LIABILITIES

NOTES ON ACCOUNTS

7. Taxation
Prasar Bharati is exempted from income Tax under section 12AA of Income Tax Act.
8. Leave salary and Pension contribution are paid to Government of India as Prasar Bharati's contribution towards employees pensionary benefits as notification of transfer of employees to the Entity has not been issued.
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.
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. Salary Expenditure has been shown for 13 months as the salary accrue for the month of March is shown as liability.
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.
14. Provision for Space Segment Charges have been provided on estimated basis

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Sr. GM (B&A)

Place: New Delhi
Dated

Prasar Bharati

Annual Report
2009-10

Receipts and Payments Account-2008-2009

I	Receipts A/c for the year of 2008-09	Total		Payment A/c for the year of 2008-09	Non-Plan	Plan	Total
	Opening Balances		I	Expenses			
	a) Cash in hand	4486510		a) Establishment Exp.	11231615512		11231615512
	b) Bank Balances	0		(Details as per Ann..I)			
	(i) in current A/c	0		b) Admn. Exp.	4858352562		4858352562
	Receipt A/c (Field Offices)	600805539		(Details as per Ann..II)			
	DD's A/c (11084200090)	99246		c) Programme related	3426242489	704443273	4130685762
	AIR's A/c (11084233414)	78869688		(Details as per Ann.III)			
	Expenditure A/c (Field Offices)	1882484125		d) Exp. on grants/subsidies			
	SBI (11084239041)	63373997		(i) Grants given to Institutions			
	Canara Bank (1730)	16096699		(ii) Subsidies given to Institutions			
	Indian Overseas Bank(7430)	2060683		(iii) Grants received from other			
	Bank of India (12255)	229966		Min./Deptt.			
	(ii) In deposit A/c (for fixed deposit, if any)	8561735007	II	Inter current A/c transfer of funds (PB)			
	(iii) C.P.FUND A/c	3967821		a) To Prasar Bharati	9674110044		9674110044
	c) Imprest A/c	38753741					
				b) To other station/kendra/office	24273832507		24273832507
II	Grants Received						
	a) from Govt. of India			c) To IEBR (HBA)	40689560		40689560
	(i) Capital			d) To Recovery of C.P.F.	2028909		2028909
			III	Deposits made out of own funds	304366561		304366561
	(ii) Revenue PLAN	711600000		(Investment others) FDR			
	NON-PLAN	9573100000					
	Common Wealth Game	106600000	IV	Exp. on fixed assets & Capital			
	(iii) Other Min. / Deptt.			Work-in-progress			
	(To Be Filled By PB (HQ))			a) Purchase of fixed assets	51601729	1171358900	1222960629
				(Details as per annexure.IV)			
III	Inter current A/c transfer by PB (HQ)			b) Exp. On Capital work-in-progress			
	a) Funds-received-from PB	23653664163		(i) Major Works		549807903	549807903
	b) Other station/Kendra/Office	10542798609		(ii) Misc. Works Scheme		434851336	434851336
	c) CPF						
	d) Recovery of HBA & Other Advances	9672244					
			V.	Refund of surplus money/loans			
IV	Interest Received			a) to Govt. of India	62000000		62000000
	a) On bank deposits (FDR)	905964863		b) to PB, HQ	603529804		603529804
	b) Loans & Advances etc.						
	(i) From Employees	17687069					
			VI	Finance charges (Interest)			
	(ii) Others	23778047		a) On loans from Govt.			
				b) Others loans			
	c) Overdue Intt. On outstanding dues	11062612		c) Others	5157868		5157868

Sd/-
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Prasar Bharati

Annual Report 2009-10

Receipts and Payments Account-2008-2009

V	Other Income		VII.	Other payments	Non- Plan	Plan	Total
	a) Rent/LF for AIR/DD Qrs.	46453687		a) Refund of SD/EM	104734558		104734558
	b) LF for AIR/ DD Towers	484294215		b) Exp. On Deposit work	502082963		502082963
	c) Profit on sale/ disposal of assets			c) Advances to Parties	6315152		6315152
	(i) Owned assets	807823					
	(ii) Assets acquired out of Govt. Grants	146566					
	(iii) Misc. Income	24331688		d) Advances to staff			
	(For assets acquired prior to 1.4.2k & other Income)			i) HBA	2998829		2998829
				ii) Motor Cycle/Scooter Adv.	4545225		4545225
	d) Others	26111114		iii) Car Advance	5063600		5063600
				iv) Computer Adv.	5407650		5407650
VI	Amount borrowed			v) Cycle /Mopad Advance	96100		96100
	a) Capital loan from Govt.	2383100000		vi) Other Advances	8683183		8683183
				e) Income Tax	24501992		24501992
VII	Income from Sales			f) Service Tax	923699760		923699760
	a) Commercial Receipts			g) Bank Charges	339783		339783
	AIR	1944157548		h) Others	37036656		37036656
	DD	7370569832					
			VIII.	Exp. Against receipt from Govt. Buisness			
	b) Sale of CD/VCD	1184889		(Min./Deptt. wise breakup to be given)			
VIII	Income from Services		IX.	Closing Balances			
	a) Professional /Consultancy Service	7163692		a) Cash in hand	6002038		6002038
IX	Other Receipts			b) Bank Balances			
	a) Security Deposit /Earnest Money	158439930		(i) in current A/c			
				Receipt A/c (Field Offices)	295917144		295917144
	b) Deposit work	633189998		DD's A/c (503120)	419183141		419183141
				AIR's A/c (503122)	126626352		126626352
	c) Advances to staff						
	i) HBA	2117928		Expenditure A/c (Field Offices)	2250414304		2250414304
	ii) Car Advance	1205549		SBI (578651)	910633134		910633134
	iii) Computer Adv.	959496		Canara Bank (1730)	476643342		476643342
	iv) Motor Cycle/Scooter Adv.	2023170		Indian Overseas Bank(7430)	729933		729933
	v) Cycle /Mopad Advance	169281		Bank of India (12255)	247803		247803
	vi) Other Advances	1333778					
	d) Earmarked fund CP Fund	2146112		(ii) in deposit A/c (FDR if, any)	6506717312		6506717312
	e) Others	105099016					
				(iii) C.P.FUND A/c(SBI-30234030526)	12846860		12846860
X	Receipt from Govt. buisness						
	Give Min / Deptt. Wise details			c) Imprest A/c	42067764		42067764
XI	FDR	63627594					
	T O T A L	70067523535		T O T A L	67207062123	2860461412	70067523535

Sd/-
B.S. Lalli
CEO

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Member (F)

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Sr. GM (B&A)

Receipts and Payments Account-2008-2009

Annexure-I

1	Establishment Expenditure	Non-Plan	Plan	Total
	a) Salaries & Wages (include. Hono./ LTC / TF)	10659728909		10659728909
	i) Medical reimbursement	135397004		135397004
	b) Allowance & Bonus including OTA/CEA	347815671		347815671
	c) Contribution to CPF (if any)	2214168		2214168
	d) Staff welfare Expenditure	1493947		1493947
	e) Expenses on employees retirement & Terminal Benefits including L/S & Pension Contribution	17019693		17019693
	f) Establishment Capital	52216202		52216202
	g) Others	15729918		15729918
	Total	11231615512		11231615512

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Receipts and Payments Account-2008-2009

Annexure-II

	Non-Plan	Plan	Total
2 Other Administrative Expenditure			
a) Domestic Travel Expenditure	199054882		199054882
b) Foreign Travel Expenditure	5167525		5167525
c) Rent Rate & Taxes	105591644		105591644
d) Advertising & Publicity	10491417		10491417
e) Professional Charges , Armed Guard etc .	369747693		369747693
f) Scholarship Stipend	5788578		5788578
g) Supplies & Material	321902918		321902918
h) Vehicle Repairs & Maintenance	255548224		255548224
i) Electricity Power & Maintenance	1791304665		1791304665
j) Water Charges & Maintenance	23749669		23749669
k) Postage	17167117		17167117
l) Telephone & Communication			
(i) Landline	104030399		104030399
ii) Mobile	6926272		6926272
m) Hospitality Expenditure	6295416		6295416
n) Insurance on P&M	313485		313485
o) Insurance on Land & building	132429		132429
p) Auditor's remuneration (out of Provision)	7092507		7092507
q) Printing & Stationary	83859007		83859007
r) Irrecoverable Balances - Written off	1219348		1219348
s) Provision for Bad & Doubtful debts/advances	30683		30683
t) Purchase (Stock)	21547161		21547161
u) Minor Work	540870009		540870009
v) METP	357571147		357571147
w) Consumable	59109277		59109277
x) Local Conveyance	7674276		7674276
y) Operation & Maintenance of Capital Assets	8111782		8111782
z) Others	548039877		548039877
TOTAL	4858337407		4858337407

Sd/-
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CEO

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A.K. Jain
Member (F)

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Sr. GM (B&A)

Receipts and Payments Account-2008-2009

Annexure-III

	Non-Plan	Plan	Total
3 Programme Expenses			
a) Royalty	236401725		236401725
b) Payment to UNI/PTI	134151201		134151201
c) Commissioning of Programme	654205210		654205210
d) Panam Satellite Expenditure	500493317		500493317
e) Sport events Expenses	254460118		254460118
f) Payment to Artist	1125027955		1125027955
g) J & K and NE Package		625858890	625858890
h) Common Wealth Games (Appendix-1)		78584383	78584383
i) Others	521502963		521502963
TOTAL	3426242489	704443273	4130685762

Sd/-
B.S. Lalli
CEO

Sd/-
A.K. Jain
Member (F)

Sd/-
Shamsher Kaur
Sr. GM (B&A)

Annexure-IV

	Non-Plan	Plan	Total
4 Purchase of Fixed Assets			
i) Land		18753	18753
ii) Building			
(1) Studio		449347751	449347751
(2) Transmitter			
a) Normal		292723361	292723361
b) J & K		79600577	79600577
c) N E		175235549	175235549
(3) Office		4508186	4508186
(4) Others		13959790	13959790
iii) Plant Machinery & Equipment			
a) Normal		145944227	145944227
b) J & K		9526704	9526704
c) N E		494002	494002
iv) Vehicles			
(a) trucks, Jeeps & Vans	467273		467273
(b) Motor Car	1343910		1343910
(c) Motor Cycles / Scooter & Three Wheelers			
(d) Rickshaws/ Cycles	13460		13460
v) Furniture/Fixtures			
(a) Cabinets / Almirah . Filing Racks	4149070		4149070
(b) Air Conditioners . A/C Plan	1055211		1055211
(c) Air Coolers	724078		724078
(d) Water Coolers	1004204		1004204
(e) Tables / Chairs / Sofas / Carpets	5431973		5431973
(f) Wooden Partitions	255874		255874
(g) Voltage Stabilizers / U P S System	622289		622289
(h) Others	3874833		3874833
vi) Office Equipments			
(a) Typewriters	131391		131391
(b) Photocopiers / Duplicators	2561352		2561352
(c) Fax Machines	1245729		1245729
(d) Others	619511		619511
vii) Computers/Peripherals			
(a) Computers	9718908		9718908
(b) Printers	2290684		2290684
(c) Floppies	67798		67798
(d) C D's	1935812		1935812
(e) Software	1611856		1611856
(f) Others	120703		120703
viii) Electric Installations			
(a) Electrical Machinery	1375960		1375960
(b) Electric Light / Fans	112624		112624
(c) Switchgear Instruments	6549715		6549715
(d) Transformers	174988		174988
(e) Electric Wiring & Fittings	709623		709623
(f) Others	176179		176179
ix) Library Books	854982		854982
x) Tube wells & Water Supply System	148055		148055
xi) Arbitration Charges	2253684		2253684
T O T A L	51601729	1171358900	1222960629

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Receipts and Payments Account-2008-2009

Appendix-I

Common Wealth Games	RUPEES		
	Non-Plan	Plan	Total
a) Domestic Travel Expenditure		6263977	6263977
b) Printing & Stationary		3128135	3128135
c) Advertising & Publicity		2992398	2992398
d) Office Equipment		2679327	2679327
e) Technical Equipments		47473447	47473447
f) Other Expenses		16047099	16047099
TOTAL		78584383	78584383

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