

## **ALL INDIA RADIO: Programming and Organisational Structure**

The Directorate General, All India Radio functions under Prasar Bharati. Director General is the Head of the Department and is responsible for the overall administration and supervision of the entire AIR network. In performance of his duties and functions, the Director General, AIR is assisted by officers of the following wings.

### **PROGRAMME WING**

Additional Director Generals (ADGs) at the Headquarters and in the Regions assist the Director General in proper supervision of the stations. The Headquarters of the Regional ADGs are situated at Kolkata (Eastern Region), Mumbai (Western Region-I), Lucknow (Central Region-I), Bhopal (Central Region-II) and Guwahati (North Eastern Region), Chennai (South Region-I), Bangalore (South Region-II), Delhi (North Region-I) and Chandigarh (North Region-II). Another office of ADG is to be set-up at Ahmedabad (Western Region-II).

### **ENGINEERING WING**

In respect of the technical matters, Director General is assisted by an Engineer-in-Chief and ADG (Engineering) at the Headquarters and by the Zonal Chief Engineers in zones. In addition, there is a Planning and Development Unit at the Headquarters in respect of the Development Plan Schemes of All India Radio. For the civil construction activities, the Director General is assisted by the Civil Construction Wing (CCW) of AIR, which is headed by a Chief Engineer. The CCW caters to the needs of Doordarshan also.

### **ADMINISTRATIVE WING**

Additional Director General (Administration) and Additional Director General (Finance) assist the Director General on all matters of the administration and finance. One Director each looks after the Engineering Administration, Programme Administration and financial matters.

### **SECURITY WING**

The Director General is assisted by a Deputy Director General (Security), an Assistant Director General (Security) / Deputy Director (Security) on the matters relating to the security and safety of AIR installations viz., transmitters, studios, offices, etc. The Security requirements 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 feedback studies on the programmes broadcast by the stations of All India Radio. Director (Audience Research) is assisted by a Joint Director (Audience Research).

### **ACTIVITIES OF SUBORDINATE OFFICES OF AIR IN BRIEF**

There are a number of subordinate offices of All India Radio performing the distinct functions. The broad activities of these offices / divisions are summarised as under:

#### **NEWS SERVICES DIVISION**

The News Services Division works round-the-clock and it broadcasts over 607 news bulletins both for Home and External Services. The bulletins are in Indian languages and various foreign languages. The Division is headed by the Director General (News). There are 46 Regional News Units in AIR. The bulletins vary from region to region according to the news worthiness of national, regional and local affairs.

## EXTERNAL SERVICES DIVISION

The External Services Division of All India Radio broadcasts in 27 languages i.e., 15 foreign and 12 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 the exchange of programmes among the stations, building up and maintenance of sound archives and also the 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 AIR and Doordarshan network.

## CENTRAL STORE OFFICE

AIR's Central Store Office, located at New Delhi, performs the functions relating to procurement, stocking and distribution of the engineering stores required for the maintenance of technical equipment at All India Radio Stations.

## COMMERCIAL BROADCASTING SERVICE CENTRES & VIVIDH BHARATI SERVICE (VBS)

There are 41 Vividh Bharati-cum-Commercial Broadcasting Service (CBS) Centres including the exclusive VB Centres. The work relating to CBS is performed by two Wings i.e. Sales Wing and Production Wing. An independent Central Sales Unit along with 15 main Commercial Broadcasting Service Centres looks after the marketing of broadcast time in AIR.

## Three-tier Broadcasting System

AIR has a three-tier system of broadcasting. These three levels of programmes are the National, Regional and Local each having distinct audiences.

**National programmes** are broadcast from Delhi for relay by the Capital, Regional and Local Radio Stations. Some of these are the National Programme of Talks and Features in Hindi and English, the National Programmes of Drama and Music.

The **National** Channel of All India Radio located in Delhi broadcasted programmes which were heard on Medium Wave and also on Short Wave. Started on 18th May 1988, this channel worked as a night service from 6.50 PM to 6.10 AM the next morning. Broadcasting in Hindi, Urdu and English, the programme composition of the channel had been designed to make it representative of the cultural mosaic and ethos of the country. It has been closed on January, 2019

The **Regional** Stations in different States form the middle tier of broadcasting. They originate programmes in the regional languages and dialects. Regional Channels are located in the major linguistic-cultural region of every state. 116 Regional Channels are spread over 29 states & 6 Union Territories including the North-Eastern Service at Shillong that projects the vibrant cultural heritage of the North-Eastern region of this country. The Regional Channels, broadcast largely on the Medium Wave frequency, follow a composite programme pattern comprising of music - classical,

light, folk and film, News and Current Affairs, Radio plays, features, Farm and Home programmes, programmes on Health & Family Welfare and programmes for Woman, Children etc.

**Local** Radio is relatively a newer concept of broadcasting in India. Local radio stations serve small communities, showcase local culture and broadcast area specific programmes for the benefit of the community. The transmission is in the FM mode. The programming is flexible and spontaneous and the stations function as the mouth piece of the local community. At present there are 86 Local Stations spread across the country.

#### Reference

Website of Prasar Bharti