

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

LOK SABHA
UNSTARRED QUESTION NO.2076
(TO BE ANSWERED ON 14.03.2023)

ONE NATION, ONE ALL INDIA RADIO

2076. SHRI VINAYAK RAUT:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the All India Radio (AIR) has decided to relay the programmes of Vividh Bharti by closing its local relay stations and if so, the details thereof;**
- (b) whether the Government is aware of the fact that it is going to impact directly as casual announcer promoting local art, culture, language, entertainment, local artists who spend more than half of their life in the same position;**
- (c) if so, the details thereof along with the impact on them after digitalization;**
- (d) whether the AIR has established its identity as a reliable and the most low cost resource to provide the information of the public welfare schemes of the Government along with the folk art and entertainment to public through radio in the remote areas with no mobile network access in the country, and if so, the details thereof; and**

(e) whether the Government has formulated any scheme to save the previous identity of the All India Radio about which all are afraid of losing it under the policy of 'One Nation, One All India Radio' of Prasar Bharati and if so, the details thereof?

ANSWER

**THE MINISTER OF INFORMATION AND BROADCASTING; AND
MINISTER OF YOUTH AFFAIRS & SPORTS (SHRI ANURAG SINGH
THAKUR)**

(a): No, Sir.

(b) to (d): Based on the needs and requirement of its network, All India Radio (AIR) has taken up several initiatives for dissemination of AIR services to listeners across the country/globe. AIR broadcasts in 23 languages and 181 dialects from 501 centres in the country. Live streaming of more than 280 channels including Vividh Bharati National Service, FM Rainbow & Gold and programmes of AIR stations have also been started and these channels can be received globally through "NewsOnAir" mobile app. In addition, AIR is also active on social media platforms like Twitter, Facebook & You Tube, etc.

All India Radio through its various programmes in different formats like spoken word, talks, dramas, etc. publicizes public welfare schemes of the Government. AIR also utilizes the services of local artists with a blend of folk music to promote such schemes in the far-flung and remotest areas where people are mostly/solely dependent on information through the medium of Radio.

(e): No, Sir. There is no policy of 'One Nation, One All India Radio' of Prasar Bharati.
