

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA**  
**UNSTARRED QUESTION NO.4179**  
**(TO BE ANSWERED ON 29.03.2022)**

**NEWS ON AIR RADIO**

**4179. SHRI SHRIRANG APPA BARNE:  
SHRI RAVI KISHAN:  
SHRI SUBRAT PATHAK:  
SHRI SUDHEER GUPTA:  
SHRI BIDYUT BARAN MAHATO:  
SHRI SANJAY SADASHIVRAO MANDLIK:  
SHRI PRATAPRAO JADHAV:  
SHRI DHAIRYASHEEL SAMBHAJIRAO MANE:**

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

- (a) whether the Government has launched its latest News on Air Radio rankings;**
- (b) if so, the details along with the aims and objectives thereof;**
- (c) the details of the criteria adopted for giving the rankings to the channel on News On Air;**
- (d) the names of the Radio channels which feature in the list along with rank, State-wise;**
- (e) whether the Government provides any assistance to the channels which perform better in News On Air rankings and if so, the details thereof; and**

**(f) the other steps taken by the Government to encourage more and more State radio channels to participate in the New On Air ranking and perform?**

**ANSWER**

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

**(a) & (b): Prasar Bharati has started releasing ranking of its various All India Radio (AIR) channels available on “NewsOnAir” mobile application for “Android” and “iOS” platforms since June, 2021. More than 270 radio services of All India Radio, with listenership across 85+ countries, live streamed on ‘NewsOnAir App’ are measured, and ranking is released for information to various stakeholders.**

**(c) & (d): Listenership statistics of each AIR channel stream are measured on the platform based on the number of requests received by the platform. The channels are available on NewsOnAir app.**

**(e): The fixed point chart of various AIR channels are reviewed periodically for having national, regional and local programming to meet out the needs and aspirations of the target audiences. Prasar Bharati provides necessary human and budgetary support to various AIR Stations for running these AIR channels efficiently.**

**(f): Prasar Bharati has placed its AIR channels originated from various Akashvani Stations across the country on NewsOnAir application for which ranking is released periodically.**

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