

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO.715
TO BE ANSWERED ON 08.02.2021**

“RADIO PERFORMANCE IN INDIA”

715. Dr. L. HANUMANTHAI AH:

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

- (a) whether Government is aware that radio is a very important tool of communication;
- (b) if so, the details thereof;
- (c) whether Government has taken note that radio proves to be effective in keeping the language alive in a vast country like India;
- (d) if so, the details thereof;
- (e) what measures are being taken to increase the popularity of radio; and
- (f) if so, the details thereof?

ANSWER

**THE MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE;
MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF
HEAVY INDUSTRIES AND PUBLIC ENTERPRISES
(SHRI PRAKASH JAVADEKAR)**

(a) & (b) Yes, Sir. Radio is a powerful tool to connect to the masses. It is also a platform for linkage and exchange between policy makers, government bodies and the city/ village populace. Accordingly, Prime Minister Narendra Modi has chosen All India Radio (AIR) for his monthly outreach with citizens of India through Mann ki Baat. AIR reaches 99.20% of population spread over 92.00% of geographical area of the country.

Under the Private FM Radio Phase III Policy, 385 Private FM Radio stations are operating from 111 cities in the country spread across 26 states and 4 union territories.

Further, the Community Radio is a potent tool of communication in media dark areas. Today, 315 Community Radio Stations are operational in the country.

(c) & (d) Yes, Sir. AIR broadcasts programmes in all major regional languages and various dialects. At present, AIR broadcasts programmes in 23 major languages and 181 dialects.

Private FM Radio speaks in the local language of that city and promotes local content. In the Community Radio, at least 50% of content is to be generated with the participation of the local community with programmes preferably in the local language and dialect(s).

(e) & (f) All AIR services have an active social media presence. Content broadcast on AIR services is also being made available for on-demand listening through YouTube. For the first time, Visual Radio programming has been introduced where Radio Programs such as Live Commentary are also being live streamed with a camera in the studio so that the faces behind the voices can be seen and experienced. More than 40 AIR Services have been made available via Satellite Radio on DD Free Dish DTH. AIR has also successfully linked with the Internet and mobile phones through “NewsOnAir” app which has an estimated over 2.5 million users. More than 200 AIR Services are being live streamed through the NewsOnAir App for listening anywhere in the world.

The private FM Radio Ph-III policy provides for radio coverage in all cities with population above 1 lakh, unless getting covered from a neighboring city. In addition, 11 cities in border areas of North East states and Union Territories of Jammu & Kashmir and Ladakh having population less than 1 lakh have also been included. Special incentives have been given to FM channels located in these cities by allowing payment of annual fee at half rates for an initial period of three years.

Further, the Government from time to time, organizes workshops on Community Radio Awareness in different parts of the country to encourage the organizations to setup Community based radio stations with financial assistance, if required.
