

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
RAJYA SABHA

UNSTARRED QUESTION No.1507

(TO BE ANSWERED ON 02.08.2021)

REDUCTION OF AIR STATIONS

1507. SHRI K. SOMAPRASAD:

Will the Minister of *Information and Broadcasting* be pleased to state:

- (a) whether Government has decided to reduce the number of stations of All India Radio (AIR), bringing creation of programmes in Kerala to just one;
- (b) if so, the reasons therefor;
- (c) whether this decision will end the regional programmes being created specific to many cities in Kerala and if so, the details thereof;
- (d) whether all the stations will have to carry programming from one station to the entire State, rather than localized programming and if so, the details thereof; and
- (e) whether Government has explored any options to make it financially viable to keep these stations functional, given their huge popularity?

ANSWER

**THE MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF
YOUTH AFFAIRS AND SPORTS**

(SHRI ANURAG SINGH THAKUR)

(a) to (e) : No, Sir. No decision to reduce the number of stations of All India Radio in Kerala has been taken by Prasar Bharati. At the same time, keeping pace with modern technology, Prasar Bharati has introduced new modes of transmission for local and regional services of AIR not just in Kerala but across India while phasing out obsolete modes of transmission.

Various AIR regional services now have a satellite footprint through “DD Free Dish” DTH Satellite Radio. Several local and regional radio services of AIR also have a global footprint through Prasar Bharati’s App “NewsOnAIR” available on “Android” and “iOS” and on newsonair.com website.

By leveraging the above, Radio Stations in Kerala and across India transmit programmes through the day with dedicated time slots for national, regional and local content ensuring diverse audience needs are met.
