

ALL INDIA RADIO, TRIVANDRUM

During the year 1952 All India Radio, Thiruvananthapuram moved its premises from Old MLA Quarters to the present Bhakthivilas Palace. The 5 KW Medium Wave Transmitter was upgraded to 10 KW Medium Wave Transmitter. A 100 KW Medium Wave Transmitter was commissioned at Alappuzha on 17th July 1971 for relaying the programme of All India Radio, Thiruvananthapuram in Central Districts of Kerala. On 15th April 1999 the relay station Transmitter was upgraded to 200 KW Medium Wave. From these major events All India Radio, Thiruvananthapuram started serving the people of Kerala. Now it stand as the leading electronic media in the state and reached every nook and corner of Kerala State. All India Radio, Thiruvananthapuram station broadcasts and relays daily programmes for special audience such as Women, Youth and Child, Health and Sanitation, Educational, Farm and Home, Rural Development. For general audience lot of entertainment and cultural programmes are put out on regularly. News based programmes and News Bullettins between the transmission hours from 05.55 a.m. to 11.05 p.m. are broadcasting. Many of the programmes contain educational value, cultural, information and entertainment. To bring and keep more listeners All India Radio has started many film based programmes apart from the regular film song chunks. Most popular are Poonthenaruvi Film Songs presentation with live participation of Listeners, Ormacheppu (Old is Gold Film Songs), Cinema History serial like Malayalam Cinema Flash Back, Sound tract of Film Songs etc. All India Radio, Thiruvananthapuram has celebrated its 60th year of broadcasting on 1st April 2010 and rolled out a bunch of special variety programmes for one year in connection with the anniversary.

50 KW SHORT WAVE TRANSMITTER:

All India Radio, Thiruvananthapuram has commissioned a 50 KW Short Wave Transmitter on 6th November 1994 which is providing a reliable programme reception throughout India and the Middle East. This 50 KW Short Wave Transmitter operates from 0020-0215 and 1115-1735 UTC on 5010 KHz and from 0630-0900 UTC on 7290 KHz.

IMPORTANT MILESTONES:

1	Travancore Broadcasting, Thiruvananthapuram	12.03.1943
2	All India Radio, Thiruvananthapuram (5 KW MW)	01.04.1950
3	All India Radio, Kozhikode (10 KW MW)	14.05.1950
4	All India Radio, Thrissur (20 KW MW)	14.01.1957
5	Vividh Bharati service from All India Radio, Thiruvananthapuram (1 KW MW)	06.03.1966
6	High Power Transmitter, Alappuzha (100 KW MW)	17.07.1971
7	All India Radio, Thiruvananthapuram upgraded to 10 KW MW	15.02.1973
8	Vividh Bharati, Thiruvananthapuram separately commissioned as (Commercial Broadcasting Service) (1 KW MW)	01.05.1975
9	Vividh Bharati, Kozhikode (1 KW MW)	02.11.1975
10	All India Radio, Kochi (2 x 3 KW FM)	01.10.1989
11	All India Radio, Kannur (2 x 3 KW FM)	04.05.1991
12	All India Radio, Kavaratti (1 KW MW)	01.01.1994
13	All India Radio, Devikulam(2 x 3 KW FM)	23.02.1994
14	All India Radio, Thrissur (100 KW MW)	15.09.1994
15	All India Radio, Thiruvananthapuram (50 KW SW)	06.11.1994
16	All India Radio, Kozhikode (10 KW MW)	30.12.1995
17	All India Radio, Kochi (2 x 3 KW FM)	15.02.1996
18	High Power Transmitter, Alappuzha upgraded to 2 x 100 KW MW	15.04.1999
19	Vividh Bharati upgraded to 2 x 5 KW FM	15.08.1999
20	All India Radio, Thiruvananthapuram Upgraded to 20 KW MW	01.01.2002
21	Vividh Bharati, Kozhikode upgraded to 2 x 5 KW FM	01.04.2003
22	All India Radio, Manjeri (2 x 3 KW FM)	28.01.2006
23	FM RAINBOW	26.06.2006

OBJECTIVE

To provide information, education and wholesome entertainment, keeping in view the motto, "Bahujan Hitaya; Bahujan Sukhaya" i.e. the benefit and happiness of large sections of the people, and strive to:

- Uphold the unity of the country and the democratic values enshrined in the Constitution;
- Present a fair and balanced flow of information of national, regional, local and international interest, including contrasting views, without advocating any opinion or ideology of its own.
- Promote the interests and concerns of the entire nation, being mindful of the need for harmony and understanding within the country and ensuring that the programmes reflect the varied elements which make up the composite culture of India.
- Produce and transmit varied programmes designed to awaken, inform, enlighten, educate, entertain and enrich all sections of the people, with due regard to the fact that the national broadcast audience consists of a whole series of public.
- Produce and transmit programmes relating to developmental activities in all their facets including, extension work in Agriculture, Education, Health and Family Welfare, Science and Technology.
- Serve the rural, illiterate and underprivileged population, keeping in mind the special needs and interests of the young, social and cultural minorities, the tribal population, and of those residing in border regions, backward or remote areas.
- Promote social justice and combat exploitation, inequality, and such evils as untouchability and parochial loyalties.
- Promote national integration.

Human Resources

All India Radio employs dedicated personnel for technical, programme and administrative functions. AIR staff have displayed tremendous professional pride and spirit in times of stress, especially through disasters caused by floods and cyclones when radio has been the only communication link with the community. No holidays, plenty of snags, but, **the show must go on**

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Technical personnel are responsible for all engineering functions including planning of facilities, project execution, operation and maintenance of the broadcast network.

The news personnel put out bulletins and current affair programmes every hour in all Indian languages and dialects.

The programme personnel are responsible for the production of the wide variety of AIR programmes.

The administrative staff provides necessary support services to technical and programme personnel.

Even though AIR is not the best paymaster for artists and guest speakers still it is endeared to artists at all levels. They value the respect and treatment accorded to them.

PROGRAMME:

PROGRAMME COMPOSITION

News, Music and Spoken Word Programmes constitute the three major pillars of AIR's programme composition.

Music includes Classical, Folk, Light, Devotional, Film and Western Music programmes.

Talks, Discussions, Interviews are regularly arranged to provide a forum for all shades of opinion on outstanding national and international issues. While some of the programmes are arranged for being relayed by a number of stations, a much larger number are presented by individual stations in their respective languages.

Radio Drama is also an important ingredient of AIR's programme and figures both in its general programmes as well as in the programmes for specific groups. Radio features and documentaries are other formats, which employ the entire range of audio formats in a single programme, e.g., narration, music, drama, interviews, poetry, sound effects, etc. though

Programmes for Rural Listeners are broadcast from almost all AIR Stations in different languages and also in local dialects to provide educational and informational support to agriculture and rural development programmes.

Special programmes for Women are broadcast from all stations of AIR. These programmes are directed to housewives and working women, though these programmes provide items of information and of Educational nature and also Entertainment. Programmes on Health, Family Welfare, Household Chores, Nutrition and problem of working women are broadcast.

The programmes for Children are broadcast for tiny tots and also children up to the age of 14 years.

Educational programmes of AIR cover a wide spectrum, primary, secondary, and university levels. Enrichment programmes are also broadcast for teachers.

Programmes on Sports are very popular with the listeners and these constitute an important feature of AIR's programmes. All the important sports events of International, National, Regional and Local levels are given due coverage through running commentaries, despites and radio reports. Apart from two 5-minute daily news bulletins, AIR also broadcasts two half-hour sports magazine programmes.

Yuva Vani caters to the needs and tastes of the youth in the age group of 15-30 years. These programmes are in different formats such as talks, discussions, interviews, plays, features, music etc., and are produced and presented by the youth and for the youth. Delhi, Calcutta, Hyderabad, Jammu & Srinagar Stations have separate Yuva Vani Channels.

Programmes for the Senior Citizens (aged people) are being broadcast from number of AIR stations for duration of 30 minutes every week.

Programmes for Industrial Workers are being broadcast from AIR Stations in regional languages for a duration ranging from 20 to 30 minutes, two to seven days a week.

Interactive broadcasts like the Phone-in-Programme, Radio Bridge and Voice Mail, apart from people's forum programmes, are recent innovations in broadcasting. In the Phone-in-Programme, people telephone to the broadcasting station on a given telephone number at the time of broadcast and ask questions and the experts at the broadcasting station reply to their queries immediately. The entire communication is simultaneous.

Voice Mail is another service facility, where people can telephone and record their requests, complaints, suggestions and appreciation, etc. These messages are later retrieved and played back in a special Voice Mail programme with suitable replies to their queries.

'Radio Bridge' is a programme on special occasions and is broadcast live by uplinking AIR stations through satellite. It presents a live interaction among the participants including listeners in different parts of the country. Presently 20 AIR stations have uplinking facility.

Using the satellite facility AIR has made provision for 20 radio channels for cable distribution. The system became operational on April 1, 1994 to enable the subscribers to receive the Sky Radio Channel on their domestic FM receivers.

'Radio Paging' - FM Radio broadcast technology has an advantageous feature. It has got some vacant space in its allotted frequency band, where it is possible to inject additional signal in the form of data on sub-carriers. This data can be conveniently utilized to disseminate value added service like public utility information and education information, etc., in addition to the main programme (stereophonic and monophonic). A major application of the additional data service injected in the FM broadcast channel known RDS is radio paging. As the radio paging service would provide alert signals, emergency calls, valuable information etc., the service will be highly useful for medical professionals, business executives, commercial applications, and emergency services. For the operating services, All India Radio has appointed licences/operators at 17 centres, where AIR has FM transmitters.

