

ESTIMATES COMMITTEE

1958-59

THIRTY-FIRST REPORT

(SECOND LOK SABHA)

**MINISTRY OF INFORMATION AND
BROADCASTING**

*Action taken by Government on the recommendations of the
Estimates Committee contained in the Twelfth Report
of the Estimates Committee (First Lok
Sabha) on All India Radio*



**LOK SABHA SECRETARIAT
PARLIAMENT HOUSE
NEW DELHI**

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ESTIMATES COMMITTEE

1958-59

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INTRODUCTION

I, the Chairman of the Estimates Committee, having been authorised by the Committee, present this Thirty-first Report of the Estimates Committee of the Second Lok Sabha on the action taken by Government on the recommendations contained in the Twelfth Report of the Estimates Committee of the First Lok Sabha on the Ministry of Information and Broadcasting—All India Radio.

2. The Twelfth Report of the Estimates Committee of the First Lok Sabha was presented to the House on the 14th February, 1955. The Government furnished their replies to the recommendations in this Report on the 12th November, 1956. Further replies indicating the up-to-date position and other particulars in respect of action taken on many of the recommendations were received on the 5th May, 1958. The replies were examined by Study Group 'B' of the Estimates Committee on the 27th August, 1958.

3. The Report has been divided into four Chapters :

I. Report,

II. Recommendations that have been accepted by the Government.

III. Replies of the Government that have been accepted by the Committee.

IV. Replies of the Government that have not been finally accepted by the Committee.

4. An analysis of the action taken by Government on the recommendations contained in the Twelfth Report is given at Appendix IX.

BALVANTRAY G. MEHTA,

NEW DELHI;

The 25th October, 1958.

Chairman,

Estimates Committee.

CHAPTER I

REPORT

The Estimates Committee in para 96 of their Twelfth Report (First Lok Sabha) recommended (*vide* S.No. 42, Chapter IV) that the A.I.R. should conduct a listening survey in the countries, to which it broadcasts programmes, in order to ascertain how far the broadcasts were liked and to what extent they were listened to. The Government stated in their reply dated the 12th November, 1956 that a proposal to depute an officer of the Listener Research Organisation to Countries in the Middle East and later to South East Asia for purposes of conducting local listener surveys would be taken up for consideration. Government stated in a subsequent reply dated the 5th May, 1958 that it had not been possible to depute an officer of the Listener Research Organisation to Middle East and South-East Asia and that the Deputy Director, External Affairs Division, A.I.R. was deputed in May, 1957 to visit Burma, Malaya and Indonesia when he made an on-the-spot assessment of programme preferences in those countries. It was further stated that the report of the Deputy Director was under consideration. *The Committee are not aware of the reasons for excluding the Middle East and the other countries in the South East Asia from the assessment of programme preferences. The Committee trust however that the data on programme preferences collected during the visit of the Deputy Director to Burma, Malaya and Indonesia would be utilised suitably with a view to continuously improving the quality of broadcasts for listeners in those areas. The Committee also hope that the experiences gathered and the results achieved during the visit would be reviewed so as to determine the utility of such visits as also the methods adopted with a view to deciding on the desirability of extending them to other countries.*

2. In para 108, the Committee had recommended (*vide* S.No. 51, Chapter IV) that the necessity of having two monitoring units one at Simla and the other at Delhi in addition to a teleprinter service between the two stations should be examined and that either the monitoring unit at Delhi should be closed down and the teleprinter service at Simla made more efficient or the teleprinter service and the consequent staff at Simla should be abolished. The Committee had also recommended that a Committee consisting of the representatives of the concerned Ministries and of the Ministry of Finance should be appointed to examine the set up of the Monitoring Service Division at Simla and to suggest ways and means of improving the service so that maximum utility could be obtained therefrom. In pursuance of this recommendation the Government appointed a Committee which felt that the two services supplemented each other there being no wasteful duplication. It was of the opinion that it would not be practicable under the existing circumstances and the requirements of service, to close down the Unit at Delhi but suggested that the two services (N.S.D. and Simla) should be brought under unified control and proper guidance. The Government thereupon stated that considering that the monitoring work was done at Delhi solely for the purposes of spot news broadcast and external transmissions, and also that the teleprinter lines from Simla to Delhi were not dependable for the purpose of quick and efficient transmission of news, it had been decided that it would not be safe to close down

the unit at Delhi. The Government however stated that the matter would be reconsidered when the reliability of monitoring service at Simla improved. In the meantime it was proposed that the monitoring service at Simla should be placed under the control of the News Service at Delhi and to integrate the staff at Simla with the staff of the News Service, Delhi. *While the Committee realise that technical difficulties stand in the way of their recommendation being implemented, they would like to point out that overlapping and duplication of efforts are wasteful and would therefore urge that steps be taken at an early date to eliminate the duplication.*

3. In paras 140 and 141 of the report the Committee had pointed out that the recruitment of Station Directors, Assistant Station Directors and the programme personnel was being made without consideration of the linguistic needs of the stations concerned and had recommended that so far as the programme personnel were concerned their recruitment should invariably be based on linguistic considerations. They had also urged that an Expert Committee might be appointed to enquire into the basis of recruitment of Station Directors and Assistant Station Directors and to set standards for these posts in the A.I.R. whose functions had a direct bearing on the programmes. The Government stated in reply that recruitment of permanent programme personnel on linguistic considerations was not feasible in view of the difficulties that would be encountered in retaining them permanently at the same station or in the same linguistic area, due to the requirements of the system of transfer, promotions etc. The deficiencies in the matter of linguistic personnel were however proposed to be made good by the appointment on contract basis of producers who were specialists in different fields of programmes of any particular linguistic group, a procedure which was said to have been well tried in the B.B.C. As regards the question of setting standards for the regular posts in the A.I.R. whose functions had a direct bearing on the programmes, Government stated that a proposal for the amalgamation of non-gazetted posts on the programme side of A.I.R. had been formulated and was awaiting the approval of the U.P.S.C. The Committee note that the proposal relates only to non-gazetted posts.

In this connection, the Committee would draw attention to the following observations made in para 141 of the Report :—

“The Committee were also informed that recruitment to the posts of Station Director and Assistant Station Director was also not made on linguistic considerations. The functions of the head of a Station are not purely administrative. In fact, he is in overall charge of all the programmes broadcast by that Station. It is, therefore, apparent that a Station Director who does not know the main regional language in which most of the broadcasts are made from a Station cannot exert any influence over the programmes except in very general terms. The efficiency of a Station revolves round the personality of its Station Director and this person should be capable of exerting an expert influence on the programmes. The Committee would urge that an Expert Committee be appointed to enquire into this matter and set standards for all posts in All India Radio whose functions have a direct bearing on the programmes.”

The Committee would stress the desirability of setting standards for all posts including those of Station Directors and Assistant Station Directors whose

functions have a direct bearing on the programmes and reiterate the recommendation that an Expert Committee should be appointed to enquire into this matter. The Committee further desire that the economy aspect of the proposal of Government to appoint programme producers on contract basis in addition to the programme personnel in the A.I.R. may also be considered by the Expert Committee.

4. In para 152 of their Report, the Estimates Committee had stated that they did not feel that there was any justification for appointing 39 Stenographers in the News Room and that fast typists with a fair knowledge of shorthand would easily do their work. They had therefore recommended (*vide* S.No. 77, Chapter IV) that the posts of Stenographers in the News Services Division should be replaced by those of Steno-typists on the usual scales of pay in force in Attached Offices. Government stated in reply that these stenographers assisted to an appreciable extent, in the work of monitoring, sifting and presenting news, in addition to their regular work and that a proposal to constitute them into a separate group of News Assistants was being referred to the Economy Unit of the Ministry of Finance. *The Committee feel that it is the function of the News Editors and Assistant Editors to sift and present the news and that it may not be necessary to introduce another cadre of news assistants, in the A.I.R. They recommend that this matter might also be referred to the Expert Committee recommended to be appointed in para 3 above. The Committee would in this connection like to refer to the considerable delay in taking action on this recommendation, and to stress the importance of early action on the Committee's recommendation.*

5. In para 158, the Committee had recommended (*vide* S.No. 80, Chapter IV) that a regular cadre should be formed for the Engineering Service and that recruitment to the lower posts thereof should be made through the U.P.S.C. and appointments to the higher posts should normally be made by promotion on the basis of merit. Government replied at first that this proposal was being examined. In a subsequent communication received after a lapse of 18 months, Government stated that this proposal was being taken up for consideration by an *ad hoc* committee constituted for the purpose. *The Committee feel that the action taken by Government in the matter has been very tardy, and considering the importance of the issue involved, urge the necessity of quick action in matters of this nature in the interests of the efficient functioning of the organisation.*

CHAPTER II
RECOMMENDATIONS THAT HAVE BEEN ACCEPTED BY GOVERNMENT

S. No. of the recommendations	Reference to para No. of the Report	Summary of recommendations	Reply of the Government
1	2	3	4

Radio Month

- | | | |
|---|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | 21 | <p>Activities like the Radio Month are necessary off and on to increase the radio listening habit.</p> <p>Programmes like Sangeet Sammelan which were originally introduced as part of the first 'Radio Month' celebrations have now been made annual features, and other similar programmes like Sahitya Samaroha, Folk Music Festival have also been added. It is accordingly proposed to hold only a 'Radio Week' every year for all stations with the object of promoting radio consciousness among the public thereby giving a fillip to the expansion of listening. In addition, it has also been decided to organise a cultural week for each linguistic region.</p> |
|---|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

[Ministry of I. & B. O.M.No. 18 (141)/56-B(P)
dated 12-11-56].

2 23

The Programme Advisory Committee should primarily consist of people who take an active interest in broadcasting. They should be made as representative in character as possible by including in them not only people of different areas but people who have specialised knowledge about the various spheres of activity of AIR. The advice of the members of the Committees in their individual capacity may also be obtained by All India Radio frequently.

The principles of this recommendation have all along been followed in making appointments to Programme Advisory Committees. Every effort is being made to make such Committees as representative in character as possible not only by including in them persons belonging to different areas within the jurisdiction of the station but persons who have specialised knowledge of various spheres of AIR activities, such as music, literature, drama, education etc. The advice of the members of the Committee in their individual capacity is being constantly obtained. [Ministry of I. & B.O.M. No. 18(141)/56-B(P) dated 12-11-56].

4 26

The National Programme of talks needs greater care and attention than the programme of music. Proper attention should be bestowed by AIR in the matter of selection of speakers.

(National Programmes of Talks)

The principle of synthesising the two aspects of broadcasting namely, good script and good voice, has always been kept in view by AIR. The selection of talkers for national programme of talks is made on the basis of this principle except where the broadcast is given in an official capacity. It is also proposed to use, wherever possible, a trained voice in cases where the broadcaster himself does not possess it.

[Ministry of I. & B.O.M. No. 18(141)/56-B(P) dated 12-11-56].

5 28 Regional relays of programmes between stations will create greater audiences for broadcasts, but this should not be at the expense of local talent. Besides regional relays, there should be a greater degree of inter-regional exchange of programmes by electrical recordings. The Committee would emphasise the importance of folk music in this regard.

(Relays)

Regions of AIR have been so planned as to include in each region a number of stations often belonging to different language groups. It has now been accepted as a settled policy that stations within a region should have good programmes in common consistent with the requirements of maintaining variety and giving encouragement to local talent. Coordination for this purpose is worked out at quarterly meetings of Station Directors within each region. In addition, inter-regional relays are arranged mainly through Delhi Station; and sometimes special features of music, sports etc., are also relayed between different regions. Increasing use is being made of electrical recordings and also of the transcription services for exchange of programmes between stations in different regions and in this respect special attention is being paid to programmes of folk music and culture. When the high power transmitters at Madras and Bombay go on the air in the near future, greater use will be made of them for purposes of inter-regional relays; and similar use can also be made of telephone linkage between different regions when it becomes available.

[Ministry of I. & B. O. M. No. 18(141)/56-B(P)
dated 12-11-56].

The All India variety Programme ("Vividh Bharati") has commenced radiating from the 100 kw. Short-wave transmitters at Bombay and Madras with effect from 3rd October, 1957. With the inauguration of this programme which consists mainly of music of all types—light, folk and film—and other interesting programmes selected out of the items prepared on tape in various Stations of All India Radio, it is possible to broadcast composite programmes for 5½ hours on week days (8 hours on Sundays and principal festival days) which can be heard throughout the country. The Vividh Bharati programme thus fulfils the purpose of inter-regional relays by making available to listeners in all parts of the country, the best programmes that each region has to offer.

[Ministry of I. & B. O.M. No. 18(141)/56-B(P)
dated the 5th May, 1958].

7

29 It might also be interesting to have music lessons by means of radio broadcasts. The main aims of such programmes should be to provide a knowledge of the various ragas, talas etc. to the listener so that he might be able to appreciate music programmes better.

(Music Lessons)

Music lessons is an established feature of AIR Programmes at various stations. These lessons are being perfected with the help of some eminent masters of music who have been appointed Sangeet Salahakars for this among other purposes. It is also one of the duties of music producers at each station to provide music magazine programmes for encouraging appreciation of music.

[Ministry of I. & B. O.M. No. 18 (141)/56-B(P)
dated 12-11-56].

This was discussed at AIR Producers' (Music) Seminar held in February 1957. Curriculum for Music Lessons is under preparation and is expected to be finalised shortly.

[Ministry of I. & B. O.M. No. 18(141)/56-B(P)
dated 5th May 1958].

(Hindi by Radio)

“Hindi by Radio” programmes should be properly organised in all the Stations and their quality improved. AIR should evaluate occasionally the impact of such broadcasts on the listeners and constantly endeavour to effect improvements so as to obtain the maximum benefits.

It might also be useful to supplement the broadcasts by standard text books specially written for this purpose so that the listener may be enabled to follow the lessons better. Such text books may be sold to listeners on request for a nominal charge. In consultation with the Ministry of Education and the State Governments, AIR should evolve a definite policy in this matter.

The programmes of ‘Hindi by Radio’ are being broadcast by almost all non-Hindi Stations. Evaluations have also been undertaken as recommended by the Committee. The work of reviewing the lessons which are being broadcast by AIR Stations, of preparing model lessons, and of examining the policy for the future has been undertaken. In the light of this review, policy will be settled in consultation with the State Governments and the Ministry of Education.

[Ministry of I. & B. O. M. No. 18(141)/56-B(P)
dated 12-11-56.]

The Survey of Hindi programmes in non-Hindi Stations has been completed and the results of the survey are under examination.

[Ministry of I. & B O.M. No.18 (141)/56-B(P)
dated 5th May 1958].

AIR should try and dramatise stories from Indian literature specially ancient classical literature. The stories may be translated and produced in the various languages so that one linguistic group may be able to hear and enjoy the great stories belonging to another group, thereby fostering greater understanding and mutual respect. If AIR does not have the requisite facilities for this purpose, it would be worthwhile to encourage universities and literary societies to undertake this task. Adequate facilities should be given in the studios for broadcasters to rehearse and final rehearsals should be watched by senior members of the staff of AIR so that the requirements of broadcasting which are different from that of a stage or the cinema, are fully met.

(Dramas)

A national programme of dramas under which well-known plays from different languages are made available by translations into all languages has been started from July, 1956. Experiments have also been made for making available, through Hindi specimens of the best literature from other languages of India. It is proposed to introduce a series in which the classics in different languages of India will be presented in all languages by means of featured programmes. All India Radio works in close collaboration with the Sahitya Academy which is also interested in this work of promoting understanding between different languages.

[Ministry of I. & B. O.M. No. 18(141)/56-B(P)
dated 12-11-56].

(Orchestras)

AIR may encourage and organise orchestras outside the organisation, through music colleges, music societies and other groups interested in music. Such institutions may be given guidance and help and frequent broadcast facilities.

It is proposed to give guidance by the supply of recorded orchestral programmes. For giving personal guidance All India Radio's conductors will maintain contacts with leading institutions which are interested in developing the orchestras.

[Ministry of I. & B. O.M. No. 18(141)/56-B(P)
dated 12-11-56].

(*Light Music Units*)

10 38

In order to popularise the light music produced by AIR, the songs, the records of which have been processed, may be numbered serially and printed in small booklets and circulated to the public. New songs may also be printed in the programme journals. When the songs are broadcast the corresponding serial numbers may be announced with the title of the song.

The publication, through the programmes journals, of the text and the notation of songs produced by the light music units has been undertaken and songs so published will also be bound together and issued as booklets. Efforts will be made to facilitate identification of songs, the records of which are put in circulation and the text of which has been published.

[*Ministry of I. & B. O. M. No. 18 (141)/56-B(P) dated 12-11-56*].

The tests and notations of All India Radio light music songs have been finalised and sent to Publications Division for printing in booklet form.

[*Ministry of I. & B. O. M. No. 18(141)/56-B(P) dated 5th May, 1958.*]

(*Reviews of Proceedings of State Legislatures*)

11 39

The reviews of proceedings of State Legislatures should not be mere repetitions of what have already appeared in the Press or have already been broadcast in the news bulletins. It would be

Arrangements have now been made for the kind of review envisaged by the Committee in respect of proceedings in Parliament by the appointment of specialised journalists who

better if they give an insight into the actual working of the legislature, the purpose and objects of the Bills under consideration, the important points made for and against a question, under discussion and finally an intimate pen-picture of the legislatures and their work.

watch the proceedings and present a programme for 5 minutes every day during the Session, both in English and in Hindi. The extension of this system to stations of All India Radio in respect of State Legislatures is under contemplation. These reviews of proceedings in Parliament and Legislatures are being modelled on the lines suggested by the Committee.

[Ministry of I. & B. O.M. No. 18(141)/56-B(P) dated 12-11-56].

All India Radio Stations are now broadcasting reviews of proceedings of the respective State Legislatures.

[Ministry of I. & B. O. M. No. 18(141)/56-B(P) dated 5th May, 1958].

12 41 Due importance should be given to the broadcast of regional news by individual Stations. The ultimate aim should be for all Stations to have their own regional news-bulletins so that listeners in a particular area may be given the local news of that area.

S. Nos. 12 to 15 (News)

It has already been decided to extend the broadcast of regional news bulletins to all linguistic regions, the scheme being that the regional news bulletin will be broadcast by one principal station in that region and relayed by others.

13 46 For both its central and regional news bulletins AIR's special correspondents should be normally used only to supplement the news supplied by the news agencies. AIR should continue to utilise

In the matter of obtaining news for regional news bulletins, A.I.R. has been using its own special correspondents only to supplement the news supplied by the news agencies. The possibility

the news agencies for obtaining the bulk of their news.

14 47 Instead of having its own special correspondents for the purpose of its regional news bulletins, AIR may examine the possibility of buying news in bulk all the news supplied to a leading paper of the particular city by the paper's own regional correspondents for use in the news bulletins.

of buying in bulk all the news supplied to a leading paper of the particular city in which the radio station is situated has been examined.

In the first place, this will mean buying news from more than one paper for the same region, as normally there are more than one station for each region, and it will thus be difficult to evolve a co-ordinated news bulletin. The real difficulty, however, is that it is not possible to get objective news of the standard demanded by AIR from any single newspaper as newspapers generally collect and present news from their own particular angle. It has, therefore, been decided, as was also suggested by the Committee, to obtain the bulk of the regional news from the Press Trust of India who are being asked for a special payment to collect specifically news of this kind.

15 48 Arrangements should be made with State Governments whereby the State Publicity Departments should select items of news issued by them which in their opinion are of sufficient importance to be included in AIR's bulletins and send them to Delhi by immediate telegram.

Closest liaison is maintained between State Publicity Departments and AIR stations for the purpose of supplying significant news items for the regional news bulletin of AIR. Steps have also been taken with the help of the machinery of the conference of the Directors of Information to ensure that State news is sent to Delhi by immediate telegrams.

[Ministry of I. & B. O. M. No. 18 (141)/56-B (P)
dated the 12th November, 1956].

(Improvements in News Services)

The News Services Division prepares a compilation of lists of words conveying similar meanings in the maximum number of Indian languages. The co-operation of Universities and literary societies should be sought in regard to this work. Suggestions may be invited from these bodies and, in return, the compilations of words made by AIR may be circulated to all Universities and State Governments so that the maximum utility is obtained for the work done.

The compilation now available with AIR News Room will be finalized by collecting suitable equivalents from the important Indian languages and it will be circulated to Universities and State Governments in the manner suggested by the Committee.

[Ministry of I. & B. O. M. No. 18 (141)/56-13(P)
dated 12-11-56].

The existing Lexicon available with the News Services Division is being revised. The Hindi Advisory Committee of this Ministry have at its meeting on December 6, 1957, set up a Standing Committee to help in the preparation of a revised Lexicon of 20,000 simple and easily intelligible Hindi words for use *inter-alia* in All India Radio broad casts. As the Lexicon will have to be constantly revised and kept upto date, this has to be regarded as a continuing work.

[Ministry of I. & B. O. M. No. 18 (141)/56-B(P)
dated 5th May, 1958.

(Improvements in News Services)

There should be an excellent reference library if the function of writing of news backgrounds is to be properly carried out. The present library

It is proposed to make provision for a reference library in the budget for the next year by which time space for a library will become available

should be modernised so as to serve its purpose fully.

in the new building now being constructed next to Broadcasting House. [Ministry of I. & B. O.M. No. 18(141)/56-B(P) dated 12-11-56].

Steps have been taken to reorganise the reference library in the new building (Akashvani Bhavan) which has since been completed. [Ministry of I. & B. O. M. No. 18 (141)/56-B(P) dated 5th May, 1958].

(Improvements in News Services)

19 54 In addition to the news bulletins, it might be worthwhile to broadcast news on the model of the 'Radio Newsreel' of the B.B.C. where the news mainly consists of three or four items containing eye-witness accounts and actuality recordings.

Since December, 1955, a radio newsreel of 10 minutes' duration in English and in Hindi is given once a week. Its frequency is likely to be increased in the near future. [Ministry of I. & B. O. M. No. 18 (141)/56-B(P) dated 12-11-56].

A third newsreel programme of 10 minutes' duration in English is being broadcast every Thursday with effect from 5th December, 1957. These newsreels whose relays are compulsory for all Stations, are for a national coverage. Besides, there are regional newsreel broadcasts in regional languages from all Stations of AIR.

[Ministry of I. & B. O. M. No. 18 (141)-56B(P) dated 5th May, 1958].

In regard to the Farm Forum Programme, strict precautions should be taken to see that advice rendered to villagers on day to day agricultural problems are based on actual first hand expert information. A misleading or wrong advice might act against the national interest. The results of the agricultural research done in the various research institutes should be made available to AIR who should bring the results of the research to the villagers through their Farm Forum Programme.

(Rural Programmes)

Close and continuous co-operation is maintained by AIR with the agricultural and other allied Departments of the States and the Central Ministry of Food and Agriculture, Central Agricultural Research Institute and the Central Committee for Agricultural Information. The representatives of the Agricultural Departments of the States are associated with the policy and planning of rural programmes. In addition, the Information unit of the Agricultural Department of each State has agreed to supply material for purposes of rural programmes and Farm Forum Programmes. The experiment recently made in Bombay State in the matter of Farm Forum Programmes is being examined for purpose of extending it to other areas and up-to-date and useful agricultural information is part of the programmes meant for such Farm Forums.

[Ministry of I. & B. O. M. No. 18(141)/56-B(P) dated 12-11-56].

In view of the useful results achieved by the experiments in Poona Station it is proposed to extend it to Community Development Blocks in other States. Further action in this regard is being taken. A note on the experimental Farm Forum Programme conducted in the Bombay State is attached. (Appendix I)

[Ministry of I. & B. O. M. No. 18(141)/56-B(P) dated 5th May, 1958].

(*Rural Programmes*)
S. Nos. 22-24.

22 **61** No efforts should be spared to ensure that the decisions taken at the Conference of Information Ministers of States held in September, 1953, regarding the installation of community receivers are fully implemented. The target figures envisaged during the Plan period should at least be achieved.

23 **63** As regards the recovery of 33 1/3% of the capital cost of a community receiver from the Panchayats and Municipalities, it would be desirable to enlist the co-operation of the villagers in such a manner that the installation and maintenance of radio sets are done on a co-operative basis by the villagers themselves.

24 **63** Efforts should be made by Government to standardise the cheap community receiver prepared by the Research Department and make this standardised set available in the market at an early date. If a sufficiently large number of community sets functioned in a particular area, AIR may consider the feasibility of maintaining a mobile repair unit in conjunction with State Governments for repairing the receivers which have gone out of order.

The policy has now been accepted of installing community receiver sets in every village with a population of 1,000 and above, this criterion being relaxable in deserving cases such as in large tracts where there may be no village with a population of 1,000 and over, or in case of villages with lower populations forming co-operatives and panchayats in co-operation with other villages. A scheme for this purpose is now in full operation involving the grant of subsidy by the Central Government to the extent of 50 per cent of the price of the receiver and its ancillary equipment; the remaining 50 per cent to be provided by the States and the villagers between themselves. Financial provision for this purpose was made in the last year of the First Plan and has now been continued also in the Second Plan and supplies of receiver sets have already commenced and will be arranged in a phased manner during the Second Five Year Plan period. As an integral part of the scheme, specifications of a cheap community receiver set were got standardised in consultation with the industry and were got adopted by the Indian Standards Institution. Orders for sets are placed on the basis of these specifications and in view of the substantial demand steadily

made under the scheme, the industry has been able to provide the sets at a cheap price, the lowest quotation given so far being Rs. 120/- for the receiver set.

Depending upon its special circumstances, each State has evolved its own scheme for enlisting the co-operation of villagers, panchayats and municipalities in the matter of contribution towards the purchase of the set and/or its maintenance. Steps have been taken by AIR to evolve an efficient and cheap scheme of maintaining radio sets which will be got accepted by the States and in which the co-operation of villagers is also being enlisted. The scheme for maintenance will be mainly operated by the States and general guidance and supervision will be provided by AIR.

[Ministry of I. & B. O.M. No. 18(141)/56-B (P) dated 12-11-1956].

The scheme for maintenance of Community receiving sets drawn up by AIR in consultation with the Radio Engineers of State Governments has since been approved at the Conference of State Directors of Information held in August, 1957. State Governments have been asked to introduce the scheme and send a quarterly report to Director General, All India Radio.

[Ministry of I. & B. O.M. No. 18(141)/56-B(P) dated 5th May, 1958].

(School Broadcasts)

S. Nos. 25-27

Among the subjects included, in school broadcasts, the following may be added, viz., significance of the flag and the national anthem, civic duties and responsibilities, sportsmanship, team spirit, patriotism, geography and history of the country and the region, folklore, sanitation and hygiene, clean living etc.

Stations are already including talks on the national flag, and the national anthem in the educational broadcasts in compliance with earlier instructions. They have also in one term or another covered the other subjects in different type of series.

The levy of a radio fee from the students, as is being done in one State, creates an obligation on the part of the school authorities to treat the school broadcasts not merely as something extraneous but as an essential adjunct in the scheme of secondary teaching. It also creates a sense of awareness in the students since they are made to pay the fee. The Committee would commend this example to other State Governments. Education by radio is a new technique and AIR would do well to publicise its importance and usefulness and bring home to State Governments and individual schools alike the significance of the educational role of broadcasting.

Sustained use of educational broadcasts depends upon the provision of sets and upon organising listening by students. The question of evolving a scheme of providing radio sets to schools on the lines of the scheme for providing sets to villages has been recommended to the Education Ministry. AIR proposes to appoint suitable personnel for the purpose of collaborating with State authorities in education for organising listening in Schools as part of the teaching in the school and in that context, the recommendation made by the Committee will be brought to the notice of the State Government.

[Ministry of I. & B. O.M. No. 18 (141)/56-B(P)
dated 12-11-1956].

27

The ultimate aim of the school broadcasts should be to fit them into the regular curricula of schools. The schools must be urged to use the broadcasts not as something extraneous but as part of the teaching in the school.

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AIR has appointed Chief Producer/Producers and Assistant Producers of Educational Programmes. They are in close touch with the State Departments of Education. A note on the supply of radio sets to schools is attached (Appendix II).

[Ministry of I. & B. O. M. No. 18(141)56-B(P)
dated 5th May, 1958].

(University Broadcasts)

28

Universities should be approached to make the subject of audio-visual education a compulsory paper in teachers' training colleges.

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This recommendation was forwarded to the Education Ministry who have informed us that the Central Advisory Board of Education as well as the National Board of Audio-Visual Education have recommended the inclusion of audio-visual education as a compulsory subject in Teachers' Training Institute. The Ministry of Education has addressed the State Governments to take necessary steps to implement this recommendation.

[Ministry of I & B O. M. No. 18(141)/56-B (P)
dated 12-11-56].

(School Broadcasts)

29

The medium of education by radio calls for the employment of new techniques, for, unlike the school room, the personal factor does not exist, and secondly, the broadcaster is addressing a mass audience and not a compact group of

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The All India Radio has kept and will in future keep this requirement prominently in view.

[Ministry of I. & B. O. M. No. 18(141)/56-B(P)
dated 12-11-56.]

students in a class. The presentation of the programmes, therefore, calls for specialised training and it would be practical wisdom for AIR never to choose a second rate broadcaster for this purpose.

30 75 University broadcasts should be improved both in quality and quantity.

31 76 The University broadcasts may take various shapes like a series of talks or discussions on particular topics, symposiums, debates, literary criticism, drama etc. Both the professors and the students could be associated with these broadcasts and inter-college and inter-University debates could be arranged. These debates should be arranged on local, regional and national levels so that every college and University in the country participate in these debates.

32 77 Lectures by eminent professors on particular problems e.g., a series of lectures on economics, history, literature etc. might be arranged. It might be useful if such lectures are finally

(University Broadcasts)

S. Nos. 30-34.

1. Extension lectures by eminent University Professors for non-university audiences on subjects of general and topical interest will be broadcast in regional languages; the object being to impart essential information to those persons who have not had the benefit of university education and are not likely to enter the portals of any university. Preparatory work in this direction has been done in three zones—Bombay-Poona-Nagpur, Calcutta-Gauhati-Cuttack and Madras-Tiruchi and Consultative panels of university educationalists are being formed. These lectures will be printed and made available for sale.

2. It is also proposed that broadcasts should be arranged for universities' students themselves on subjects of social and general interest to them.

printed and made available for sale.

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In the case of University Broadcasts also it might be desirable to have Educational Panels consisting of representatives of Universities and representatives of affiliated colleges. The Educational Panels may be given the task of planning various programmes and advise on their execution.

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Publicity for the University Broadcasts should be given by circulating the programmes in colleges. University and college hostels should also be encouraged to own radio sets and listen regularly to these broadcasts.

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By this method, instruction in any particular subject of their study by eminent professors in one university will be made available to students of all universities in the zone. Similarly, their course of study will be supplemented by instruction on topics of general lecture. Efforts are being made to organise listening among university students for this purpose and this would include the owning of radio sets in hostels and colleges and formation of radio clubs also.

3. It has also been decided that facilities should be given by A.I.R. for broadcasting for university students lectures by eminent men or visiting professors, etc. University students are being encouraged to take part in broadcasting through magazine programmes which include discussions, drama, etc., and also through debates. Debates in regional languages and All India Debates in Hindi and in English have already been arranged and trophies given to the best speakers.

[Ministry of I & B. O.M. No. 18(141)/56-B(P)
dated 12-11-56].

University broadcasts are now being supervised by the Chief Producer of Educational Programmes (who is a retired Director of Public Instruction and Education Secretary, Punjab and Pepsu) and steps have already been taken to implement the recommendation contained in S. Nos. 31 and 32.

[Ministry of I & B. O.M. No. 18(141)/56-B(P)
dated 5-5-58].

(Integrated Publicity Programme)

84 In regard to the Integrated Publicity Programme the following suggestions are made :—

- (i) Programmes should be in a simple language avoiding technical phraseology as far as possible.
- (ii) The programmes should not be in the nature of mere talks. Illustrations by means of actuality recordings should be provided.
- (iii) Stories and dramas may be produced based on the progress of the Plan and the material and social benefits derived from it.
- (iv) Features stories should be produced of national heroes in the fields of agriculture and industry, like Krishi Pandits etc. so that they may be a source of inspiration to the common man.
- (v) Practical hints in improvement in agriculture and village reconstruction should be given to the people of rural areas and they must be allowed to participate in such programmes.
- (vi) For rural people without radio listening facilities, mobile vans may be used for publicity work and recordings of actual broadcasts may

In addition to the general recommendation that great majority of specific suggestions made by the Committee have already been implemented. Thus greater use is made of actuality recordings, stories, dramas and features than was done before and talks are being given a secondary place. Features have been planned and provided not only in regional languages but also on a national basis like documentaries on projects, etc. The recent experiment of Farm Forum Programmes provided by the Poona Station combined all these programmes effectively and the model of these programmes is being examined with a view to its extension in other parts of the country. The measures taken about practical hints in improvement in agriculture and village reconstruction have been explained in relation to recommendation No. 21 above.

Arrangements have already been made to supply recordings of broadcasts to the Central Government vans in the first instance and subsequently

be played back to the audience. In this matter the co-operation of mobile publicity units of the various State Governments may be sought and publicity work should be done in co-ordination with them, wherever possible. It may also be practicable for AIR to supply such mobile publicity units with recordings of actual broadcasts.

(vii) Besides the rural audiences, publicity should also be directed to urban audience. Talks, feature programmes etc., should be produced for them with a view to providing adequate information on the progress of the Plan. In these broadcasts suggestions of solutions for urban problems may also be included.

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The documentaries produced by the Films Division under the Integrated Publicity Programme are produced at considerable expense and All India Radio might explore the possibilities of using the materials produced by the "Films" Division, like actuality recordings etc., for producing feature stories on the same subjects as the documentaries.

they will be supplied to State Government vans also. Programmes for urban audiences are also being planned, which will explain the relevance of the Plan in their lives and the solutions which have been adopted in the Plan for urban problems.

[Ministry of I & B. O.M. No. 18(141)/56-B(P) dated 12-11-56].

Steps are being taken to set up special units to give publicity to the Plan over the radio in the form of features, dramas, dialogues etc.

[Ministry of I & B. O.M. No. 18(141)/56-B(P) dated 5-5-58].

(Integrated Publicity Programme)

For building up the library of actuality recording and sound effects, fullest use will be made of the material which is and which can be made available through the Films Division.

[Ministry of I & B. O.M. No. 18(141)/56-B(P) dated 12-11-56].

Action has been taken accordingly.

[Ministry of I & B. O.M. No. 18(141)/56-B(P) dated 5-5-58].

[A.I.R. Overseas Broadcasts (Set up)]
S. Nos. 38-39

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91

In the matter of programme planning, both the Sections of the External Services Division, work independently of each other and there is

With effect from 16 February, 1955 the post for the Supervisor, Western Services has been held in abeyance and the External Services Division

little co-ordination between them. Even in the matter of feature programmes and Indian music broadcasts each of these two sections work independently and produce their own programmes. This leads to a duplication of planning and execution of programmes by the two Sections, resulting in unnecessary expenditure and effort.

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Programme planning for the overseas broadcasts should be done on an overall basis, and should not be compartmentalised.

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Music, talks and feature programmes broadcast for overseas listeners should always be of the highest standard possible. There should be a very close co-ordination between the External Services Division and all Stations of All India Radio. The Stations of A.I.R. should pick out programmes broadcast by them which in their opinion are good for re-broadcast in the external services and, in consultation with the External Services Division, they should make recordings of such programmes for re-broadcast. The various stations should deem it part of their responsibility to feed the overseas broadcasts with whatever best their Stations produced.

93

S. Nos. 38-39

has since been working as one unit for all purposes and programme planning for the overseas broadcasts is being done on an over all basis.

[Ministry of I & B. O.M. No. 18(141)/56-B(P)
dated 12-11-56].

[A.I.R. Overseas Broadcasts (Programmes)]

S. No. 40-41

It has been decided with effect from November, 1956, or soon thereafter, that the requirements of the External Services Division in the matter of Indian Music should be met from the recorded programme of the various stations of A.I.R. save in exceptional cases. When the high power transmitters at Bombay and Madras start functioning, the Tamil, Gujarati and Konkani programmes for overseas listeners will be taken from the Home Services. The Hindi programmes for overseas listeners will also be similarly borrowed when additional trans-

When a Station feels that the script of a talk broadcast by it may be useful for the external broadcasts, it might send the script to the External Services Division who may, if they find it suitable, translate and broadcast it in its various languages. Similarly, the External Services Division should invariably study the programme schedules of the regional Stations to be on the lookout constantly for talks which they feel might be useful to them. By this method, the range and variety of the talks would increase and expenditure would be reduced.

mitters become available at Delhi as part of the Second Five Year Plan. Till then, increasing use is being made of talks, features, etc. given in the Home service. Selection of good scripts from various stations is also made for use in the External Services, although it may be mentioned that it is generally not feasible to use translated scripts particularly by abridging them to suit the duration in External Services. [Ministry of I and B. O.M. No. 18(141)/56-B(P) dated 12-11-56.]

The broadcast of live programmes of Indian Music in overseas broadcasts has been discontinued with effect from 1st November, 1956. The requirements are being met through recordings obtained from various stations of A.I.R. and also by recording visiting artists. The Gujarati Service has been shifted to Bombay where from the programmes for overseas listeners are being broadcast since 22nd March, 1957.

The broadcast of Tamil Service to South-East Asia on an experimental basis is scheduled to be taken up from the 100 kw sw Transmitter at Madras when technical requirements for beaming facilities are completed.

[Ministry of I & B. O.M. No. 18(141)/56-B(P) dated 15-5-58].

To keep in touch with the latest trends in foreign countries to whom broadcasts are directed, it would be advisable to subscribe to one or two

magazines and at least one good newspaper in the language of the particular country. It may also be desirable to buy good books periodically and build up a foreign language library to enable the staff of the foreign language units to be up-to-date in the idiomatic use of their languages.

tries to which our broadcasts are directed. A library of books is also being built up and frequent assistance is sought from the Missions for recommendations in the matter of cultural materials.

[Ministry of I. & B. O.M. No. 18 (141)/56-B(P)
dated 12-11-56]

44 98

The Chief person in each of the foreign language units should be an Indian National, who should be able to exercise the necessary check and control over the foreign language broadcasts in order to ensure that the translations are faithful and that the programmes produced originally in a foreign language do not convey wrong impressions of the country. If Indians with the requisite literary skill in the languages concerned and the necessary professional ability are not available at present, it would be advisable for A.I.R. to train the necessary personnel for this purpose. As an interim measure it may be considered whether it would not be desirable to obtain beforehand an English translation of all the scripts written originally in a foreign language. These scripts should be carefully gone through and vetted wherever necessary so that the Indian viewpoint is represented faithfully.

Measures have already been taken for the progressive Indianisation of the foreign language units in the External Services Division. In some cases, the Head of the Unit is an Indian National and in others there is a fairly good admixture of Indian Nationals in the programme personnel. Due care is exercised to see that nothing goes on the air which has not been scrutinised and vetted. Arrangements have also been made to get personnel trained in the respective countries.

[Ministry of I & B. O.M. No. 18(141)/56-B(P)
dated 12-11-56].

45 99

It might be desirable to secure a constant turnover of the overseas employees so that the fresh blood coming into the service will have the benefit of having a good knowledge and up-to-date experience of the country to which they are expected to broadcast. When the existing staff go on home leave, they should be encouraged to renew their associations and acquaint themselves with the latest trends in their countries. The Indian Missions in the various countries should also be able to help these employees in this matter.

47 102

The staff for the external services broadcasts, especially the staff attached to the foreign language units, should invariably be the best available. Proper care should, therefore, be exercised in their selection.

48 103

In addition to distributing the overseas programme journals free of cost to any listener who may ask for them, programme previews should be broadcast daily or weekly. To those to whom journals are sent, letters may be addressed periodically requesting them to send their comments and opinions on the broadcasts and make suggestions for new broadcasts or improvement of programmes. Such requests for listeners' reactions may also be made over the microphone. These letters from listeners may be directed to the various Embassies who may merely forward them to A. I. R. for necessary action.

[A. I. R. Overseas Broadcasts (Staff)]

The principle underlying this recommendation has always been kept in view.

[Ministry of I. & B. O.M. No. 18 (141) 56-B(P) dated 12-11-56].

[A. I. R. Overseas Broadcasts (Staff)]

Announcers in External Services have to undergo before their appointment, an audition test for their voices and the best available among them are selected.

[Ministry of I. & B. O.M. No. 18 (141) 56-B(P) dated 12-11-56].

(Programme journals)

External Services Division have been broadcasting daily and/or weekly programme preview in every service. Requests to listeners to send their suggestions are also broadcast. Letters are being addressed to listeners in different countries to whom copies of journals are being sent and the replies are called for either directly or through our Missions.

[Ministry of I. & B. O.M. No. 18(141)/56-B(P) dated 12-11-56].

49 104 Interchange of broadcast programmes between A.I.R. and foreign broadcasting Stations promotes international goodwill and friendly relations with other countries and should be encouraged. It may be considered whether in treaties signed with other countries, we may include provision for cultural exchanges including exchanges of broadcast programmes of music and talks.

Relations with Foreign Broadcasting Organisation.

Interchange of broadcasting programmes between A.I.R. and foreign broadcasting stations is being systematically developed and during the 12 months ending the 31st July, 1956, 318 items of recordings were sent out. Provision for cultural exchanges including exchanges, of broadcast programmes of music and talks have been made in agreements with the Soviet Union, Indonesia and Yugoslavia and even apart from the agreements, arrangements, have been concluded with other countries for exchanges of this kind.

[Ministry of I. & B. O.M. No. 18(141)/56-B(P)
dated 12-11-56].

Statements (i) indicating the extent to which cultural exchanges of broadcast programmes have been made with foreign countries and (ii) the number of times A.I.R. has given facilities to the B. B. C. and others and the number of times A.I.R. received such facilities are attached (Appendix III & IV).

[Ministry of I. & B. O.M. No. 18(141)-56-B(P)
dated 5-5-58].

When a broadcasting organisation uses the facilities of AIR for beaming broadcasts frequently it should in fairness pay AIR for such services. When beaming facilities are made available only once in a way for some particular occasion, then it would be justifiable to extend these services free as a matter of courtesy.

Relation with Foreign Broadcasting Organisations

Regular beaming of broadcasts is being allowed by A.I.R. transmitters only to B.B.C. who are now giving similar reciprocal facilities for broadcasts arranged by AIR from London. Payment is also being made by B.B.C. to Overseas Communications Service for such broadcasts. (*Ministry of I. & B. O.M. No. 18 141/56-B(P) dated 12-11-56*). Statements showing the number of times AIR has given facilities to the B.B.C. and others and the number of times AIR received such facilities is attached (*Appendix V*).

Listener research is not being given the attention and importance that it deserves. If public reactions are "assumed" by the broadcasting authorities without proper scientific assessments, the public service rendered by them has often the danger of becoming irresponsible.

S. Nos. 53 to 56 Listener Research

The general principles in these recommendations have always been kept in view. Surveys of the numbers of listeners have been extended from the four zonal stations to eight other stations. Since listening is predominantly confined to urban areas, surveys in cities are inevitable. However, it is proposed to have sample surveys including both urban and rural populations. Surveys of listeners who tune to foreign stations have been conducted by AIR and also by other independent organisations.

It would be advisable for AIR to estimate once in a way the actual number of listeners it has to the various programmes of each station, what percentage of radio owners listen to the various programmes of AIR, whether listeners tune in to foreign stations in preference to

AIR Stations and the reasons therefor, and so forth.

tions. The findings of the latter have substantially confirmed the results of AIR surveys in respect of listening to Radio Ceylon.
[Ministry of I. & B. O.M. No. 18(141)/56-B(P) dated, 12-11-56].

55 116 AIR should determine the various groups of listeners and adjust their broadcasts in such a way that all groups are catered to. They should also determine whether the broadcasts intended for a particular group are being liked by that group.

A note indicating the results of sample surveys of the number of listeners (including both urban and rural populations) and action taken on them is enclosed.
[Appendix VII]. (Ministry of I. & B. O.M. No. 18(141)/56 B(P) dated 5-5-58].

56 117 The wishes of listeners in this matter of programmes should not be ignored. Every group of listeners is entitled to programmes according to its respective tastes, and AIR's primary responsibility lies merely in ensuring that within the broad limitations of the particular tastes of that group, standards do not deteriorate.

The following suggestions are made in regard to research on listeners' reactions :—

57 118

(i) A panel of selected listeners, changed from time to time may be requested to listen to the broadcasts from a particular Station during the course of a whole week and express their opinions on the programmes. This may include a detailed criticism on each of the programmes

(i) Panels of selected listeners as suggested by the Committee were constituted at the four zonal stations with special reference to drama programmes. Their detailed criticism have been tabulated and the report for the stations of Bombay, Madras and Calcutta have been

they have heard and suggestions on how the programmes may be improved. This panel may be drawn up by personally contacting the listeners wherever possible and choosing about 100 listeners a week who are prepared to participate in this research. Instead of a rigid questionnaire it would be more desirable to give the listener an indication of the broad heads on which AIR requires his opinions and leave it to him to express faithfully what exactly he feels.

(ii) Requests must be made over the radio and through the journals of AIR inviting the public to send in their opinions on the programmes and make suggestions for new programmes or improvement of programmes. Opinions of the public may be invited on not only the production of the programmes but also on technical matters like reception, sound effects as heard over the radio, strength of signals, atmospheric disturbances etc.

(iii) From time to time, a panel of one or two experts outside the organisation may be appointed by AIR to listen to particular programmes and send in a detailed criticism of the programmes. These experts may be paid an honorarium if need be.

prepared. This system will be followed for other programmes and also by way general listener research.

(ii) Opinions are invited over the radio, through the radio journals and also by sending business reply cards. It is now proposed to invite suggestions of every listener by supplying him with an appropriate questionnaire at the time of the renewal of licences which he can fill and send to the Director General, All India Radio. Subscribers to the journals will similarly be supplied with business reply envelopes for sending their views. It may be mentioned that in the calendar year 1955, 1,25,886 letters were received from over the entire net-work of A.I.R.

(iii) A system of experts appointed to listen on the basis of an honorarium has been tried quite extensively and also in respect of different kinds of programmes. Depending upon the results which are being now reviewed, it will be decided whether the system should be continued and to what extent.

(iv) Newspapers must be approached to have weekly columns devoted to comments on broadcast programmes and to publish letters from readers containing comments or criticism on AIR's programmes.

(v) Almost all the leading newspapers in English and regional languages have a weekly column devoted to notes on broadcast programmes; and free use is also made of their columns by readers to give A.I.R. the benefit of their views. Summary of the matter which appears in newspapers by way of comments and communications is regularly brought to the notice of the Directorate and the Ministry.

(vi) For rural programmes the Listener Research units may visit community receiving centres in rural areas and ascertain on the spot listeners' reactions to programmes. The person in charge of the community receiver in the rural area may also be requested to elicit opinions from the listeners and transmit these opinions to the broadcasting station concerned. Similarly, teachers may be asked to send their views on school broadcasts and also encouraged to comment on the reactions of student audiences on the broadcasts ascertained by personal enquiry. If the 'laboratory technique' being experimented upon by AIR in the case of children's broadcasts proves a success, this technique may be used to ascertain the reactions of rural audiences to the rural programmes.

(vii) Listeners' reactions to rural programmes were systematically elicited in the recent pilot Farm Forum programme arranged by Poona Station under the auspices of UNESCO; and along with the extension of the programme to other areas, listener reactions will also become available automatically. Extension of the laboratory technique to rural programmes is not expected to give the same results as in the case of Children's programmes. It would be difficult each time to bring to studio a representative sample of listeners from different rural areas. Rural audiences would probably respond with better reactions in their own home surroundings rather than in the surroundings of a studio.

(vi) Free scope must be given within the organisation for members of the staff to express opinions and make suggestions for improvement on particular programmes. A suggestion box may be maintained in each station for this purpose.

(vi) A meeting is held every day at each studio for discussing programmes. All the staff connected with the planning and arrangements of programme is present at these meetings. They are given free scope to express their views. It would not be desirable to encourage members of the programme staff to give their suggestions anonymously through the mechanism of a suggestion box since programme planning is a corporate effort on the part of the entire programme staff of a station and must be achieved by free and mutual discussion.

(vii) It would be beneficial to the Listener Research Unit to undertake methodological studies to improve the techniques of the research.

(vii) Methodological studies are undertaken to some extent but this recommendation is being taken up for further implementation.

(viii) AIR should conduct a nation-wide study on the impact of broadcasting on the cultural pattern.

(viii) It may be difficult to conduct a nation-wide study for lack of funds and also the requisite strength of trained personnel. However, arrangements will be made for sample surveys of the kind suggested in this recommendation.

(Ministry of I & B O.M. No. 18(141)/56-B(P)
dt. 12-11-56).

Panels have been set up to assess listener reaction to other programmes, such as A.I.R. light

music production, radio reports, radio plays and newsreels, 'Vividh Bharati', etc.

A questionnaire on programme preference was printed and distributed among the radio listeners during December, 1956, for use at the time of renewal of licences from 1-1-57 onwards. The replies received are being studied and tabulated and the results are expected from the Director General, All India Radio shortly.

The system of paid critics was tried but given up as it was not found to yield useful results.

(Ministry of I & B O. M. No. 18(141)/56-B(P) dated 5-5-58).

58 119 A Committee should be formed in each Station consisting of the Station Director, the heads of the programme staff and the Listener Research Officer for examining the results of the listener research with a view to effecting improvements. This Committee should scrutinise all the suggestions received as a result of the listener research and take decisions regarding their implementation. A monthly statement showing the decisions of the various Committees and the action taken as a result of these decisions may

Listener Research

This system is being regularly followed.

(Ministry of I & B O. M. No. 18(141)/56-BP dated 12-11-56).

be sent to the Directorate for information. The Directorate may scrutinise these statements and pass on useful suggestions to other Stations for consideration.

61

130

The billing of programmes in the programme journals leaves much to be desired. The journals should clearly indicate the exact programme as exhaustively as is possible within the limitations of space. Wherever possible the details of the compositions being sung should be given.

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132

No rational policy appears to govern the publication of pictures in the journals. A photograph if published must be with the sole purpose of enabling a listener to visualise the broadcaster while listening to his programme or to highlight the programme of the individual whose photograph is published. Important programmes should be highlighted by printing them in thicker types or publishing them separately in a box at the end of each day's programme.

64

133

Certain programme journals publish the text of certain songs broadcast during the course of the week. Journals which do not publish such songs will be well advised to follow this example. The text of the light songs produced by AIR may also be published in the journals. This will popularise AIR's light music.

S. Nos. 61, 63 and 64

(*Programme Journals*)

This recommendation has already been implemented and the new get up of the *Indian Listener* embodies many new features, as for example, boxing of important programmes, giving the first lines of songs, indication of the *ragas*, a diary of selected programme under the heading "Week's Listening". Recommendation No. 63 concerning photographs has also been implemented and care is now taken to see that photographs are as far as possible given on or near the page where the programme figures. The scope of the photographs has been extended to illustrate the topics of the programmes. Pen and ink sketches will also be introduced. Preparatory steps have been taken for giving texts of songs with notations especially of important classic songs and light music productions of A.I.R. which figure in the Journal for the week. It is proposed to give these texts in the form of loose sheets so that they can be permanently preserved in a Music Folio.

(*Ministry of I & B O. M. No. 18(141)/56-B(P)*
dt. 12-11-56).

69

138 Proper publicity to AIR programmes is important. Programme summaries should invariably be broadcast by every Station at some particular time of the day. Publicity through the Press is very vital and AIR should maintain close relations with newspapers. Publicity material including texts of programmes, write-ups of important broadcasts and other special features including photographs, may be distributed to newspapers, preferably in the language in which the newspaper is published. Newspapers may also be encouraged to publish comments or reviews of important broadcasts.

(*Programme Journals*)

The suggestions made by the Committee in para 138 are already being implemented. Programme summaries are thus broadcast by every station. For maintaining close relations with the Press, Assistant Information Officers have been posted exclusively for AIR's publicity work at the zonal stations of Delhi, Bombay, Madras and Calcutta. At other stations, the Station Director makes it his own personal responsibility to ensure that proper publicity is given through the newspapers and periodicals and wherever there is an office of the Press Information Bureau, that office has been directed to give the fullest co-operation. Texts of programmes are supplied and appear in a number of newspapers and periodicals. Recently, special efforts have been made to speed up the supply of such texts to newspapers immediately after they are broadcast, with the help of producers who have been appointed at several stations. Leading newspapers generally publish comments or reviews of important broadcasts not only as a weekly feature but also as *ad hoc* features.

(*Ministry of I & B O. M. No. 18(141)/56-B(P)
dated 12-11-56*);

70

The Economy Unit of the Ministry of Finance should examine the question of staff requirements of the Directorate General, All India Radio and its various Attached and Subordinate Offices including the various Broadcasting Stations thoroughly and suggest economies wherever feasible.

139

(Staff)

The Economy Unit of the Ministry of Finance has undertaken the examination and material for that purpose has been collected and is being supplied to them. (Ministry of I & B O. M. No. 18 (141)/56-B(F), dated 12-11-56).

73

All posts whose duties are not in any way connected with the programme should be brought into the regular cadre.

145

This recommendation has been accepted and is being implemented. It would not be feasible to bring the posts of Announcers, News Readers and Translators/Announcers into a Cadre. AIR's effort should be to bring to the mike the best possible voice as Announcers and News Readers. It follows, therefore, that like artists in music these Announcers and News Readers must be on a contractual basis, so that from time to time, the best available Announcers can be appointed. Accordingly applications were invited by an open advertisement and selection have been made for Announcers and News Readers in almost all the languages in which AIR news bulletins or announcements are broadcast. A waiting list also out of the selections has been made and is being maintained. The existing staff of the AIR was also screened in the process of this selection, so as to judge their comparative merit. It is proposed to make such selections periodically so that the best possible talent could be drafted, into the service of AIR

(Ministry of I & B O.M. No. 18(141)/56-B(P)
dated 12-11-56)

74

148

The conditions of service of these staff artists should be improved by providing (a) security of tenure; (b) incentives for improvement or specialisation; (c) amenities after a specified term of approved service, like medical attendance Government accommodation and other privileges admissible to Government servants. Regular service books and confidential rolls should be maintained for each of them. In case of termination of contracts, as far as possible the papers connected with the person's career should be examined by the Directorate before final orders are passed.

75

149

All staff artists except literary advisers etc., should be recruited only on the recommendation of the Screening Committees and appointed initially for a period of about six months. During this period, their performance should be carefully watched by AIR who may also, if felt desirable, request the members of the Screening Committees individually to listen to their performances and express opinions. If the artist does not come up to the expectation during the period of these six months, his services should be dispensed with.

S. Nos. 74-75 (*Staff*)

The Committee's recommendation about the Screening Committees for appointment of staff artists has been accepted and is being implemented not only for staff artists proper, but also for the programme production staff. Contracts have been drawn up which provide for a probation as suggested by the Committee. As far as possible, conditions of service of staff artists have been assimilated to those of regular Government servants especially in the matter of leave, gratuity, medical attendance, accommodation, etc. It is, however, not possible to grant to them security of tenure of the same character as regular Government servants enjoy because the very basis of the system of staff artists is that the AIR should have the opportunity of drafting into its service the best possible material available at any one time. Consistent with that principle, security of tenure is being given by making the initial contract of the duration of three years. The contract is renewable on the basis of the person's record. Regular service books and confidential rolls are being maintained and services are not terminated excepting on a very careful scrutiny by the Directorate of the person's record.

A greater degree of specialisation should be brought about in the Division. Particular News Editors and Assistant News Editors should be required. to specialise on the news requirements of particular regions for the home services and for particular countries in the External Services.

[Ministry of I.&B.O.M. No. 18 (141)/56-B(P) dated 13-11-56]. (*News Services Division*)

Since August, 1955, specialisation of the kind envisaged by this recommendation has been organised consistent with the resources and personnel of the AIR News Room.

(Ministry of I.&B No. 18 (141)/56-B(P) dated 12-11-56)

Government should take up the matter of shortage of technical personnel with the Universities and encourage them to have increased facilities for such training, so that the country's demands are fully met. Universities should also be encouraged to start courses in subjects in order to meet AIR's future needs *e.g.*, specialised training in television engineering and so forth.

S. Nos. 78-79. (*Staff-Technical*)

The recommendation of the Committee in paragraph 156 will be implemented. In the meantime, the scheme of recruiting Shift Assistant instead of Technical Assistants has been commenced. As considerable difficulty was experienced in practice in recruiting Technical Assistants with the requisite telecommunication engineering qualification, Shift Assistants will be drawn from the ranks of outstanding graduates in physics and will be given telecommunication training by A.I.R. for about six months and will also gradually gain experience in their actual work thereafter. They would become eligible for promotion and/or open selection as Technical Assistants later. It is also proposed to establish a technical wing of the Staff Training School where intensive training of the kind envisaged by the Committee in para 157 will be imparted

[Ministry of I.&B.O.M. No. 18 (141)/56-B(P) dated 12-11-56].

In order to keep up the efficiency of the engineering service, intensive specialised training should be given for a specified period at Delhi to all new recruits. They should be trained in all aspects of radio engineering and subjected finally to a practical test before being absorbed permanently into the service.

The strength of the cadre of Shift Assistants which was introduced in 1956, is 125. It is expected that within the next two or three years it would be possible to train candidates to meet in full the demand of A.I.R. The Engineering Wing of the Staff Training School was closed for reasons of economy. Provision has however been made in the Second Five Year Plan to start the School on proper basis. The proposal is under consideration.

[Ministry of I. & B. O.M. No. 18(141)-56-B (P),
dated 5-5-58].

81 163 Comparative figures for the Delhi establishment and the establishments for the regional journals appear to indicate that the Office of the Editor, Indian Listener at Delhi, has been organised on a lavish scale. The journals are all incurring heavy losses and every effort should be made to effect economy and make the journals self-sufficient.

82 164 If the transfer of the entire work of publication of the journals published at Delhi, viz., *Indian Listener*, *Sarang* and *Awaz* to the Publications Division is possible, subject to the object of making these journals self-sufficient without in any way impairing the efficiency in bringing out

S. Nos. 81-82 (*Staff Programme Journals*)

Steps have now been taken to review the editorial set-up of the INDIAN LISTENER and other programme journals published in Delhi together with the requirements of other radio publications (including PRASARIKA and AIR SELECTIONS) which are to be brought out in other languages. The staff needed for the editorial and supervisory work on these publications including the journals has been settled in consultation with the Ministry of Finance. Arrangements have also been made to transfer the editorial and supervisory control

these journals the posts of Administrative Officer, Superintendent, Accountant and a few posts of Clerks, daftries and peons will be rendered surplus.

to the Publications Division and formal amalgamation with that Division will be effected when space for that purpose becomes available either in the existing offices of the Publications Division or in the new building which is being constructed next to All India Radio.

[Ministry of I. & B. O.M. No. 18(141)/56-B(P), dated 12-11-56]

The staff of Akashvani (formerly Indian Listener) was recently reviewed carefully, and it has been decided to effect reduction in the establishment which is expected to yield saving of about Rs. 35,000 per year. Reduction in staff, resulting in saving Rs. 7,250/- has already been effected during 1957-58. The circulation of the journals Akashvani, Awaz and Sarang is also improving as will be seen from the following comparative figures :

Name of the Journal	Average circulation in March, 1957		Average circulation in March, 1958	
Akashvani	6,580	7,460
Sarang	3,300	3,650
Awaz	1,500	1,800

[Ministry of I. & B. O. M. No. 18(141)-B(P), dated 5-5-58].

83

167 It is regretted that the contract provides only for the supply of three copies of the processed records of Mahatma Gandhi's post prayer speeches. It would have been a great service to the nation if copies of these recording could have been made available to the Gandhi Smarak Nidhi and its various centres. The AIR may examine whether it would be possible at this stage to obtain more copies of the records. At any rate, one copy of all the records may be made over to the Gandhi Smarak Nidhi for preservation along with the other materials relating to Gandhiji in their possession.

84

168 Government should give due importance to the work of processing the recordings of the speeches of other eminent Indians for preservation in AIR's archives.

(*Mahatma Gandhi's Post-Prayer speeches*)
As recommended by the Committee, one copy of all the records has been made over to the Gandhi Smarak Nidhi for preservation. The question whether more such copies are needed by the Nidhi or, its centres is being examined and arrangements for their supply will also be made, if necessary. The contract provides only for a free supply of three copies of the records and does not prevent the making of extra copies on payment. Arrangements have also been made to take back the possession of the metal stampers or matrices from which records are made.

[*Ministry of I. & B, O.M. No. 18 (141)/56-B(P), dated 12-11-56*]

(*Recordings of Eminent Persons for Preservation in A.I.R. Archives*)
As the first instalment, it has been decided to take up for processing the recorded spoken material of the following eminent persons :

Rabindranath Tagore,
Sardar Patel,
Sarojini Naidu,
C. F. Andrews,
V. S. Srinivasa Sastry.
Nanlal Kavi.

[Ministry of I. & B., O. M. No. 18 (141)/56-B(P)
dated 12-11-56]

- 83 169 It should be made obligatory for the broadcaster to reach the studios at the time of the broadcast and normally there should not be any justification for recording a broadcast except for the following reasons—
- (i) that the programme has to be re-broadcast :
 - (ii) that the recording has to be preserved, e.g., a talk by some high State dignitary etc. or ;
 - (iii) highly exceptional circumstances whereby an important person is prevented from coming to the studio for reasons beyond his control.

S. Nos. 85-86 (Electrical Recordings)

Recordings are now made on the tape in preference to discs : recording on tape can also be erased after the purpose is over. As a rule, programmes are not recorded except for the reasons which have been given by the Committee. But having regard to the increased necessity of supplying recorded programmes to different stations of AIR and to outside broadcasting systems, tape and disc recording will necessarily increase.

[Ministry of I. & B., O.M. No 18(141)/56-B(P),
dated 12-11-56]

- 86 170 Recordings should be made on tape wherever feasible instead of on disc which is very much costlier.

- 87 173 The wastage of 50% of recorded master discs while processing appears to be abnormal. Every precaution should be taken to prevent the wastage of this costly material. It would also be advisable to seek expert advice in this connection.

(Record Processing Plant)

A detailed procedure as in the Appendix VIII has now been prescribed in the AIR Manual for preventing avoidable wastage.

[Ministry of I. & B., O.M. No. 18(141)/56-B(P),
dated 12-11-56].

- 88 176 Our Embassies and Missions abroad should be equipped with facilities for playing Indian music on gramophone records on special occasions. For this purpose AIR may make avail-

(Record Processing Plant)

Regular supplies are generally made now on tape and do not involve much expenditure. It

able to these Missions selections of good gramophone records including the recordings of music made by the Transcription Service.

would not be worthwhile insisting on the cost of replenishing the tape. It is, however, proposed that processed material should be supplied as far as possible on the basis of reciprocity on a settled scale of payment excepting cases where for purposes of our special relationship with a country it may be necessary to make a free supply.

[Ministry of I & B., O.M. No. 18 (141)/56-B(P), dated 12-11-56].

89

178 The four libraries in Broadcasting House, Delhi should be combined into one unit under the charge of a competent librarian and the budget provisions of these four libraries should be pooled for the purposes of books and periodicals.

(Libraries)

This recommendation has been accepted and is being implemented. Eventually this library will become part of the bigger library for the entire Ministry which will be housed in the new building now being constructed next to the Broadcasting House.

[Ministry of I. & B. O. M. No. 18 (141)/56-B(P), dated 12-11-56]

90

180 The two record libraries of the Delhi Station and the External Services Division should be amalgamated into one record library under the charge of a competent librarian.

(Libraries).

This recommendation also has been accepted and will be implemented.

[Ministry of I. & B., O. M. No. 18 (141)/56-B(P), dated 12-11-56]

181 There should be proper periodical inspection of all Stations of AIR by a senior Officer. A uniform accounting procedure should be laid down and the head of each station should be made responsible for the strict compliance of financial rules and regulations. The Station and Assistant Station Directors should also conduct periodical verification of stocks and also ensure that no misuse is made of Government property. Gramophone records and musical instruments belonging to AIR should on no score be lent out for private use. Serious notice should be taken of lapses in the adherence of rules and orders.

(Inspection of Stations)

A regular AIR Manual has been prepared and published which lays down uniform procedure not only for accounts but also for finance and administration of AIR stations. The system of inspection has also started. A Deputy Director General (Inspection) has been appointed and a separate Inspecting Unit has been created and inspection of stations and offices are being done on a systematic basis. The Inspecting Unit is being asked to take special note of the Committee's recommendations regarding gramophone records and musical instruments.

[Ministry of I. & B., O.M. No. 18 (141)/56-B (P), dated 12-11-56]

182 Government should pay greater attention to the problem of providing cheaper radio receivers. The industrialists in the country have not so far shown much initiative in this matter and if they fail to produce cheap radio sets suited to the country's atmospheric and climatic conditions, Government might consider the problem of undertaking the manufacture of Cheap radio sets by themselves.

(Cheap Radio Sets)

As a first step, by reason of a firm phased demand for community receiving sets, the price of such sets has already been reduced to Rs. 120/- and is expected to be reduced still further. The prospects of reduction of the price of domestic receivers are being examined and the Committee's recommendation that in case the industry does not make adequate response, the manufacture of such sets may be undertaken by Government will be examined in consultation with the Ministry of Commerce and Consumer Industries as at present the

manufacture of radio sets has been assigned to the Private Sector.

[Ministry of I. & B., O.M. No. 18(141)/56-B(P), dated 12-11-56]

The question of making available to the public, cheap radio sets was discussed at a meeting of AIR Liaison Committee held on 5th September, 1957 at which it was decided that the manufacturer's representatives should submit to Government a detailed memorandum surveying the position of raw material for radio manufacturing and for developing ancillary industries. A Committee composed of the representatives of the Ministry of I. & B., Ministry of Commerce and Industry, P. & T. Department, Radio Manufacturers' Association and Radio Merchants' Association was constituted to go into this problem.

The Research Section of the Directorate General,

All India Radio, has also been instructed to prepare the prototype of an inexpensive domestic receiver.

[Ministry of I. & B., O.M. No. 18 (142)/56-B(P), dated 5-5-58]

CHAPTER III

REPLIES OF THE GOVERNMENT THAT HAVE BEEN ACCEPTED BY THE COMMITTEE

Serial No. of the Recom- mendations	Ref. to Para No. of the Report	Summary of Recommendations	Reply of the Government
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4

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2

1

(National Programme of Music)

3 25 There should be an Advisory Committee to advise on the policy regarding the National Programmes and for the selection of musicians. This Advisory Committee may be divided into two Panels, one for Hindustani music and the other for Karnatic music for selecting musicians, and may meet jointly to decide upon general problems.

The policy regarding the national programmes of music and the decisions upon general problems concerning them are settled at the periodical meetings of the Central Advisory Board for Music which includes representatives of both Hindustani and Karnatic music. The selection of musicians for such programmes is made out of the artists who are graded by the Music Audition Board which has two panels—one for Hindustani & the other for Karnatic Music. In addition, there is a supervisory Committee of three persons eminent in Karnatic and Hindustani music for generally supervising the music programme of AIR including the national programme.

[Ministry of I. & B., O.M. No. 18 (141)/56-B(P), dated 12-11-56]

37 The External Publicity Division of the Ministry of External Affairs should pay more attention to the overseas broadcasts and insist that the Information Officers attached to the various Missions in the countries to which the broadcasts are directed should invariably listen to them and send critical reports on the effectiveness of the broadcasts and make suggestions for new programmes periodically. Broadcasting is a very powerful medium of foreign publicity and it should be used to the best advantage of the country.

(A.I.R. Overseas Broadcasts)

External Affairs Ministry have recently issued instructions to all their publicity posts abroad as well as Heads of Diplomatic Missions with a view to ensuring their effective co-operation for assessing the quality and effectiveness of the broadcasts. At the meeting held on 31-3-1956 of the Heads of the Missions in Asia, Secretary Ministry of Information and Broadcasting drew special attention to the need of greater co-operation in this behalf and later a note was circulated to all the Heads of Missions which gives in detail the expectations of A.I.R. in the matter of co-operation and assistance from our Missions.

[Ministry of I. & B., O.M. No. 18 (141)/56-B(P), dated 12-11-56.]

Similar posts in all the language units of the External Services Division should have the same scales of pay irrespective of the nationality of the incumbent holding the post. Adequate foreign allowances varying from region to region may be given to the foreign nationals in keeping with the standard of life in the countries from which the staff are recruited. If exceptionally well quali-

[A.I.R. Overseas Broadcasts (Staff)]

It is proposed to assimilate the position of the persons working in the foreign units of the External Services Division with the staff artists working in the Home Services of A.I.R. It has been decided not to prescribe a scale but to fix the emoluments by way of monthly fees within

fixed candidates are available their pay may be fixed at a higher rate but on the same pay scale.

124 Government are losing a revenue between Rs. 15 lakhs and Rs. 30 lakhs per annum on account of unlicensed radio sets. Stern measures should be taken to see that Government are not put to such heavy loss annually.

[Ministry of I. & B. O.M. No. 18 (141)/56-B(P) dated 12-11-56]

(Radio License)

The entire question of tightening up the anti-piracy measures has been carefully considered in conferences with the P. & T. Department and a procedure has now been devised which, it is hoped, will minimise the evil of unlicensed radio sets. That procedure is explained with reference to sub-para (iv) to (vi) and para 126 below.

126 A few suggestions in regard to the collection of radio licence fees are given below which, if found feasible, may be implemented :—

(Radio Licences)

- (i) The recommendation concerning the extension of the grace period has been implemented and that period has been extended from 14 days to one month. Reductions in the amount of surcharges leviable have also been made which, it is felt, are sufficient for the purpose of encouraging renewals for the licences as soon as practicable.

- (ii) The grace period may be extended from 14 days to one month and the penalty should be calculated at the monthly rate of one-twelfth of the total fees for the expired portion of the year.

The new surcharge for all classes of wireless licences is only Re. 1/- per month or a part thereof by which renewal of licence is delayed and that surcharge will be recoverable in addition to the amount already become due. There is, however, to be no maximum limit of surcharge leviable nor will there be any difference in the rates of surcharge for different kinds of licences.

(ii) It may be examined whether the fees could be collected in two half-yearly instalments instead of one. To counterbalance the extra expenditure on collection charges of the Posts and Telegraphs Department in such cases, the licence fees per year may be slightly higher than the fees if it is paid in one instalment.

(ii) The question whether the licence fee should be collected in half yearly instalments instead of one was very carefully examined in consultation with the P & T. Deptt. and it was felt that this would entail efforts and expenditure which would not be commensurate with the gain and it will create complications in the maintenance of accounts and further difficulties in taking suitable anti-piracy measures.

The question of reducing the licence fee for the commercial broadcast receiver was also examined thoroughly in consultation with the P. & T. Deptt. and it was felt that there was no justification for the reduction of the licence fee.

The question whether the licence fee for the CBR should be made payable in two instalments of Rs. 25/- each is being examined further.

(iii) To those who cannot afford to pay the licence fees in one instalment, it might be helpful if the postal authorities sold them special coupons, of the denomination of four annas, eight annas and one rupee which they could but according to their convenience during the course of a year and paste on a card specially design for this purpose. At the beginning of the year, instead of a cash payment they need only present the cards with the stamps thereon equivalent to the value of the licence fee when renewing the licence. This would enable poorer people to spread their expenditure on licence fees over a number of months.

(iii) This recommendation too has been very carefully considered in consultation with P&T Deptt. and it was felt that it will :—

- (a) mean considerable extra expenditure in the issuing of special coupons of various denominations ;
- (b) encourage frauds ; and
- (c) entail unnecessary efforts on the part of the licencee in procuring the coupons from time to time; and finally
- (d) it will introduce complications in accounting and checking.

It was therefore, felt, that this system would not result in any commensurate gain.

(iv) Every postman may be given a complete up-to-date list of all the licensed premises in the area in which he delivers letters. It should not be difficult for the postman to find out by personal enquiries as to the houses in which radio sets exist. He can check with the list and in cases where he finds that a particular house which is not in his list is alleged to have a radio set, he should report the matter to the Post

(iv), (v) & (vi). It was very strongly urged by the P. & T. Department and this was also voiced in the Public Accounts Committee meeting on 24-8-1955, that it was absolutely necessary to maintain the public feeling of friendliness and confidence towards the postman and that systematic use of the postman for the purpose of detecting unlicensed receivers is likely to affect that feeling prejudicially. At

Office to which he is attached. The anti-piracy staff should make a surprise raid on the house concerned and take further necessary action. The remuneration of Re. 1/- now being paid to postman for each case reported is too low. This should either be raised or it should be made a percentage of penalty imposed.

the same time, it was felt that the postman's services could be used more effectively for the purpose of anti-piracy. On this matter and on other matters concerned with anti-piracy work, the following decisions have now been taken:—

(a) that a door-to-door service for renewal should be provided. The actual method will be worked out by the P. & T. Department. The system of giving rewards, will, however, continue and will be extended to all postal staff who give information leading to successful detecting of unlicensed receivers.

(v) Greater check should be exercised over the dealers of radio sets by checking their sales registers. They should be required not only to report the names and addresses of people to whom they have sold radio sets but also of those people who have brought radios to them for repairs. Some means should be adopted to make non-recognised radio dealers report their sales. It might be considered whether a counter check of the sales registers of manufacturers and wholesale dealers would be helpful.

(b) That the sale of a receiver by a dealer to a customer should not be permitted without production of licence by the purchaser. The dealer should support the entry in his sales register by affixing a counterpart of the licence. The period of grace of 2 clear post office working days now allowed to obtain a new licence will be discontinued.

(c) That there should be a central co-ordinating Committee consisting of representatives of the Ministry, the AIR and Posts and Telegraphs at the Headquarters; that there should be whole-time organisation in each

(98) The anti-piracy staff should be adequate enough to do the work and if felt desirable their number should be increased.

circle with a Class II Officer or an Officer on a lower grade, according as the number of licences is 75,000 or less; that these officers should have under them a sufficient number of executive staff the strength of which should be determined by a further examination by the Posts & Telegraphs; that the final plan should be put before the Central Coordinating Committee and that there should be a whole-time officer at the Posts & Telegraphs Directorate for coordination and control of licensing and anti-piracy, that this officer will be the Secretary of the Central Co-ordinating Committee and that the status of this will be determined by the Director General Posts and Telegraphs.

(d) The application form for renewal will be in an abbreviated form printed on the reverse of the licence. Renewal licence will be given in return for the expired licence. No separate application form need to be filled in.

(e) It was decided that every set should be licenced individually and the present system of licensing premises should be discontinued. The licence will be transferred along with the set when change of ownership or possession takes place. Along with the licence for the set, a 'numberplate' or a 'registration token' should be issued by the Posts and Tele-

graphs—for affixing to the set for identification. A system of relaxing this rule in the case of institutions of certain categories is being worked out.

(vii) All radio receiving licences must be available at all Post Offices. If this is impracticable, facilities should at least be made in all Post Offices whereby the owner of a radio can apply to Post Office for a licence and the Post Office obtains the licence for him from the head of postal circle.

(viii) A provision should be made whereby the licence of a radio set which has completely gone out of order and is beyond repair need not be renewed.

(vii) This recommendation is being examined for purpose of implementation.

(viii) It has been decided in consultation with the Ministry of Communications that if any report about the unserviceability of a radio set is made to the Postal authorities by the Licencee, the anti-piracy staff will visit the owner of the set, dismantle it and then recommend grant of exemption from the payment of licence fee.

[Ministry of I. & B. O.M. No. 18(141)/56-B (P)
dated 12-11-56].

(ii) The question whether licence fee for commercial broadcasting receivers should be made payable in two instalments of Rs. 25 each is still under consideration with P. & T. Department.

(vii) The matter is still under consideration in consultation with P. & T. Department.

[Ministry of I. & B. O.M. No. 18 (141)/56-B(P) dated 5-5-58].

(Programme journals)

131 The publication of articles in the programme journals does not contribute much to the sale of the journals. The main purpose of the journals is to provide information about forthcoming programmes and it would be better for the journals to strictly confine their contents to the programmes.

Although the main purpose of the journals is to provide information about forthcoming programmes, it has never been the practice of radio journals anywhere else to exclude reading material altogether and that would considerably detract from their appeal. Full texts of talks etc. need not be given in the journals which are being printed separately though quarterly journals like PRASSARIKA or "AIR Selections" the quality of which is gradually being improved. It is proposed to give in the programme journals selected reading material in addition to editorial notes, etc. on topic connected with radio and listening.

[Min. of I. & B. O.M. No. 18 (141)/56-B(P), dated 12-11-1956].

(Programme journals)

134 Such of the journals as can be printed in the printing Press of the Publications division should be printed there. This will considerably reduce the expenditure on printing charges. Every avenue should be explored to reduce the cost of production of these journals and increase their revenue through more advertisements and increased circulation.

The present capacity of the Government printing press assigned to the Publications Division does not permit their undertaking the work of radio-journals. When the new full fledged unit at Faridabad is placed at the disposal of the Ministry, the printing of the journals which now issue from Delhi will be done in that unit.

A separate space-selling unit has already been set up under the D.A.V.P. for securing more advertisements for the radio journals and the results so far have been quite encouraging.

[Ministry of I. & B. O.M. No. 18 (141)/56-B(F) dated 13-11-56].

66

135 Considering the poor circulation of the journals **Awaz** (Urdu) and **Nabhoval** (Gujerathi), the losses incurred on them are unjustified. In case it is not possible to make the two journals self-supporting, their publication should be discontinued. Publicity of programmes may be done through the local Urdu and Gujarati newspapers who may be supplied regularly with the text of the programmes.

67

136 The sales of the programme journals should be pushed up by intensive publicity both visual and over the microphone.

68

137 There is a good market for the programme journals and with greater attention on the part of Government they can all be made self-supporting.

S. Nos. 66-68. (*Programme Journals*)

It is necessary to consider the total circulation of all journals put together. The circulation amounts to 75075 copies. The total number of radio licences in the Country is 10,29,816 and this works to a percentage of 7.29 which is not a disappointing percentage considering the extent of literacy and the reading habit of the people in this country. The total number of copies of radio Journals sold namely 75075 also compares favourably with the total number of 25 lakhs copies of daily newspaper sold in the country. If a comparative view of similar figures in Great Britain is taken it would seem that the position is not so discouraging.

Precisely because reading habits are not similar in different linguistic groups of the country

it is all the more essential to consider the circulation of journals together as one group. It is also necessary to add to the volume of circulation, the copies of Radio Publications like AIR Selections, Prasatika and other Pamphlets which are based on material broadcast by AIR. There are also other reasons of publicity for continuing the publication of the journal "AWAZ" in Urdu. It is, therefore, not proposed to discontinue the publication of journals which are well established. Nevertheless, every effort is being made as suggested by the Committee to pay greater attention to the question of making the journal self-supporting and for that purpose, not only better production standards of the journals but also a larger advertising revenue is being aimed at. The position will be reviewed at the end of this financial year, by which time sufficient experience will have been gained.

The Committee's suggestion that the sales of the journals should be pushed up by intensive publicity has been taken up for implementation.

[Ministry of I. & B., O.M. No. 18 (141)/56-B(P),
dated 12-11-56].

CHAPTER IV

REPLIES OF THE GOVERNMENT THAT HAVE NOT BEEN ACCEPTED BY THE COMMITTEE

Serial No. of the recommendation	Reference to Para No. of the Report	Summary of Recommendations	Reply of the Government	Comments of the Committee
16	49	A.I.R. would not be justified in maintaining foreign correspondents even if funds permitted. If Government is anxious to obtain foreign news written from an Indian angle it would be better to think of this from a national view point and encourage Indian news agencies to maintain Indian correspondents abroad. The news could be purchased by A.I.R. and even if it be at enhanced rates	(<i>Foreign News</i>) A.I.R. does not maintain any foreign correspondents. The question of encouraging Indian news agencies to establish offices abroad has been separately taken up by this Ministry. Pending the establishment of such offices, it has been decided to try the experiment of maintaining one part-time correspondent in London which is the clearing house for news in the Western World.	The decision with regard to establishment of offices abroad by Indian News Agencies should be expedited.

it would only amount to a fraction of the cost A.I.R. would incur if it maintained correspondents abroad exclusively for themselves. Besides, all the newspapers in the country would benefit from the news supplied from these various correspondents.

20

55 The Calcutta Station of A.I.R. broadcasts the news in Bengali at 7-30 A.M., the news in English at 8-00 A.M. and the news in Hindi at 8-15 A.M., all the three bulletins being for a period of 15 minutes each. In such juxtaposition Hindi bulletin will obviously fail to achieve the purpose sought. If the Hindi news bulletins are to fulfil their objectives they should be properly timed so that they would felicit more listeners.

(Hindi Bulletin)

The present juxtaposition has been determined by the availability of transmitters and also by the necessity of providing a Hindi bulletin for the large population of Hindi-speaking people in Calcutta. However, the question of suitable juxtaposing the Hindi bulletin in such wise as to encourage greater listening is being examined.

[Ministry of I. & B. O.M. No. 18(141)/56-B(P) dated 12-11-56].

Owing to technical difficulties it has not been found possible to implement this recommendation.

[Ministry of I. & B. O.M. No. 18(141)/56-B(P) dated 5th May, 1958].

The Committee reiterate the recommendation and suggest that attempts should be made to remove the technical difficulties encountered in properly timing the Hindi News Bulletins.

Please see para 1 of Chapter I.

42 96 The Committee are not in favour of any policy in the matter of overseas broadcasts which are designed mainly to raise the number of listeners at the expense of values that really count.

A.I.R. should conduct a listening survey in the countries to which it broadcasts to ascertain how much the broadcasts are liked and to what extent they are listened to.

The position in respect of the number of letters received in 1954 and 1955 continues to be stable and is practically the same as in 1953. The Committee's observations regarding the policy in the matter of overseas broadcasts are being followed. The British Broadcasting Corporation were not agreeable in the past to give help in the matter of a partial listening survey along with their own in the United Kingdom. It seems that except in Japan, broadcasting Organisations in Asia are not equipped for listener research and the other organisations which are equipped are not likely to conduct surveys on behalf of A.I.R. A proposal to depute an officer of the listener research Organization to countries in the Middle East and later to South-East Asia for purposes of conducting local listener surveys will be taken up for consideration.

[Ministry of I. & B. O. M. No. 18(141)/56-B (P) dated 12-11-56].

It has not been possible to depute an officer of the Listener Research Organisation to Middle-East and South-East Asia. However, Shri Shungloo, Deputy Director, External Affairs Division, A.I.R. was deputed in May, 1957 to visit Burma, Malaya and Indonesia during which he made on-the-spot assessment of programme preference of listeners in those countries. His report is under consideration.

[Ministry of I. & B. O.M. No.18(141)/56-B(P) dated the 5th May, 1958].

51

108 If the Monitoring Unit at Delhi is maintained merely because messages from Simla are likely to be delayed, then, it appears unnecessary for the teleprinter circuit to be maintained as at present at a considerable cost. This matter should be examined and either the Monitoring Unit at Delhi should be closed down and the teleprinter service made

(Monitoring Service).

The Committee was formed and has submitted the report which is under examination. The matter referred to in recommendation No. 51 was one of the matters examined by this Committee.

[Ministry of I. & B. O. M. No. 18(141)/56-B (P) dated 12-11-56].

The Committee set up in pursuance of the recommendations of the Es-

Please see para 2 of Chapter I.

more efficient or the teleprinter service and the consequent staff at Simla should be abolished.

52 110 A Committee consisting of the representatives of the Ministry of External Affairs, the Intelligence Bureau, the Ministry of Information and Broadcasting, the Ministry of Finance and the News Services Division of All India Radio and such other representatives as the Government may deem fit should be constituted immediately to examine working of the Monitoring Services Division.

timates Committee has submitted its report.*The Committee is of the view that the Estimates Committee's recommendation in respect of the abolition of one of the monitoring Units is not practicable under existing circumstances and the requirements of service. The Committee feels that the two services supplement each other instead of entailing any wasteful duplication. The Committee is however of the opinion that the two services (NSD and Simla) should be brought under unified control and proper guidance.

Considering that the monitoring work done by the Unit at Delhi is solely for the purposes of spot news broadcast and external transmissions and also the fact that the existing teleprinter lines from Simla to Delhi are not dependable for the purpose of quick and efficient transmission of news, it has been decided that it

*Please see minutes of the meeting held on 21.5.57 to consider the reorganisation of the Monitoring Services, All India Radio at Simla and Delhi.

would not be safe to close down the Unit at Delhi. This matter will, however, be considered again when the reliability of the Monitoring Service at Simla improves as a result of the improvement in telephone lines. To ensure greater efficiency and speed in operation it has been proposed that the Monitoring service at Simla should be placed under the control of the News Services at Delhi and to integrate the staff at Simla with the staff of the N.S.D.

[Ministry of I. & B. O. M. No. 18(141)
156-B (P) dated the 5th May, 1958]

Please see para 3
of Chapter I.

71 140 Recruitment of programme personnel should invariably be based on linguistic considerations.

72 141 An expert Committee should be appointed to enquire into the matter of recruitment of staff and set standards for all posts in All India Radio whose functions have a direct bearing on the programme.

(STAFF)
It has not been found feasible to recruit the permanent programme personnel on linguistic considerations the principal reasons being that whatever staff is recruited on linguistic basis cannot possibly be continued at the same station or in the same linguistic group. Requirements of the system of transfer, and more especially those of promotions, make a permanent retention of such staff at any particular linguistic station impossible in practice. After careful consideration, it was, therefore,

decided that the deficiency in the matter of linguistic personnel should be made good by the appointment on contract basis of producers who are specialists in different fields of programmes of any particular linguistic group. The appointment of such programme production staff has been suggested by the Committee in para 142. Such a system of producers has been well tried in the B.B.C. and has now been adopted by AIR. By the nature of their appointment and work, such producers are not transferred outside the linguistic group; nor does any question of promotion arise in their cases. They constitute the specialist section of the programme production staff and work in close collaboration with the regular staff of the AIR who too are being encouraged to contribute as much as possible to production of programmes. J

[Ministry of I. & B. O.M. No. 18 (141)
156-B(P) dated the 12th November,
1956].

(S. No. 72)]

The question of setting the standards for the regular posts of AIR whose functions have a direct bearing on the programme will be taken up at the time when the proposal for the formation of a programme cadre will be formulated.

[Ministry of I. & B. O. M. No. 18(141)
'56 B (P) dated the 12th November,
1956].

Necessary proposal for the amalgamation of non-gazetted posts on the programme side of AIR has been formulated and sent to the UPSC for their approval. The duties etc. to be entrusted to the personnel in the new grade have been well defined to conform with the standard required of them. The UPSC's approval is awaited.

[Ministry of I. & B. O. M. No. 18(141)
'56-B (P) dated the 5th May, 1958].

77

152

The posts of Stenographers in the News Services Division should be replaced by those of steno-typists on the usual scales of pay in force in Attached Offices.

(STAFF—N.S.D.)

In practice, these stenographers in the News Room not only do the regular work of a Stenographer but also assist to an appreciable extent in the work of monitoring, sifting and presenting news. It has, therefore, been suggested that they might be constituted into a separate group of News Assistants and should continue to do their present work. It is proposed that this question should be got examined by the Economy Unit of the Ministry of Finance in the light of the suggestions made by the Committee and the requirements of the News Division.

[Ministry of I. & B. O.M. No. 18(141) /56-B(P) dated the 12th November, 1956].

The special Re-organisation Unit of the Finance Ministry have been requested to expedite examination of the staff position of N.S.D.

[Ministry of I. & B. O.M. No. 18(141) /56-B(P) dated the 5th May, 1958].

80

158

A regular cadre for the Engineering Service should be

(STAFF—TECHNICAL)

The proposal of establishing a regular

Please see para 4 of Chapter I.

Please see para 5 of Chapter I.

formed on an all India basis. Recruitment should be made through the UPSC to the lowest posts in the cadre and appointments to the higher posts should normally be made only by promotion on the basis of merit.

cadre for the engineering service on an all India basis is being examined and as a first step, the formation of a cadre of the engineers in AIR will be taken up.
[Ministry of I. & B. O.M. No. 18(141) /56-B(P) dated the 12th November, 1956].

The *ad hoc* Committee constituted to go into the question of re-organisation of the Engineering cadres of AIR, held its first meeting on 24-12-57. Necessary proposals in the light of requirements of Engineering staff at different levels and the financial implications thereof are being worked out which will be taken up for consideration at the next meeting of the Committee.

[Ministry of I. & B. O.M. No. 18(141) /56-B (P) dated the 5th May, 1958].

NEW DELHI;
The 25th October, 1958.

BALVANTRAY G. MEHTA,
Chairman,
Estimates Committee.

APPENDIX I

(Sl. No. 21—Para 57)

A note on the experiments recently made in Bombay State in the matter of Farm Forum Programmes

FARM FORUM PROJECT

An Experiment in

RURAL—BROADCASTING

Early in 1956, an important experiment in Community listening was introduced in the shape of Farm Forums. The scheme was financed partially by the UNESCO. It was carried out by A.I.R. at Poona with the co-operation of the Government of Bombay, the Tata Institute of Social Sciences and other institutions. The project was based upon the experience gained in the working of the Radio Farm Forums in Canada during the last 14 years. The project for India was adjusted to the special needs and to the background of Indian situation.

The project was undertaken at an opportune moment since the organisation of the Community Project and National Extension Scheme in the area had already been attempted. The project consisted of three major aspects : organisation of Farm Forums in the areas selected and ensuring their effective working ; planning and presentation of specially designed radio programmes ; scientific assessment of the discussion and conclusions arrived at by the Forums, the effect of the programmes on the members of the Forums and the attitude, reaction, etc., of the Community covered by the programme.

The scheme was tried out in certain Marathi-speaking areas of the Bombay State that form a homogeneous rural community. The project was confined to the rural areas of the districts of Poona, Ahmednagar, Nasik, North Satara and Kolhapur.

Special Programmes

Twenty specially designed programmes, each of thirty-minute duration, were broadcast during the normal rural programmes at 18-30 hours, twice a week, on Sundays and Thursday—beginning with Sunday, February 19, 1956, from Poona station and were relayed from Bombay. The programmes were planned with special care and were concerned principally with the practical problems of cultivators in the region, though they also covered allied activities treating rural life as an integrated whole. They were designed to arouse lively controversy and to stimulate thinking and discussion among listeners.

One hundred and fifty Forums (Nabhovani, Shetkari Mandals) or listening-cum-discussion-cum-action groups were organised in an equal number of villages in both the Community (including National Extension Service) and non-Community Project areas. Of the 150 listening centres, 100 centres were selected from villages which had community sets under the various schemes of the State Government. The State Government installed an additional 25 sets under the general subsidy scheme, and the remaining 25 sets were installed under the UNESCO Project, these fifty additional radio receivers being installed in places in both the Community, including National Extension Service and non-Community areas where no listening facilities hitherto existed.

Each Forum consisted of about 20 active members of both sexes (sometimes), of whom the majority were practising farmers. Each Forum had a Chairman and a Secretary-convenor.

For organising the 150 Forums one Chief Organiser and five District Organisers—one for each district—were appointed, the personnel being drawn from the State Departments of Agriculture, Development, Education and Publicity. Part-time organisers were also appointed to help in the initial working of the Forums.

The broadcasts were supplemented by printed or cyclostyled material and audio-visual aids. A guide was printed or cyclostyled and sent to the centres, in advance of the broadcasts, to publicise the broadcast topics and to assist the Forum members to discuss the day's broadcasts. Audio Visual aids like charts, posters, film strips, etc., were so selected as to create a vivid impression on the Forums on the broadcast topics to enable them to visualise the problems in their entirety. Film strips were also to be shown on the nights previous to the broadcasts and were to be related to the topic of the next day's broadcast, but this part of the scheme could not materialise except in a few cases.

It was hoped that some of the broadcast programmes would stimulate at least some of the Forums, to take in hand, on their own, some constructive activity. The initiative for such action came from the Forums, in quite a few instances. Follow-up activity was more pronounced in Community Project blocks, when the interest taken by the village workers and Block Development offices was a distinct encouragement to villagers.

Selection of Centres

Since under the project 100 Forums were to be set up in existing Community receiver centres, the choice for the selection of centres specially suited to the requirements of the Forum machinery was not unlimited. A few of the centres finally selected for installing the additional 50 receivers happened to be very near cities or towns or railway stations. Also, centres very much in the interior had to be left out due to their inaccessibility.

The Forums could not be evenly distributed over the five districts as was the intention. North Satara had 43, while Nasik had 16 and Kolhapur 18. This was in part due to geographical factors, including the availability of transport facilities and in part due to the then existing distribution of community sets in several districts of the region.

In addition to the selection of centres for formation of Farm Forums arrangements had to be made for housing the new sets and for their upkeep. This was not very easy as not many suitable places with sitting accommodation for 20 or more people were readily available in the villages.

There was another formidable difficulty—that of servicing. Although efforts were made to minimise the possibility of early battery exhaustion by the use of dry battery cells as far as possible, there were other problems—the loudspeaker might fail or the radio sets might go out of order. Distances, too were great for one man for quick movement to troubled spots and transport facilities were not too adequate. At the request of All India Radio, the Government of Bombay agreed to the servicing of the radio sets in the Community Project and in NES areas during the operation of the scheme.

Organisation

The organisation of the Forums was the responsibility of the Chief Organiser ; five District Organisers—one for each district, and about 50 part-time organisers.

The Chief Organiser was in overall charge of the organisation of the Forum and his work consisted of guiding the District Organisers and supervision and co-ordination of the organisation work over the region as a whole.

The District Organiser was to supervise the work of the part-time organiser; visit Farm Forums and see that work in the district under his charge was proceeding, according to plan and compile a fortnightly report of the conclusions, discussions, etc., of the Forums of the district as reported to him at the end of each meeting. They were required to tour Forum Centres regularly as their visits were intended to keep a liaison between AIR and the Forums. The visits were to be constant reminders of the interest evinced by AIR in the efficient working of the Forums.

The part-time organisers were taken to play the role of friends, guides and philosophers of the Forum. They were also to see that the Forums not regularly, report non-working of the radio receivers promptly to technical assistants, see that the reports of discussion and decisions were regularly despatched, and distribute the posters and charts, etc., received from Publicity Department among the Forums.

Homogeneous Group

Great care was taken to form a homogeneous group in which every member could discuss on a footing of equality, and in which there was no risk of domination by one or two individuals. The essence of group discussion being thinking together, it was necessary to encourage everyone in the group to speak and give his experiences on the various points that arise.

The Chairman of the Forum presided over the meetings and generally conducted deliberations. Sometimes he was the Sirpanch, sometimes a school teacher, sometimes the village patel, and sometimes an elderly man of the village with position. It was found that an effective Chairman could contribute substantially to the success of the Forum.

The fulcrum of the Forum was the Secretary-convener. He was an educated man, able to read and write well. The cyclostyled guide was sent to him from AIR, Poona, and he was expected to publicise the subject of broadcast, timing, etc. He kept records, arranged for seating, lights, etc. He was to summarise the day's discussions and jot down decisions taken up at the meeting. These he had to report to AIR, Poona, on the printed form supplied to him.

The report form was intended to serve the following purposes : to enable AIR, Poona, to maintain records about the activity of each Forum ; to familiarise the Forums with record keeping; to train Forums in recording discussions and/or decisions in a concise form ; and finally to enable AIR, Poona, to know the reaction of the broadcasts and enable it to answer queries, if any.

The majority of the features was put either in dramatised form or in the form of a discussion. O.Bs. also formed an important item. The plan to broadcast more O.Bs., as well as to invite individual farmers or groups of farmers to studios, had to be substantially modified as it was found that most villagers were not in a position to express themselves clearly and that any attempt in persisting to carry out the original plan might make listeners miss some important points as the farmers of the different districts speak in different accents and sometimes in diverse dialects. All the features were done in simple Marathi with a few characters speaking with slight rustic accents to lend local colour to various items.

APPENDIX II

(Sl. Nos. 26-27—Paras 68-70)

Position regarding the supply of Radio sets to schools and publicity for school broadcasts

EDUCATIONAL BROADCAST

Position regarding the supply of radio receiving sets to schools

For the purchase of radio receiving sets and accessories, the position varies from State to State. In Andhra and Mysore schools are required to levy a fee of Re. 1/- per annum for audio-visual education. The funds thus raised are utilised by schools for purchasing radio receiving sets and loudspeakers, film strip projectors and film projectors.

In Uttar Pradesh, the Director of Education has permitted schools to levy a special fee of Re. 1/- per annum for the purchase and maintenance of radio receiving sets. It is, however, left to the discretion of schools to decide as to whether to levy the fee or not. The result is that very few schools have taken advantage of this order, which is only permissive.

In Punjab, Himachal Pradesh, Rajasthan and Bombay State, schools have been permitted to buy radio receiving sets from accumulations in the Boys' Funds. This has proved very effective and the number of schools with radio receiving sets particularly in the Punjab has shown a very marked increase. The total number of school licences in force on the 30th November, 1957 was 9,351. The Ministry of Education has a scheme under which secondary schools are entitled to 50 per cent subsidy for the purchase of radio receiving sets, subject, however, to a ceiling of Rs. 250/-. It is a pity that this scheme has not been taken advantage of on any extensive scale by many States. It may have been partly due to the fact that the ceiling is very low and partly because in a large school a radio receiving set by itself is not of much use. There should be loudspeakers in a few classrooms, if not in all, and amplifiers. The Ministry of Education is being persuaded to raise the ceiling and to allow subsidy on extension loudspeakers as well.

Publicity to School Broadcasts : Steps to publicise the importance and usefulness of school broadcasts are being taken. The Chief Producer of Educational Programmes, who is a retired Director of Public Instruction and Education Secretary, Punjab and Pepsu, keeps in touch with the State Departments of Education and has organised short courses for secondary school teachers in the installation and maintenance of radio receiving sets and organise listening to school broadcasts. Five such courses have so far been held in Punjab, Rajasthan and Delhi. Similar courses have been scheduled to be held in Bikaner, Hyderabad, Trivandrum, Bangalore and Gauhati.

On the request of the Ministry of Education, a brochure on school broadcasts is being prepared by the Chief Producer of Education Programme. It will be published as early as possible.

The Audio Visual Education Journal of the Ministry of Education has been publishing articles on school broadcasts by persons working in the school broadcasting service of AIR. By an arrangement with the Editor of the Journal, school broadcasts put out from different stations of AIR are regularly reviewed in the journal of Audio Visual Education.

AIR is bringing out a Special School Broadcasts number of Akashvani in July, 1958.

APPENDIX III

(Serial No. 49—Para 104)

Statement indicating the extent to which cultural exchanges including exchanges of broadcast programmes of music and talks that have actually been made with the Soviet Union, Indonesia, Yugoslavia and other countries

Requests are received from various foreign broadcasting organisations for the exchange of suitable programme material. Programmes are exchanged fairly regularly between U.S.S.R., Nairobi, Australia, Yugoslavia, Indonesia, Japan and Fiji Islands. Programmes from India consist of orchestral and light music, talks and messages on important occasions and programmes on or about Buddha. A complete list of these programmes is attached. (Appendix IV).

APPENDIX IV

(Serial No. 49 Para 104)

Details of programmes supplied to foreign organisations

Sl. No.	Country Organisation to which sent	No. of types/ discs	Date of despatch	Particulars of programmes	Remarks
1	2	3	4	5	6
1	Afghanistan (Radio Kabul)	3 discs	12-4-56	Light Music processed items	
2	Argentina	22-9-55	Light Music processed items.	
	Argentina (Radio del Estado)	3 discs	19-4-54	1. Recordings of folk songs of different regions of India. 2. Light Music processed items.	
3	Australia (A.B.C.)	1 tape	30-12-54	Folk Music of North India.	
	Do.	*2 discs	21-12-56	Talks. 1. This I would say—M. M. Thomas 2. Plain Christianity—Leslie Newbigin	

1	2	3	4	2	6
	Do.	1 disc	7-6-56	Orchestral, patriotic & Folk music	
	Do.	3 tapes	4-7-56	Instrumental music	
	Do.	1 tape & 3 discs	27-9-56	National Anthem	
	Do.	6 discs	30-11-56	Light Music, folk & patriotic songs, instrumental & orchestral	
4	B. B. C.	*3 tapes	17-8-55	Tributes to Gandhiji soon after his death for a full length feature on Gandhiji	
	Do.	6 discs	30-11-56	Light Music, patriotic songs, in- strumental & orchestral music	
5	Belgium (International Folk Music Council).	1 tape 6 discs	5-3-55 30-11-56	Shepherd's songs Light & Folk music, patriotic songs, instrumental & orchestral music	
	Do.	*1 tape	8-12-56	New Year Greeting	
	Do.	*1 tape	11-12-56	Instrumental Music	
	Do.	*1 tape 2 tapes	17-12-56 17-12-56	Instrumental Music and fresh trans- lation of talk in English by Shri	

C. P. Ramaswamy on the 'Significance of the Philosophy of Buddha

6	Bulgaria	.	.	.	2 tapes & 1 disc	1-8-56	Folk Song and Buddha Vandana Instrumental music
7	Burma	.	.	.	*3 discs	14-12-56	Buddha Jayanti Programmes (1 set)
8	Cambodia	.	.	.	*3 discs	14-12-56	Buddha Jayanti Programmes (1 set)
9	Canada	.	.	.	*1 tape	24-12-54	Talk by Rajkumari Amrit Kaur
		Do.	.	.	*1 tape	25-8-55	Talk by Rajkumari Amrit Kaur
		Do.	.	.	*1 disc	6-12-55	Talk by Mrs. V. S. Ram
		Do.	.	.	6 discs	30-11-56	Light Music, Folk & patriotic songs
10	Ceylon	.	.	.	*3 discs	14-12-56	Instrumental & orchestral (1 set)
11	China	.	.	.	12 discs	8-10-55	Light music processed items
		Do.	.	.	2 discs	30-12-55	National Anthem
		Do.	.	.	*1 tape	22-5-56	Talk in English on Kalidas & Sanskrit feature
		Do.	.	.	1 tape & *3 discs	21-9-56	Harvest songs and folk songs Buddha Jayanti programmes (1 set)

* Non-music item.

1	2	3	4	5	6
12	Ethiopia	*3 discs *1 tape (2 small tapes)	14-12-56 22-11-56	Buddha Jayanti Programmes (1 set) Farewell message of King of Ethiopia	
13	Fiji (Fiji Broadcasting Organisation, Suva.)	*1 hr. 30 mts. *2 hrs. *57 mts.	10-7-54 21-10-54 27-11-54	Features and plays	
	Do.	*3 tapes	22-10-56	Plays	
	Do.	*1 tape *1 tape *1 tape	11-12-56	Feature and play	
14	Germany 1 tape	14-5-56	Instrumental and orchestral music	
	Do. 1 tape	20-4-56	Marriage songs of India	
	Do. 1 tape	20-5-56	Feature on Integral Coach Factory at Madras	
	Do. 1 tape	12-9-56	Festival songs, orchestral music, instrumental music etc.	
15	Gold Coast and Nigeria	6 discs	23-11-56	Light music	
16	Hungary 1 tape	26-12-55	Instrumental and folk music	

Do.	.	.	1 tape & 7 discs	6-6-56	Orchestral music and folk songs. Light music processed items.
Do.	.	.	1 disc	17-12-56	Children songs
17 Israel	.	.	1 tape	2-3-56	Recitation of Sanskrit and Vedic texts
18 Japan	.	.	1 tap	21-7-55	Children's songs
Do.	.	.	*1 tape	15-1-55	Extracts from the speeches of Prime Minister
Do.	.	.	4 tapes	2-5-56	Light, Orchestral & instrumental music, marriage songs
			2 tapes	17-7-56	Instrument music
			2 tapes	5-10-56	Instrumental music
			*3 discs	14-12-56	Buddha Jayanti programmes (1 set)
19 Lebanon	.	.	5 discs	17-12-56	Light Music processed items
20 Libya	.	.	7 discs	4-7-56	Processed discs of Light Music
21 Madagascar	.	.	5 discs & 1 tape	5-12-56	Light Music processed items Folk songs.
22 Malaya (Singapore Radio)	.	.	3 tapes	22-8-56	Orchestral and folk music and play
23 Netherland	.	.	*8 discs	14-12-56	Buddha Jayanti programmes (1 set)
24 Nepal	.	.	1 disc	17-4-56	National Anthem of Indonesia
Do.	.	.	3 discs	14-12-56	Buddha Jayanti programmes (1 set)

*Non-music item

1	2	3	4	5	6
25	Newzealand	. . .	*2 discs	15-12-56	Christmas message by Newzealand Cricket team touring in India
26	Poland 6 discs	25-2-56	Light Music processed items
27	Rumania 2 tapes	27-7-56	Classical vocal music
	Do. 2 tapes	22-8-56	Classical vocal music
	Do. 6 tapes	30-11-56	Light music, folk and patriotic songs, instrumental & orchestral music
28	Sweden 1 disc	11-4-55	Extracts from speeches of Prime Minister, Shri Jawaharlal Nehru
	Do. 1 tape	25-6-56	Orchestral music
29	Thailand (Bangkok Radio)	. . .	*3 discs	14-12-56	Buddha Jayanti Programmes (1 set)
30	Trinidad 12 discs	1-3-56	Light music processed items
31	U. N. *1 tape	5-11-55	Talk by Shrivnaubh Singh regarding problems of budget reclassification in ECAFE
32	UNESCO *1 tape	13-3-56	Speeches of Prime Minister, Shri Jawaharlal Nehru and other personalities

		1 tape	13-3-56	National Anthem
33	UNIC, New Delhi	. . *3 taps	16-9-56	Feature
34	U. S. A.	. . . 2 discs	25-11-55	Folk songs and cowherds' songs
35	Uruguay	. . . 6 discs	30-11-56	Light music, patriotic songs, instrumental & orchestral music
36	Vietnam	. . . 25 discs	3-5-56	Light Music processed items

*Non-music item

U.S.S.R.

S. No. (Vol. I)	Tape No.	Disc No.	Particulars	Date of Despatch	Remarks
1	2	3	4	5	6
1	AIRTS/28 (Polish tape containing 8 items (1 tape).	6 30'	Bengali folk song, Pun- jabi folk song, Tamil folk song, Gujrati folk song, Holi, Hindi folk song & Kanada folk song.	18-3-55	Sent to Mr. Ramanathan, Direc- tor XPD, Ministry of External Affairs. For Russian Delega- tion <i>vide</i> our letter No. TP11 (Moscow)/55/1493 dated 18-3-55.
2	..	31 Discs LUM 4 hours.	Light Music Records pro- cessed by Transcrip- tion Service.	12-12-55	AIR. 25 Vol. 19/No. 33 dt. 12-12-55. Presented through Station Director, Delhi, to Mr. Bulganin, PM. of U.S.S.R.
3	..	6 discs 40'	Do.	16-3-56	AIR. 25 Vol. 24/No. 47 dt. 23-3-56. Through SDD for the Russian Youth Delegation.

4	(Vol VIII) AIRTS/119-120 & 121 F. S./56/14, 15 & 16 (3 tapes)	1 1/2 hrs.	Instrumental	16-6-56	The Councillor for Cultural Affairs, Embassy of U.S.S.R., New Delhi, for onward despatch to Radio Moscow, Moscow, vide our letter No. TP11 (Moscow)/56-1090, dated 16-6-56.
2	AIRTS/187F. S./56/27 (1 tape).	30'	Khayal (Vocal Class, Music).		
3	AIRTS/188F. S./56/28 (1 tape).	30'	Vocal Music (Devotional Song).	12-9-56	Through the Under Secretary (Mail Bag Sec). Min. of External Affairs, New Delhi, vide our letter No. TP11/(Moscow)/56-4152 dt. 12-9-56.
4	AIRTS/189 (1 tape) F. S./56/29	30'	Instrumental	}	This was sent to Mr. P. K. Basu, when he was in U.S.S.R.
5	AIRTS/190 (1 tape) F. S./56/30	30'	Orchestral Music		
6	1 Set (Containing 3 discs).	2 hrs.	Buddha Jayanti Prog.	12-9-56	TP11(Moscow)/56-4187 dt. 13-9-56.
7	40' 6 discs Nos. 519, 531, 486/494, 464/472, 477/483, 525/526 & 457/460.		L. V. M. processed by Transcription Service.	12-9-56	

1	2	3	4	5	6
8	40' 6 discs Nos. 611/612, 199/231, 550/551.		Light Music processed by Transcription service.	30-12-56	2 sets presented personally by Director General, to the representative of U.S.S.R. & Byelorussia who were invited at the Dinner, <i>vide</i> our letter No. TR11/56/934, dated 1-12-56.
	20' I.H.I.S. 22 & 23 (513, 520 & 518/521).		Shahnai Recital by Bismillah Orchestral Composition.		
9	15' Disc. No. SDD. 6133A.		Greetings from India to Estonian Children.	29-12-56	Sh. Linda Tuiman, Editor of Broadcasts for children, Estonian Radio, Estonia (U.S.S.R.). Through Embassy <i>vide</i> our letter No. TP. 11 (Estonia)/56 dt. 29-12-56 & T P11/(Moscow)/56 dt. 29-12-56.
10	50' 8 discs Nos. VLIS. 562/563, 67/70, 113/114, 375/393, 460/457, 459/446, IHIS 22/23 & 29/30.		L. V. M. processed by Transcription Service.	11-1-57	S.D.D. (Shri Dixit) for presentation to the Russian Film Delegation <i>vide</i> R/F vol. 42/27 dated 11-1-57.
11	20 discs Nos. 548/549(3 copies) 95/109(3 copies) 59/61(5 copies) 636/642(5 copies) 77/78(2 copies) 179/205(2 copies)		L. V. M. processed by Transcription Service.	11-1-57	S.D.D. (Shri Dixit) for presentation to the Russian Film Delegation <i>vide</i> R/F Vol. 42/28 dated 11-1-57.

CZECHOSLOVAKIA

6

1. One tape Orchestra 1-7-55 Through Ministry of External Affairs *vide* our letter No. TP11 (Czech) 55/3410 dated 1-7-55.

(Vol. II) 1 set contain- ing 3 discs. Buddha Jayanti 14-12-56 Through Embassy for Korol Ilef Esqr. Radio Praha, Prague. *Vide* our letter No. TP11 (Prague)/56-5870 dt. 14-12-57.

2. Tape No. FS/56/43. Containing Children's Song.

INDONESIA

1. Disc. No. VLIS/21D L. V. M. 14-10-55 *Vide* our letter No. TP11/55-5149 dt. 14-10-55.

2. Disc. 68D " " The set was presented by D.G. personally to the Indonesian Delegation.

3. Disc. 198D " " Min. of I&B approval obtained *vide* letter No. 18 (167)/55-B (P) dated 20-9-56 from Shri S. L. Bhalla.

4. Disc. 138/182 " " D.G. letter No. 23/183/56—PIIM dated 12-11-56.

6

5

4

3

2

1

5. .. Disc No. VLIS/105D LVM . . . 14-4-55

6. .. Disc No. VLIS/109D " . . . "

7. .. Disc No. VLIS/164/165 " . . . "

8. .. Disc No. VLIS/179D " . . . "

9. .. Disc No. VLIS/36D " . . . "

10. .. " 114D " . . . "

11. .. " 199D " . . . "

12. .. " 231D " . . . "

S.No.
(Vol. II)1. .. 1 set (containing Buddha Jayanti . . 14-12-56
3 discs.)Through Embassy, for Maladi
Esq., DG, Djawatan Radio
Republic Indonesia, Dja-
karta, Indonesia.2. .. 4 discs. Nos. 376, Processed in Transcrip- 30-4-57
392, 446, 346/347 tion Service.
& 315.Passed on to Shri H. L. Saigal
(of SDD) for onward despatch
for Indonesia *vide* R/F Fol.
48/No. 44, dated 30-4-57.

YUGOSLAVIA

Serial No. (Vol. I)	Tape No.	Disc No.	Particulars	Date of Despatch	Remarks
1.	AIRTS/16	..	Instrumental	15-12-54	
2.	AIRTS/15	..	Do.	15-12-54	} <i>Vide</i> our letter No. TP 15 (Yogo) 54/1904, dated 15-12-54
3.	AIRTS/14	..	Do.	15-12-54	
4.	AIRTS/18'	..	Folk Song Instrumental	31-12-54	} <i>Vide</i> our letter No. TP 11 (Yogo) 54/2165 dated 31-12-54.
5.	AIRTS/19	..	Instrumental	31-12-54	

S. No.
(Vol. II)

1 . (1 set containing Buddha Jayanti . . 14-12-56 Through Embassy for I. Sarajar Esq., Yugoslavia, Radio ledifusion Belgrade, Yugoslavia. (*Vide* our letter No. TP 11 (Yugoslavia) 56-5879, dated 14-12-56.

**DETAILS OF GRAMOPHONE RECORDS/STUDIO RECORDINGS SUPPLIED BY E.S.D. ALL-INDIA RADIO TO
OTHER BROADCASTING ORGANISATIONS DURING THE PERIOD 1ST APRIL, 1956 TO
31ST DECEMBER, 1956**

Serial No.	Date of supply	No. of Recordings	Item Recorded	To whom supplied
1	2	3	4	5
1.	2-4-56	One 16" recording	Indian Music	For French Radio (Mr. M. Rabout, Radio Diffussion Forancaise, Paris) Sri Pendsay, Embassy of India, Paris.
2.	2-4-56	One 12" "	Window on the works and Indian news review.	Indian Information Service, Sydney (Aus- tralian Broadcasting Commission.)
3.	14-4-56	Seven 16" & one 12" recording	Indian Music and Plays.	Information Service of India, Nairobi, (Radio Nairobi)
4.	8-5-56	One 12" "	Window on the World & Indian News review.	Indian Information Service, Sydney. (Aus- tralian Broadcasting Commission).
5.	23-5-56	One tape	Recording of Dr. Radha Krish- nan's talk.	For Radio Ceylon, Colombo.
6.	23-5-56	Seven 16" "	Indian Music and Plays.	Information Service of India, Nairobi (Radio Nairobi).
7.	25-5-56	One Tape	Report on the Celebrations in Buddha Gaya.	For Radio Ceylon, Colombo.

8.	4-6-56	One	Tape Recording	Indian News Review	Consul General of India, New York WNYC of New York.
9.	6-6-56	Two 16"	"	Dublings of extracts from P.M.'s Speech.	Legation of India, Beirut.
10.	9-5-56	One 16"	"	Window on the world & Indian News Review.	Indian Information Service, Sydney (Australian Broadcasting Commission).
11.	23-6-56	Six 16"	"	Indian music and plays	Information Service of India, Nairobi (Radio Nairobi).
12.	10-7-56	One 12"	"	Window on the world & Indian News Review.	Indian Information Service, Sydney (Australian Broadcasting Commission.)
13.	31-7-56	Five 16"	"	Indian Music and plays	Information Service of India, Nairobi (Radio Nairobi)
14.	9-8-56	One 12"	"	Indian News Review	Consul General for India, New York WNYC of New York.
15.	9-8-56	One 12"	"	Window on the world and Indian News Review.	Indian Information Service, Sydney (Australian Broadcasting Commission).
16.	30-8-56	Seven 16"	"	Indian music and plays	Information Service of India, Nairobi (Radio Nairobi).
17.	18-9-56	One 12"	"	Window on the world & Indian News Review.	Indian Information Service Sydney (Australian Broadcasting Commission).
18.	21-9-56	One 12"	"	Indian News Review	Consul General for India, New York WNYC of New York.
19.	26-9-56	Eight 16"	"	Indian music and plays	Information Service of India, Nairobi (Radio Nairobi).

20.	11-10-56	One 12" Recording	Window on the world & India	Indian Information Service, Sydney, (Australian Broadcasting Commission).
21.	11-10-56	Six books and Publication.	Books of Indian interest for Saudi Arabian Radio.	Legation of India, Jeddah.
22.	11-10-56	One 12" Recording	Indian News Review	Consul General of India, New York WNYC of New York.
23.	29-10-56	Six 16" & One 12"	Indian music & plays.	Information Service of India, Nairobi (Radio Nairobi).
24.	7-11-56	One 12"	Indian News Review	Consul General for India, New York WNYC of New York.
25.	7-11-56	One 12"	Window on the world and Indian News Review.	Indian Information Service, Sydney, (Australian Broadcasting Commission).
26.	24-11-56	Two Transcription Recordings.	Light music records.	Commission of India, Mauritius (Radio Mauritius).
27.	6-12-56	Six 16"	Indian music and plays	Indian Information Service Nairobi (Radio Nairobi).
28.	8-12-56	One tape	New Year Greetings' and chorus songs.	For Polskie Radio. Warsaw, Poland.
29.	19-12-56	Eight tape recordings	Three rerorded with Indian music items.	For Radio NHK. Tokyo. These 8 tapes were received by us from Radio NHK, Tokyo during Buddha Jayanti celebrations which had to be returned. While returning we dubbed 3 of their tapes with items of Indian Music.

List of programmes prepared and sent by External Programme Exchange Unit during the period ending 1957—February 1958

Serial No.	Date	Country/Organisation	Programme	Description
1	2	3	4	5
1.	30-8-57	Asahi Radio, Tokyo	A Children's Miscellany	One 7" tape : two talks and three songs for children.
2.	30-8-57	Uzbek Radio, USSR	A Programme of Indian Songs	One 7" tape : a selection of light music
3.	16-9-57	Ceylon Radio	North Indian Classical Orchestral Music.	One 7" tape.
4.	19-9-57	Ghana Broadcasting Corporation.	Rhythm & Melody in Indian Music.	One 7" spool.
5.	24-9-57	Radio Diffusion Bulgaria Sofia.	A Programme of Indian Music.	Sitar : folk songs : Light Music and Tagore Songs.
6.	11-10-57	Radio Israel	A Programme of Indian Music.	One 7" tape : Sitar, Thumri folk and light songs.
7.	12-10-57	Radio Moscow, USSR	A Programme of Indian folk songs	One 7" tape
8.	14-10-57	Radio Kabul	Indian Music.	One 7" tape and four AIRTS, discs.

1	2	3	4	5
9.	30-10-57	B.B.C.	Talk and Sound effects	One 5" tape.
10.	6-11-57	Norwegian Broadcasting Corporation.	Folk music of India.	One 7" tape: 8 items with notes.
11.	12-11-57	Radio-Diffusion Bulgaria, Sofia.	A programme of light music.	One 7" tape: eight selected items of AIRTS light music of India with descriptive commentary.
12.	19-11-57	Norwegian Broadcasting Corporation.		Folk Songs of Bengal and Kerala.
13.	19-11-57	Do.		One 7" tape : Children Songs, group songs.
14.	29-11-57	Radio Prague, Czechoslovakia.	Children's Songs.	One 5" tape : Three children's songs for Christmas programme with notes.
15.	P(D)A-38/57 FEU-7-12-57	Northern Rhodesia, Lusaka.	'Children Far Away'.	One 5" tape : 10 christian lyrics—(Hindi & Malayalam).
16.	7-12-57	Ghana Broadcasting Corporation.		One 5" tape : Speech by the head of the Ghana Delegation.
17.	6-12-57	Radio Belgium (Flemish Service).	Indian Music.	(Eight 7" tapes) Tape 1 : Instrumental Hindustani music. Tape 2 : Instrumental Music (Karnatic). Tape 3: Instrumental Orchestral Music. Tape 4 & 5 : Instrumental Karnatic. Tape 6, 7 & 8 : Light music and devotional songs for regions.

18. 6-12-57 Radio Belgium . New Years' Greetings (for their Programme) One 5" tape.
19. 6-12-57 Radio Belgium . Folk Music of India. Fan 7" : A representative selection of folk songs from various regions.
20. 13-12-57 Ghana Broadcasting Corporation Impression of India. Talk by the Ghana delegate to the Commonwealth Parliamentary Conference One 5" tape.
21. 14-12-57 Magyar Radio, Budapest, Hungary. New Year Greetings and Music. One 5" tape.
22. 14-12-57 Skyline Network, Tupelo (Mississippi) Christmas in India (Muriel Wasi) One 5" tape (through XPD).
23. 20-12-57 Ghana Broadcasting Corporation Folk Songs of India One 7" tape.
24. 6-1-58 Australian Broadcasting Corporation Young Commonwealth One 5" tape : Two talks.
25. 7-1-58 Radio Sudan, Khartoum A programme of Light Music. 10 discs with notes.
26. 11-1-58 Radio Prague Czechoslovakia Speech by Premier Siroky at the State Banquet. One 5" tape.

1	2	3	4	5
27.	14-1-58	Radio, Prague, Czechoslovakia.		
28.	14-1-58	Radio Kabul.	Light Music : Ghazal and Geet	One 5" tape: 6 light number (two copies each).
29.	18-1-58	Radio Nairobi.	Patriotic Songs	One 5" tape with Hindi commentary for 26th January.
30.	28-1-58	Australian Broadcasting Commission.	Cricket in India & Hockey in India.	One 5" tape : two talks by Berry Sarbadhikari and Jaipal Singh.
31.	29-1-58	Voice of Vietnam, Hanio, Democratic Republic of Vietnam.	An Introduction to India.	Full script and one 7" tape : sound effects on.

APPENDIX V

(Serial No. 50—Para 107)

Note indicating the number of times AIR has given beaming facilities to BBC and others and the number of times AIR has received such facilities from others.

SUBJECT: Relations with foreign broadcasting organisations:

Until August 1955 beaming facilities have been given by AIR to the representatives of the British Broadcasting Corporation on a courtesy basis and no charge has been levied for these facilities. In 1954 such a facility was also once given to the representative of the National Broadcasting Corporation of U.S.A. In August 1955 it was decided in consultation with the Ministry of Communications that these despatches should be treated as overseas calls and therefore be put through the Overseas Communication Service and charged for appropriately. The transmitter and other studio facilities had however to be continued to be given by AIR since till recently Overseas Communication Service (Ministry of Communications) did not have adequate facilities at Delhi to handle these despatches. In accordance with the arrangements made between the Ministry of Information and Broadcasting and the Ministry of Communications AIR were paid proportionate charges for extending necessary transmitting facilities for these despatches.

The following are the details of charges recovered from OCS in connection with the despatches handled in 1955-56.

No. of times	Duration	Foreign organisation	Year	Amounts
28	236 minutes	NBC	1954	2,503/3/-
24	449 "	BBC ⁱ	1955	3,972/3/-
36	582 "	BBC ⁱ	1956	5,227/6/9

Besides the despatch facilities given to NBC and BBC similar facilities were also provided by AIR to foreigners during the visits of foreign dignitaries. Details are given below:

No. of times	Total Duration	Occasion	Year
1	2	3	4
8	119 minutes	Visit of Marshal Tito	1955
4	71 "	Visit of President Nasser	1956
1	30 "	Visit of Marshal Bulganin	1956
13	126½ "	Visit of Emperor of Ethiopia	1956
4	*84 "	Visit of Shah of Iran	1956

*No transmitter facilities were provided by AIR for this item.

For these despatches no charges have been recovered.

As already mentioned, the arrangement with the OCS was that the AIR would be providing the transmitter facilities till such time OCS are in a position to augment their facilities to handle despatches direct. The OCS have now completed their arrangements and since 13th November, 1956, AIR is providing studio facilities only for such despatches. The question of recovering proportionate charges or otherwise for the studio facilities that are now being provided is separately under the consideration of the Ministry of I. & B.

In regard to despatch facilities given by foreign broadcastings organisations to All India Radio, it may be stated that despatches were sent to AIR by our correspondent in London through the courtesy of the BBC during the period 22nd June to 7th July, 1956 when the Prime Minister of India visited U.K. This was also followed subsequently by a few more despatches in December 1956. Details are given below:—

Date	Duration
22nd June 1956	12 minutes
23rd June 1956	8 "
25th June 1956	15 "
27th June 1956	10 "
29th June 1956	9 "
2nd July 1956	5½ "
4th July 1956	13½ "
6th July 1956	8 "
7th July 1956	10 "
23rd December 1956	31 "
24th December 1956	29 "
<hr/>	
151 minutes (2 hours and 31 minutes).	

Most of these despatches were through Overseas Communication circuit except those put through in December 1956 when the BEC gave the transmitter facilities as well. Actual expenditure incurred on these despatches is not yet known.

APPENDIX VI

(Sl. No. 52—Para 110)

Minutes of the meeting held in Joint Secretary's room on the 21st May, 1957 to consider the re-organisation of the Monitoring Services, All India Radio at Simla and Delhi.

The following officers were present: —

Ministry of I. & B.

Joint Secretary (Shri J. C. Mathur, I.C.S.)

Deputy Secretary (Shri V. Kumar, I.C.S.)

Under Secretary (Shri S. L. Bhalla).

All India Radio:

Deputy Director General (Admn.) (Shri P.V.R. Rao)

Director of News Services (Shri M. Sivaram)

Deputy Director of Admn. (Shri B. N. Chaudhuri)

The report of the Committee set up in pursuance of the recommendations of the Estimates Committee contained in paragraphs 108, 109 and 110 of their XII Report on AIR, was discussed in detail. The following decisions were taken:—

- (a) Considering that the monitoring work done by the Unit at Delhi as solely for the purposes of spot news broadcast and external transmissions and also the fact that the existing teleprinter lines from Simla to Delhi are not dependable for the purpose of quick and efficient transmission of news, it was felt that it would not be safe to close down the Unit at Delhi. This matter will, however, be considered again, when the reliability of the Monitoring Service at Simla improves as a result of the improvement in telephone lines.
- (b) To ensure greater efficiency and speed in operation, it was decided that the Monitoring Service at Simla should be placed under the control of the Director of News Services at Delhi and to integrate the staff at Simla with the staff in the News Services Division. Consequent on this integration, the Director, Monitoring Service, will be designated as Senior Deputy Director (Monitoring) or Chief News Editor (Monitoring). Proposals for the transfer of staff from the Monitoring Services Simla, and the News Services Division wherever necessary should be put up quickly by the Director, News Services to the Director General, AIR who will forward the same for approval of the Ministry with his recommendations.

- (c) The list of existing powers of Director, Monitoring Service, will be scrutinised immediately by D.G., AIR, with a view to suggest modifications that are necessary consequent on the decision to place the Monitoring Service, Simla, under the control of Director, News Services Division. It should, however, be ensured that there is no unnecessary curtailment of powers which would adversely affect quick disposal of work by the Monitoring Unit at Simla.
 - (d) The need for the continuance of the various Monitoring Reports issued by the Unit at Simla was carefully considered and it was felt that, in future, there need be only two monitoring reports, *viz.*, daily and weekly. There is however, no objection to issuing occasional reports for special purposes. To improve the quality of the monitoring reports, a Committee consisting of Director, News Services, as Chairman and representatives of the Ministries and Department concerned, as proposed, will be set up to conduct periodical review of the usefulness of monitoring schedules.
 - (e) It was felt that, though the shifting of the Simla Unit to a site near about Delhi will improve the quality of service, yet having regard to the need for financial exigencies, consideration of this proposal should be postponed until after the financial position has eased. Preliminary investigations such as survey of site etc. for shifting the Monitoring Unit to a place near Delhi should, however, be initiated immediately.
 - (f) In regard to the Estimates Committee suggestion that the scope of the work of the Monitoring Unit should be enlarged to include matters relating to cultural and other interests, it was felt that steps should be taken to widen the scope of work of the Monitoring service as far as practicable and that matters relating to cultural programmes can be more effectively tackled by means of tape recordings.
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APPENDIX VII

(Sl. Nos. 53-56—Paras 114-117)

Note indicating the results of sample survey of the number of listeners (including both urban and rural population) and also action taken on them

Sample Survey of listening, that is, estimating the number of listeners, covering both urban and rural populations is a phased programme and is being completed in stages. During the financial year 1956-57, such listening surveys were carried out in five medium sized towns—towns having a population of 50,000 to 1,00,000—representing typical urban areas in medium size-group. Then field work in connection with these surveys has been completed but the analysis of data is not yet complete. The reports are awaited. During the current financial year, it is proposed to extend the survey to cover six small towns, that is, towns having a population of 10,000 to 50,000.

So far as rural listening is concerned, it is predominantly community listening; there are few domestic receiving sets in rural places. By Community Listening Centres are meant Centres equipped with radio receivers installed and maintained by State Governments or public bodies like local boards or panchayats where villagers can gather in groups and listen to rural broadcast. In 1954, a rough estimate of the number of villagers listening on an average day to rural broadcasts was made. This estimate was based on a sample survey of the number of villagers assembled at community listening centres to hear rural broadcasts. The survey covered about 1,500 community listening centres in certain representative rural areas. From this, it was estimated that on the average about 70 persons gather daily round community sets installed in rural places to listen to rural broadcasts. Assuming that this average holds good for the country as a whole, about 15 lakhs of villagers listen daily to rural broadcasts. It has been further estimated that the daily rural audience is composed of about 60% men, 15% women and 25% children. Contrary to expectation, a sizable number of women turn up daily to listen to these broadcasts. It is proposed to repeat this survey during the current financial year to see whether the number of villagers listening to rural broadcasts is increasing, remaining steady or decreasing.

It would be clear from the foregoing that such listening surveys are only meant to establish facts about listening and their results do not indicate any specific action to be taken. They are, however, kept in mind in the planning and production of the programmes and in formulating policies.

APPENDIX VIII

(Sl. No. 87—Para 173)

Extract from A.I.R. Manual, Vol. I, showing the procedure prescribed for preventing avoidable wastage of recording material

SECTION VIII

Special Register for Biscuit material.

822. The Technical Assistant should maintain a register in suitable form in the following manner for closely watching the consumption of biscuit material and to enable the Transcription Officer to see that the wastage is reasonable and kept at an unavoidable minimum.

The register should be divided into three Sections by setting apart a suitable number of pages for each section. The first section should be utilised to post chronologically the date and weight of biscuits received by the Technical Assistant from the Stores day after day under the dated initials of the Technical Assistant.

In the second section the date and number and weight of finished records handed over to the Librarian should be posted chronologically and the dated acknowledgement of the latter obtained in a separate column against each entry.

The third section of the register should be utilised to work out every week the quantity and percentage of wastage in the following manner:

(i) Opening balance of biscuit on hand (by weight)	x
(ii) Biscuits received during the week (by weight) <i>vide</i> first section of register	y
(iii) Weight of biscuits on hand at the end of the week, as physically verified	z
(iv) Weight of biscuits consumed during the week	$x - y - z = a$
(v) Weight of finished records handed over to Librarian <i>vide</i> second section of the register	b
(vi) Process Waste (a-b)	c
(vii) Percentage of wastage	$\frac{c \times 100}{a}$

The figure 'y' should be checked and initialled by the Storekeeper in token of verification with the entries in the Stores Issued Book for the week. Similarly the Librarian should check and initial against the figure 'b' in token of verification with his records.

The Assistant Transcription Officer should carefully review the register every week, check the correctness of all the entries, satisfy himself that the percentage of wastage is reasonable and is kept at the lowest unavoidable minimum and record a certificate to that effect in the register.

The register should also be reviewed once a month by the Transcription Officer who should investigate and indicate the steps taken, if any, to progressively reduce the wastage.

* * * *

APPENDIX IX

(Vide Introduction)

*Analysis of the Action taken on the Recommendations contained in the
Twelfth Report of the Estimates Committee (First Lok Sabha)*

1. Total number of recommendations made	92
2. Recommendations accepted fully by Govt.—	
No.	73
Percentage to total	79%
3. Recommendations accepted by Govt. partly or with modifications—	
No.	8
Percentage to total	8.6%
4. Recommendations not accepted by the Govt. but replies in respect of which have been accepted by the Commit- tee—	
No.	2
Percentage to total	2.4%
5. Recommendations not accepted by Govt. (including those which are still under consideration by the Govt.)—	
No.	9
Percentage to total	10%

AGENTS FOR LOK SABHA SECRETARIAT PUBLICATIONS

1. Jain Book Agency, Connaught Place, New Delhi.
2. Kitabistan, 17-A, Kamla Nehru Road, Allahabad.
3. British Book Depot, 84, Hazaratganj, Lucknow.
4. Imperial Book Depot, 268, Main Street, Poona Camp.
5. The Popular Book Depot (Regd.), Lamington Road, Bombay-7.
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8. The Presidency Book Supplies, 8-C, Pycroft's Road, Triplicane, Madras-5.
9. Atma Ram & Sons, Kashmere Gate, Delhi-6.
10. Book Centre, Opp. Patna College, Patna.
11. J. M. Jaina & Brothers, Mori Gate, Delhi-6.
12. The Cuttack Law Times Office, Cuttack-2.
13. The New Book Depot, Connaught Place, New Delhi.
14. The New Book Depot, 79, The Mall, Simla.
15. The Central News Agency, 23/90, Connaught Circus, New Delhi.
16. Lok Milap, District Court Road, Bhavnagar.
17. Reeves & Co., 29, Park Street, Calcutta-16.
18. The New Book Depot, Modi No. 3, Nagpur.
19. The Kashmir Book Shop, Residency Road, Srinagar, Kashmir.
20. The English Book Store, 7-L, Connaught Circus, New Delhi.
21. Rama Krishna & Sons, 16-B, Connaught Place, New Delhi.
22. International Book House Private Ltd., 9, Ash Lane, Bombay.
23. Lakshmi Book Store, 42, M. M. Queensway, New Delhi.
24. The Kalpana Publishers, Trichinopoly-3.
25. S. K. Brothers, 15A/65, W.E.A., Karol Bagh, Delhi-5.
26. The International Book Service, Deccan Gymkhana, Poona-4.
27. Bahri Brothers, 188, Lajpat Rai Market, Delhi-6.
28. City Book-sellers, Sohanganj Street, Delhi.
29. The National Law House, Near Indore General Library, Indore.
30. Charles Lambert & Co., 101, Mahatma Gandhi Road, Opp. Clock Tower, Fort, Bombay.
31. A. H. Wheeler & Co. (P) (Ltd.), 15, Elgin Road, Allahabad.
32. M.S.R. Murthy & Co., Visakhapatnam.
33. The Loyal Book Depot, Chhipi Tank, Meerut.
34. The Goods Companion, Baroda.
35. University Publishers, Railway Road, Jullundur City.
36. Students Stores, Raghunath Bazar, Jammu-Tawi.
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39. E. M. Gopalkrishna Kone, (Shri Gopal Mahal) North Chitrai Street, Nadura.
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43. People's Book House, B-2-829/1, Nizam Shahi Road, Hyderabad Dn.
44. W. Newman & Co. Ltd. 3, Old Court House Street, Calcutta.
45. Thacker Spink & Co. (1938) Private Ltd., 3 Esplanade East, Calcutta-1.
46. Hindustan Diary Publishers, Market Street, Secunderabad.
47. Laxami Narain Agarwal, Hospital Road, Agra.
48. Law Book Co., Sardar Patel Marg, Allahabad.
49. D. B. Taraporevala & Sons Co. Private Ltd., 210, Dr. Naoroji Road, Bombay-1.
50. Chanderkant Chiman Lal Vora, Gandhi Road, Ahmedabad.
51. S. Krishnaswamy & Co. P.O. Teppakulam, Tiruchirapalli-1.
52. Hyderabad Book Depot, Abid Road (Gun Foundry), Hyderabad.

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