

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:2227  
ANSWERED ON:27.03.2012  
QUALITY CONTENT IN AIR PROGRAMMES  
Biju Shri P. K.

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

- (a) whether the Government has adopted any mechanism to establish the quality of programmes being produced and broadcast by the All India Radio (AIR) stations in the country;
- (b) if so, the details thereof, AIR-wise and State-wise;
- (c) if not, the reasons therefor; and
- (d) the corrective measures taken by the Government to broadcast quality content through AIR stations?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI C. M. JATUA)

(a) to (d): Prasar Bharati, All India Radio has informed that improvement of the quality of AIR programmes is a continuous process. All India Radio has a wide network. Audience Research Units across the country, periodically conduct audience surveys and regularly provide feedback about the programmes broadcast on different AIR Stations/channels. Programme Advisory Committees, constituted at various AIR Stations, include distinguished personalities/experts from various fields. Their suggestions for improvement in the quality of programmes are paid due attention. Feedback received from listeners is also given due importance. All India Radio is also improving its network to enhance technical quality of programmes. The work of digitalization has been initiated at 165 AIR Stations. Regional Programme Coordination Committee meetings are organized every quarter wherein programme officers from all AIR Stations in the concerned State/region exchange experiences, views and ideas and formulate strategies for betterment of programmes. AIR has an institutional mechanism wherein music artists, drama artists and sports commentators are screened and auditioned and also graded by duly constituted Committees/Boards so that broadcast of quality content in these formats is ensured.