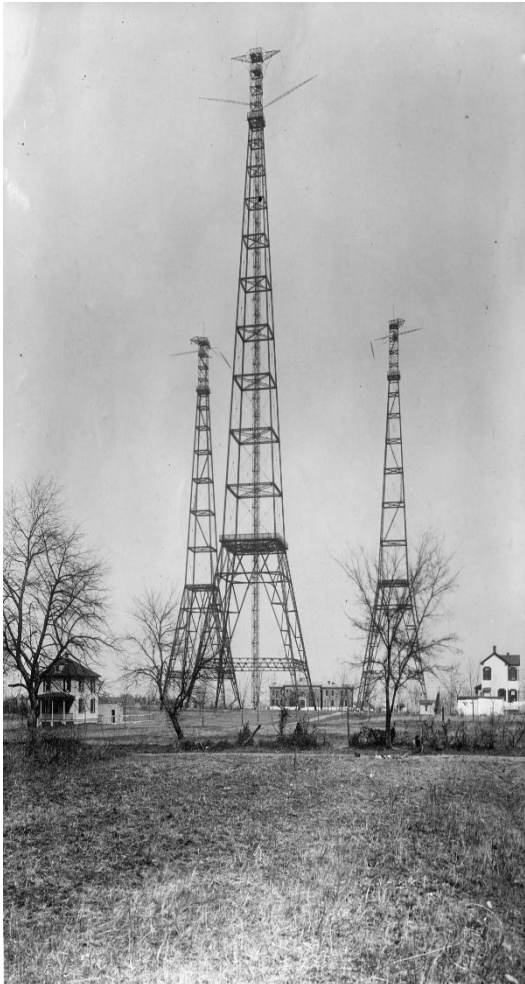


# History of Radio in India

Radio broadcasts in India incepted in June 1923 in Mumbai by Bombay Broadcast Club



Soon started in the then Calcutta and Madras

# Educational Broadcasting in India

All India Radio began in 1936



And the school broadcast started in 1937

In Delhi, Calcutta, Madras and Bombay-  
No hardcore curriculum

# Radio and Television

On 15<sup>th</sup> Sept 1959 Television in India started

It seemed that it will replace Radio

But this was a wrong notion



Radio has come up very strongly as 67% of total population listens to the FM and podcast

Study was conducted in 46000 respondents in 20 major cities by a private media group

# What is the future of Educational Radio in India

## No doubt the future is great

- ❑ **मन की बात** is the unique example of the popularity of radio
- ❑ Podcast has become most popular medium in India estimated 90 million in 2022 in India
- ❑ Most of the students nowadays listen to the lectures in podcast as podcast is easily accessible anytime anywhere
- ❑ Radio broadcast has a schedule and can be listened to in a particular time as per schedule
- ❑ Community radios are the unique tools for the digital education as we sent to them the program and they schedule the school broadcast. We have organized many quiz programs on Yog, Constitution, Freedom Struggle etc

# Strengths of Radio...



**More Economic**

**Easily Moveable**

**Allows Multitasking**

**Wider reach in tough geographical conditions**

**More Effective in natural calamities**



**More Imagination**

**No screen time**



# Writing for the Radio

You do not have a camera, you do not have the visual aids, you have just a microphone and you are talking to a blind friend.

Thus., you have to use such words and frame such sentences which accommodate the variables of sound.



**Writing for radio is writing for the ears!  
You must make the audience see through their ears!**

# Mandate of PM eVidya



**Knowledge sharing through Radio waves**

**Ensuring a sure reach to masses not having access to internet and television**

**Extensive use of Radio channels for class 1-5**

**All India Radio -Community Radio**

**FM channels and Podcast**



# What NCERT did in Radio Broadcasting

- NCERT also had broadcast since 1977 in some tribal areas of Rajasthan and Madhya Pradesh. It was a language teaching venture.
- From 2003 to 2007 also NCERT broadcasted from IGNOU and All India Radio BUT the COVID pandemic period was a giant leap in Educational radio broadcasting. We launched textbook based programs through Community Radio.



# NCERT broadcast and Podcast UMANG

**TOTAL 400 STATIONS**

At present CIET-NCERT broadcasts its curriculum and enrichment based educational audio programs from



**132 AIR Radio stations across the country**



**257 Community Radio Stations out of 372 stations**



**11 FM channels  
and Podcast through**



**Global reach**

# Broad areas of our Educational Broadcast

## Enrichment & Curriculum

1500+ Curricular and Enrichment programs

154 Audio textbooks and 82 DAISY books

# Major Areas covered in Radio programs

Formats are Documentary, Docudrama

- Great Cultural Heritage of India
- Great Personalities
- Genius who have changed the world forever
- Veer Gatha
- Stories from Panchtantra
- Inclusive Education
- Cyber safety and Motivational stories
- Language programs



Feature, Magazine, Music and Interviews

- Motivational Stories
- Gender Sensitivity
- Songs and Rhymes in English
- Baal Geet in Hindi
- Teacher's programs
- Textbook based programs



# Feed back of our broadcasts

- Hundreds of messages and phone calls on our IVRS number and e mail are pouring in ---
- The content of messages are evident that the programs are very well received.
- We are very happy for the responses from community radio as they are using our programs for educational purposes and they inform us that our educational programs are very helpful for the children.

# Where from our radio programs can be accessed on



PM eVidya

Just type NCERT official on **You Tube**



News on air app on google play and iOs

ePathshala



DIKSHA