Several broadcasters who have been associated with radio broadcasting in India have contributed towards the literature on broadcasting in India. Prominent among them are Awasthy (1965), MehraMasani (1975 & 1976), Baruha (1983), Luthra (1986), Chatterji (1991) and Bandhopadhyay (2011).

Numerous Historians and scholars have also studied about Broadcasting and History. Prominent literature and findings are Thangamani (2000) gives an idea about History of Broadcasting in Madras. The perspective of All India Radio suffers most of being a Government department (Rungachary, 1967).

Romesh Thapar (1967) talks about the great ‘changes’ of AIR. Awasthy (1967) believes that living, dynamic autonomous corporations in command of radio and television are the first step on the long and difficult road to meaningful countries.


1. (Arora, Ramakrsihnan, & Fernandez, 2015) The book is about Community Radio and Sustainability. The key findings were financial sustainability, Social sustainability, Institutional Sustainability. The research was conducted in South Asia region to explore sustainability through a participatory approach of working with selected CR Stations in the region that represent the diversity in the sector. The research used a mixed method approach including qualitative and quantitative tools and was done on Ethnographic Action Research principles.
The research showed that Community Radio can also be well sustained through the patronship of large Not-for-profit development organizations that have over the years evolved good social work practices. In terms of financial sustainability this research showed that communities are more willing to provide local resources to Community Radio when the Community Radio stations broadcast content of immediate relevance to the community.

2. (Dutta, 2015) The study was conducted with the objectives to document the innovative practices of Community Radio Stations of India and identify the areas of possible innovations in the Community Radio sector in India. In the Community Radio sector, visible innovations are very limited alike the Indian scenario of innovation. The researcher tried to categorize the possible innovations in the Community Radio sector into five areas. These are: policy, technology, sustainability, programming and community participation. In conclusions it is mentioned that stations are unable to experiment because of the financial constraints or organizational barriers. But innovators are everywhere.

3. (Babu, 2015) Radio Kashmir started an massive interactive programme during the Jammu floods in the first week of September 2014, this innovation has become a lifeline for people isolated by the floodwaters and was a source for contact and instant information using satellite communication technology, among other means. The informative programmes were interspersed with suitable music, soothing recitations and voicing of the people’s feelings and expectations and sentiments.

4. (Ifeoma, Moses, Anyanwu, & Nonso, 2015) The article brings out the programmes broadcast in Nigeria. It also describes how the programmes are addressing public problems, challenges, values and aspirations. One of the major challenges facing public affairs broadcasting in Nigeria is finance; others are: uneven flow, technological innovation and, lack of local content. It recommends that public affairs programmes should always be more of indigenous content than foreign. The content should be localized to fit into the Nigerian environment. Also, Broadcasters, Directors, Producers and other key personnel in broadcasting should be trained on recent technological innovations with regards to the use of Internet and other New media innovations.
5. (Bianca, 2015) The paper says, broadcasters have increasingly turned their attention to multi-platform practices so as to increase their audience and secure their place in the changing media environment. In this new context the legitimacy of public service broadcasting institutions has turned to digital abundance due to new digital technologies.

The paper further adds that Romanian public service television’s path digital age, the present article tells the story of the Romanian public service television’s path towards the new era of digital technology. Public service media are going through dramatic transformations as a result of technological developments, policy changes, market pressures, and changes in media consumption.

6. (Vinod, 2015) The diversity of community radio in South Asia mirrors the political, economic, social and cultural diversity of the region. Some countries in the region are struggling to transform the peace dividend into welfare programmes for their citizens, for provision of affordable housing, basic education for both boys and girls and food security.

It is in this context that community radio, produced, controlled and owned by the people assumes significance. There is an urgent need to address not only poverty but also “voice poverty”.

The Ministry of Information and Broadcasting in India, in a well-intentioned move to address problems of financial sustainability of community radio, started a programme to empanel stations to receive government advertisements publicizing state welfare schemes and their achievements. Given the low rates at which these are being offered, they would hardly make a dent in the sustainability problem, while having the strange effect of community radio, the sector that was to contribute to the constitution of an alternative public sphere, lining up to receive government largesse to promote the “achievements” of the party in power. More recently, the ministry also launched a Community Radio Support Scheme mainly to subsidize the acquisition of technology by stations.

7. (Joseph, 2014) The article talks about gender and radio. Privately owned FM radio Stations have proliferated in urban centres across India over the past
couple of decades. Women’s voices are regularly audible on most of them. However, FM radio appears to be more open to women than the public broadcaster, even in socially conservative small cities and big towns. The author further says, the oldest and best known Community Radios are effectively run by women from socially and economically disadvantaged communities, many of them with long experience in radio work, using various means of communications, even before their stations were granted broadcast licenses. In 2011, the World Association of Community Radio Broadcasters (AMARC) approved the Gender Policy for Community Radio (GP4CR). In conclusion, the best antidote to chronic ailments like social hierarchies of caste, class, religion and other identities, which often combine with gender to inhibit women’s participation in community radio is gender equality and women’s empowerment – through radio and other means.

8. (Jayprakash, 2014) The research is about Science programmes on radio and its effectiveness. It was found that the audience give preference to science programmes over radio but have to strive hard to make the science programmes interesting for all for common good. The findings proved that the audience were moderately satisfied with science programmes. The research was done in Chennai. AIR Chennai gives 3% of its broadcast time for science broadcasts and rest of the time is focused on other subjects which are of interest to the society. The interest is lacking due to format and time of broadcast are not in proper format and the time of broadcast is not suitable to the audience.

The research finds out the private broadcasters brings out less number of science programmes but some of the FM Channels are successful in health, environmental and energy based programmes. The researcher leaves scope for further research

9. (Reis, 2014) The author says radio has become a hypermedia medium, where diverse resources and languages are put together. There is a predominance of sound, but there has been a gradual convergence of approaches and languages, Portugal radio on the internet is still in an ‘experimental’ phase in which each radio station chooses its own path.
10. (Onkargouda, 2013) The statement of the problem was dissemination of agricultural information and its effectiveness. It has been well established by many researchers. It was found that great majority of the farmers listen agricultural programmes regularly. The findings shows that radio was ranked second among the seven different sources of credibility regarding agricultural information by the farmers and agriculture demonstrator was ranked first. A large percentage of farmers opined that the information broadcast through agricultural programmes as “practicable”. A large percentage of farmers considered the style of presentation of programmes as “understandable”.

11. (Pulugurta, 2013) The paper says that the radio has taken the route of internet to reach the audiences. Internet radio is still at its nascent stages, although music streaming sites, ring-tones and song downloads account for more than half of all music scales in the country. The author elaborates that diverse cultural spread drives the need for bourgeoning, language content. Internet radio is also appealing to mushroom audiences who want dedicated channels for a specific genre and do not wish to wait for same day- part allocated to it by a radio station, or listen to mass consumption music. The lack of available spectrum faced by traditional radio players is not a constraint for Internet radio and hence, it can have multiple genres, simultaneously aired.

12. (K Venkatlakshmi & Chandraleka, 2013) The objective of the study was to find the perception of the listeners about the social initiatives by radio stations. The study was conducted on FM radio. The findings were audience preferred timings of 7 am to 10 am and after 10 pm as suitable to them. Targeted audiences were interested in subjects like education, health, environment and agriculture. The phone-in programmes were more beneficial to the audience and their interest in these programmes increased. The authors concluded that the radio’s social responsibility is doing its best to change the society and still do not find an answer for commercial FM radio are working for a change in the society or not.

13. (Benjamin, 2013) Radio was liberalised in 1990s and since then its growth has been significant. Though internet usage has increased, the radio
has sustained to maintain its high values. The bottlenecks for radio’s growth is corruption and lack of regulation and accountability by governmental agencies and their interference.

If participatory techniques are used, radio can develop the world through its medium and use it as a tool of community think tank and resolve the social conditions of the community through radio if they are aware of the difficulties being faced by them.

14. (ITU Telecommunication Development Bureau, 2013) This report talks about how broadcasters are faced with the question of using of spectrum. It also explains how the countries are migrating from terrestrial to digital mode. But it says, “In most countries terrestrial radio is by far the most popular way of receiving radio services; most of the audience see terrestrial as their primary means of reception. Although radio is available on other platforms, they are used only to a limited extent. Terrestrial distribution of radio offers a combination of many positive characteristics for listeners and broadcasters: potential to provide universal coverage; tailored coverage (local, regional, national).

15. (Commonwealth Educational Media Centre for Asia, 2012) The study was undertaken with the primary objective of identifying the ‘good practices’ and ‘strategies’ for achieving sustainability of Community Radios in India so that there could be duplication of such practices for effective and meaningful performance. In Programme sustainability the research found that audience was more familiar with stations that could broadcast for eight hours or more commensurately there was more appreciation of programmes broadcast from such stations. On human power sustainability the findings were that regular training and capacity building of the Community Radio Staff, and motivation are other important factors for the human power sustainability of the Community Radio Stations.

16. (Bala, 2012): The thesis is a study of Community Radio in India: A Study of its effectiveness and community participation. The key findings are that the Community Radios are lacking in learning, to increase broadcast timings and broadcast of news over Community Radio. The researcher desires that participation of the community is
the most important. The recommendation given to the Government is that Community Radios should be allowed to broadcast news.

17. (Gadekar, 2012) The article was about globalization and the change in the level of participation of different organizations through different sectors in Indian economy and their impact on Radio and television channels. The study says that Doordarshan, Vivid Bharati etc., have not changed. The study was based on whether the changed scenarios have really held back consumer perception for Vivid Bharati. The findings clearly state that Vivid Bharati clearly stands tall as compared to other FM channels. The respondents have expressed the opinion about their preference for the Vivid Bharati due to its distinctness which was portrait through its distant strategy in the radio industry.

18. (Khanal, 2011) This article is about the radio and its role in development of agricultural in Nepal. It brings out to light how the radio worked as a catalyst in the development of agriculture in Nepal, as Nepalese economy is an agrarian.

19. (Chhetri, 2011) The article speaks about how All India Radio and Doordarshan networks provide maximum coverage of the population and are one of the largest terrestrial networks in the world. As the competition is going serious with the existence of private channels and with the move into digital age, public broadcasting is in the forefront of using new technology to provide better service and programmes to an even wider and more diverse community.

20. (Sharma & Sharma, 2011) In the article, the authors have talked about innovation in Media Education. Technology has changed our perception. Media education institutes opened very traditionally small classrooms and some senior journalists lecturing but sharing /her experiences with the youngsters, with a particular nervousness about whether his/her experiences would be of use to prospective journalists or not. We have realized that the technology may be the same the world over but the usage of technology when it comes to media, differs from society to society and that is where media education is focusing now.
Technology has also come to play an important role in not only communication, but also in media education. Internet, mobile phone and wi-fi systems have brought about a major change in the nature of media education.

21. (Mendel, 2011): The author while describing about Australian Broadcasting Corporation (ABC), a Public Service Broadcaster takes a look at the Special Broadcasting Service Corporation (SBS) a wing of ABC illustrates that the SBS is one national radio network have two radio stations and nine digital channels. It is supposed to be catering to the needs of 68 different languages, broadcasting in a different language each hour. Programming is streamed live on internet and on-demand.

SBS also contribute to the retention and continuing development of language and other cultural skills; and as far as practicable, inform, educate and entertain Australians in their preferred languages.

22. (Ram, 2011): Radio’s younger institution was initiated some eight decades ago with the appearance of radio as a prop of the British colonial state. Radio, which is contemplated as the mass medium has seen a surprising change i.e. a steady decline in the reach of radio, with the greatest potential to reach every section of the population in rural as well as urban India at unmatchable cost advantage.

All India Radio though is, in terms of territorial spread, notional reach of the population, and educational programming, one of the world’s great broadcast networks. But during a period in which both television and the press have expanded their reach remarkably, it has deteriorated.

23. (Saxena, 2011) This book is with regard to radio broadcasting in India. It gives a picture about the policy formulations, legislations, FM Radio, Community Radio and Satellite Radio policy. It is mostly about legal formulations and policies.

24. (Bandyopadhyay, 2010) This book is written by a former Director-General(news) of All India Radio. The book is rich in research and a ready handbook for those willing to own private FM Channels or to start Community Radio. It is also the first ever book which traces history of All India Radio’s Part
Time Correspondents manning the length and breadth of India. Many innovations have been described and the direct results of technological changes and the development in the field of information technology.

25. (Chatterji, 2008) The chapter’s author was Secretary Information & Broadcasting. She looked freshly on the viability of community radio in socio-economic development. She elaborates that radio, as a potential medium in rural areas, can be effectively used for the empowerment of people, especially the underprivileged.

26. (Abhilasha, 2008): The case study brings out that public service broadcasting in India was a propaganda model ‘to mobilize support for the special interests that dominate the state and private activity’. The media which was led by technology did not brought any development in broadcasting in India.

The ownership of cross media and foreign direct investment are deteriorating the scope of media’s democratization and the content of media is losing the objective of plurality and diversity and comments that Community radio ventures have thus mushroomed, often broadcasting from homemade transmitters and makeshift venues like unlit toilet cubicles to abandoned spaces.

Further, there is a need to strengthen the concept of ‘public service broadcasting and need more concerted and committed attempt at creating the third tier for broadcasting—to keep the alternative space to commercial broadcasting alive, if we are to reclaim the values of plurality, diversity and relevance that contribute to a better understanding of the world, its conflicts and contradictions. Moreover, pressure must be brought on the government to seriously explore the possibility of compelling commercial players to expand the space for social programming.

27. (Chandar & Sharma, Bridges to Effective Learning through Radio, 2003) The article talks about how Indira Gandhi National Open University has been using radio for different formats for educational purposes. The paper differentiates GyanVani and All India Radio. GyanVani shares the existing infrastructure of All India Radio, specifically the serial mast, antenna system,
feeder line, and office space in the transmitting centre. In conclusion it is learnt that radio can complement more traditional forms of educational delivery. In short, radio can complement more traditional forms of educational delivery.

28. (Pant Saumya, Singhal Arvind, Bhasin Usha, 2002) This innovation proved that audience feed from the programme listeners showed that it was perceived as being engaging and educational. The programme helped in breaking the usual restriction surrounding many youth issues, especially sexuality. The programme “Dehleez” was made by participatory approach to message design, including incorporating the voices of the targeted listeners, i.e. adolescents, who provided rich insights about message formulation through formative research processes. AIR’s experience with “Dehleez” based on audience feedback suggested that the programme effectively dealt with sensitive issues. In the Indian context, “sex” is an uneasy word. Transitioning from childhood to adolescence represents highly uncertain period for a child.

Dehleez provides several lessons about creatively shaping a media message, and also about establishing a media reception environment in which messages can be discussed, debated, and reflected upon. Orchestrating such message design and message reception elements in a creative manner can make for highly effective development communication interventions.

29. (Vyas, Sharma, & Kumar, July 2002) The paper brings out the innovations carried by All India Radio in the field of education. Viz., School Broadcast project which was commissioned in 1937 and also says that the programme encountered with problem that there was no common syllabi in schools, even within the same state, and it could not succeed in its aim.

Radio has been used along with textual data transfer via computer networks simultaneously to create a ‘radio-text’ environment. The teaching end is normally a FM radio station having data broadcast facility through a computer network. The main points of the radio broadcast are sent through textual mode to the receiving end via a computer network. The learning end has radio listening facility as well as a computer screen to receive the textual data. In conclusion, it was learnt that radio projects indicate that radio can be an
effective medium in reaching out quality education and training to the needy ones.

30. (Girard, 2001) In a compilation entitled A Passion for Radio: Radio Waves and Community Radio Gazelle:

The members of Radio Gazelle talk about their own Community Radio started by Maghreb community. Later, various communities joined making up the Marseille cultural mosaic. Through heated debates and discussions, the station opened doors to various ethnic groups in the same neighbourhood. In a pluralist country like France, after much discussions the term “multiculturalism” was added to the mandate of Radio Gazelle.

All the members of the Community Radio understood multiculturalism in a way that is most convenient for them! The diverse ideologies represented within the teams running Radio Gazelle erupted during these conflicts and created an explosive environment.

Radio Gazelle has won the hearts of communities of Marseille. It became a vital share of the community’s life, so much so that during the events in Algeria in 1988, during the Gulf War, and during the troubles in Madagascar, Radio Gazelle lent its voice to various militants from associations defending human rights and representing various liberation movements. This speaks a lot about the integrity of Radio Gazelle and its role as an instrument of social transformation.

31. (Thangamani, 2000) The author brings out the history of broadcasting in the state of Tamil Nadu and gives a picture of programmes produced by All India Radio and social changes that have occurred due to increase in the number of radio licences. The researcher adds that All India radio emphasized and projected culture and ethical values inherent in the traditions and achievements of the people. The methods introduced since inception are maintaining better standards. Radio has played an important role in development plans in education, industry and rural life. It has made significant influence on the social and economic lives of millions of people all over the country.
32. (Gallon & Seligsohn, 1997) The authors bring out the innovations that have emerged from short wave to satellite in their article. The article also tells us about frequencies, international broadcasting in different parts of the world and the usage of spectrum and says that short wave is still powerful to hold on the listeners and short wave will continue for another 20 years. Even if digital technological is brought in, still some space will be there for utilization and short wave can be effective and relatively reliable.

33. (Maherzi, 1997) Radio is continuing to reorganize with the emergence of local, community and regional radio stations. Citizens are playing a direct role with their voices with the presence of small specialized with small stations radio stations even in the remote regions which are both localized and specialized. The telephone or telegraph have substituted radio in this sense. The fashion of free speech has taken undergone a new change of new angle in the United States with the ‘newstalk’ style of broadcasting, based on dialogue with listeners, non-stop twenty-four hours a day, without any music or radio programme as such. Major operators are being attracted to this new development which is spreading to Europe, which was limited till recently to the United States where there are 1,200 phone-in radio stations. This specialization of the radio environment will increase even further with the use of satellites as relay stations. Satellite transmissions for both national and international audiences are being used significantly by Broadcasters. Operators use either ancillary frequency on a transmitter whose main user is a television channel, or digital audio channels available on the satellite. Lastly, the ‘birds’ can also broadcast digital programming streams. Most countries open to cable-TV operators already use these services.

34. (Bhatt, 1994) The author says that the year 1993 was a watershed. It brought several options to Indian audiences, apart from the continuing service of the staple diet of Hindi movies through the cable services. The foreign and Indian satellite services became an established fact, a fait accompli. He further says that All India Radio rendered yeoman’s service in propagating and popularizing classical music and admirably took over the role of patron for the Ustads after the decline of the princely class, but it was unwise to try to thrust classical music down the throats of the bulk of listeners.
35. (Subbaiah, 1993)

The researcher says: “very little documentary material was available. But collected data through general public”. The researcher establishes through his research how All India Radio Cuddapah originated and is developing. The author explains how various programmes being broadcast are changing the standard of living of the audience. He concludes that the programmes broadcast are of high order.

On going through the literature available on the subject chosen for research, it gives the impetus to conduct further research.