OBJECTIVES

To find out how All India Radio emerged and how it has developed over a century in India and its impact on society. Specific objectives are:

1. To examine programmes being broadcast by All India Radio.
2. To analyze the relevance of the programmes to the socio-economic and cultural realities in India.
3. To review how All India Radio has been upgrading its technology and broadcast mode with revolutionary changes in information technology.
4. Primary data in the form of questionnaire/interview will be used for studying impact of socio-economic and cultural development.