INTRODUCTION

All-round development of a man is possible only through education. It is an endless processing of internal growth and development of a human being. Human thinking, reasoning and intelligence etc. are developed due to education. There are two fundamental aspects of education that are – Teaching and Learning.

The meaning of education is not limited to only academic purpose but also for facilitating group of people by transforming to other people, learning in all spheres of life through other medium like- discussions, awareness programmes, quiz, story-listening etc. Now-a-days human life has been changed due to the exposition of new scientific techniques and technologies.

The topic An analysis of social and educational awareness programmes of All India Radio and Doordarshan and their impact over degree college students with special reference to Delhi is chosen to find out the actual role model of All India Radio and Doordarshan in the field of social and educational awareness in the college students through their different programmes.

The craft and techniques of information dissemination through Radio and Television have meticulously addressed the social realities of respective time in its long course of public service and the impact has been discernible in different realms of life.

Human life has been centralized through the communication. Sharing of feelings, aspirations and evolution of a social order have all gone together from simple to complex. Mass aspirations have always been formed by the mass society and to fulfill the approach, mass media is the best explanation.
All India Radio and Doordarshan are audio and audio-visual wings of Prasar Bharati, which is having a mandate of Public Service Broadcasting. They have three objectives of their own viz.:

1) To inform
2) To educate
3) To entertain

The second objective of All India Radio and Doordarshan has been taken into consideration as topic to see how its impact upon the degree level students particularly in the state of Delhi.

Information Technology and use of mass media infrastructure tools are likely to be very momentous and decisive in successfully rendering the addition services to expand social and education awareness to masses and to fulfill their thrust.

All India Radio and Doordarshan broadcast several social and educational awareness programmes towards their targeted audience not only in the field of academics but they also provide learning, knowledge, skills and values.

Due to terrestrial coverage, they disseminate knowledge to each and every part of the country.

**All India Radio**

All India Radio caters to the needs of the audiences covering 121.0 crore of population of the country. Following are some educational awareness programmes broadcast by All India Radio:

- **Sahitya Bharati** - Radio literary magazine programme which includes literature's modern trends, contemporary issues covering all 23 Indian languages
- **Sanskriti Bharati** - cultural magazine programme devoted to Indian composite culture.
• **Chitra Bharati**- entertainment programme is devoted to Indian cinema, its trends in art, and creativity and modern issues in Indian cinema industry.

• **Vigyan Bharati**- science magazine programme, which is devoted to science related subject to create scientific temperament among Society.

• **Yuva Bharati**- it contains Youth related issues, their achievements, aspirations and needs.

• **Health and Family Welfare**- Health and Family Welfare Unit deals with the issues relating to Health Programmes Women’s Programme and Children Programmes.

• **Women Programmes**- Women programme of All India Radio covers subjects related to socio-economic development of women, health and family welfare, Food and nutrition, scientific home management, women entrepreneurship, education including adult education, women empowerment, gender issues etc. Special programmes focusing on the status and importance of the girl child are broadcast throughout the year to create social awareness to welcome the girl child’s birth.

• **Children Programmes**

  Children programmes are broadcast from all Regional and Local Radio Stations of AIR in their respective regional languages.

**Doordarshan**

Doordarshan provides TV coverage to 92% people of the country through 33 No. of Satellite channels as well as free to air DTH service.

All development and growth models accept Education as a tool in the development process of human resources and economic growth and due to its high value, it is considered as a wealth of the community.

Some of the programmes are:

• **Manthon**- innovative Science programme in collaboration with German TV programme.

• **Social Connection**- weekly programme highlighting the developments in the field of new and social media
- **Ecosphere** - environmental issues related programme.
- **Paisa Vasool** – a sponsored programme on the issue of investments.
- **UGC Programme**
- **Krishi Darshan**
- **Sanskrit Samachar**
- **Samachar/News for Hearing Impaired**
- **Aaj Savere**
- **National programme of music**
- **Akshay Urja**
- **Bharat Ek Suhana Safar**
- **Wise Spice**
- **Superbook**
- **Beti Ka Farz**
- **Baaje Payal**
- **Women of The World-ITVS: Documentary**
- **Koshish Se Kamyabi Tak**
- **Gyan Darshan**

**Delhi**

National Capital Territory of Delhi has a total area of 1483 square kilometres. Due to urbanization and increase of urban population, the rural area and population is decreasing continuously. Delhi has highest per capita income in India and the most prosperous state. Delhi comprises of 11 districts.

Delhi has a vigorous development of infrastructure and economic expansion during the last many years. Rail and Road infrastructure, Delhi Metro, state-of-the-art Airport, Museums and Cultural Centres etc. are the glory of this city. This city is also the centre for the Union Government as well as the Government of Delhi.

Delhi has 4 Central Universities viz.
1. University of Delhi,
2. Jawaharlal Nehru University,
3. Jamia Millia Islamia University and
4. Indira Gandhi National Open University

Also there are 80 degree colleges affiliated to these universities. These universities are providing the education to improve the literacy rate at a reasonable price. It has a variety of quality schools, colleges and universities and centres for higher education and research with a literacy rate of 91.03% and 80.93% for male and female respectively. As per 2011 census, Delhi has a much higher total literacy rate of 86% compared to all India level of 74%.