



Citizen's/Client's Charter

**Ministry of I&B, Govt. of India
All India Radio (Prasar Bharati)**

**www.allindiaradio.org,
www.newsonair.nic.in
(December, 2011)**

This Charter is a commitment of AIR with declaration of its vision, mission, services, values and standards, public grievance redressal system, stakeholders and customers/clients, responsibility centres, contact details, etc., to achieve excellence in Public Service Broadcasting at large.

1. Vision:

Being a National Public Service Broadcaster, AIR is committed to empower all types of the masses/ citizens by disseminating information and programme on education and entertainment by having strong electronic **Radio** broadcast media using state of the art technology.

2. Mission:

- To uphold and strengthen unity, national integrity, democratic and secular values, and communal harmony by informing, educating, and entertaining people at large.
- To develop powerful electronic wireless communication medium to disseminate messages and information uniformly to reach all people of the country (*Bahujan Hitaya Bahujan Sukhaya*) and also abroad (in large PIO countries) in minimum time.
- To broadcast timely, updated, objective, comprehensive and balanced news in unbiased manner and coverage of major events, and changes in socio-economic development and life style of national and international importance.
- To achieve international standards in Radio broadcast programme content and signal quality.
- To encourage international co-operation and global harmony.
- To promote research and development.

3. Roles:

- To act as a leading National Public Service Broadcaster.
- To develop a well informed and educated society in the country and also abroad.

4. Objectives:

The major objectives of AIR (Prasar Bharati) as laid out in the Prasar Bharati Act, 1990 are as follows:

- To uphold the unity and integrity of the country and the values enshrined in the Constitution,
- To promote national integration,
- To safeguard citizens' rights to be informed on all matters of public interest by presenting a fair and balanced flow of information,
- To pay special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health and family welfare and science and technology,
- To create awareness about women's issues and take special steps to protect the interests of children, aged and other vulnerable sections of the society,
- To provide adequate coverage to diverse cultures, sports and games and youth affairs,
- To promote social justice, safeguarding the rights of working classes, minorities and tribal communities,
- To promote research and expand broadcasting facilities and development in broadcast technology.

5. Services and the standards:

All India Radio (AIR) is under Prasar Bharati board which is an autonomous body under Ministry of I&B, Govt. of India. AIR has a central headquarter office i.e. DG: AIR office. Staff Training Institutes at Delhi and several Regional Staff Training Institutes located all over India train and empower the AIR/DD officials. AIR has a Planning and Development Unit to execute various schemes and also a Research and Development wing for inducting new technology, automation and further improvement of the systems for delivery of better services to the public. AIR has 5 zonal ADGE(E)/Chief Engineer's offices and 12 Regional Addl. Director General offices (Program) all over the country for controlling the operation and maintenance activities more effectively for improvement and better delivery of broadcast services offered to the public. AIR provides training; conduct workshops/ seminars for better awareness to broadcast development programme and train its own employees and also students in broadcast related field for helping them to meet the broadcasting requirements.

AIR has five major wings:

- i. Programme, ii. Engineering, iii. News, iv. Administration and, v. Civil Construction Wing.

5.1. Our services network:

5.1.1. All India Radio (AIR) is an electronic media and it has a network of 261 broadcasting centres with 406 Transmitters {149 Medium Wave (MW), 54 Short Wave (SW) and 203 FM transmitters}. The AIR coverage is 91.85% of the area, and 99.18% of the people in the country. AIR covers 24 Languages and 146 dialects in home services. AIR has four tiers of services: National, Regional, Local and External Services.

5.1.2. AIR home services have three tier broadcasting system nationally, viz: national, regional and local levels.

5.1.3. AIR has an External Services Division operating since 1st October, 1939. It broadcasts various programmes to cover about 108 countries by 24 high power Transmitters (20 SW Transmitters and 4 MW Transmitters). It broadcasts in 27 languages (11 national and 16 foreign) and has about 58 news bulletins in 26 languages.

5.1.4. AIR has 44 Regional News Units, 28 Up-Linking Centres and 40 Commercial Broadcasting Stations in the country and an AIR Resource Centre at central level.

5.1.5. AIR's DTH (Direct To Home) service has 21 channels and covers the whole of the country. AIR has planned for internet based radio services round the clock to reach globally.

5.1.6. For AIR Stations, Frequency Schedules and DTH services, information, etc., please visit our websites: www.allindiaradio.org, www.newsonair.com, www.newsonair.nic.in, www.csuair.org.in. For getting the services, frequency of the AIR transmitters may be tuned.

5.2. Services and Standards:

Sl.No.	Main Services	Standards
1	<p><u>National Services:</u></p> <p>i. National Channel</p> <p>ii. DTH (Direct To Home) Radio DTH channels (21 Nos.)</p>	<p>1. Sevottam Standard – A Model for Bench marking Excellence in Public Service Delivery-BIS code (IS 15700: 2005) in the AIR broadcasting service (PRODUCTION, TRANSMISSION,RECEPTION, etc.).</p> <p>2. SIO(Signal Strength, Interference and Overall) Reception Codes for the different modes of terrestrial transmission-reception of programme, as follows: <u>FM(Frequency Modulation) channels:</u> 555: Signal Strength: Excellent(>60 dB uV/m), Interference-Nil, Overall : Excellent. <u>MW(Medum Wave) channels:</u> 444: Signal Strength: Good(>45-60 dB uV/m), Interference-Slight, Overall : Good. <u>SW(Shortwave) channels:</u> 333: Signal Strength: Fair (>30-45 dB uV/m), Interference-Moderate Overall : Fair.</p> <p>3. Signal Quality (SNR/NL, Distortion, Frequency Response, Cross Talk and Frequency Deviation) within permissible limits as per ISO/IEC/IEEE/BIS Standards for Radio broadcast and transmission. AIR maintains international standards w.r.t. ITU.</p>
2	<p><u>Regional Services:</u></p> <p>i. Commercial Broadcasting Service (Vividh Bharati),</p> <p>ii. Primary Channels</p> <p>iii. FM Channels(Rainbow and Gold)</p> <p>iv. Other MW Channels and Shortwave Channels</p>	As above
3	<p><u>Local Services:</u></p> <p>i. Local Radio Stations programme,</p> <p>ii. FM Channels,</p> <p>iii. Low power MW Channels</p>	As above
4	<p><u>External Services:</u></p> <p>i. External Services in different languages and,</p> <p>ii. Satellite Channels ---DTH (Direct To Home) Radio channels (21 Nos.)</p>	As above

We provide our services to all the common people/citizens of India and large PIO (People of the Indian Origin) countries and nearby countries free of cost. For getting the services, [Frequency Schedules](#) of AIR may be seen available on the AIR website (www.allindiaradio.org) and the frequency of the transmitter may be tuned accordingly on the receivers of the listeners.

Our Helpline:

For advertising/commercial booking/marketing purpose, any one may contact/visit as below:

Website: www.csuair.org.in ,

Contact Nos.:

At Mumbai: 022-24964832 (TeleFAX),

022-24926864 (TeleFAX),

e-mail: ddmktg@vsnl.net

At New Delhi: 011-23421030, 23421034 (Tele.),

011-23421031 (FAX),

e-mail: mktgdivdelhi@air.org.in,

mktgdivdelhi@rediffmail.com

For programme booking and recording: Anyone may contact the programme head/Station Director of the nearest All India Radio Station concerned. For further details, please visit our website (www.allindiaradio.org).

For news related matters (giving news and contacts): Anyone may contact the News Head/ Station Director/News Editor/Asst. News Editor/Correspondent of the nearest All India Radio Station concerned. For more details, please visit our website and contact us as below:

Website: www.newsonair.nic.in, www.newsonair.com, www.allindiaradio.org.

Contact details: For centralized and national news matters:

At All India Radio, New Delhi:

News Room: 011-23421100,

e-mail: nsdexpress@yahoo.com

ADG (News): 011-23421209,

011- 23421194,

e-mail: adgnews2.nsd@nic.in

For local news related matters: Anyone may contact the news head (News Editor/Asst. News Editor) or the programme head of the nearest All India Radio Station/Local Radio Station concerned. For further details, please visit our website(www.newsonair.nic.in, www.newsonair.com).

For utilization/hiring of AIR Resources (Towers/Land/Building/Studios/Transmission, etc.):

Anyone may contact the Superintending Engineer/Station Engineer/ Engg.Head of the nearest All India Radio Station/Local Radio Station concerned and the GM(Commercial), AIR Resource Centre, Akashvani Bhavan, New Delhi-1, Telephone No.: 011-23421187, and for more details, please visit our website: www.allindiaradio.org.

5.3 Our services activities:

5.3.1. Provide adequate programme coverage, production and transmission (in the electronic media, using the audio broadcast format at present and planned to start data, text and images, video clipping, etc., in near future) on all the important socio-economic and overall development related matters of the human being residing and moving in India, border areas, neighboring countries/abroad.

5.3.2. Disseminate information freely and without any bias, promote education and provide entertainment and, also pay special attention on development of science and technology, health and family welfare, agriculture, social and natural justice, law and order, sports and games, youth, women and children development programme, environment, humanities, employment and opportunities, etc., including the diverse cultures of India and also important news, events of public interest through various development programme prepared in different languages and dialects of various regions in popular format like music, songs, features, talks, discussions, drama, interactive programme, interviews, etc.

5.3.3. Provide news and current affairs, coverage on all the major national and international events, political affairs, social justice, life style, sports and games, weather and meteorological data, disaster and emergency data, traffic data, grievances redress system, etc.

5.3.4 AIR comprises the services of *National Channel, Regional Stations, Local Radio Stations, Vividh Bharati Centres, FM Service and North Eastern Service at national level and, it has also External Services at international level to meet the requirements.*

5.3.5. Special broadcasts for VVIP (President/PM/ Governor/ CM etc.) and VIP coverage.

5.3.6. AIR has its own public websites i.e. www.allindiaradio.org and <http://www.newsonair.nic.in> for proper communication between the AIR Network and the Public. It has also an internal website for its own use and for improvement of the office communication and the data base management purpose. For knowing more about the AIR Network and the services, please see the **facts at a glance of AIR, AIR Stations, frequency schedule, popular FM service, mile stones since independence, who's who, contacts and feedback on the reception quality, etc., on the website of All India Radio.**

5.3.7. AIR makes enough efforts and co-ordinate with other offices to earn the required revenue for its normal functioning and growth of the organization after meeting the commitment, duties and responsibilities with the mission, major goals/targets and objectives as planned, by the various commercial activities through the Commercial Broadcasting Services, Marketing Division, AIR Resource Centre and other possible systems and mechanism from time to time.

5.3.8. AIR communicates and helps the masses of all categories, castes and religions located in different geographical areas including rural, hilly, tribal, backward, mountainous, border areas and villages, as the signal reaches each and every corner of the country in minimum time and at minimum cost than any other media available to them.

5.3.9. AIR helps the large masses during various disasters and emergency (earthquake, flood, drought, tsunami, cyclone, civil war, country war etc.) by way of providing fast, authentic and enough information much conveniently at no cost.

5.3.10. AIR provides broadcast training and development functions through its training institutes (STI/RSTIs, etc.) to its own employees, foreign broadcast professionals/employees and summer trainees of colleges, etc., and also arrange various workshops, seminars, etc. in collaboration with professional bodies like BES (India) for broadcast awareness and developmental activities.

5.3.11. Other relevant services activities in the national and public interest and meeting the priorities, plans and directives from the Indian Govt./Ministry and Prasar Bharati are given as per following:

- We have Studio systems for audition tests/recordings and archives of audio programme.
- We have Broadcast Transmitter systems for transmitting the important messages/information contained on the recorded and live programme either in Studio or outside.
- Empowerment of people by providing free flow of information through radio broadcasting.
- We cater to the vital needs of mass communication and entertainment of all sections of the Society and all types of people in the country and also abroad.
- We are responsible for implementation of the policies, schemes, plans, projects, rules, regulations and laws of the Govt. and people mandate relating to broadcasting field.
- We have interaction and collaboration with foreign counterparts with a view to further strengthen international co-operation and global harmony in the field of broadcasting.

6. Our Social values and Standards:

- AIR follows international and national level Social and Cultural values and Broadcast Services Standards. The standards that fulfill and satisfy the masses' expectations are worked out routinely for broader coverage, state of the art programme production and transmission for quality reception through better delivery system to the public well in time.
- AIR follows international standards (ISO/IEC/AES and EBU standards and ITU-R Recommendation/Regulations) and Indian standards (BIS/ISI Standards and WPC frequency co-ordination) for the network components.

7. Grievance Redressal Mechanism:

It works at three levels, namely, the concerned station level, zonal headquarter level and at the central headquarter level. *The citizens (clients/customers etc.) can approach any concerned officer at any of the three levels as the case level may be as per following:*

- IFC: The Information and Facilitation Counter (IFC) or Head of Office of the concerned AIR station/office may be approached for getting the information and necessary help as per the matter. *Director of Public Grievance at the central level and/or Grievance officer at the local station/office level may be approached for the grievance redressal system.*
- Regarding major/policy/ planning issues at the central level, any one may contact/send grievance or complaint to the Director General, Akashvani Bhavan, Parliament Street, New Delhi -110001 {Telephone: 011-23421300, FAX: 011-23421956, e-mail: dgair@air.org.in}, or, Chief Vigilance Officer(CVO), Prasar Bharati, Prasar Bharati Secretariat, PTI Building, Parliament Street, New Delhi-110 001.
- For any specific grievance matter of the central level, following officers at the O/o DG:AIR, Akashvani Bhavan, New Delhi, may be approached for speedy disposal of the grievances:

Particular grievance matter related with the Officer may be contacted as below:

i. Programme:

Addl. Director General (Programme Planning and Development),
Directorate General, All India Radio, Room No.106, Akashvani Bhavan, Parliament Street,
New Delhi-110 001. Tele : 011-23421391, Fax : 011-23421632, E-mail: ddgppd@air.org.in

ii. Engineering:

Addl. Director General Engineering (Development),
Directorate General: All India Radio, Room No.107, Akashvani Bhavan, Parliament Street,
New Delhi-110001. Tele : 011-23421464, Fax : 011-23421967, E-mail: ced@air.org.in

iii. News:

Addl. Director General (News),
News Services Division, Room No.211, NBH, All India Radio, Parliament Street,
New Delhi-110001. TeleFAX : 011-23421209, e-mail: adgnews2.nsd@nic.in

iv. Administration:

Dy. Director General (Admin.),
Room No. 146, 1st Floor, Akashvani Bhavan, Parliament Street,
New Delhi-110001. Tele : 011-23421110, Fax : 011-23421110.

v. Civil Construction Wing (Civil and Electrical Works):

Addl. Director General Engineering / Chief Engineer (Civil),
Civil Construction Wing, Soochana Bhavan, Lodhi Road, New Delhi-110003.
Tele :011-24367360, Fax : 011-24367360, E-mail: ce_ccwair@rediffmail.com

Time-frame for redressal of grievances:

- Issue of acknowledgement / interim reply to the petitioner: 1-2 week
- Issue of formal reply to the petitioner: 4-8 weeks
- Forwarding of the grievances / petition to the concerned authority: 2 weeks
- Final disposal of transferred / referred cases by the concerned Ministry / Department / State and time limit for informing the position of the outcome: 3 months
- Disposal of cases referred to the Complaint Committee on "Sexual Harassment of Women at Workplace": 3 months.
- Grievance redressal : within 3 months, and other issues : As per usual time frame.

- **Our Compensation System:** We will compensate citizens/clients by our sincere efforts and the best available resources to ensure better maintenance and availability of our services to the people in time.
- **Right to Information (RTI):** Under the **RTI Act 2005**, the concerned APIO/PIO/CPIO/ Appellate authority may be contacted by the applicants/clients as the case may be, under the RTI Act. For more details about RTI, **Information and Facilitation Counter of the nearest All India Radio station concerned** may be approached at the office and also, the organizational websites (www.allindiaradio.org for general AIR matters and www.newsonair.nic.in for news matters) may be visited.
- **Detailed information:** For knowing further details, please visit our websites: www.allindiaradio.org , or, <http://www.newsonair.com> .

List of relevant websites:

All India Radio-Organization: www.allindiaradio.org
 All India Radio-News Services Division: <http://www.newsonair.com> and, www.newonair.nic.in
 Doordarshan: <http://www.ddindia.gov.in>
 Ministry of Information and Broadcasting: <http://mib.nic.in>

8. Our Stake Holders/Clients:

- All type of the masses/people and all citizens of the country (India) and nearby countries.
- People of Indian Origin residing in large PIO (Peoples of Indian Origin) population countries abroad.
- All the people residing in rural areas, semi-urban and urban areas and border areas of the country including all people of all type of castes and religions in the country.
- Broadcasters, broadcast equipment manufacturers, the suppliers, clients, listeners, etc.

9. Our Responsibility Centres:

All India Radio has five tier system in responsibility centres in hierarchy, with 261 broadcasting centres and 406 transmitters all over the country as per following:

1. **Top most/Apex level:** Secretary, Ministry of I&B, Shastri Bhavan, New Delhi and, Chief Executive Officer, Prasar Bharati, PTI Building, Sansad Marg, New Delhi.
2. **Top level:** Director General, All India Radio Akashvani Bhavan, New Delhi. and Director General (News), New Broadcasting House, All India Radio, New Delhi.
3. **Middle level:** Engg.: Zonal Chief Engineer offices, All India Radio and Doordarshan at Delhi, Mumbai, Chennai, Kolkata and Guwahati. and, Programme: Regional Dy. Director General at Delhi, Chandigarh, Chennai, Bangalore, Guwahati, Aizawl, Kolkata, Bhubaneswar, Lucknow, Bhopal, Mumbai and Ahmedabad.
4. **Middle Lower Level:** Head of Office/ Station Director/Programme Head, Superintending Engineer/Station Engineer/ Engg. Head, and News Head at All India Radio Stations all over the country.
5. **Lower Level:** Operational Staff (PEX/AE/ANE/AO and other subordinate staff in Program, Engg., News and Admin.) deployed in All India Radio Stations {261 broadcasting studio centres and 406 terrestrial transmitters (MW,FM, and SW) at present} all over the country.

All India Radio has five(5) wings, which are headed under responsibilities as below:

- i. Programme: Addl. Director General (Programme),
- ii. Engineering. : Engineering. -in- Chief,
- iii. News: Director General (News),
- iv. Administration: Director General and,
- v. Civil Construction Wing (CCW): Addl. Director General / Chief Engineer.

10. Our expectations from the AIR service recipients:

To send feedback/remind and to have routine interactions with the officials involved for help in continuous improvement of services of AIR for the people.

11. Our expectations from the AIR service providers:

- Carry out tasks with integrity and judiciousness, courtesy and understanding, objectivity and transparency, promptness and efficiency.
- All officers / staff should be available during office hours.
- Speedy and timely disposal of works related to redressal of grievances.
- Simplification and rationalization of the system for the beneficiaries under various welfare schemes and, simplification of procedure for routine reports and returns.
- Enhancement in Transparency and Accountability in the working system by efficient and effective application of Information and Communication Technology equipments.
- Progressive increase in use of e-governance principles as a measure for improving efficiency and effectiveness in the functioning of All India Radio.

12. Importance and values of All India Radio/Why to use AIR service?:

- As per Mahatma Gandhiji, AIR has miraculous power to stimulate and empower the large masses and excite them for taking immediate suitable action towards the national development process.
- All India Radio has a leading role as a national public service broadcaster. It is an important electronic medium, with maximum reach and conveying information/messages through various human development programme to the large masses in most cost effective manner. It is the fastest means of mass communication as it takes least time from coverage, production to the transmission and reception. It is best suited to the music, talk, news and other audio programme including the data and text transmission.
- It is least complicated, least expensive, most convenient and very friendly to the customers/clients. Radio sets are the cheapest and most cost effective media than any other media.
- AIR specially helps and provides maximum motivation to the aggrieved, blind, aged, poor, illiterate, backward, downtrodden, sick people, villagers, vulnerable sections of societies, solitary people, destitute, etc. It plays a crucial role during disaster, war and crises.

13. Month and year for next review of the Charter:

- We are committed to constantly revise and to improve the services being offered under the charter with your cooperation. However, it may be reviewed annually, next in December, 2012 onwards.
- Suggestions/comments, if any, to this Citizen's Charter are welcome from any one at shyamlal@air.org.in , or, rbram@air.org.in .