

**PROGRAMME STAFF ASSOCIATION
OF
ALL INDIA RADIO & DOORDARSHAN
TAMILNADU STATE**

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TAMILNADU STATE SECRETARY
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Synopsis of the seminar

As part of its Golden Jubilee Celebrations, The Programme Staff Association of All India Radio and Doordarshan had organized a National level Seminar on Public Service Broadcasting on 08.01.2011 at 10.30 am at LLA Building A/c Hall, Anna Salai, Chennai.

The theme of the National Seminar was, 'The Concept and Practice of Public Service Broadcasting in a Multi Channel environment'. This Seminar was inaugurated by Mr.V.Shivakumar, Member (Personnel), Prasar Bharati, New Delhi.

Mr.V.shivakumar in his address said, Prasar Bharti Act as such does not envisage about revenue streams but only about service to the good of the society. He opined that the human resources potential at All India Radio and Doordarshan is one of the best in the country and the change we are now embarking upon will be for the better. Prasar Bharti's personnel policies will be given a fresh new beginning and new recruitment will be done in a short period based on the recommendations given by HR Policy Consultants. He informed that the finalisation of recruitment rules of Prasar Bharti are in a final stage and the new HR Policy will enhance Prasar Bharti in serving the public in a better way.

Well known journalist Mr.R.Bhagwan Singh, Consulting Editor of DECCAN CHRONICLE opined that due to lack of recruitment in All India Radio & Doordarshan for several years, both have lost their primacy to the private players. This has let down a fantastic medium which can reach across the country today. This has led to the powerful media house funded by the tax payer's money to lose steam midway. Things would have been better if

these two public service broadcasters had infused fresh blood periodically. He demanded a mind change among the policy makers of Prasar Bharti for bringing a better future to these organisations.

Renowned Academician and University of Madras Journalism & Communication Head of Department Dr. G.Ravindran felt that by accusing Prasar Bharti we cannot exonerate private players' in lowering the standards. There are lots of criticism about the functioning of All India Radio and Doordarshan being aired by observers of public service broadcast in this country. But at the end of the day All India Radio and Doordarshan have the best professional setup. He commended the organisations for preserving the cultural heritage of the country. He also stated that being the largest advertiser in the country, the Government of India should support public service broadcast in a bigger way.

In his address, Prasar Bharati Senior General Manager Mr.G.Jayalal informed the gathering that, the biggest challenge to public service broadcasting is the commercial motive of private media players. He reminded the audience about the role played by All India Radio in making Green Revolution a success. If inertia is removed and new employees are brought in to these organisations the old glory will shine again.

Advertising professional and podcaster Mr.K. Srinivasan said that the country needs a public service broadcaster for development communication. The mindset of the public service broadcaster has to undergo a change for giving a better service to the people. He mentioned that Seminars on Public Service Broadcasting organised by The Programme Staff Association of All India Radio and Doordarshan is a good beginning.

Delegates from Andhra Pradesh, Karnataka, Kerala, and Pondicherry and from all over Tamil Nadu participated in this National Seminar.

Students and faculty members of Journalism and Communication from MOP Vaishnav College, Nungambakkam participated.