

Prasar Bharati Parivar

Dedicated to all, who contributed to make Prasar Bharati of today. We want to share and celebrate our precious moments, small happinesses and thoughts & come closer. Do mail at pbparivar@gmail.com - text and pictures of what new you, your family or yr. friends have done, any social news, results/ employment/marriage of kids, retirements at, transfer, joining, innovative work, program, technology.....But No politiking, No criticisms, No Controversies please. we will wait for yr mail.....

Prasar Bharati "India's Public Service Broadcaster"

SUNDAY, JANUARY 11, 2015

"Need to inculcate professionalism in the changing media-Dr. A. Suryaprakash



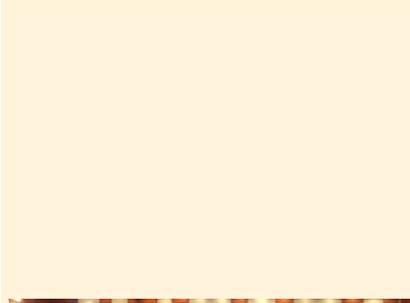
9th January 2015, All India Radio & Doordarshan are the biggest service broadcaster in the world and have to work hard to make it the world's best broadcaster in the world, said Prasar Bharati chairman Dr.A.Suryaprakash. He was delivering the key note address at the Inaugural function of South Zone convention of Programme Staff Association of All India Radio & Doordarshan held at Hotel Chancery Pavilion Seminar hall, Bangalore.

He said Prasar Bharati is conferred autonomy by law with innovation, dynamism and flexibility to enhance the Democratic traditions. There is a need to inculcate professionalism in the changing media atmosphere and maintain the independence of the institution. TRPs are damaging the all media and its credibility also. He assured the Programme staff, that he on priority is trying to solve the service problems and also recruit new blood into the organization.



Shri Jawahar Sarkar, CEO.

Prasar Bharati said in his inaugural address that All India Radio will soon expand its operations with more FM broadcasts along with DRM broadcasts. Younger generation will now listen FM radio only with latest information and entertainment. All FM radio stations will be available on mobile phones and it will be listened by younger generation. He gave a call to all programme staff to come up with new ideas and extend the operation through IT and social media by repackaging content to the requirements of the listeners and save this cultural organization in this crazy and sensationalizing media atmosphere.



Shri Jawahar Sarkar, CEO interact with CREST college journalism students. He explained how new media will work and how it will reach to common people. He advised to students, that you should follow media ethics in your professional career. He also expressed you the next generation journalists, please spread impartial news to the public instead of roammers and breaking news.

Nadoja Dr.Mahesh Joshi, ADG, DDK, addressed the gathering and emphasized the importance of unity and group activity through such Associations and also reiterated the point that Programme professionals should head the organization at all levels.The inaugural function was followed by an interactive session in which steps to improve the content and quality of programmes was discussed.

R. Srinivasan, President,PSA welcomed the gathering. R.T. Kulkarni, Co ordinator of the function who gave vote of thanks. More than 200 delegates from Karnataka, Kerala, Tamilnadu and Andrapradesh, West Benga actively participated in the seminar.

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