

# Hot 10 Broadcaster – digitalstudioindia

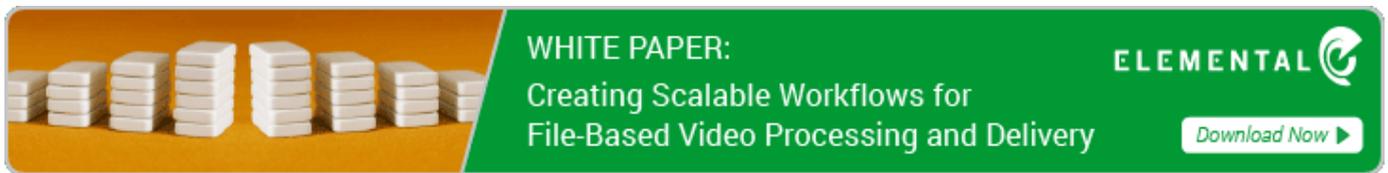
## Hot 10 Broadcaster

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### Jawhar Sircar



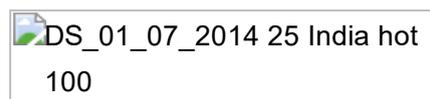
To say that Prasar Bharati is one of the world’s largest broadcasters would ordinarily arouse no more curiosity than to say that elephants are the largest land mammals on the planet. The exception is only when Jawhar Sircar, the CEO of Doordarshan and All India Radio, rolls his sleeves to tame the elephant.

Till about two years back, the public broadcaster was known to be perennially shackled with handcuffs and leg irons of impoverished content and scarce talent. Today the change is visible. There is far more relevant content available on its channels.

Some of its programmes such as Main Kuch Bhi Kar Sakti Hoon, a trans-media drama series focused to promote strong women characters, have been making waves across the country. Last month, Doordarshan launched five new shows which include a travelogue that celebrates the rich heritage of India, an ecological programme that takes a hard look on wildlife and natural resources and a dance-based reality show with a difference.

Sircar deftly combines an insiders’ acumen with an outsider’s pragmatism. He has embarked upon a project to create a world-class archive that immortalises legends in the field of Indian art and music – a treasure trove only few can claim to hold. “Bringing up an elephant to dance is difficult. It can’t happen overnight, but if your ideas are clear it is possible to make a difference,” says Sircar.

### Kalanithi Maran



What’s harder to imagine? Kalanithi Maran, the chairman and managing director of Sun TV Network, expanding his media empire or his recent accomplishments as the promoter of an aviation company or the owner of a cricket team in the Indian Premier League. If one were to judge him on the basis of his past reputation, none of it is. From operating TV channels, radio stations and DTH platform to launching a