

## MUSIC THERAPY

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Suzana Vidas Karoli, and Boris Jelovsek.

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**Prasar Bharati recently signed an MoU with Radio-Television Slovenia to increase the people-to-people connect between the two nations**

A Memorandum of Understanding regarding cooperation in the field of broadcasting has been signed between Prasar Bharati and Radio-Television Slovenia (RTV SLO) on November 13. Prasar Bharati received a high level delegation of Slovenia led by HE Karl Viktor Erjavec, Dy Prime Minister and Minister of Foreign Affairs, along with his team of ministers and officials — HE Darja Bavdaz Kuret, Vlasta Vivod,

Under the aegis of HE Karl Viktor Erjavec, Suzana Vidas Karoli, Head of International Department (RTV SLO) signed the agreement with Brig (Retd) VAM Hussain, Member (personnel) of Prasar Bharati.

This pioneering initiative by Prasar Bharati and RTV SLO aims at trading expertise of each of the broadcasters and entails exchange programmes in the fields of culture, education, science, entertainment, sports, and news on their respective networks, besides provision for personnel exchange and training of staff. The MoU also allows for the two broadcasters to explore further opportunities in potential projects of co-production of programmes along with significant cultural, economic, political, social and festive events in the respective countries.

In his speech, Deputy Prime Minister and Minister of Foreign Affairs emphasised the importance of this MoU and mentioned that “In today’s world, TV is the medium with the most significant impact in the life of culture, education, science, entertainment, sports, and news. And I am sure this agreement will bring additional opportunities to strengthen so important people-to-people contacts and bring better understanding of our nations. Your contribution to these strengthened people-to-people contacts and better understanding of our nations will also lead to deepening of cooperation in economic, political, scientific, educational and cultural fields. And we thank you for that.”

The message of DG, RTV SLO, Mag Marko Filli who could not attend the meeting, was read by Head of International Department, Suzana V Karoli. Filli in his message stated “Cooperation between media organisation is crucial for their quality work and development of programmes for the public they serve. New technologies are diminishing the distances that used to be a barrier for cooperation. The world is changing in such a way that not only small media organisations can learn and benefit from bigger ones, but also big media organisations are able to discover new ways of working and possibilities of cooperation with the small ones. At the same time the public is interested in the quality and contemporary content of the programmes and not so much of where the content is coming from. The exchange of programmes in the fields of culture, education, science, entertainment, sports and news will help us to broaden content offer and make both parties stronger and more influential in their home lands. I must point out this cooperation is of great importance especially for Slovenian public service and therefore we look forward for this first operational exchange. As the production of programme is depending more and more on technical knowledge, exchange of programme content can be and will be upgraded with exchange of expertise between personnel and providing the training with technical staff. We can learn from each other and certainly we will benefit from each other. The ultimate goal must always be satisfaction of our public.”

Jawhar Sircar, CEO Prasar Bharati in his brief address pointed out that India gave great importance to friendship with Slovenia. He stressed that cooperation in exchange of programmes, participation in each other’s cultural events are far more effective tools that enrich the knowledge and perception about nations and that

Prasar Bharati would strive to reach the heart of Slovenian people through heightened co-operation as envisaged in the MoU.

This MoU between the two public service broadcasters is thus directed towards developing and strengthening mutual friendly relations between the two countries through an increased co-operation in the field of broadcasting thus enabling the two countries to share their rich cultural heritage that includes a gamut of events and festivals.