

## National Broadcasting Day – 23 July – Know History of Prasar Bharti

Hello Folks!

In today's blog we will be discussing the National Broadcasting Day which is celebrated every year on 23 July. We will let you know about the history of radio broadcasting in India, why it is celebrated and other interesting facts about the day.

### History

Radio broadcasting in India started during the British era in 1923. In 1927, The Indian Broadcasting Company (IBC) became a private entity. In March 1930, IBC was liquidated. The government took charge of broadcasting facilities.

On April 1, 1930 the Indian State Broadcasting Service (ISBS) was formed. It later became All India Radio (AIR) on June 8, 1936. In 1956 the name AKASHVANI was adopted.

When India was declared independent there were six radio stations across Delhi, Bombay, Calcutta, Madras, Lucknow and Tiruchirapalli.

### Why is this day celebrated?

The first radio broadcast in India was broadcast from the Bombay (now Mumbai) station on July 23, 1927. This day is celebrated to mark the first radio broadcast. 23rd July, 2023 marks the 96th anniversary of All India Radio (AIR).

### All India Radio (AIR)

AIR is owned by Prasar Bharati. Prasar Bharati is India's largest public broadcasting agency. It comprises both the Doordarshan Television Network and AIR. AIR serves to inform, educate and entertain the masses thereby following its motto of 'Bahujan Hitaya: Bahujan Sukhaya'.

It is one of the largest broadcasting organizations in the world in terms of number of languages of broadcast. It comprises 470 stations across the country. It reaches 92% of the country's area and 99.19% of the total population. AIR programmes in 23 languages and 179 dialects. The iconic tune of All India Radio was composed by Walter Kaufmann.

### About Prasar Bharati

Established – 1997

CEO – Shashi S.Vempati

Headquarter – New Delhi

With this we come to the end of this blog. We covered all the relevant points related to the National Broadcasting Day. Radio has played a crucial role in the lives of people since 1927. All India Radio has grown exponentially over the decades. It has become one of the largest organizations in the world in terms of socio-economic and cultural diversity. Akashvani AIR continues to bind the nation through both entertainment and information.

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