

AIR, DD's content quality has come down: Prasar Bharati Chief

Prasar Bharati Chief Executive Officer, Jawhar Sircar has admitted that quality of the content at All India Radio and Doordashan has come down off late. The CEO was inaugurated a two-day orientation programme for the new recruits of Transmission Executives, Programme Executives and Engineering Assistants of Southern zone, in Hyderabad today.

He said that said 75% of population in the country is below 40 years and both All India Radio and Doordarshan should come out with qualitative programmes to cater to their tastes.

He exhorted the functionary to make optimum utilization of technology and come closer to the public. Over 130 new recruits from Southern zone attended the workshop.