

## One-Point Agenda: Reviving Prasar Bharti

"A multi-pronged approach for Doordarshan will have to be adopted. DD news is very high on content and low on presentation. It is at the other end of non-sensationalism — to the point of being bland. I want to spice up packaging and presentation. Besides, there are plans to make DD more up-to-date technologically. Stepping up of both DTH transmission and digitization is on the cards.

DD and AIR need the digital edge. All DD channels have not been digitized yet. Efforts are on to allow visitors to the Prasar Bharati website to access live streaming and audio-visual content from AIR and DD. The channels are planning to broadcast hourly news in English, Hindi, and regional languages throughout the day.

We must give up the concept of fixed instruments. The prices of mobiles and tablets are coming down, so the urban-rural divide is set to blur and soon young people will be walking around with mobiles and tablets, which they use not only for making phone calls but also for accessing the Internet, searching data, listening to music, and for streaming movies.

Employee morale is very low. There are challenges like motivating employees, delivering palatable programs for radio and television, and increasing revenues. But these can be met. Sure, Prasar Bharati has gone through a lot of problems. But Prasar Bharati is just 15 years old."

**Jawhar Sircar**  
CEO,  
Prasar Bharati

