

Report on “National Broadcasting Day”

(Public Service Broadcasting Day: When Mahatma Gandhi addressed the nation on All India Radio)

ECE department has celebrated “**National Public Service Broadcasting Day**” in association with IETE on 12/11/2018 in Narayana Engineering College, Nellore. All the technical Students are actively participated in this occasion.

Resource Persons: Dr. Shaik Shafee, JTO, BSNL, Nellore, Andhra Pradesh.

Dr.K.Murali, Head Dept. of ECE has given speech on this auspicious occasion and given clarity on the important terms Pluralism and diversity, Independence, Quality & Accessibility.

Dr. Sk. Shafee started his speech with, “This Day is observed to remember that historic day when the Father of the Nation Mahatma Gandhi visited Delhi Station of All India Radio for the first and only time to record a Message for the grief-stricken refugees, in the aftermath of the Partition. To commemorate Mahatma’s visit to AIR Delhi, every year on November 12”.

Public broadcasting includes radio, television and other electronic media outlets whose primary mission is public service. Public Service Broadcasting (PSB) is the broadcasting made, financed and controlled by the public, for the public. It is neither commercial nor state-owned, free from political interference and pressure from commercial forces. Through PSB, citizens are informed, educated and also entertained. When guaranteed with pluralism, programming diversity, editorial independence, appropriate funding, accountability and transparency, PSB can serve as a cornerstone of democracy.

In the memory of the first and only address by Mahatma Gandhi on All India Radio (AIR) on November 12 in 1947, this day was announced as a Public Service Broadcasting Day.

The Father of the Nation had stepped inside the studios of Broadcasting House on November 12 in the year India gained its Independence to address refugees camping in Kurukshetra in Haryana whom he could not personally visit.

Words which he spoke on that day became a treasure for Akashvani and a snippet of the speech is played on November 12 every year as a mark of respect, a tribute to Bapu who is also called the saint of Sabarmati.





About the Day (National Public Service Broadcasting Day):

- On November 12, 2018, 70 years ago Mahatma Gandhi visited the AIR office for his first and last live broadcast.
- Gandhi had decided to convey his message through radio, as he couldn't visit the refugees of Partition stationed at Kurukshetra in Haryana.
- "I see 'shakti', the miraculous power of God," Gandhiji had reportedly said about the medium of radio as he entered the studio.
- Gandhi began his speech around 3:30 pm. He began by saying, "My brothers and sisters who are suffering, I do not know if only you or some other people are also listening to it..."
- The words, which were spoken by Gandhi on that day, became a treasure and a snippet of the speech is played on November 12 every year.
- Mahatma Gandhi was neither the Prime Minister nor the President, he didn't hold any post. Like a common citizen he spoke from the AIR studio.
- He used to run several newspapers and understood the power of media and hence, was completely against commercial ads and believed that only those non-commercial ads should be accepted that serve some public purpose. For him, the aim of media was service.
- The day was declared as the Jan Prasaran Diwas (Public Service Broadcasting Day) in 2000, after it was conceptualised by Suhas Borker, Convenor, Jan Prasar.





Public Service Broadcasting purposes Characteristics:

Purpose 1: Informing our understanding of the world - To inform ourselves and others and to increase our understanding of the world through news, information and analysis of current events and ideas.

Purpose 2: Stimulating knowledge and learning -To stimulate our interest in and knowledge of arts, science, history and other topics through content that is accessible and can encourage informal learning.