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## ***The History of Indian Electronic Media: An Overview of the Significance of Radio and Television Broadcasting.***

Subir Sinha

Dum Dum Motijheel College, West Bengal, (India), e-mail: [subirsinha.2009@gmail.com](mailto:subirsinha.2009@gmail.com)



ORCID: <https://orcid.org/0000-0001-7578-9809>

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### ***Abstract***

*The article entitled ‘The History of Indian Electronic Media: An Overview of the Significance of Radio and Television Broadcasting’ narrates the arrival and the development of electronic media specially radio and television broadcasting in India. Along with the historical perspective, the article also focused on the roles and significance of electronic media in the social development of India. It describes how electronic media arrived, struggled and support in the social development of India in multidimensional ways. The article analysed several contents and provides a brief description of the significances of radio broadcasting in India while on the other it provide a contrast by providing the description of the growth and significance of television in India.*

**Keywords:** *Broadcasting, Electronic Media, Frequency Modulation, Information, Radio, Radio Rural Forum, Satellite Channel, Television, Vividh Bharati,*

## 1. Introduction:

*Electronic media is one of the modern and advance forms of mass media which mainly used electronic or electro mechanical devices to transmit and to access broadcasting content. It is the media that uses electronic system for the dissemination of information or to communicate with the society. It can easily disseminate information among millions of audience widely from across the globe and helps rapidly to achieve various social objectives successfully. One of the vital advantages of electronic media is that it can easily communicate with the masses within a very short span of time. It has been used for various purposes and most of the time it shows fruitful results. Now it has become a part of daily life as majority spent a major time with electronic media. Norman J. Medoff and Barbara K. Kaye in the opening chapter of their book 'ELECTRONIC MEDIA: Then, Now and Later' mentioned about the electronic media as: "Electronic media is an integral part of everyday life. We use the media to learn about the world. We turn in to radio or television or click on the links for the world news, local traffic and weather report, stock market analysis and many other bits of information. We also use the media simply for entertainment." (Medoff and Kaye, 2017, p1). Electronic media goes beyond the general objectives of information dissemination, instruction propagation and entertainment and are also used to maintain progress, peace and harmony. In the opening session of United Nation's 'WORLD ELECTRONIC MEDIA FORUM', the UN Secretary General opined "In the Information age, electronic media are among the most important vehicles of peace, progress and solidarity"—Kofi Annan, Secretary General (UN- WORLD ELECTRONIC MEDIA FORUM', 2003).*

*The significance of electronic media across the globe is significant and in India its roles are enormous and extraordinary. However in India, just like any other subjects, electronic media has also shown an excellent history. The history of electronic media in India is significant and interesting which narrate a brief accounts of its arrival, its steady growth and development and how it turned significant in achieving various social objectives successfully. In India, electronic media has arrived during the British colonial rule and shown a remarkable history. The pre independence era or the British colonial period was mainly dominated by the print media but in the early half of the twentieth century electronic media especially radio was first arrived. The British government mainly used the radio transmission system for the communication and entertainment. In the pre independence era the contributions of radio was significant but slow but in the post independence era it shows a rapid growth and it successfully contributed in several fields and proved success. Later television, which is another form of electronic media appear in India in the post colonial era during the mid of twentieth century. In India,*



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*television from the very beginning of its arrival moved with a great pace and appeared as a tool of social development. It shows several functions and served the society in a multidimensional way. However in India, both the radio and television have shown a remarkable history and a significant contribution in the social development.*

### **2. Objectives:**

*In India, electronic media arrived during the British colonial period and shows a remarkable long history. It shows mainly two different mediums – Radio and Television and perform several significant functions within the Indian society. Therefore it is necessary to find out the answer of various questions related to the history of radio and television in India and their significances in the Indian society. The article ‘The History of Indian Electronic Media: An Overview of the Significance of Radio and Television Broadcasting’ reflects several wide objectives which are as follows:*

- ❖ *To focus on the historical records of the Indian electronic media specially radio and television*
- ❖ *To justify the significance of electronic media specially radio and television broadcasting in the social development of India*
- ❖ *To reflect the significance of Prasar Bharati in the development of Indian electronic media specially radio and television.*

### **3. Methodology:**

*The article entitled ‘The History of Indian Electronic Media: An Overview of the Significance of Radio and Television Broadcasting’ is based on a thorough analysis of various historical contents and documents related to the arrival of electronic media in India specially radio and television and highlights its significance in the development of the Indian society. It analyses several articles and chapters published in several journals and books, along with statements and contents published in various websites and web portals of All India Radio, Doordarshan, various radio stations, educational institutes, socio-economic organisations and international agencies. The article also reflects several case studies of programmes and educational courses that run across the India or the Indian states initiated by the All India Radio and Doordarshan that for the welfare of the society.*



## 4. Result :

### 4.1. Indian Radio Broadcasting

*All India Radio has created a formidable structure of radio broadcasting system in India. It operates in three levels – National, Regional and Local. Broadcasting into three levels has shown enough capability to reach India's almost ninety eight percent of population. After the arrival of television and social media the number of radio user decreased but it still shows a huge number of listenership and its utility is no less important than any other form of media. It has still holding enough potential to carry various developmental messages to various rural and urban sectors. It act as a medium which disseminates information and propagate instructions within a very short span of time in a very accurately manner.*

*Indian radio broadcasting system reached the zenith after the independence. Since the independence, All India Radio is mainly using the broadcasting system for the socio economic and cultural development of the nation. Under the supervision of All India Radio several crucial projects and experiments like Radio Rural Forum, Satellite Instructional Television Experiment (SITE), etc were launched for the welfare of the society and for the benefit of the nation. In India, radio has turn into an important tool of social development.*

*It has shown its utility in various fields and proved success. Indian radio broadcasting has been used as a vital medium to disseminate information, create awareness, propagates education, maintain health literacy, culture and entertainment. Information disseminated through radio makes the people well informed and helps to promote life style and social system where as the education propagated through radio educate the society and make the people aware. The genres of radio programme of All India Radio and private broadcasters of India has revealed that socio-economic and cultural developments of the nation are the prime focus of Indian radio broadcasting. In a nutshell it can be said that radio has turned itself into a valuable mass media which India mainly used for social-economic development of the nation.*

### 4.2. Indian Television Broadcasting

*Television from the very beginning of its arrival has become an ideal mass media that playing various significant roles within the Indian society and helping in national development from various dimensions. Television being an audio visual medium it attracts an enormous number of viewers of all age group and from all religions and communities. The prime focus of television channels is to disseminate information,*



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education and entertainment. Doordarshan along with various other satellite television channels are maintaining social responsibilities by propagating fair and unbiased news which making the people aware about the activities of the society. They are also presenting educational and entertainment based programmes which are also essential for the daily life. In India, television has now turns into a saviour of democracy. Television channels not only presenting news or informational programmes but also organising various programme related to debate and discussions. These debate and discussion programme helps to originate generate public opinion and the public opinion plays a crucial role in the maintenance of democracy. In a nutshell it can be said that in India, television has become an effective mass media or a vital tool of social development which helps to change the society from various dimensions.

### **5. Discussion:**

#### **5.1. Electronic Media in India**

*In India, the history of electronic media is mainly based on the history of radio and television. The history reflects the arrival of radio and television, the obstruction they faced, their steady growth and their significant roles in the development of the society. Both the wings of electronic media have shown their steady growth mainly in the post independence era. The radio arrived in the pre independence era under the British colonial rule but showed a slow growth until the independence but in the post independence era it gain pace and reflected rapid progress. At present scenario radio covers almost the entire nation and served the nation in a cost effective way compare to the other wing of the electronic media.*

*The significant milestones in the history of Indian radio broadcasting reflects the arrival of radio in India, the growth and development of the national broadcasting, arrival of Vividh Bharati, introduction of advertising for generating the revenue, development of the frequency modulation, the arrival of the local broadcasting system and community radio, the introduction of Yuva Bani, the initiatives of Radio Rural Forum, etc. The history of Indian radio broadcasting also reflects several significant functions and objectives which it performs successfully such as an active support in the development of an effective communication system, propagation of education, awareness campaign, rural development, entertainment, etc. These are the main objectives which radio achieved successfully. The history of radio broadcasting in India provides a major contribution in the history of Indian electronic media while the other major half are mainly depends on the history of Indian television broadcasting.*



*The history of Indian television is another major milestone in the history of Indian electronic media. Television arrived in India in the post independence era and showed a steady growth since its arrival. Indian government used television as a tool of social development from the very early days of its arrival. It played a significant role in communication system, instruction propagation, awareness campaign, education propagation, rural development, development of business and industries, entertainment along with various other social developments. In India, the history of television show some remarkable development which can be considered as a milestone in the history of Indian television such as arrival of television in India, introduction of programme 'Krishi Darshan', development of Doordarshan and introduction of colour broadcast, television experiment such as SITE and Kheda communication project, separation of Doordarshan from All India Radio, arrival of Metro channel, arrival of Satellite television channels, introduction of several committee for the renovation and modification of television broadcasting system, arrival of Over the top technologies, etc. These developments made a major contribution in the history of Indian television and the history of Indian television contributes a major part in the history of Indian electronic media. However along with these, the arrival and development of Prasar Bharati, an autonomous organisation which controls the All India Radio and Doordarshan is also a vital chapter in the history of Indian electronic media.*

## **6. History of Radio Broadcasting in India**

### **6.1. Early Developmental Phase of Indian Radio Broadcasting or the Indian Radio Broadcasting in Pre-Independence Era:**

*Radio is an efficient and a significant electronic media since its arrival in the early 20<sup>th</sup> century. In the opening part of the book 'Radio Programme Production' M. Neelamalar opined "Radio has always been an evergreen medium- a medium of all times."- (Neelamalar, 2018, p1). In India, the early days of radio broadcasting was actually a broadcasting system of British government monopoly under the supervision of All India Radio but in the post independence era it has becomes a tool of social development. Its importance gradually increased by passage of time. Radio is now an integral part of the Indian society and it has made a wide contribution in the social development of India.*

*However the history of Indian radio broadcasting began during the British colonial period as a private enterprise in 1923. The Radio Club of Bombay got the credit of the first broadcasting in India and within a couple of months Radio Club of Bombay was followed by the Calcutta Radio Club. U.L. Baruah in the introductory part of his book 'This is All India Radio' mentioned about the beginning of broadcasting in India as*





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*“As in many other countries of the world, broadcasting in India began in the twenties with the efforts of amateurs followed by private enterprise. The Radio Club of Bombay broadcast its first programme in June 1923 and the Calcutta Radio Club in November 1923. The transmitters were loaned by the Marconi Company.”– (Baruah, 1983, p1). The organised broadcasting system was commenced with the development of ‘Indian Broadcasting Company’ (IBC) which was started on July 23, 1927. The British government and few Indian business men soon realised the utility of radio as a medium for information dissemination, instruction propagation and entertainment which bind together the Radio Clubs of Calcutta, Madras, Bombay and Lahore to form and to strengthen the Indian Broadcasting Company (IBC). The event of inauguration of Indian Broadcasting Company was also became a precious moment as Lord Irwin, who was the then viceroy of India arrived to inaugurated the service of Indian Broadcasting Company. U. L. Baruah mentioned in the book ‘This is All India Radio’ mentioned about the inauguration and the development of the Indian Broadcasting Company as “Organised broadcasting in India began when the first station of the Indian Broadcasting Company (IBC) was inaugurated at Bombay by the British Viceroy of India Lord Irwin on July 23, 1927. Five week later, on August 26, 1927, the Calcutta station was inaugurated by the Governor of Bengal, Sir Stanley Jackson.” – (Baruah, 1983, p1).*

*However the Indian Broadcasting Company (IBC) became financially weak and the service was temporarily collapsed within a few years. In 1930 the broadcasting system revives under the supervision of the British government and took the name of ‘Indian State Broadcasting Service’. Indrajit Bannerjee and Kalinga Seneviratne in their book ‘Public Service Broadcasting in the Age of Globalisation’ mentioned about the early beginning of the Indian radio broadcasting as “Undivided India is among the first British colonies to have privately owned experimental broadcasting stations as early as 1923. The same was taken over by the then government of India and designated as the Indian State Broadcasting Service.” -(Agrawal and Raghaviah, 2006, p149). Later, the British government realised that the name was too big and inappropriate and in 1936 the name changed and formed as ‘All India Radio’ (AIR). Delhi station was also opened in the year 1936 which was another significant milestone in the history of Indian radio broadcasting. During the World War II All India Radio shows its vitality and launched its External Service Division which broadcast anti Nazi and anti Japanese propaganda into neighbouring Asian countries for gaining the support.*



## **6.2. Development of Indian Radio Broadcasting during Independence and Post-Independence Era:**

However at the time of Indian independence All India Radio (AIR) did not show a massive infrastructure. It came with minimum assets, it has only six radio stations for broadcast that are in Delhi, Calcutta, Bombay, Madras, Lucknow and Tiruchi along with few radio station of princely states. Vir Bala Aggarwal and V.S. Gupta in their book 'Hand Book of Journalism and Mass Communication' mentioned about the status of All India Radio during independence as "The development and growth from 1936 onwards was steady but slow. At the time of independence, there were nine AIR stations of which – Delhi, Calcutta, Bombay, Madras, Lucknow and Tiruchi came to India. The Lahore, Peshawar and Dacca stations went to Pakistan."- (Aggarwal and Gupta, 2002, p180). In those days it was estimated that the country had around 2, 75,000 radio set. (eGyankosh, p25). During the post independence era, the Indian government focus on the enhancement of radio broadcasting and its infrastructural developmental process. The programmes were mainly based on news, current affairs, drama, and music of high culture. Music and song from film were banned and not broadcast, as they were considered low taste in those days. The activities of banning or not broadcasting the film songs and music gave a scope to Radio Ceylon to enter India. They gain a huge popularity among the Indian listener within a very short span of time. All India Radio shows a slow but steady response to the foreign broadcasting. Commercial were also not broadcast in those days. In 1956, All India Radio adopted another name called 'AKASHVANI'.

## **6.3. Arrival of Vividh Bharati.**

In October 1957 Indian broadcasting system started the 'Vividh Bharati' service. It is an info-entertainment based radio broadcasting channel that was mainly launched to reduce the effect and popularity of Radio Ceylon in India. Keval. J. Kumer mentioned in his book 'Mass Communication in India' about the opening of Vividh Bharati service as "The Vividh Bharati was started on 2<sup>nd</sup> October 1957 as a service of light entertainment to compete with Radio Ceylon (now SLBC), which had begun directing a commercial service to India on powerful short wave transmitter."- (Kumar, 2007, p187). Initially the channel broadcast a daily five hours programme, of which sixty percent of the total time was used for film songs and film based music, and the rest of the time it broadcast devotional music, classical music, short stories, radio drama, etc. Commercial was introduced in 1967, almost ten years after its launch. At the





*end of the 1990's the service of Vividh Bharati was extended to twelve hours and forty five minutes each day and almost fourteen hours on Sunday and holidays.*

#### ***6.4.Arrival of Frequency Modulation in India.***

*Another significant change in the broadcasting system was recognised with the arrival of frequency modulation. Frequency modulation influenced the broadcasting system worldwide. The Indian broadcasting system did not remain aloof. Frequency modulation also gives a gentle touch to the Indian radio broadcasting system and amuses the audience with various music, songs, and drama. In India, Frequency Modulation broadcasting started its venture on 23 July 1977 in Madras, followed by Jalandhar in 1992. Keval .J. Kumar in his book 'Mass Communication in India' noted the arrival of frequency modulation as "FM broadcasts were introduced in Madras in 1977 and later at Jalandher in 1992,..."- (Kumar,2007,p183). Later it came to large metropolitan cities of Delhi, Kolkata, Mumbai and Chennai. These were followed by the development of private stations in Bangalore, Hyderabad, Jaipur and Lucknow. In the article entitled 'Radio Broadcasting – A Journey Towards Century' the arrival of frequency modulation in India was narrated as "the first FM broadcasting began on 23<sup>rd</sup> July 1977 in Madrass (Now it is renamed as Chennai). Subsequently, Government of India experimented on private FM broadcasts mainly focused large metro cities Delhi, Kolkata, Mumbai, Chennai and tourist destination of Goa. Later on another three centres Bengaluru, Hyderabad, Jaipur were added." –( Ghanta, 2019.p1497). In the early days, All India Radio was the only radio broadcaster in India. The government then decided to privatise a certain portion of the frequency modulation radio broadcasting. It sold air time blocks on its FM channels in Indore, Hyderabad, Mumbai, Delhi, Kolkata, Vizag and Goa to private operators, who developed their own program content. The Times Group operated with its brand, Times FM, till June 1998. After that, the government decided not to renew contracts given to private operators. Instead, in 2000, the government announced the auction of 108 FM frequencies across India, these opened up the FM broadcasting industry to private sectors. Radio City Bangalore started on July 3, 2001, which is India's first private FM radio station. M. Neelamalar mentioned in the book 'Radio Programme Production' "The actual FM phenomenon started happening in India when the Indian government decided to give permission to the private channels in 2000. Radio City Bangalore was the first to start in 2001." – (Neelamalar, 2018, p15). The Times Group rebranded their radio operations, establishing the brand name Radio Mirchi. The first Radio Mirchi station began broadcasting on October, 2001 in Indore. Indian policy states that these broadcasters*



are assessed a one-time entry fee, for a license period. The annual license fee for private broadcasters is either 4 percent of revenue share or a certain rate of percentage of reserve price, whichever is higher. - (TRAI, 2023, p7).

### **6.5. Arrival of Community Radio in India**

Community radio is the voice for the voiceless. After the public service and commercial broadcasting, community radio is the third form. It is the radio or the broadcasting systems which mainly shows community ownership, community participation and are also used for the community development. It is a community controlled broadcasting system. Community radio helps to connect the community with the entire society and provides enormous support for them. It provides a platform to the community to raise their voice against their problems and social issues. Community radio or the community broadcasting system mainly disseminate information or the message in local language to support local community people. However in India community radio arrived in an experimental basis on 30th October 1984 in Nagarcoil of Tamilnadu. In the article 'Impact of Community Radio on Society: A Case Study of Radio Siddhartha' mentioned about the experimental arrival of community radio in India as: "It was during 7<sup>th</sup> five year plan (1982-1987) that the Varghese Committee mooted the idea of starting community radio centres in India to support educational and developmental activities in 1988. It selected Nagarcoil in Tamilnadu on a experimental basis. Community Radio started in Nagarcoil started its operation on 30<sup>th</sup> October 1984." – (Nagendra, 2016, p224). In 1995, the Supreme Court of India gave a remarkable judgement - air waves are the public property. The judgement changes the government policy and tries to localise the air waves. Later on 01st February 2004, Anna FM derives as India's first campus community radio. During 2006 Government of India revised policies related to broadcasting and community radio. Several community radios gradually started to arrive after the arrival of the revised policies. Community radio like Radio FTII, Apno Radio, etc shows their remarkable arrival. They gave their full support in the rise and development of their community. These radios are mainly focused on the community development or the development of the society.

## **7. History of Television and Satellite Broadcasting in India**

### **7.1. Early Developmental Phase of Indian Television.**

In India, television has shown a significant contribution in the field of social-economic development since its arrival in 1959. During the early days, Philips (India) demonstrates the use of television and transmitter in an exhibition in New Delhi and



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*made an offer to the Government of India to provide transmitter and television at a low cost. In the mean time UNESCO provide a grant of \$20,000 for the purchase of community receiver set and United State offer some equipments, all these facilities and offers help to raise the television system in India. Delhi television centre was started on 15 September 1959. The range of the transmitter was forty kilometre around Delhi and it was beamed twice a week, each of twenty minute duration. In 1961 school educational programme were introduced in Delhi through educational television for the development of education as well as for the welfare of the youths. In 1965 the duration of the television programme was increased and started to introduce programmes based on informational, cultural, developmental, and entertainment. In 1967, India broadcasting system started to broadcast an agricultural based programme called “Krishi Darshan”. The programme was disseminated to nearly eighty villages and the range of the transmitter for broadcasting the programme was extended to sixty kilometres. The programme was developed with the help of Department of Atomic Energy, The Indian Agricultural Research Institute, Delhi Administration, the State Government of Uttar Pradesh, and the State Government of Haryana. (Kumar,2007, p204).*

*After the Delhi Television Centre, Bombay Centre for television broadcast came into existence in 1972 followed by Amritsar in 1973. Kolkata, Chennai and Lucknow got their own television broadcasting centre in 1975 and gradually with the passage of time Doordarshan set up several other centres at various place within the nation for the welfare of the society and of the nation at large. A significant event occurred in 1976 when Doordarshan separated from All India Radio and formed a separate unit under Ministry of Information and Broadcasting. In the book ‘Public Service Broadcasting in India: A Study of Doordarshan’ Rommani Sen Shitak mentioned “Television acquired a distinct identity of its own after being separated from radio (All India Radio) in 1976.” (Sen Shitak, 2023, p1).*

### ***7.2.Arrival of Satellite Television in India.***

*In India, the history of television reached the height with the arrival of satellite television during the early nineties. It put a mark of globalization on Indian electronic media as well as on the history of Indian television. Satellite television channels entered with a great motive of serving the Indian audience by providing a wide range of information, entertainment and global culture. It begins with the American satellite channel ‘Cable News Network’ (CNN) of Ted Turner which broadcasts the entire First Gulf War during 1991 in India and the broadcasting raises the demand of satellite dishes. Eventually the demand of the satellite dishes and the phenomenon of sharing of*



information through audio visual mode put light on Indian media business and encourage various business groups to enter in it.

Rupert Murdoch with in a very short period of time launches his STAR Group with only four channels and during October 1991 the group launched its fifth satellite channel BBC. STAR is followed by India's own private satellite network group 'ZEE' launched in 1992 by Subhash Chandra and within a couple of years SONY arrives during the early days of 1995 in India. It was observed that not only the American and the Indian networks try to enter into the Indian media world, but also various European satellite channels also tries to enter.

These satellites channels bring a wide range of information along with entertainment and foreign culture. In India, the networks succeed to gain a huge popularity within a very short span of time. The presentations of these satellites channels are different and attractive and attract a wide number of Indian audiences from different sectors. Indian society started to use these satellites channels not only for getting the information, instruction and entertainment but also they became a gate of modernity. The channels started to telecast various programmes for various ages, even in few cases it was seen that networks launches separate channels for specific target audience such as CNN IBN, NDTV PROFIT, ZEE Business, are for the audience who are deeply attached with the business and share markets, similarly Disney Channel, Cartoon Network, Pogo are for the children, Star Plus are specifically for the women and housewife and MTV, Channel V, B4U are for youth and teenagers. This network tries to refresh the youth and teenagers by various musical and informational programmes where as men and women are opened to various games, movies and soap operas. These programmes bring in front of the Indian audience various new customs, food habits and new style of living. In several dimension the programmes are ideologically different from the Indian one but Indian audience specially the youth started to accept contains of the satellite television channels in an open hearted way. In January 1992 Indian Institute of Mass Communication (IIMC) conducted a survey in New Delhi which shows around 84 percent of the respondent suggest MTV putting a socio cultural effect on the younger generation of India. (Kumar,2007, p223).

### **7.3.Arrival of Direct to Home System in India.**

The arrival of Direct to Home is another significant mark on the history of Indian television system. C.R. Senthilnathan, R. Jeyalakshmi, M. Manju Backiam, P. Vasumathi in their article entitled 'Impact of Direct-To-Home (DTH) on Indian Television Viewers' mentioned about Direct to Home as "Use of newer technology has moved the television viewers to the next level by using satellite signals. DTH is reception of the satellite TV



signal with a dish in each individual house paring with a setup box to decode.DTH has become more popular with the introduction of high definition channels and the choice of selected their favourite channels and paying only for those channels they have selected.”- (Senthilnathan,et.al, 2019. p3064). In 1996 Direct to Home or DTH service was first proposed but the proposal was not approved. In November 2000 new policy were introduced which permitted DTH system and announced that all DTH operators should set up earth station in India within 12 months of receiving license. In India, Zee group launched the first DTH service the Dish TV on 2<sup>nd</sup> October 2003. The launch of Dish TV was a milestone in the history of Indian television broadcasting as well as in the history of Indian Direct to Home service. The cabinet approved the scheme of free Direct to Home service on November 2003 and in December 2004 Prasar Bharati launched India’s first free Direct to Home (DTH) service called DD Free Dish. Tata group launched its service with the name called Tata Sky in 2004. Later the name changed and formed Tata Play. Sun group launched their DTH service in 2007 and Airtel started to offer their service in 2008. All the Direct to Home (DTH) service providers provides high definition channels in minimum cost and give the consumers complete freedom to choose the channels according to their necessity.

#### ***7.4.Arrival of Over the Top Platform in India.***

However with the rise of technological development, India has shown the arrival and expansion of Over the Top (OTT) media platform. It reflects advancement in the field of media and broadcasting. In the initial days of OTT service, Reliance Entertainment launched its OTT platform called Bigflix in 2008. The article entitled ‘The Rise of OTT Platform in India: A case study of Monetisation Model & Regulatory Concerns’ mentioned about the OTT platform in India as “In India, the OTT industry emerged with the advent of Big Flix which was India’s first OTT platform created it in 2008 by Reliance Entertainment in order to meet the expanding demands of India’s digital industry, which offered 2000 HD movies in nine Indian languages: Punjabi, Hindi, Telugu, Malayalam, Gujarati, Marathi, Bhojpuri and Bengali.” –(Tyagi and Kumar, 2024, p2).

In 2010 Digivive launched India’s first Over the Top mobile app known as nexGTV. Sony Liv came to satisfy the consumer in 2013 whereas the Hotstar and Netflix arrived in 2015 and became the most subscribed OTT platforms in India. JioTv and Jio Cinema arrived in 2016 and become popular within a short span of time. However the Zee group launched Zee5 in 2018 and later various other channels arrived in OTT





platform. These channels provide the service in various Indian languages and satisfy the consumers in numerous ways. The Over the Top platforms play a significant role in the history of modern media as well as in the history of Indian television system.

## 8. Electronic Media of India and the Prasar Bharati

*In the history of the Indian electronic media the role of Prasar Bharati broadcasting corporation is significant. In the book 'Mass Communication in India: A Sociological Perspective' J.V. Vilanilam mentioned about the development of Prasar Bharati as "Broadcasting in India (both radio and television) has from the start been under the direct control of the government (British as well as Indian). In the recent years, however, because of liberalization, privatization and globalization trends in India, some changes have taken place in the media world. Since September 1997, both the broadcast media have been place under an autonomous corporation, the Prasar Bharati Corporation (PBC), formed by an Act of Parliament." –(Vilanilam, 2005, p141).*

*Prasar Bharati is India's largest autonomous public broadcaster which mainly deals with the radio and television broadcasting of India with special focuses on All India Radio (Akashvani) and Doordarshan. The parliament of India passed the Prasar Bharati Act to grant the autonomy of the corporation in 1990 but it was enacted in September 1997. The act supports in the establishment and growth of the Prasar Bharati Corporation, an apex body that comprise mainly with two autonomous broadcasting organisations - All India Radio and Doordarshan. In the article entitled ' Radio broadcasting in India: An Analytical Study' it was mentioned " Prasar Bharati board functions at the apex level ensuring formulation and implementation of the policies of the organization and fulfilment of the mandate in terms of the Prasar Bharati Act 1990". –(Lakhendra, 2024, p177)*

*In the chapter three of the Prasar Bharati Act it was mentioned about all the properties, assets, debts, liabilities, payments of money due, all suits and legal proceedings involving central government in relation to All India Radio (Akashvani) and Doordarshan should be transfer to the Prasar Bharati Corporation. The broadcasting corporation shows a wide range of objectives and has the power to make rules and regulation for enabling the corporation to perform its function under the Prasar Bharati Act. The broadcasting corporation tries to maintain fair, balanced and unbiased presentation with an objective of unity and integrity of the nation, safeguard the citizen's right to informed freely, truthfully and objectively on all matter of public interest which helps to promotes a high level broadcasting system in India.*





## **9. Conclusion**

*The article entitled 'The History of Indian Electronic Media: An Overview of the Significance of Radio and Television Broadcasting' reflects the history of Indian radio and television broadcasting and its significance in India society. It shows their arrival, struggle and a steady growth in the pre and post independence era. Along with this, the history also reflects their significant contributions in the growth and development of India. However the history of Indian radio broadcasting is predates than the history of Indian television but both of them shows significant contribution in various fields. They bring pace in communication system with their advance technologies and satisfied the Indian society in multi dimensional ways. Radio reached almost the entire nation and communicate in an acoustic way where as television communicate and satisfied its audience through its audio and visual effects. Electronic media especially radio and television derived as a tool that disseminate information, instructions and provide entertainment where as it also help to foster the sense of unity, national integrity and in overall it helps to maintain democracy throughout the India. The history of Indian electronic media encrypts the golden moments and added a new chapter in the field of history which records the historical data or the past accounts of both Indian radio and television in a chronological order. The history strengthens the base of Indian electronic media by providing the past records of the Indian radio and television and reflects how it turns significant for social development. The authentic historical data narrate the reality of the past and differentiates the reality from the myth.*

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