Marketing Akashvani

Many of us must have grown up listening to the radio early in the morning.We used to be woken up by the Akashvani signature tune,with the aroma of coffee or tea from the kitchen.The morning hustle and bustle used to start with this Akashvani radio tune. With it,the sunlight used to enter our house.All India Radio’s caller tune has been heard by hundreds of millions of people since it was composed in 1936.The caller tune of radio is 80 years old;but still has not lost its charm. Every morning since then, this beautiful tune has been played at the beginning of the morning telecast of AIR, and with time has stamped itself into the memories of everyone who listened to radio in India. Some things never get old…..

All India Radio (AIR), Tagore re-christened it as Akashvani, the voice that comes over from the skies, through a poem that was penned in 1938.Since 1956 Akashvaṇi(literally, "Voice from the Sky"), is the national [public](https://en.wikipedia.org/wiki/Public_broadcasting) radio broadcaster of [India](https://en.wikipedia.org/wiki/India) and a division of [Prasar Bharati](https://en.wikipedia.org/wiki/Prasar_Bharati" \o "Prasar Bharati). Established in 1930, it is the sister service of Prasar Bharati's [Doordarshan](https://en.wikipedia.org/wiki/Doordarshan" \o "Doordarshan), the national public television broadcaster.

Among the most remarkable achievements of AIR was its Vividh Bharati service which began in October 1957 .But AIR is or was more than that: it had radio plays, feature shows, radio talks, large doses of classical music, quiz and poetry competitions and school based programmes, AIR also picked up ‘rural broadcasting’ from where ‘community listening’ had started before Independence, and strengthened it with what the farmer needed: weather reports, market prices, agricultural tips, animal husbandry, health and hygiene.

Vividh Bharati started its Jayamala programme to cheer the armed forces, with Nargis, Lata, Asha, Mukesh, Naushad, Manna Dey and the who’s who of the film world leading it. Then rolled out other unforgettable programmes, like Inspector Eagle, the Bourn-vita Quiz Contest, Filmi Mukadama, Antakshari, Man Chahe Geet, Sangeet Sarita, Chhaya Geet, etc. We may also remember that All India Radio actually lived up to its name, for it never discriminated against singers and artistes like Ghulam Ali, Mehdi Hasan, Nusrat and Rahat Fateh Ali, Mohsin Khan, Mira, Monalisa, Shafqat Ali Khan, Abida Parveen, Adnan Sami and others who were Pakistanis. Its radio waves united souls in music and a shared history that the politics of a ‘Two Nation theory’ had rendered asunder.

Sadly Radio fade away from our life,the entry of TV into the drawing room has vanquished the dignified and respectable presence of the radio in middle class homes in what can be termed the tragedy of decent entertainment at home. The radio is gone forever to posterity except for a few diehard devotees like me who still cling to it for whatever that is left of it. Of course, it has been resurrected in another avatar as FM (frequency modulation) Radio, the poor relative of the television is thriving mostly on the private FM channels. Radio is cheap and the transistor ubiquitous. However, AIR that once rendered such notable service has been cruelly delimited. Like cable television now, radio became a rage in the 1920s. However, cable television has pushed the radio and transistors in the corner too.

Thanx to our Prime Minister Shri Narendra Modi ji. That everywhere in India, every household did try to locate the oldest member of family of entertainment equipments in their homes.Those who found their radio not working immediately rushed to nearest shop to repair it. That will make them to hear the first show “Man Ki Baat” by Prime Minister of India. It is only due to Man Ki Baat that the extinct radio got a fresh leash of life.

There is a great need to examine and market both the private broadcasters and the government funded publicly owned All India Radio to reform further. The government of India has to constitute a committee to examine the broadcasting scenario and suggest suitable remedies to the growing broadcasting needs of the country. There is a need to look at the broadcasting systems of the advanced countries in Europe and more particularly in Scandinavian countries and compare our broadcasting with them. It is hoped that the broadcasting scenario will improve further in India in fulfilling the needs of the citizens of the country.

After the invention of Television, Radios & Transistors have taken a back seat in most of the households. Radios are now obsolete and we enjoy entertainment materials now on transistors. In Nagpur a decade back only two prominent Radio shops were there i.e. Maratha Mandir & Vijay trading company at Zanshi Rani square. Now it is very difficult to purchase transistor of your choice. Both the shops have shifted to some other businesses. There are no repairers for transistors. One has to repair the same by way of being technician by himself & that too by trial & error, Near Shani Mandir we have big electronic market but there are also no one to repair a transistor.

Aakashwani needs to be marketed by way of providing transistor of quality at resemble rates & be kept available everywhere. People listen to Aakashwani through their vehicle inbuilt transistor or deck but it is not always safe since it distracts the attention of drivers while driving on busy roads. All India radio can also start their own transistor retail outlets. It will certainly boost the marketing of Aakashwani.

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