

## Broadcasting Infrastructure and Network Development (BIND) scheme

*Prelims: Current events of national and international importance*

### Why in news?

Recently, the Union Minister of State for Information & Broadcasting has announced the establishment of Akashvani Kendra in Ujjain under BIND scheme.

- **BIND scheme** - Broadcasting Infrastructure and Network Development (BIND) scheme.
- **Launched in** - 2023
- It is the **Central Sector Scheme**.
- **Nodal Ministry** - **Ministry of Information and Broadcasting**.
- **Aim** - To **modernize and strengthen** the public broadcasting **infrastructure of Prasar Bharati** i.e. All India Radio (AIR) and Doordarshan (DD).

*Doordarshan will celebrate its 66th foundation day on September 15, 2025 with a special cultural event titled "Shabdanjali: DD@66" to be held at Rang Bhawan, Akashvani Bhawan, New Delhi.*

- **Objectives -**
  - Digitalization of broadcasting equipment,
  - Replacement of old systems,
  - Modernization of studios and transmitters, and
  - The introduction of new technologies for All India Radio (AIR) and doordarshan (DD).
- The scheme aims to expand the reach of AIR FM transmitters, increase the capacity of the Doordarshan Direct-To-Home (DTH) platform.
- **Distribution of free Dish** - The Scheme also envisages free distribution of over 8 lakh DD Free Dish Set of Box to **people living in remote, tribal, LWE and border areas**.

- **Coverage** - The Scheme will increase coverage of AIR FM transmitters in the country to 66% by geographical area and 80% by population up from 59% and 68% respectively.

## Quick facts

### Prasar Bharati

- Prasar Bharati is the public broadcaster of the country.
- It is an **autonomous statutory body** established by an **Prasar Bharati (Broadcasting Corporation of India) Act, 1990**, serving as India's public broadcaster.
- **All India Radio (AIR)** - It is the **national radio broadcaster** of India, known as Akashvani, broadcasting audio content in various languages and dialects,
- AIR is the **largest radio network in the world** in terms of the number of languages broadcast.
- AIR's domestic service includes 420 stations nationwide, covering nearly 92% of India's geographic area and 99.19% of its population, with programming available in 23 languages and 179 dialects.
- **Doordarshan (DD)** - It is its **national television** counterpart, providing video programming to the public.
- The Doordarshan was separated from All India Radio (AIR) on April 1, 1976, granting operational autonomy to expand its reach.
- Today, the Doordarshan Network consists of 35 channels with 06 National Channels, 28 Regional channels and 01 Channel with international presence.
- **"Mann Ki Baat"** - Prime Minister Narendra Modi's monthly radio and television address.
- It is a flagship program aired on DD National and DD News, to connect with citizens on national issues, culture, and development.

## References

1. [PIB | Akashvani Kendra](#)
2. [PIB | BIND scheme](#)
3. [PIB | Doordarshan at 66](#)