

Akashvani Annual Awards

Akashvani Annual Awards were instituted in 1974 to promote professional excellence and to bring out the best from the staff working at various radio stations and installations. Significantly some of the award winning programmes under this scheme have also won international acclaim.

Awards are given for outstanding Radio Plays, Documentaries, Musical Productions, Innovative Programmes, Programmes on Family Welfare and Programmes on Farm and Home. In each category two prizes are awarded for the Producer and Production Team. Trophies are also given to the Stations winning the first prize in each category of programmes.

There are also special prizes for Yuva Vani, Special Topic Documentary and the "Lassa Kaul Award" for programmes on National Integration, "The K. L. Sharma Award" carrying a First and Second prize for the Best Correspondent of the Year.

Children Choral Singing groups (Junior, 5-12 years & Senior, 12-17 years) First & Second prizes are awarded every year on the basis of competitions held all over the country.

Commercial Broadcasting commenced over All India Radio in 1967 on Vividh Bharati Channel. An award was instituted in 1987 for the Best Commercial Broadcasting Service Centre of the year to encourage the spirit of competition and as recognition of the special efforts by the centres in boosting commercial revenue. This award named " Dr. Rajendra Kumar Talib Award" is in the memory of Dr RK Talib who headed CBS AIR Chandigarh. Akashvani introduced a Special Award for the Best Marketing Division in 2002, to encourage Marketing and Revenue augmentation amidst stiff competition today. The Award for Audience Research Surveys/ Reports were instituted in 1995, in which First and Second prizes are given for excellent survey reports.

Gandhian Philosophy and Public Service Broadcasting Awards were instituted in 2001 – the first, in commemoration of Mahatma Gandhi's first visit to the Broadcasting House, New Delhi on 12th November, 1947, and the latter to encourage programming

on issues of public concern and relevance. To promote use of Hindi in official work, four awards carrying have been introduced in 2003 for work in different linguistic zones.

From the year 2005, four new categories of awards were instituted for the Best Trainer (Programme), Best Training Institute (Programme), Best Regional News Unit and Best News Editor of the Year. In the year 2008, award for Best Part Time Correspondent Award of the Year and in 2009, Award for the Best Women's Programme were added.

A vibrant organization that All India Radio is, it portrays the kaleidoscope of Indian culture and civilization. The award winning programmes reflect the efforts that go into projecting the country and preserving its culture in new and innovative ways.
