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AIR needs fresh, young talent: Prasar Bharati CEO

Renuka Phadnis

There is a need to infuse fresh talent in All India Radio (AIR) and a change in the mindset of staff in Doordarshan to create quality content, said top officials of Prasar Bharati.

Speaking at the inaugural function of the South Zone Convention organised by the Programme Staff Association of All India Radio and Doordarshan here on Friday, Jawhar Sircar, Chief Executive Officer, Prasar Bharati, said AIR needed fresh blood and older employees would have to get used to working with younger colleagues. Every station should get one young employee to handle social media. At present, AIR is in an “absurd” situation requiring correction with staff retiring after 30 years or working for 20 years with no promotion, and no fresh talent recruited in 20 years. He said, “Our workforce is too old for a media organisation and we have no young talent.” A. Surya Prakash, Chairman, Prasar Bharati said quality content in Doordarshan could improve with fresh talent. However, to recruit, a recruitment board is required. He said, “when we have the recruitment board, we will recruit.”

Vividh Bharati

Vividh Bharati, mounted on FM, will be available on mobile phones in three months, Mr. Surya Prakash said.

Jawhar Sircar, Chief Executive Officer, Prasar Bharati, said placing Vividh Bharati on FM was long due.

It was the “duty” of AIR to be accessible and FM was “the way to reach the hearts of listeners in India.”

A mobile phone application could easily enable AIR on phones.

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