

Prasar Bharati  
(India's Public Service Broadcaster)  
News Services Division: All India Radio  
New Broadcasting House, Parliament Street, New Delhi  
(Reference and PP&D Unit)

File No. NSD/PP&D/AAA/Guidelines-2017 / 3266

Date: 28.02.2017  
28 FEB 2017

**Sub: Guidelines for various Akashwani Annual Awards relating to NSD, AIR.**

Please find enclosed here with a set of guidelines of Akashwani Annual Awards relating to News Services Division, All India Radio for information and necessary action.

This issues with the approval of DG (News).

*Anupama*  
(Anupama Bhatnagar)

Director (News) (Admn/PP&D)

To

- PS to DG (News)
- All ADGs/Directors (News)
- In-Charges of RNUs (Through E-mail)
- AD (IT)- please put the guidelines on NSD's official website immediately.

Copy for information:

- Director General (Kind attention of ADP (D), All India Radio, Akashwani Bhawan, Parliament Street, New Delhi.

**Prasar Bharati**  
**(India's Public Service Broadcaster)**  
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File No. NSD/PP&D/AAA/Guidelines-2017

Date: 28.02.2017

**Guidelines for various Akashwani Annual Awards relating to NSD, AIR**

**1. K. L. SHARMA AWARD FOR BEST CORRESPONDENT**

**A. PROCEDURE:**

1. All the correspondents working across the country and abroad, including the editors posted in one-man RNUs (who act as a correspondent) can apply for the award. Correspondents who have received the award in the last two years need not apply.
2. A proforma will be circulated to all the RNUs and NSD Headquarters. The filled in proforma is to be submitted along with all supporting documents/audios. Director (Reporting) will evaluate all the entries received for the awards from NSD Headquarters and foreign correspondents. With regard to entries received from RNU Correspondents, Director (RNU) will evaluate their contribution towards regional news while Director (NR) will evaluate their contribution to national news. The evaluation will be submitted to the Screening Committee by both Directors.
3. The Screening Committee shall consist of all ADGs. ADG (Reporting) will be its Chairperson. The Committee will recommend a panel of 2 names to the Final Selection Committee based on the criterion given in para B. Dir (PP&D) will be the member Secretary of the Committee. The committee will consider only those candidates who have applied for the award. However DG (News) reserves the right to nominate in exceptional cases.
4. The final selection shall be done by a Selection Committee Chaired by DG (News). A representative of DG: AIR and an external media expert shall be the members of the Committee. Dir (PP&D) will be the member Secretary of the Committee. The external expert may be a Media Head, retired Media Head, veteran/senior journalist, and editor of newspapers or magazines, broadcasting channels.

**B. CRITERIA:**

**Best Correspondent:**

1. Correspondent should have made notable contributions towards national and regional bulletins and current affairs programmes both in quality and quantity.
2. Correspondent should be regular, prompt, consistent and objective in reporting news.
3. Correspondent should have taken initiative to report on events and situations, which are outside the beaten path.
4. Correspondent should be able to bring out significance of atmosphere and other nuances of the story in a clear, lively, interesting and brief dispatch.
5. Correspondent should be able to give a sharp overview and latest update in a live interaction so as to enrich a news story.
6. Contribution to Social Media of NSD/RNU.
7. Correspondents should enclose at least 10 stories and 5 audio

**2. BOLD & COURAGEOUS REPORTING:**

In addition to above given criteria for Best Correspondent Award:

1. Correspondent should have reported from an area where threat to life is involved. For example reporting during war, conflict area, national calamity etc.
2. Correspondent should have reported from an area where it is difficult to establish communication and/or not easy to move freely.
3. Content of the coverage should be of uncompromising nature without succumbing to the pressures of the environment and other outside pressures.
4. Contribution to Social Media of NSD/RNU.
5. Correspondents should enclose 10 stories and 5 audio.

3. BEST NEWS EDITOR OF THE YEAR

A. PROCEDURE

1. All the editors working across the country will be eligible for consideration for the award. Correspondents working as editors (single officer unit) are also eligible for the award. NRTs working in Hindi News room who have continuously worked as Editors will also be considered. Candidates must apply for the award. However DG (News) reserves the right to nominate in exceptional cases. Candidates who have received the award in the last two years need not apply.
2. A Proforma will be circulated to all the RNUs and NSD Headquarters. The filled in proforma is to be submitted along with all supporting documents by the Editors for the assessment of Screening Committee. Director (RNU) will evaluate the entries received from RNUs for the award while Dir (NR) will scrutinize the entries received from NSD Headquarters. Their evaluation will be put up before the Screening Committee.
3. The Screening Committee shall consist of all ADGs. ADG (Newsroom) will be its Chairperson. The Committee will recommend a panel of 2 names to the Final Selection Committee. Dir (PP&D) will be the member Secretary of the Committee.
4. The final selection shall be done by a Selection Committee chaired by DG (News). A representative of DG: AIR and an external media expert shall be the members of the Committee. Dir (PP&D) will be the member Secretary of the Committee. The external expert may be a Media Head, retired Media Head, veteran/senior journalist, and editor of newspapers or magazines, broadcasting channels.

## B. CRITERIA

1. The editor should have made notable contribution towards national /regional news bulletins or news based programmes both in quality and quantity.
2. The editor should have contributed towards improving the content of the news bulletin/news based programmes by adding appropriate sound inputs and selection of proper stories/subjects for news based programmes. The innovative idea for improving the bulletin is an added consideration.
3. The editor should be regular, prompt, and consistent and objective in his/her work.
4. The editor should have taken initiative for inclusion of important items/subjects in the news bulletins/news based programmes even against the odd circumstances.
5. The editor should enclose 10 stories edited by him/her along with their sources.

#### **4. BEST REGIONAL NEWS UNIT**

##### **A. PROCEDURE**

- a. All the Regional News Units working across the country will be eligible for consideration for the award. A Proforma will be circulated to all the RNUs and only those RNUs who apply for the award will be considered for the award. The filled in proforma is to be submitted along with all supporting documents for the assessment of Screening Committee. RNU who have received the award in the last two years need not apply.
- b. Director (RNU) will evaluate all the entries received for the award and provide it to the Screening Committee.
- c. The Screening Committee shall consist of all ADGs. ADG (RNU) will be its Chairperson. The Committee will recommend a panel of 2 names to the final Selection Committee based on the criteria given below in para 'B'. However DG (News) reserves the right to nominate in exceptional cases. Director (PP&D) will be the member Secretary.
- d. The final selection shall be done by a Selection Committee chaired by DG (News). A representative of DG: AIR and an external media expert shall be the members of the Committee. Director (PP&D) will be the member Secretary of the Committee. The external expert may be a Media Head, retired Media Head, veteran/senior journalist, and editor of newspapers or magazines, broadcasting channels.

## B. CRITERIA

1. Initiatives taken by RNU in order to improve the news bulletins/news based programmes.
2. Initiatives taken to expand news programming at the RNU by mounting special programmes on important events, beyond the normal Fixed Point Chart (FPC) of the station.
3. Initiatives taken by RNU to increase the listener-ship of its news bulletins/news based programmes.
4. Efforts made for better functioning of the RNU including improvement of physical infrastructure and technological up-gradation and use of technology.
5. Additional inputs provided/initiatives taken against the odd circumstances by the RNU.
6. Expansion of existing programmes and/or introduction of new programmes by RNU in addition to the existing ones.
7. Efforts made by RNU to utilize the funds earmarked under Station's budget for strengthening regional news.
8. Efforts made by RNU to maximize output of PTCs in the state and monitoring their performance.
9. Efforts made by RNU to work as a cohesive unit.
10. Contribution to Social Media of NSD and RNU.

APPLICATION FORM FOR 'K. L. SHARMA AWARD FOR  
BEST CORRESPONDENT'/'BOLD & COURAGEOUS  
REPORTING' FOR THE YEAR \_\_\_\_

1.Name and Designation :	
2. Pay Scale/Basic Pay :	
3.Place of Posting :	
4.Date of posting at present place :	
5.Whether a NSD/RNU/Non RNU/ Non -Station Correspondent :	
6.No. of items filed during the period :	
7.No. of dispatches filed :	
<u>For GNR</u>	
<u>For RNU</u>	
8. A statement giving your most Significant coverage of the year (not more than 100 words) :	
9. A statement explaining your claim: for the Award (in 200 words)	
10. Specimen of coverage as filed :	

Certified that the particulars given above are true to the best of my knowledge.

Date and Place:

Signature:



Name and Signature of Head of RNU:



NEWS SERVICES DIVISION

ALL INDIA RADIO

PROFORMA FOR 'BEST NEWS EDITOR' OF THE YEAR \_\_\_\_\_

<p>1. Name and designation :</p> <p>2. Pay scale and Basic pay:</p> <p>3. Place of Posting and Date of : posting at present place</p> <p>4. No. of bulletins daily/duration (For RNUs):</p> <p>5. No. of news based programmes produced &amp; their periodicity:</p> <p>6. Editorial staff in RNU :</p> <p>7. Contribution towards Social Media platform :</p> <p>8. Special programme produced:</p> <p>9. Innovation in bulletins :</p> <p>10. Notable contribution towards National/Regional news bulletins or news based programmes both in quality and Quantity :</p> <p>11. Specific contribution in the year :</p>	
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Certified that the particulars given above are true to the best of my knowledge.

Date and Place:

Signature:



Signature of Forwarding Authority/RNU Head:

NEWS SERVICES DIVISION

ALL INDIA RADIO

PROFORMA FOR 'BEST REGIONAL NEWS UNIT' FOR THE YEAR \_\_\_\_\_

1.Name of the RNU	:	
2.No. of bulletins daily/duration	:	
3.No. of news based programmes, Duration & their periodicity	:	
4. Editorial staff at RNU	:	
5.Special programme produced during the year under consideration	:	
6.Innovation introduced in bulletins and Current Affairs Programme	:	
7. Improvement in infrastructure at the RNU made during the year under consideration	:	
8. Contribution towards Social Media platform	:	
9. Any other achievement/contribution in the year	:	

Certified that the particulars given above are true to the best of my knowledge.

Place:

Name and Signature of Head of RNU:

Date: