



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

13 APR 2017

File. No. NSD/Ref/AAA Guidelines/2017 / 332

Date: 12.04.2017

**Sub: Guidelines for "Best Newsreader Award" under Akashwani Annual Awards**

Directorate General, All India Radio vide letter no. 18/01/2017- P-III/28 dated 15.02.2017 has introduced a new award i.e. "Best Newsreader Award" from the year 2017 under Akashwani Annual Awards. Accordingly the guidelines for Best Newsreader Award have been prepared with the approval of DG (News), All India Radio. A copy of the guidelines is attached herewith for your kind information and necessary action.

(Anupama Bhatnagar)

Additional Director General (News)

To

- PS to DG (News)
- All ADGs/Directors (News)
- In-Charges of RNUs- Through email mode
- **DD (IT)**- Please upload the guidelines on NSD's official website immediately.
- E-in-C (GNR/HNR)/Notice Boards.
- **DDA/ST.A.O/C.N.R./ALL ~~the~~ Language units**

**Copy for information:**

Director General (Kind attention of Shri H. K. Pani, OSD (PP&D), All India Radio, Akashwani Bhawan, Parliament Street, New Delhi with reference to his letter dated 15.02.2017 referred above.

(L. R. Sharma)

12/4/2017  
Officer In- Charge (Ref./PP&D)

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

**File No. NSD/PP&D/AAA/NR/Guidelines/2017**

**Date: 12.04.2017**

**Sub: Guidelines for "Best Newsreader Award" under Akashwani Annual Awards.**

- A. The Award is open to only regular Newsreaders/NRTs working in NSD and RNUs of any language in which news bulletins are broadcast and the amount of Award will be **Rs 10,000/-**.
- (I) The entries received from News Room (GNR/HNR), Language units and RNUs will be scrutinised by Director (NR), Director (IL) and Director (RNU) respectively. If needed the services of an outside expert may also be taken.
- (II) Director (NR)/Director (IL)/In-charges of RNUs may send nominations of Newsreaders/NRTs after proper screening for preparation of a panel for 'Best Newsreader Award'.
- (III) Only regular Newsreaders/NRTs are eligible to apply for the award and there will be no Second/Joint winner.
- (IV) A person winning the prize in a year shall not be eligible for the following year.
- (V) Any entry received after the prescribed last date will not be accepted.
- (VI) The guidelines for "Best News Reader Award" will be effective from the year 2017.
- (VII) Period of review will be calendar year.
- (VIII) The recommending authority will ensure that the entries are fully justified in all respects.
- (IX) The recommending authority will also ensure that there is no lapses on the part of NR/NRTs during the period in any respect.

**B. Procedure:**

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1.	All the regular Newsreaders/NRTs working across the country will be eligible for consideration for the award.
2.	A Performa will be circulated by Director (PP&D) in NSD Headquarter and all RNUs enclosed as <b>Annexure 'A'</b> . The filled in Performa along with other materials i.e. Script and Audios submitted by the applicants will be scrutinized by Director (NR)/Director (IL)/Director (RNU) as the case may be, as per Criteria and marking scheme mentioned in Para 'C' and 'D'.
3.	Based on the recommendations of Director (NR)/Director (IL)/Director (RNU), a panel of 05 (Five) Newsreaders/NRTs will be prepared by <b>Screening Committee headed by DG (News)</b> . ADG (NR)/ADG (RNU), Director (NR), Director (IL) and Director (RNU) will be members of the committee and Director PP&D will be



the convener. An expert knowing more than one regional language may also be nominated by DG (News) as a member of the committee, if required. The external expert may be a serving/retired media personnel, veteran/senior journalist and/or editor of newspaper or magazine, broadcasting channel. The number of experts can be more than one if more number of languages being scrutinized by the committee. The experts may be paid a fee as prescribed for talkers in T&CA programmes. DG (News) may also recommend names of NR/NRT for the Award in exceptional cases. The panel of five Newsreaders/NRTs will be forwarded to DG, AIR for final selection.

**C. Criteria:**

S. No	
1.	The News Reader/NRT should have made notable contributions towards national and regional bulletins, features and current affairs programmes.
2.	The News Reader/NRT should be regular, prompt, consistent and objective in news reading/translation/ anchoring.
3.	The News Reader/NRT should be familiar with modern communication tools.
4.	The News Reader/NRT should be prompt in delivery of News Bulletins and Current Affairs programmes.
5.	Any special assignment.

**D. Marking Scheme:**

Director (NR), Director (IL), Director (RNU), as the case may be, will assess the entries on the basis of following objective criteria on a scale of 0 to 5 in each case.

**Maximum marks =5 x 10=50.**

1. News sense and objectivity in News reading/translation.
2. Quality of voice.
3. Content and Editorial quality of the news item translated.
4. Contribution to news based programmes.
5. Delivery of News.

**E. Screening committee:**

Based on the above marking scheme, the screening committee headed by DG (News) will prepare a panel of five persons which will be forwarded to DG, AIR for final selection.



**Performa for 'Best News Reader Award' - (To Be Filled By News Readers/NRTs)**

<p>1. Name of Applicant :</p> <p>2. Name of Office/RNU:</p> <p>3. Date of initial appointment and present place of posting, with date:</p> <p>4. No. of Exclusive stories prepared/translated:</p> <p>5. Contribution to News based programmes:</p> <p>6. Details of special programmes/bulletins read/anchored by the Newsreader/NRT:</p> <p>7. Any additional contribution of the Newsreader/NRTs during the year:</p> <p>8. A statement explaining the claim for the award must be given by the NR/NRT: (Maximum-200 Words)</p> <p><b>Enclosures:</b></p> <p>1) Five selected News items translated by NRT along with English text.</p> <p>2) Audio of five selected bulletins/News items read/Current Affairs programmes anchored by Newsreader/ NRT.</p>	
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Certified that the particulars given above are true to the best of my knowledge.

Date and Place:

Signature of Newsreader/NRT

Recommendations of Forwarding Authority/RNU Head

