

# Development of TV in India

CC- 102 Unit-4

Ganesh Kumar Ranjan  
Faculty, MJMC,  
MMHA&PU

- 1959:** September 15, Television telecasting starts in Delhi with the help of UNESCO  
Biweekly 1 hour programme  
21 community TV sets
- 1961 :** **School Television Project** launched
- 1967:** 26 January **Krishi Darshan** programme began
- 1972 :** 2 October 2<sup>nd</sup> TV station starts at Bombay
- 1973:** TV station at Amritsar, Srinagar and TV relay centre at Pune
- 1975:** 1 August **SITE** inauguration  
August 8 Calcutta TV station commissioned  
August 15 Madras  
August 27 Lucknou

**SITE** (satellite instructional television experiment) in 2400 villages of Andhara Pradesh, Bihar, Karnataka, Madhya Pradesh, Oridsha and Rajsthan. The project was implemented jointly by NASA of America , ISRO od India and satellite division of All India Radio. All India Radio prepared its software while the other agencies took charge of preparation of the hardware. ISRO set up community satellite television receiving sets in 2338 villages. Service of satellite ATS-6 were obtained for this work. Per day four hour transmission .

1976: January 1 Television commercial service introduced

April 1 **Doordarshan separated from AIR**

A separate directorate general was formed.

SITE project completed

**Community Education Scheme** launched in kheda district in collaboration with PIJ, Ahmedabad .

560 community TV sets were distributed in 10 Talukas of Kheda district. Programme were meant for the villagers.

*Continues...*

*Thank you*