



## Boom Time for Radio in India

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**Abstract:** FM radio stations are one of the most popular entertainment mediums offering millions of Indians a great mix of shows. According to industry experts and analysts, there are 250-300 million radio users today. Today, Radio Jockeys or RJs are looked up to as the 'heartbeat' of any radio station which in turn guarantees valuable listeners who come and tune-in to their shows. And it won't be wrong to say that some of them match film stars in their popularity with the public. Over the last decade, Radio Jockey (RJ) as a profession has come a long way in India, as many youngsters are looking into it as a full-time profession.

**Key words:** Radio Jockey, industry experts, FM radio

### Introduction:

With the rollout of FM Phase III licensing, the Indian radio industry is optimistic about its huge growth. Never before has the FM industry so looked forward to a policy getting implemented. Phase III implementation will bring about a change the industry has never seen before. Over the last two decades, this business has reached a level of maturity where it is in a position to know how to take advantage of all benefits that Phase III will bring in its wake. To get a clearer understanding, one needs to delve a little into the past to see how the industry has reached this far. When private FM radio was launched in India in 1999, the programming comprised a plethora of music - Hindi film, English pop and rock, Western classical, trivia, and more. FM was dedicated to music and more music. All people loved it.

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shows. And it won't be wrong to say that some of them match film stars in their popularity with the public. Over the last decade, Radio Jockey (RJ) as a profession has come a long way in India, as many youngsters are looking into it as a full-time profession. At one point of time, Radio Jockeys in India meant All India Radio announcers or programme hosts who would rattle words as slow as a slow locomotive engine. But with the fast moving world of today, the profession of Radio Jockey has emerged as a prime choice for the youth in India.

### History of radio in India:

Radio broadcasting started in India with the launch of a private radio service in Chennai, in the year 1924. The same year, British government gave license to the Indian Broadcasting Company, to launch Radio stations in Mumbai and Kolkata. Later as the company became bankrupt, the government took possession of the transmitters and began its operations as the Indian State Broadcasting Corporation. In the year



1936, it was renamed All India Radio (AIR) and the Department of Communications managed it entirely. After independence, All India Radio was converted into a separate Department. All India Radio has five regional headquarters in New Delhi, for the North Zone; in Kolkata, for the East Zone; in Guwahati, for the North-East Zone, in Mumbai, for the West Zone; and in Chennai, for the South Zone.

In the year 1957, All India Radio was renamed Akashvani, which is controlled by the Ministry of Information and Broadcasting. During the period of independence only a mere 6 radio stations existed throughout the country. But during the late 1990s, the network of All India Radio extended to almost 146 AM stations. Moreover the Integrated North-East Service focused on reaching to the population in northeast India. All India Radio offers programmes in English, Hindi and numerous regional and local languages. In the year 1967, Commercial Radio services started in India. The initiative was taken by Vividh Bharati and Commercial Service, from the headquarters in Mumbai. Vividh Bharati accumulated revenues from widespread sponsorships and advertisements. During the mid-1990s, broadcasting was carried on from 31 AM and FM stations.

By 1994, there were around 85 FM stations and 73 short wave stations that linked the whole nation. The broadcasting technology in India is basically indigenous and reaches far and wide to various listeners like farmers who require various updated information on

agriculture. Between 1970 and 1994, the amount of radio receivers increased manifold, almost five times. From the initial 14 million, the number increased to a staggering 65 million. The broadcast services from foreign countries are provided by the External Services Division of All India Radio. Almost 70 hours of news, entertainment programmes were broadcasted in 1994 in various languages with the help of 32 shortwave transmitters.

After Independence, Indian radio was regarded as a vital medium of networking and communication, mainly because of the lack of any other mediums. All the major national affairs and social events were transmitted through radio. Indian radio played a significant role in social integration of the entire nation. All India Radio mainly focused on development of a national consciousness as well as over all National integration. Programming was organized and created keeping in mind the solitary purpose of national political integration. This supported in prevailing over the imperative crisis of political instability, which was created after the Independence. Thus political enhancement and progressive nation building efforts were aided by the transmission of planned broadcasts.

All India Radio also provided assistance in enhancing the economic condition of the country. Indian radio was particularly designed and programmed to provide support to the procedure of social improvement, which was a vital pre-requisite of economic enhancement. The leading development beliefs of the time analysed the problems and hindrances in



development as the primary ones in the developing nations. The function of broadcasting paved a way for the surge of modern concepts. Later, with the modernisation of the country, television was introduced and broadcasting achieved new status. But by then, radio had become a veteran medium in India. Diverse programmes including entertainment and melodious songs were also transmitted nationwide. Akashvani or All India Radio still stands as one of the biggest radio networks around the globe.

### The Road Ahead

According to a latest report by Price Waterhouse Cooper (PWC), radio in India is expected to grow at a Compound Annual Growth rate (CAGR) of 19% for the next few years. Besides this, the radio advertising industry is to rise from the present 3.8% to 5.2% in the near future.

There has a major shift that has been seen from Print media to Radio where the cost is relatively less and the results are much more. Plus you get the benefit of repetition of the message which the advertiser really adores.

According to a leading Indian newspaper, the result of the above is, that it translates into a career as a radio jockey which means that this is the best-time to enter the FM Radio industry in India. Radio jockey training in India is still at its infancy, except for one or two organized players dominating the training landscape.

MEDIA	Growth (%)
Television	14.5
Movies	9.3
Print Media	9.6
Radio	19.2
Music	17.6

### A day in the life of a radio jockey (RJ)

*Radio Jockeying without a doubt is one of the most exciting and rewarding for those who choose this profession:*

- 8:00 am Reach Office
- 8:15 am Brainstorming Meeting
- 8:30 am Prepare for Mid-Morning show
- 10:00 am Go 'On-Air'
- 1:00 pm Show ends
- 1:30 pm Lunch
- 2:30 pm Preparation for the next day's show/interviews with celebs etc.
- 4:00 pm Voice-Over/Recording work for Advertisements
- 4:30 pm Back Home

### Remuneration for a professionally Trained Radio Jockey (RJ)

- **Entry Level:** Rs 11,000 to Rs 15,000 per month (approx.)
- **Exp. b/w 1-3 years:** Rs 22,000 to Rs 40,000 per month (approx.)
- **Exp. above 3 years:** Rs 60,000 and above per month (approx.)



- **Very Popular RJ:**  
Rs 1.5 lakh per month or  
above (approx.)

*However, if you are able to create a long list of loyal listeners and succeed in popularizing your own unique style, then sky is the limit for the right candidate.*

#### **What it takes to become a popular radio jockey?**

- Good Voice-Over skills
- Writing skills
- Research skills
- Knowledge of music and the industry
- Gift of the gab
- Passion to succeed
- Ability to blend humor
- Will to win

#### **Conclusion**

Considering the fact that more than 850 private FM Radio stations are going to be launched in India in the very near future, there can be no better time than this to dip into the smörgåsbord of opportunities available in the Indian radio industry. radio is booming and so is advertising and careers too. Over and all Radio seems to have finally gotten it's due which it has been missing for the past many decades. Radio someone still loves you.

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