

**PRASAR BHARATI  
DG: ALL INDIA RADIO**

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**PRESS RELEASE**

All India Radio has bagged the UNICEF's prestigious global '2011 International Children's Day of Broadcasting (ICDB) Award for Radio'. The awards were announced by UNICEF in New York on 6th December 2011.

AIR's winning programme 'Joy-Live' in Hindi language was produced by Ms. Meenu Khare, Programme Executive of AIR Gorakhpur. This variety infotainment programme contained over three hours of programming, all presented by children, containing news, dramas, interviews and story-telling. Children shared complex problems in the society in a child-friendly language in the programme.

The International Children's Day of Broadcasting initiated by UNICEF is the day set aside each year to celebrate children's broadcasting and encourages young people to get involved in television and radio broadcasting.

The 2011 ICDB theme, "Girls Are... Boys Are...," looked at gender roles and gender equality/inequality.



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