<table>
<thead>
<tr>
<th>Title</th>
<th>Radio broadcasting service (radio Nepal).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Shrestha, U. L.</td>
</tr>
<tr>
<td>Date</td>
<td>1991</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://hdl.handle.net/10220/2482">http://hdl.handle.net/10220/2482</a></td>
</tr>
<tr>
<td>Rights</td>
<td></td>
</tr>
</tbody>
</table>
Radio Broadcasting Service
(Radio Nepal)

By

Uttam L. Shrestha
RADIO BROADCASTING SERVICE  
(Radio Nepal) - Country Paper

By Uttam L. Shrestha M. Com;  
Chief, Commercial Service

Mr Chairman

Our dear fellow Broadcasters, Ladies and Gentlemen.

I am extremely happy to be here in workshop on 'Radio Broadcasting Management Organization and Personnel Development' programme, Commencing from today 4th March till March 15, 1991. Firstly, do kindly accept our best wishes and greetings from my organization Radio Broadcasting Service. On behalf my Organization I would like to thank you Mr. Vijay Menon, Secretary General of AMIC and Dr. Anura Goonasekera, Senior Programme Specialist, Research Programme of AMIC for inviting us to this workshop. Before I say anything about any Organization please allow me introduce myself. My name is Uttam Lal Shrestha and I am Commercial Chief looking after 'Commercial Service' of RBC since last five years. I was the first manager of Commercial Service sometime 23 years back. Prior to this Commercial Chief, I was a Chairman and General Manager of two organizations, Shri Ratna Recording Corporation and Nepal Film Corporation for 3 years and 7 years respectively. Both the organizations are under the Ministry Communications. Radio Nepal was established in April 1951 soon after Nepal attained democracy. To begin with, Radio Nepal started broadcasting only four and a half hours a day with a meagre technicians and equipments and with a modest 150 watt transmitter.

Till 1983 Radio Nepal had to depend on only in short wave broad-
casting. Since then the medium wave broadcasting has made its presence felt in a small area coverage.

As the short wave broadcasting was not always reliable, Radio Nepal has to work out a comprehensive programme to establish countrywide medium wave network in order to provide its listeners with all weather dependable radio signal.

The programme was carried out in 3 phases.

**First phase in 1983**

One medium studio building at Kathmandu and 100 kw each medium wave transmitting station were set up at Middle Development and Western Development region.

**Second phase in 1990**

100 kw and 10 kw medium wave transmitting stations were set up at the Middle Development and Eastern Development region.

**Third phase in 1991**

One 100 kw medium wave transmitting station and 10 kw medium were transmitting station are under construction at Middle West Development and Far Western Development region respectively and shall be completed by 1991.

**Coverage**

After the completion of this network 90-95% of the total population shall be benefitted.
Percentage of Listeners
There are approximately 2 million radio sets in the country and every set is assumed to cater about 5 persons. It is also estimated that there are about 8 million listeners within and outside the country.

Effectiveness of radio in a country like Nepal
The effectiveness of radio is immensely felt by its well reception all over the country. The reasons for its effectiveness are greatly enhanced by dishing out of programmes which meet the taste of all sections of listeners and for the reason that almost every household owns a radio set. The most dominant reason is that the illiteracy and difficult terrain of the country make the print media irrelevant as well as inaccessible. The television which is recently introduced in the country has not yet spread its wings all over the country and has yet to be an affordable item.

Before 1984 Radio Nepal was a part of the Govt. and had to depend entirely on Govt. fund. To make it a self reliant Radio Nepal has been made into committe as Radio Broadcasting Service. Main source of income is from Commercial Service to meet its administrative and other over head expenses. Since then we have been generating own income to our satisfaction. Radio advertising in RBC is getting more and more popular and increasingly effective. Starting our income as Rs 61,51,778 Nepali currency in the year 1985/86 has now come to of Rs 1,86,50,000 Nepali currency in the year 1990/91.
Govt. Contribution

1985 - 1991 Rs. 1,60,00,000 Nepali Currency.

The affairs of RBC are managed by a Board of Directors with communication Secretary as its Chairman.

Programme

Daily broadcast duration 17 hours a day:

Development programme 28.35%
Information 16.20%
Commercial Entertainment 55.45%

RBC Broadcast in Nepal language. But news are in Nepali, English, Newani and Hindi Languages, while commercials are accepted in Nepali and English only.

Independent Role of Radio

Radio news reporting has undergone a noticeable transformation in the changed context of democratic political set-up in the country. Radio Nepal has now been given a free hand in selecting, editing and disseminating of news on purely merit basis without any bias or discrimination. The news and views on the opposition activities are now being given equal treatment as to that of the parties in power. RBC has seven major wings headed by sectional chief. Wings are:-

1. News and Current Affairs
2. Engineering
3. Programmes
4. Administration and Planning
5. Accounts
6. Music
7. Commercial Service

Our commercial timings are:
8.40 am to 11.00 am
7.30 pm to 10.45 pm/ A timing
2.15 pm to 5.00 pm/ B timing

Major Problems
1. Financial Constraints
2. Skilled man-power
3. Training facility
4. Recruitment policy

Please allow me to conclude with best wishes and cordial greetings from my organization - RADIO BROADCASTING SERVICE.

Thank you to all of you and sincere thanks to Mr. Wilfried Solback, Course Director, Mrs Anja Marcotty, Consultant/Trainer of Deutsche Welle Training Centre, Federal Republic of Germany.