



## 47th AIBD Annual Gathering

**For Prelims:** Asia-Pacific Institute for Broadcasting Development (AIBD), 47<sup>th</sup> AIBD Annual Gathering

**For mains:** Role of Media during Covid-19 Pandemic

### Why in News?

India's Presidency of the prestigious [Asia-pacific Institute of Broadcasting Development \(AIBD\)](#) has been extended for one more year.

- This was unanimously **decided by the AIBD member countries** at the two-day **General Conference of the Institute** held in New Delhi.

### What is Asia-pacific Institute of Broadcasting Development (AIBD)?

#### ▪ About:

- The **Asia-Pacific Institute for Broadcasting Development (AIBD)** was established in 1977 under the aegis of [United Nations Educational, Scientific and Cultural Organization \(UNESCO\)](#).
- It is a unique regional **inter-governmental organisation servicing countries of the United Nations Economic and Social Commission for Asia and the Pacific (UN-ESCAP)** in the field of [electronic media development](#).
- Its secretariat is situated in **Kuala Lumpur** and is hosted by the Government of Malaysia.

#### ▪ Objective:

- The AIBD is mandated to **achieve a vibrant and cohesive electronic media environment in the Asia-Pacific region** through policy and resource development.

#### ▪ Founding Members:

- The **International Telecommunication Union (ITU)**, the [United Nations Development Programme \(UNDP\)](#), and the **United Nations Educational, Scientific Cultural Organisation (UNESCO)** and The **Asia-Pacific Broadcasting Union (ABU)** are founding organizations of the Institute and they are non-voting members of the General Conference.

#### ▪ Members:

- Broadcasters from 26 countries in the Asia Pacific region including India are full members of the organisation.

#### ▪ The 47<sup>th</sup> AIBD Annual Gathering:

- The 47<sup>th</sup> AIBD Annual Gathering/20<sup>th</sup> AIBD General Conference and Associated Meetings was **held in New Delhi**.
- It witnessed a range of discussions, presentations and idea exchange sessions especially focusing on the topic of **"Building a Stronger Future of Broadcasting in post pandemic era"**.
- A **five-year plan for co-operative activities and exchange programmes** was also finalised.
- All the participating countries and member broadcasters **pledged to work together for a sustainable broadcasting environment**, latest technology know-how, finest content

## How has AIBD Proved Significant in the Covid-19 Pandemic Era?

- AIBD leadership kept **the member countries connected online** during the **Covid-19** pandemic and also maintained a **constant dialogue on how media can mitigate the impact of the pandemic.**
- **Member countries were immensely benefitted through sharing of information** on the latest developments in the medical field, positive stories of Covid warriors and more importantly in countering fake news which was spreading faster than the pandemic.
- AIBD continued its **training and capacity building programmes even during lockdowns.** 34 training programmes were conducted in 2021 alone and were focused on tradition as well as emerging issues like climate change, green technologies, sustainable development, faster reporting, programming for children etc.
- With increase in the use of internet in broadcasting, **training of journalists in cyber security journalism has become imperative.**
  - AIBD is the first set up to take this up as part of its training programmes.
- It is the media which brought the world on one platform during the difficult phase and reinforced the spirit of one global family.

**Source: PIB**

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