



# Asia-Pacific Institute for Broadcasting Development

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## Why in News?

Recently, in an unprecedented development, India has been elected president of the [Asia-Pacific Institute for Broadcasting Development \(AIBD\)](#) General Conference (GC) for the third successive term.

- This was the **first in the history of AIBD** as this reflects the confidence of broadcasting organizations worldwide in India's capabilities in guiding and innovating in the field of broadcasting.

## 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 **intergovernmental organization 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 **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:

- The AIBD currently has **92 member organizations** from across **44 countries, including 26 government members** (countries) represented by 48 broadcasting authorities and broadcasters, and **44 affiliates** (organizations) represented by 28 countries and regions in Asia, Pacific, Europe, Africa, Arab States and North America.

### ▪ Asia Media Summit:

- [Asia Media Summit](#) is the **annual conference** organized by (AIBD) in collaboration with its partners and international organizations.
- The Conference is attended by Decision makers, media professionals, scholars, and stakeholders of news and programming from **Asia, Pacific, Africa, Europe, Middle East, and North America**.

### ▪ Secretariat:

- **Kuala Lumpur**, Malaysia.

### ▪ India and AIBD:

- India is **one of the founding members of AIBD**.
- [Prasar Bharati](#), India's public service broadcaster, is the representative body of the

## **Prasar Bharti**

- Prasar Bharati is a **statutory autonomous body**.
- It is the **Public Service Broadcaster** of the country.
- It was established under the **Prasar Bharati Act in 1997**.
- The Prasar Bharati Corporation's main objective is to provide autonomy to **Doordarshan and Akashvani** in order to "educate and entertain the public."

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