



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Perunthalaivar Kamarajar"

Asia-Pacific Institute for Broadcasting Development

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Why is in news? India Re-elected as President of Asia-Pacific Institute for Broadcasting Development (AIBD) for a Third Successive Term

In an unprecedented development where India had **already served two terms as President**, Asia-Pacific Institute for Broadcasting Development (AIBD) General Conference (GC) from 2018 – 2021 and 2021 – 2023, India has been **elected as President of AIBD GC for the 3rd successive term** to lead the prestigious international organisation.

On the above achievement, Ministry of Information & Broadcasting stated that this milestone has happened for the first time in the history of AIBD, which is an organization of 50 years old and this shows the confidence of the broadcasting organizations across the Asia Pacific and the world on India and that India can - show the way, lead the way in providing a new value of the broadcasting.

About:

The Asia-Pacific Institute for Broadcasting Development (AIBD) was established **in August 1977** under the auspices of **the United Nations Educational, Scientific and Cultural Organisation (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**.

It is hosted by the Government of Malaysia and the **secretariat is located in Kuala Lumpur**.

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

The International Telecommunication Union (ITU), the United Nations Development Programme (UNDP), and the United Nations Educational, Scientific and Cultural Organisation (UNESCO) are the founding organisations of the Institute and they are non-voting members of the General Conference.

The Institute seeks to fulfill this mandate by **mobilizing the intellectual and technological resources** available within the national broadcasting organizations of its member countries as well as regional and international bodies through a well-established infrastructure and networking mechanism which includes government agencies, non-governmental organizations, institution of higher learning, private sector and individual professionals.

Full membership of the AIBD is confined to sovereign states and they are invited to designate the broadcasting authority of the country to be the beneficiary.

The AIBD currently has 26 Full Members (countries), represented by 43 organisations, and 50 Affiliate Members (organisations) with a total membership of 93 representing 46 countries and regions and over 50 partners in Asia, Pacific, Europe, Africa, Arab States and North America.

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India is one of the founding members of AIBD and Prasar Bharati, India's public service broadcaster is the representative body of the Ministry of Information & Broadcasting, Govt. of India at AIBD.