

Yojana, Kurukshetra & Employment News Now Freely Available on WAVES OTT

Publications Division Releases 227 E-Books, Including India Year Book, for Free Access

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In a major push towards digital knowledge access, the Publications Division has made its flagship journals Yojana, Kurukshetra, Aajkal and Bal Bharati along with the weekly Employment News, available free of cost on Prasar Bharati's WAVES OTT platform, bringing its rich repository directly to readers nationwide.

The advertisement features a yellow header with the Ministry of Information and Broadcasting logo and the Publications Division logo. Below the header, two smartphones are displayed: the left one shows a grid of e-books including 'INDIA Year Book', and the right one shows a grid of magazines including 'Yojana', 'Kurukshetra', 'Aajkal', and 'Bal Bharati'. To the right of the phones, the text reads 'Publications Division's Books & Magazines Now Available On' followed by the WAVES OTT logo. Below the logo is a yellow banner with the text 'Free of Cost*' and a QR code with the text 'SCAN HERE'. At the bottom right, there is a small graphic showing the app available on Google Play and the App Store.

This initiative is aimed at democratizing access to credible, informative, and culturally enriching content for readers across the country. The monthly journals are widely recognized for their in-depth analysis of socio-economic issues, rural development, literature, and children's education, while Employment News serves as a vital resource for job seekers by providing reliable and timely information on employment opportunities, recruitment notifications, career guidance, and skill development.

In addition to journals, a comprehensive collection of e-books across a wide range of genres has also been made available free of cost on the WAVES platform. This includes the prestigious Bharat Year Book , a flagship publication known for its authoritative and detailed account of India's governance, economy, and development initiatives. At present, a total of 227 e-books are accessible free of charge to readers.

Further expanding its digital offerings, the Publications Division plans to make approximately 300 additional e-books available on the WAVES platform by the end of April. These publications will be offered at a nominal cost, ensuring affordability while continuing the Division's mission of promoting knowledge dissemination.

To further enhance accessibility and reader convenience, printed books published by the Publications Division can also be purchased through the WAVES platform. This facility is being enabled through CSC Grameen eStore under the ONDC (Open Network for Digital Commerce) framework, ensuring seamless availability of physical copies to readers across the country, including in rural and remote areas. A total of 524 printed books are available to purchase at present.

This initiative underscores the Publications Division's commitment to leveraging digital platforms to broaden the reach of its publications and cater to the evolving preferences of readers. By integrating free digital access with affordable paid content and physical book availability, the Division aims to create a comprehensive and inclusive reading ecosystem.

The public is encouraged to explore the extensive range of journals and e-books now available on the WAVES OTT platform and benefit from this initiative.

Mahesh Kumar/ Aparajita Priyadarshini

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