

Renowned Lyricist and Communication Expert Shri Prasoon Joshi Appointed Chairman, Prasar Bharati

Shri Prasoon Joshi's Appointment to Bring "Renewed Energy and Creative Voice": Shri Ashwini Vaishnaw

Posted On: 02 MAY 2026 5:12PM by PIB Delhi

The Ministry of Information & Broadcasting has appointed noted lyricist, writer and communications expert Shri Prasoon Joshi as the Chairman of Prasar Bharati, India's public service broadcaster.



Shri Joshi is a distinguished creative professional with wide-ranging contributions across literature, advertising, cinema, and public communication. Known for his impactful writing and deep cultural sensibility, he has played a significant role in shaping contemporary Indian media narratives. His body of work spans acclaimed film lyrics, advertising campaigns, and socially resonant storytelling that connects with diverse audiences across the country.

On his appointment, Union Minister of Information & Broadcasting Shri Ashwini Vaishnaw said, "My heartfelt congratulations to Shri Prasoon Joshi ji on his appointment as Chairman of the Prasar Bharati Board. Prasoon ji is a rare creative spirit celebrated across the world in advertising, literature, art and cinema, yet his heart beats unmistakably for India. His words carry the fragrance of our soil, and his vision

reflects the timeless essence of our culture. Under his stewardship, Prasar Bharati will discover renewed energy, deeper purpose, and a fresh creative voice. My very best wishes to him for a memorable and meaningful tenure ahead.”

Before this appointment, Shri Joshi has served as Chairperson, Central Board of Film Certification (CBFC), Mumbai since August 2017 where he contributed to strengthening film certification processes while engaging with stakeholders across the film industry. His tenure at CBFC reflected a balanced approach towards creative expression and regulatory responsibility. Earlier, he had also served as CEO, McCann World Group India and Chairman, McCann World Group Asia Pacific (a subsidiary of McCann Erickson). He is also one of the Trustees of Indira Gandhi National Centre for Arts since 2016.

With his extensive experience in creative industries and public communication, Shri Joshi is expected to bring a unique perspective to the leadership of Prasar Bharati at a time when public broadcasting is navigating rapid technological transformation and evolving audience expectations.

About Prasar Bharati

Established under the Prasar Bharati (Broadcasting Corporation of India) Act, 1990, and operational since 1997, Prasar Bharati is India’s statutory autonomous public service broadcaster. It comprises two major divisions:

- All India Radio (AIR) – one of the largest radio networks in the world, reaching millions across urban and rural India in multiple languages and dialects.
- Doordarshan (DD) – India’s national television broadcaster, offering a wide range of programming including news, education, entertainment, and cultural content.

Prasar Bharati has also launched Waves OTT platform for strengthening free-to-air OTT services in the spirit of public broad casting.

Prasar Bharati plays a vital role in disseminating information, promoting national integration, preserving cultural heritage, and ensuring access to credible public broadcasting services across the country. With a vast terrestrial and digital footprint, it continues to expand its reach through digital platforms, DTH services, and archival initiatives.

Mahesh Kumar/ Aparajita Priyadarshini

(Release ID: 2257506) Visitor Counter : 1786

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