

Union Minister Shri Ashwini Vaishnaw Inaugurates 20 kW Akashvani FM Transmitter at Ramgarh, Jaisalmer

Radio Broadcasting Must Adopt a “Digital First” and “Hyper-Local” Approach to Remain Relevant and Impactful: Shri Vaishnaw

New FM Transmitter Aims to Strengthen Broadcasting Infrastructure in Border Areas, Advancing Vision of Connectivity from “Kashmir to Kutch”

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Union Minister for Railways, Information & Broadcasting and Electronics & Information Technology, Shri Ashwini Vaishnaw, today virtually inaugurated a 20 kW Akashvani FM Transmitter at Ramgarh in Jaisalmer from the Akashvani Jaipur premises.



With this addition, the number of FM transmitters in Rajasthan has increased to 39. The Ramgarh transmitter will ensure radio coverage within an 80-kilometre radius in the border region, covering nearly 20,000 square kilometres of Jaisalmer district and enabling people to access a variety of information, educational and entertainment programmes.



Addressing the gathering, Shri Vaishnaw called for a transformation in the functioning and outlook of Prasar Bharati. He emphasized that in the era of rapid technological advancement, radio broadcasting must adopt a “Digital First” and “Hyper-Local” approach to remain relevant and impactful. He directed officials to prepare a roadmap for this transformation and stressed the importance of integrating local artists and artisans into the broadcasting ecosystem.

Establishing robust infrastructure for Akashvani FM transmitters & Doordarshan centres across border regions!

📺 Inaugurated a new 20 kW FM Transmitter in Jaisalmer, which will extend broadcasting services across Jaisalmer and the surrounding areas. pic.twitter.com/WExsH3WkqA

— Ashwini Vaishnaw (@AshwiniVaishnaw) June 11, 2026

The Minister also referred to the upcoming AI Data Centre in Jaipur, describing it as a foundation for the future and a significant step towards technological advancement.

Chairman of Prasar Bharati, Prasoon Joshi, addressed the gathering and highlighted the enduring importance of institutions such as Akashvani and Doordarshan. He said that these organisations are deeply connected to the roots of society and play a vital role in disseminating information and reflecting ground realities to a wider audience.



The transmitter is aimed at strengthening the reach of All India Radio and Doordarshan in border areas. It will serve not only Jaisalmer but also surrounding regions, marking a major step in border communication infrastructure. The initiative aligns with the vision of dedicated broadcast infrastructure “from Kashmir to Kutch”, ensuring systematic expansion of broadcasting services across the entire frontier.

During the event, Shri Vaishnav also interacted with young officers of Prasar Bharati. The ceremony, held at the Akashvani Jaipur premises, was attended by Rajasthan’s Energy Minister Heeralal Nagar, Jaipur MP Manju Sharma, and Akashvani Director General Rajeev Kumar Jain. Jaisalmer MP Umedaram Beniwal also joined the programme virtually.

Mahesh Kumar/ Vivek Vishwash/ Neetu Saini

(रिलीज़ आईडी: 2271618) आगंतुक पटल : 601

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