



386 Private FM Radio Channels Operational; Govt Policy Mandates 20% Content in Local Language to Promote Regional Culture

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The Government conducted e-auctions for 730 FM channels across 234 new cities on July 9– 10, 2025 through a transparent system. It was widely published in print and electronic media before the auction. During this cycle, there were 18 successful bidders including 9 new entrants to the FM radio sector. There are 386 operational private FM radio channels.

Under the Private FM Radio policy, every broadcaster must ensure that at least 20% of its daily broadcast content is in the local language of the city and promotes local content, including programmes on local culture, traditions, and folk music.

The Private FM Radio Phase-III policy permits broadcasters to access Prasar Bharati towers and sites, wherever available, for faster rollout. The Government issues Letters of Intent (LOI) and executes Grant of Permission Agreements (GOPA) with clearly defined timelines for operationalisation especially in LWE and aspirational districts.

The Government follows a multi-pronged approach by tracking the broadcast of public service announcements and government schemes. It maintains close coordination with broadcasters for timely dissemination of verified information during emergencies and key campaigns.

This information was provided by the Minister of State for Information and Broadcasting and Parliamentary Affairs, Dr. L. Murugan, in a written reply to an Unstarred Question in the Rajya Sabha raised by Shri I. S. Inbadurai.

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