



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

AIBD - Asia-pacific Institute of Broadcasting Development

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Why is in news? AIBD Unanimously extends India's Presidency for one more year

- India's Presidency of the prestigious Asia-pacific Institute of Broadcasting Development (AIBD) has been extended for one more year.
- This was **unanimously decided by the AIBD member** countries at the two day General Conference of the Institute held in New Delhi.
- Currently, **Sh. Mayank Kumar Agrawal**, Chief Executive Officer, Prasar Bharati and Director General, Doordarshan is the President of AIBD
- The Asia-Pacific Institute for Broadcasting Development (AIBD), established in **1977 under the auspices of UNESCO**, is a unique regional inter-governmental organization 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 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, institutions of higher learning, private sector and individual professionals.
- The AIBD currently has **26 countries as full members represented by 43 organizations, and 52 affiliate members**.
- The 47th AIBD Annual Gathering / 20th AIBD General Conference and Associated Meetings held in New Delhi on 19-20 September 2022 witnessed a range of discussions, presentations and idea exchange sessions especially focusing on the topic of **"Building a Stronger Future of Broadcasting in post pandemic era"**.
- A five year plan for co-operative activities and exchange programmes was also finalised.
- All the participating countries and member broadcasters pledged to work together for a sustainable broadcasting environment, latest technology know-how, finest content creation, various co-operative activities.

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