



## PB-SHABD

**Source:** [PIB](#)

- Union Minister of Information and Broadcasting launched the [Prasar Bharti](#) - **Shared Audio Visuals for Broadcast and Dissemination (PB-SHABD)**, a news-sharing service from **Prasar Bharati**, aimed at transforming news dissemination in India.
- PB-SHABD will serve as a single-point source of news content for smaller news organisations lacking extensive networks.
- SHABD service is offered free for the first year, providing news stories in major Indian languages across fifty categories.
- The minister highlighted the revamped platforms for **Doordarshan News** and Akashvani News, and updated News on the Air mobile app, emphasising their role in **democratising access to news and fostering collaboration within the media industry**.
- Prasar Bharati is India's largest public broadcasting agency. It is a **statutory autonomous body set up by the Prasar Bharati Act, 1997**.
  - The Prasar Bharati Corporation's main objective is to provide autonomy to Doordarshan and Akashvani to "educate and entertain the public."

**Read more:** [Broadcasting only through Prasar Bharati](#)

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