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| http://www.indianconsulate-sf.org/images/ashokachkra.gif | EMBASSY OF INDIA KUWAIT |

**PRESS RELEASE**

All India Radio has launched a multimedia website for its external service. The website *airworldservice.org* is presently available in English, Hindi and Urdu languages. The content consists of rich bouquet of news, current affairs, programmes on culture, heritage, music, art, tourism, health-care, issues relating to economy, investment, development, education etc. The website which has a blend of text, pictures, video and audio components, also features live streaming of radio programmes. It also has a segment of “Radio On Demand”.

The External Services of All India Radio have been broadcasting their programmes in 27 languages (15 foreign and 12 Indian). They are reaching out to more than 140 countries through medium and short wave. Broadcasts are aimed at Indians living abroad as well as others worldwide. The programmes of AIR have wide following as is evident from large number of letters, e-mails received by the different language services. It is mainly for Indian Diaspora and to give the listeners a feel of Home away from home. AIR also broadcast in Bangla, Baluchi, Burmese, Chinese, Dari, Pashtu, Punjabi, Nepali, Saraiki, Sindhi, Sinhala, Tamil and Tibetan for the neighbouring countries. Their objective is to project the progress and policies of India, along with its arts and culture. All Indian nationals living in Kuwait, who are interested to see the external service of All India Radio may log to its website [www.airworldservice.org](http://www.airworldservice.org)

9 **December 2015**