

Key Commitments

Licence number: CR000061

Service name	Desi Radio
Licence area	West London centred on Southall (as shown in the licensed coverage area map)
Frequency	1602 kHz (AM)

Description of character of service

Desi Radio is for the Panjabi-speaking community in west London, providing for different faith communities, nationalities and ages. It promotes better understanding of the target community and encourages a sense of community among Panjabi people. It also promotes the inclusion of disadvantaged groups.

The service broadcasts:

- Music. The main types of music broadcast over the course of each week are: music of Panjabi origin including traditional and folk songs, Bhangra, spiritual and classical music.
- Speech. The main types of speech output broadcast over the course of each week are: local news, news from East and West Panjab, information, advice, community announcements, studio guests and discussion.
- Over the course of each week, programming in Panjabi, and occasionally English, is broadcast.
- The service provides original output¹ between 07.00 and 24.00 hours on weekdays with some reduction on weekends and holidays.
- The service provides locally-produced output² during all daytime hours.

The studio is located within the licensed coverage area.

The service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air, and in doing so, achieves the following objectives:

- the facilitation of discussion and the expression of opinion,
- the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and
- the better understanding of the particular community and the strengthening of links within it.

Members of the target community contribute to the operation and management of the service.

The service has mechanisms in place to ensure it is accountable to its target community.

[July 2007. Revised September 2016]

¹ Original output is output that is first produced for and transmitted by the service, and excludes output that was transmitted elsewhere before. Original output can be live or voice-tracked. Repeat broadcasts of original output do not count towards the minimum requirement.

² Locally-produced output is output made and broadcast from within the service's licensed coverage area.