

No.NS-MISC00THR/26/2024-NPCS(RNI)
GOVERNMENT OF INDIA
OFFICE OF THE PRESS REGISTRAR GENERAL OF INDIA
(MINISTRY OF INFORMATION & BROADCASTING)

9th Floor, Sookna Bhawan, CGO Complex
Lodhi Road, New Delhi - 110003
<https://prgi.gov.in>

Dated 31.07.2025

ADVISORY No. 29 of 2025

Subject: Registration of Publishers on PB-SHABD Platform

With a view to strengthen the ecosystem of credible, responsible, and fact-based truthful news dissemination in India, publishers and media organisations may like to register on the **Prasar Bharati - Shared Audio-Visuals for Broadcast and Dissemination (PB-SHABD)** platform.

2. PB-SHABD is a news sharing service that offers daily news feeds in various formats, including video, audio, text, and photos. PB-SHABD aims to distribute accurate and meaningful content to the print and electronic media industry across India.

3. Therefore, the registered newspapers/periodicals of PRGI may register themselves on PB-SHABD to utilize credible and authentic information in easy to understand formats. The details of the platform are available on **shabd.prasarbharati.org**. A brochure on PB-SHABD is also attached with this advisory. For registration, the subscribers can visit **shabd.prasarbharati.org/register**.

This issues with the approval of the Press Registrar General.



(Rajith Chandran M.R.)
Deputy Press Registrar General

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31/7/25