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Government of India
Ministry of Information & Broadcasting
(Policy Planning Cell)

New Delhi the 28th November, 2017

Sub.: Summary (No.-10) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of October 2017.

The significant activities / events relating to this Ministry for the month of October 2017 are outlined below: -

- The Media Units of the Ministry widely covered and publicized various functions attended and tributes paid by Hon'ble President of India and Hon'ble PM on the occasion of birth anniversary of Mahatma Gandhi and Lal Bahadur Shastri and the conclusion of 'Swachhata Hi Seva' fortnight. Publications Division (DPD) organized book exhibitions from 28th Sep. – 13th Oct., 2017 in 10 sales outlets across the country. To celebrate 100 years of Champaran Movement of Mahatma Gandhi, Song and Drama Division (S&DD) in collaboration with M/o Agriculture & Farmers Welfare also organized mega Sound and Light programme 'Samar Yatra' on 2nd October, 2017 in the presence of an audience of over 25000 in Motihari.
- The Minister of Information & Broadcasting and Textiles Smt. Smriti Zubin Irani delivered the Sardar Patel Memorial Lecture 2017 on 26th October, 2017 on the topic "Model for Broadcast landscape for Democracies", where she mentioned that the audience measurement system should be democratic and talked about various related issues such as prevailing trends in the News segment, profile of the public broadcaster, endeavors of the Ministry, etc. The annual lecture was organized by the All India Radio as a mark of respect to Sardar Vallabhbhai Patel, India's first Minister of Information & Broadcasting.
- The Ministry and its Media Units undertook extensive coverage and publicity of the events/ activities organized and took pledge on the Birth Anniversary of Sardar Patel, observed as 'Rashtriya Ekta Diwas' on 31st October, 2017. Live coverage & wide publicity was provided to the Floral Tribute (Patel Chowk), Photo Exhibition (Central Park, Connaught Place), Flagging off ceremony, 'Run For Unity' and various other events organized across the country through special programmes, interviews/ discussions, documentaries etc. by Doordarshan, All India Radio (AIR) and their News divisions. Directorate of Advertising and Visual Publicity (DAVP) issued print advertisements and undertook print publicity, TV and Radio Production campaigns. Press Information Bureau (PIB) created a special webpage and issued Press & Photo Releases and Features. Regional units of Directorate of Field Publicity (DFP) conducted Special Outreach Programmes. Wide Social Media publicity was also provided on Social Media platforms.
- The Ministry through its Media Units widely covered the events relating to 'Paryatan Parv' organized by M/o Tourism from 5th – 25th October, 2017. AIR

News covered the events in its news bulletins, including regional languages, news based programmes as well as Social Media platforms. PIB issued various Press Releases and photographs. DAVP released print advertisements in newspapers and implemented SMS campaign and a TV Channel Media Plan.

- Regional offices of DFP organized 86 Special Outreach Programmes (SOPs) across the country to highlight 'Hastkala Sahyog Shivar' from 7th – 17th October, 2017 to emphasize the empowerment of the weavers and their families in career progression. S&DD also organized around 200 programmes in Hastkala Sahyog Shivar camps in handlooms and handicraft clusters of Ministry of Textiles. PIB also provided wide coverage and publicity to the camps organized.
- PIB facilitated a Press Conference addressed by the Union Finance Minister Shri Arun Jaitley on 24th October, 2017 in Delhi on the current economic situation in the country. Infographics prepared on the highlights were uploaded on PIB and Finance Ministry websites and shared on Twitter. PIB also covered and publicized the briefings made by the Finance Minister to the Media after the 22nd meeting of the Goods and Services Tax (GST) Council on 6th October, 2017.
- National Film Archives of India (NFAI) put up an exhibition of 60 Indian Film Posters depicting the history of Indian Cinema in 'Guwahati International Film Festival' held from 28th October to 2nd November, 2017. Film and Television Institute of India (FTII) also launched the first ever Weekend Film Appreciation courses at Pune campus & at Directorate of Film Festivals (DFF), Delhi.
- Certificates were presented to twelve (12) Indian Information Service (IIS) probationers on the successful completion of Induction Training in Communication & Media conducted by the Indian Institute of Mass Communication (IIMC). On the occasion, IIS Probationers were encouraged to continuously upgrade their professional skills to meet the demands of the changing communication paradigm.



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