

File No. P-11015/1/2017- PPC
Government of India
Ministry of Information & Broadcasting
(Policy Planning Cell)

New Delhi the 27th June, 2017

Sub.: Summary (No.-5) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of May 2017.

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

- The 64th National Film Awards 2016 were conferred by Hon'ble President of India on May 3rd, 2017. Renowned Film Director & Actor Shri Kasinadhuni Viswanath was conferred the 48th Dadasaheb Phalke Award for the year 2016. The state of Uttar Pradesh was awarded the Most Film Friendly State award and the state of Jharkhand was given Special Mention Award.
- The Minister for Information & Broadcasting, Shri M. Venkaiah Naidu is regularly holding the review meetings with Regional Media Units of the Ministry about the programs/ initiatives of the Ministry. In continuation of the review meetings held in North East Region (Guwahati) and Haryana (Chandigarh) in April, 2017, the Minister held the review meetings during May, 2017 in the states of Karnataka (Bangalore), Uttar Pradesh (Lucknow), Tamil Nadu (Chennai), Jharkhand (Ranchi), Rajasthan (Jaipur) and Chhattisgarh (Raipur). Chief Ministers of various States and/or senior officers from the State Governments also participated in the respective meetings.

Important decisions taken during the meetings include the announcement of two new channels DD Chhattisgarh and DD Jharkhand and setting up of 3 new FM stations in Chhattisgarh.

- Minister for Information & Broadcasting, Shri M Venkaiah Naidu released a set of four books titled 'Swachh Jungle ki kahani – Dadi ki Zubani' on 4th May, 2017. The books have been simultaneously published in 15 Indian languages by Publications Division to promote development of cleanliness habit amongst children.
- As a run up to the events being organized to showcase the important policy initiatives, schemes/programmes and disseminating information on the success stories of the Government during the last 3 years, various Media Units of the Ministry are providing wide publicity to the events through different Media platforms. Shri M. Venkaiah Naidu, Minister for Information & Broadcasting released 14 short films produced by Doordarshan on success stories of various Flagship schemes of the Government on 27th May, 2017. A special webpage has also been developed by PIB, which can be accessed at <http://pib.nic.in/ndagov/>. The Ministry is also facilitating Special Outreach Campaigns and exhibitions called MODI (Making of Developed India) Fests and "Sabka Saath Sabka Vikas" (SSSV) Sammelans in 300 odd districts

across the country from 27th May to 15th June, 2017. National Film Development Corporation (NFDC) is organizing these exhibitions with the support of Directorate of Advertising and Visual Publicity (DAVP).

- DD Sports Conclave 2017, the first ever televised conclave of its kind to discuss future of Indian Sports was organized by DD Sports with the theme "Celebrating Sports in India." Shri M. Venkaiah Naidu, Minister for Information & Broadcasting, inaugurated the Conclave and attended a Q&A session on May 28th, 2017.
- During the month, Press Information Bureau (PIB) facilitated the annual meeting of African Development Bank held in Gandhi Nagar, Gujarat from 22nd – 26th May, 2017 which was also attended by Hon'ble Prime Minister. Several briefings sessions were also organized on GST. A curtain raiser Press Conference of AYUSH Minister Shri Shripad Yesso Naik was also organized by PIB on 21st May, 2017 as part of the pre-publicity for International Day of Yoga (IDY) 2017. A micro site on IDY 2017 has also been created on PIB website which can be accessed at <http://pib.nic.in/yogaday2017/>
- Film and Television Institute of India (FTII)'s student Payal Kapadia directed a short film 'Afternoon Clouds' which was the only Indian entry to be screened at the Cannes Film Festival, 2017. The short film was also selected for screening in Official Competition in 3rd Edition of Festival International De Cine 'Filmadrid', Spain. FTII Diploma film 'Sakhisona' directed by Prantik Basu was also selected for screening in Filmadrid, Spain and in Shorts: Trick of the Light, 71st Edinburgh International Film Festival, UK. 'Drishti' directed by Satish Munda and 'Remembering Diana – an open letter to Abbas Kiarostami' directed by Hassainar Chengat were two films by FTII which were also selected in 14th Nahal short film festival, Iran.
- Satyajit Ray Film and Television Institute (SRFTI) started a 10 week short term course from May 15th, 2017 from its temporary campus at Itanagar, Arunanchal Pradesh where a regular SRFTI campus is also proposed to be started in near future.
- FTII, Pune in collaboration with Directorate of Film Festivals (DFF) and National Film Archives of India (NFAI) has started organizing 'Film Appreciation Courses' in different parts of the country to promote film literacy. The first such course was organized in New Delhi from 11th to 14th May, 2017, which was attended by over 150 participants, mainly film makers, journalists, students, architects, engineers, school and University teachers, Govt. servants and senior citizens.
- During the month, 1288 Special programmes including 68 Special Outreach Programmes on flagship schemes of the Government as well as other publicity activities on various issues were organized by the field units of Directorate of Field Publicity (DFP) reaching to 4.00 Lakh people in 1258 villages.

I&B Initiatives on Minimum Government Maximum Governance-

- As of the corresponding month, the official MIB twitter handle has 885 K followers, Facebook page has 1,344,336 likes, YouTube has 84,35,866 views and 44,207 followers, MIB Blog has 3,431,491 views, 12,86,633 followers are present on Google+ and Instagram has 19.9K followers.
- More than 250 items on government schemes were posted by Social Media team of NSD, AIR on Twitter and Facebook pages.


(K. Sanjay Murthy)

JOINT SECRETARY TO THE GOVERNMENT OF INDIA

Tele # 23073775