

No. A-50013/143/2019-IIS[Pt.II]
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' WING, SHASTRI BHAWAN, NEW DELHI - 110001

Dated: 30.07.2019

To

All Principal Director Generals/ Director Generals/
Additional Director Generals/ Directors/ Joint Directors
of Indian Information Service (IIS)

Subject: Second All-India Annual Conference of IIS officers of M/o I&B on 05th August, 2019 at Pravasi Bharatiya Kendra, Chanakyapuri, New Delhi - reg.

Sir / Madam,

In continuation to M/o I&B's letter of even number dated 19.07.2019, it is to inform that the Second All-India Annual Conference of the IIS officers of Ministry of I&B will be held on **05th August, 2019** at **Pravasi Bharatiya Kendra, 15A-15D, Dr. Jose P Rizal Marg, Chanakyapuri, New Delhi-110021** from **09.15 AM to 05.30 PM**. The Conference will have the following technical sessions:

- (i) Adoption of Integrated and Theme Based Communication Approach.
- (ii) Regional Expansion of Social Media and Use of Integrated Dashboard.
- (iii) Adoption of Government Communication Impact Assessment Framework.
- (iv) Roadmap for Gandhi @ 150, India @ 75, Guru Nanak's 550th Birth Anniversary, IFFI@50; and
- (v) Performance Review of Media Units.

2. All the officers are requested to make necessary advance preparation for deliberation during the aforementioned session.

Yours faithfully



(Rajendra Singh)

Deputy Secretary to the Govt. of India

☎: 23384484

Copy for information to:-

PS to HMIB; Sr. PPS to Secretary(I&B); PPS to J.S(P&A); Director (IP&FS).