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

New Delhi the 22nd Sep., 2016

Sub.: Summary (No.-8) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of August 2016.

The significant activities / events relating to this Ministry for the month of August 2016 are outlined below: -

1. Ministry of Information and Broadcasting played an active role in the 15 Day event based on the theme "Aazadi 70 Yaad Karo Qurbani" organized by the Government from 9th August to 23rd August, 2016. Special activities organized by the Ministry included a special webpage developed by Press Information Bureau, an "Independence Day Film Festival" organized by Directorate of Film Festivals in collaboration with the Ministry of Defence, a Photo Exhibition organized by the Directorate of Advertising and Visual Publicity (DAVP) in collaboration with Photo Division and a book exhibition organized by Publications Division. The theme song "Tiranga Yatra" based on Independence Day celebrations was launched by Shri M. Venkaiah Naidu, Minister for Information & Broadcasting on 12th August, 2016. Other media units of the Ministry such as AIR, DD and FM also mounted special programming based on patriotic songs, audio and video clips of speeches of national icons, etc. including in regional/ local languages. Social Media platforms were also used extensively to promote the spirit of participation and position interactive campaigns.

2. Shri M. Venkaiah Naidu, Minister for Information and Broadcasting held discussions with Minister of Information, Government of People's Republic of Bangladesh Mr. Hasanul Haq Inu and his delegation on 17th August, 2016. During the discussions, both India and Bangladesh agreed to cooperate and collaborate on a range of issues, including a proposal for a joint AV co-production agreement between the two countries and organization of a Film Festival of India in Bangladesh and a Bangladesh Film Festival in India.

3. Shri M. Venkaiah Naidu, Minister for Information & Broadcasting addressed the Indian Information Service officers from the recent batches, where he conveyed that the communication approach of I&B Ministry should strive for empowerment of people, by informing them regarding key initiatives of the Government in order to take the Prime Minister's vision of Reform, Perform and Transform forward.

4. Minister of State for Information & Broadcasting, Col. Rajyavardhan Rathore inaugurated the Workshop on Effective Use of Facebook for Government Communication at National Media Centre on 19th August, 2016, which was a joint endeavor of Press Information Bureau, New Media Cell and Facebook.
Over 250 officers from various Ministries and Departments of the Government participated in the workshop.

- The Ministry of Information & Broadcasting is organizing a Short Films Competition on the theme “Swachh Bharat” that showcases inspiring stories and helps generate awareness among citizens about sanitation and its linkages with public health. The competition aims to bring about behavioral change in people regarding healthy sanitation practices by involving people from different backgrounds, different regions and from different age groups. National Film Development Corporation of India invited entries for the Short Films Competition till 10th September, 2016. The winning entries will be announced in a special felicitation programme to be held in New Delhi on October 2, 2016.

- Publications Division participated in the annual Delhi Book Fair held at Pragati Maidan, New Delhi from 27th Aug – 4th Sep, 2016 with the theme of ‘Azadi ke 70 Saal: Yaad Karo Kurbani, Kitabon ki Jubaani’ where several newly published books were released and a special segment on books related to Freedom Struggle, biographies of National leaders and books on Mahatma Gandhi and other leading martyrs were put up. Publication Division displayed 50 eBooks for the first time at Delhi Book Fair. Its stall was awarded Golden Trophy for Excellence in display in the Hindi language category and attracted record footfalls that generated record sales of over Rs 10 Lakhs.

I&B Initiatives on Minimum Government Maximum Governance-

- During August, 2016, Ministry issued permission to 6 Private satellite TV channels, all under Non-News and Current Affairs category, taking the total permitted channels for uplinking from and/or downlinking into India to 891 (399 News and Current Affairs category and 492 Non-News and Current Affairs category).

- The number of people following twitter handle of News Service Division of AIR is about 1.21 million during the corresponding month.

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