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

New Delhi the 25<sup>th</sup> April, 2018

Sub.: Summary (No.-3) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of March 2018.

The significant activities / events relating to this Ministry for the month of March 2018 are outlined below :-

- Smt. Smriti Zubin Irani, Minister for Information & Broadcasting, chaired the meeting of **Consultative Committee of I&B Ministry** to discuss about the broad schematics of the Integration of Directorate of Advertising & Visual Publicity (DAVP), Directorate of Field Publicity (DFP) and Song & Drama Division (S&DD) into Bureau of Outreach Communications (BOC). It was explained to the members how integrating various media units which were working in silos would achieve synergy and help in reducing establishment costs and rational utilization of human resources. Members of the Committee appreciated the reform oriented efforts of the Ministry and suggested that such reforms will play a vital role in taking communication to the last mile.
- As part of '**Ek Bharat Shrestha Bharat**' (EBSB) project and on the occasion of '**International Women's Day**' on 8<sup>th</sup> March, 2018, Hon'ble Minister for Information and Broadcasting Smt. Smriti Zubin Irani released 2 books published in 13 Indian languages titled 'Razia Sultan' and 'Rani Lakshmi Bai' at Shakti Parv organized by IGNSA in collaboration with Publications Division (DPD). Another book 'Prachin Bharat ke Stree Ratan' was also released during the function.
- The Grand Finale of Software edition of '**Smart India Hackathon 2018**', a 36-hr competition to deal with problem statements relating to different Ministries/ Departments, was organized at 28 centres across the country from 30<sup>th</sup> – 31<sup>st</sup> March, 2018. Ministry of Information and Broadcasting (I&B) was a 'Premier Partner' in the initiative. At Jaipur Engineering College and Research Centre (JECRC), Jaipur, 50 teams comprising about 400 students have undertaken the coding for evolving software solution to the 16 problems statements of the Ministry of I&B. Minister of State for Information and Broadcasting, Shri Rajyavardhan Rathore felicitated the winners of the grand finale of Smart India Hackathon - Software Edition 2018. Top 3 teams were selected and awarded by the Ministry of I&B the prizes of Rs. 1 Lac (winner), Rs. 75,000 (1<sup>st</sup> runner-up) and Rs. 50,000 (2<sup>nd</sup> runner-up).
- Ministry through its various Media Units provided wide coverage and publicity to the various events relating to "**International Women's Day**" on 8<sup>th</sup> March, 2018 including launches of Women Entrepreneurship Platform, 'Udyam Sakhi Portal' and 'Biodegradable Sanitary Napkins', Presentation of Nari Shakti Puraskars, 'Pan India Expansion of Beti Bachao Beti Padhao Programme (BBBP)', etc.  
DD News telecast a special show of '**Tejasvini**' featuring all-women bikers contingent of BSF 'Seema Bhavani', a special show '**Nari Shakti @ New India**',

exclusive packages on '**Women of Change**', interaction features with young girls from Govt. and public schools/colleges and having only women anchors on Women's Day. DD News also covered a boat ride in river Ganga by the Hon'ble Prime Minister and the Hon'ble President of France by deploying more than 30 cameras, 3 OB Vans and drone cameras for aerial shots. DAVP carried out Pan-India '**Women Led Development**' campaign highlighting the provisions of Women centric schemes launched by the Government. PIB organized 2-day Press tour to Jhunjhunu for PM's event on pan-India expansion of BBBP and launch of POSHAN abhiyaan. DPD organized a discussion programme 'Bhartiya Stree – Parampara aur Apekshaen' involving prominent writers. National Film Archives of India (NFAI) in collaboration with 'Aashay and Ayyam' organized Women's Film Festival from 9th - 11th March, 2018. An Exhibition on the Life and Work of Shashi Kapoor (38 Exhibits) was also displayed by NFAI at Nasik International Film Festival from 22<sup>nd</sup> - 25<sup>th</sup> March, 2018.

- DD News provided extensive coverage and publicity to the '**International Solar Alliance (ISA)**' Summit. Live coverage was done for the welcome ceremony, ISA Founding Conference and the arrival of all the Heads of the States/ Governments at Rashtrapati Bhawan, including receiving of the French President on 10<sup>th</sup> March. Special programming undertaken included 3 special programmes, an audience interactive programme '**Ayushman Bharat**', special packages on ISA Summit, the '**10 point agenda of Hon'ble PM**' and main speeches of visiting leaders, panel discussions and exclusive graphics. A Hindi interview with Hon'ble Minister of State Shri R. K. Singh was also prepared and telecast. PIB also arranged 3 interviews of the Hon'ble Minister of Power and New & Renewable Energy in the run up to ISA Summit. DD News also provided live coverage to the Hon'ble PM's visit in Varanasi and to inauguration of 101MW Solar Power Plant at Mirzapur by the Hon'ble PM and the Hon'ble President of France.
- During the month, Prasar Bharati and Press Information Bureau (PIB) provided extensive publicity and coverage to the Krishi Unnati Mela (16-18 March), Madhavpur Mela (25-28 March), International Forest Day (21 March), Earth Hour (24 March), 105<sup>th</sup> Indian Science Congress in Imphal (16-20 March), inauguration of The Delhi End TB Summit (13 March), State elections in Tripura, Nagaland and Manipur, launch of National Nutrition Mission (8 March) and largest Informal WTO Ministerial Meeting (19-20 March) with delegations from 52 countries.
- As part of the 'Ek Bharat Shrestha Bharat' (EBSB) initiative, NSD, AIR, a media unit under the Ministry, introduced a series of audio capsules on EBSB in the news magazine programme 'Parikarma' during the month. Regional News Units (RNUs) prepared news capsules and programmes of various genre and covered the activities relating to EBSB. Special packages were also made by DD News to cover the EBSB campaign. AIR broadcast a special programme on EBSB on 9<sup>th</sup> and 23<sup>rd</sup> March, 2018.



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