

File No. P-11015/1/2018- PPC  
Government of India  
Ministry of Information & Broadcasting  
(Policy Planning Cell)

New Delhi the 22<sup>nd</sup> March, 2018

Sub.: Summary (No.-2) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of February 2018.

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

- Smt. Smriti Zubin Irani, Minister for Information and Broadcasting and Textiles inaugurated the 24th International Conference & Exhibition on Terrestrial and Satellite Broadcasting with the theme 'Non Linear Broadcasting Technologies & Business Models' titled Broadcast Engineers Society (BES) EXPO 2018 on 26th February, 2018. On the occasion, the Minister along with the other dignitaries felicitated the winners of the awards constituted by BES in various categories such as broadcasting, engineering, training and innovation. The Minister in her address also mentioned that Doordarshan should leverage the reach created by DD Free Dish and improve the revenue generation through Advertisement.
- Reference Annuals 'India 2018 / भारत 2018', the flagship publications brought out by Publications Division (DPD), was released on 27th February, 2018 by the Minister for Information and Broadcasting and Textiles, Smt. Smriti Zubin Irani. The Minister mentioned that 'India 2018 / भारत 2018' is a referral book not only for those who study administration but also for researchers and student community. The two Reference Annuals are available for sale both through physical and online mediums (e-Book).
- The Ministry through its Media Units provided extensive coverage and publicity to the 'General Budget 2018-19'. An exclusive interview of the Union Finance Minister (FM) Shri Arun Jaitley was telecast. For the first time, special panel discussions and interviews were conducted with the members of the Economic Advisory Council of PM in DD News Studios. A Talkathon with FM with the hashtag #AskYourFM was also conducted wherein live questions from the public were answered. Apart from these programmes, sectoral analysis of key budget issues was done through interactions with the Secretaries of Finance Ministry, experts, etc.  
Post Budget Press Conference of FM was arranged by Press Information Bureau (PIB). Press Releases, Infographics and other Social Media products prepared by PIB team was uploaded on PIB website. March 2018 issue of Yojana and Kurukshetra journals of DPD are also on the theme 'Union Budget 2018-19'.
- During the month, DAVP printed 6.32 lakh copies of Government of India Wall Calendar 2018 in Hindi & different regional Languages. On behalf of client

Ministries, DAVP planned and executed campaigns on 'Affordable Healthcare – Ease of Living' highlighting the provisions of 'Jan Aushadhi Yojana, Increase in Paid Maternity Leave, Knee implant, Mission Indradhanush, Sukanya Samridhhi Yojana and Reduced prices of Heart Stents'. Campaigns were also run on 'Rashtriya Ganga Mahotsav 2018', 'Affordable Living', 'Beti Bachao Beti Padhao', 'Swachh Bharat Mission' and 'Community Toilet' by utilizing various platforms.

- During the month, PIB provided wide publicity to various activities such as first ever International Kala Mela inaugurated by The Vice President of India, Prime Minister's interactive session 'Pariksha par charcha' with school/college students, PM's address during the inaugural session of 2-day Global Investors' Summit 'Advantage Assam' in Guwahati, 'Budget 2018-19', 'Khelo India School Games', 3rd International Exhibition and Conference on Pharmaceutical and Medical Device sector, polling in Tripura, Meghalaya and Nagaland, Skill India initiated by M/o Railways for training of apprentices, Rashtriya Rail Sanraksha Kosh (RRSK) created with a corpus of Rs. 1,00,000 Crores and media interactions of various Ministers on their respective budgetary provisions and allocations.

News Services Division, All India Radio (NSD, AIR) also provided extensive publicity to PM's interaction 'Pariksha Par Charcha' in national/regional language news bulletins, programmes and Social Media platforms.

- Directorate of Field Publicity (DFP) and its Field Units organized 20 Special Outreach Programmes (SOPs) on 'Swachh Bharat, Beti Bachao Beti Padhao, PM Mudra Yojana, PM Ujjwala Yojana and Rural Electrification Scheme', 32 SOPs on 'Swachh Survekshan' Campaign and 15 SOPs on 'Mission Indradhanush, Mission Parivar Vikas, T.B. and Leprosy'.

Song and Drama Division (S&DD) also held programmes on 'Ek Bharat Shrestha Bharat' in partner states of Himanchal Pradesh – Kerala, Gujarat – Odisha and Andhra Pradesh – Punjab.

- 'Fragrances from North East' festival was organized by National Film Archives of India (NFAI) in collaboration with Symbiosis (ELTIS) from 24th - 25th February, 2018 at NFAI Main Theatre, wherein films in seven languages were screened, cultural programs and Food Festival were also held. Children Film Society, India (CFSI) Film Bonanza was organized at Mumbai covering 3,101 child audiences of weaker section through 18 shows from 7th - 9th February, 2018.



(K. Sanjay Murthy)

JOINT SECRETARY TO THE GOVERNMENT OF INDIA

Tele # 23073775