

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

New Delhi the 24<sup>th</sup> August, 2017

Sub.: Summary (No.-7) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of July 2017.

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

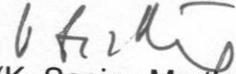
- The Ministry of Information & Broadcasting through its Media Units provided wide publicity and live coverage to the election process of President and Vice President of India as well as function organized at Central Hall of Parliament in the honour of outgoing Hon'ble President, Pranab Mukherjee and the oath taking ceremony and the assumption of office by the President-elect Shri Ram Nath Kovind as the 14th President of India on 25th July, 2017. Various Media Units of the Ministry including All India Radio (AIR), AIR News, Doordarshan (DD), DD News, Press Information Bureau (PIB) and New Media Wing utilized different Media Platforms viz. Print, Electronic and Social Media for disseminating the information among the citizens.
- On the eve of completion of former Hon'ble President Shri Pranab Mukherjee's tenure, the Hon'ble Prime Minister Shri Narendra Modi on 24th July, 2017 released the book "Selected Speeches (Volume IV) – Pranab Mukherjee, the President of India" published by Publications Division and presented the first copy to the then President. The volume is fourth in a series of Selected Speeches of former President Pranab Mukherjee and includes 161 speeches, divided into five sections.
- During the month, various Media Units of the Ministry including All India Radio (AIR), AIR News, Doordarshan (DD), DD News, Press Information Bureau (PIB) and New Media Wing continued disseminating the information pertaining to Goods and Services Tax (GST) across all media platforms and also provided coverage to the events involving discussion with Hon'ble Finance Minister Shri Arun Jaitley. 'GST-KI-Master Class' by Revenue Secretary Dr. Hasmukh Adhia held on 6 days covering issues relating to Registration & Migration Transition & Invoice Making, Composition and Record Keeping was televised live on DD National and other channels and the same was also live webcast on PIB website and publicized through PIB Social Media. PIB also provided wide publicity and coverage to the Q&A session after completion of each class and the queries received via Twitter which were answered. The Regional News Units (RNUs) of AIR News also provided special focus to various events relating to GST including the launch of GST Rate Finder App as well as GST conclave in their English, Hindi and regional News bulletins, Talks and Current Affairs Programmes and on Social Media Platforms.

The Media Units concerned of the Ministry are also taking necessary steps for implementation of GST such as holding of seminars, trainings and workshops for employees/ vendors, modifying existing accounting software as per GST requirements, etc.

- A delegation led by Director, Film and Television Institute of India (FTII) participated and made a presentation on FTII's new outreach initiative SKIFT (Skilling India in Film and Television) at the first ever edition of 5-day 'Kashmir World Film Festival' which was kicked off on 1st July, 2017 from Tagore Hall, Srinagar, Kashmir. FTII also conducted a 5-day Film Appreciation (FA) course, the first of its kind in Srinagar, which was held in association with the Media Educations Research Centre (MERC) of University of Kashmir.
- During the month, a first of its kind 5 month course on writing for TV fiction and web series in the country was launched by Film and Television Institute of India (FTII) which will cater to industry's growing need for long-format storytelling. Taking its newly launched skill development initiative SKIFT further, FTII started its first 3-week Foundation Course in Digital Cinematography in India in Andaman & Nicobar Islands and a Foundation Course in Screenplay Writing in New Delhi. A 10-day Film Appreciation (FA) course for students of National School of Drama, Delhi was conducted in FTII campus from 15th to 24th July, 2017 and a 5-days FA course was jointly conducted by FTII and National Film Archives of India (NFAI) in collaboration with Jawahar Kala Kendra (Dept. of Culture, Govt. of Rajasthan) on 26th July, 2017 in Jaipur.
- Important announcements were made at a review meeting held in Delhi on 6th July, 2017 by the then Minister for Information & Broadcasting, Shri M. Venkaiah Naidu with Regional Media Units of the Ministry located in Union Territories. The announcements made included the commissioning of two new Shortwave Solid State digital transmitters of 100 kW power each at Delhi shortly, for dissemination of content across the border for Afghanistan - Pakistan region, enhancement of the power of FM transmitters in Daman from present 3 kW to 6 kW, replacement of the present 6 kW FM transmitter in Karaikal, Puducherry by 10 kW FM transmitter to enhance the reach and installation of a 100 W FM transmitter in Car Nicobar by the end of the financial year. Lieutenant Governor of Andaman and Nicobar Islands and representatives from the Union Territories also participated in the meeting.
- National Film Archives of India (NFAI) commemorated the first film screening in India with screening of Lumière films and rare footage of the Delhi Durbar (1911) on 8th July, 2017. An exhibition on the theme Azaadi 70 Saal depicting the Indian Freedom Struggle in Indian Cinema was also held by NFAI at Jaipur where 32 Exhibits were displayed covering Indian Cinema from all languages including Hindi.
- During the month, 1287 programmes including 62 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 6.98 Lakh people in 1633 villages.

## **I&B Initiatives on Minimum Government Maximum Governance-**

- The swearing-in ceremony of the new President of India was live streamed on YouTube, Facebook and Twitter pages of MIB. More than 50 thousand people watched the ceremony live on Facebook and the photographs, press releases and related content were prominently placed on Social Media space through the accounts of the Ministry. The text of speech (Hindi and English) of the new President on his assumption of office as the President of India was also uploaded on the PIB website, SMSed and Emailed to media to ensure wide publicity.



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