

No.N-41015/79/2017-BC.III  
Government of India  
Ministry of Information and Broadcasting

Shastri Bhavan,  
New Delhi – 110001

Dated the 27<sup>th</sup> July, 2017

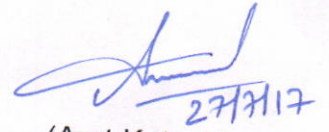
To

All Private Satellite TV Channels

As you are aware the Government has introduced Goods and Services Tax (GST) which has been made effective from 1<sup>st</sup> July, 2017 across the nation.

2. GST Cell is organizing GST awareness campaign 'Manthan', across the country. In order to publicise the same, it is requested that the enclosed text of the scrolls on the issue may be run by the channels. The channels may login to <https://gstawareness.cbec.gov.in/welcome> for specific details on the campaign.

3. Keeping in view the importance of the matter, all TV channels and their associations viz. News Broadcasters Association and Indian Broadcasting Foundation, are requested to run the scrolls, on pro bono basis.



(Amt Katoch)  
Director (BC)  
Tel: 23386394

Copy to

1. Shri Ashish Bagga, President, News Broadcasters Association (NBA), Mantec House, 3<sup>rd</sup> Floor, C-56/5, Sector-62, NOIDA – 201307.
2. Shri Puneet Goenka, President, Indian Broadcasting Foundation (IBF), B-304, 3<sup>rd</sup> Floor, Ansal Plaza, Khelgaon Marg, New Delhi – 110049.

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**MESSAGE TO BE SCROLLED**

1. GST Cell is organizing, GST Awareness Campaign "Manthan" across the country.
2. 5,156 Manthan – GST workshops are to be organized for the benefit of peoples and traders.
3. 1,119 Manthan - GST workshops to be organized in Northern India.,  
900 Manthan - GST workshops to be organized in Southern India.
4. 803 Manthan - GST workshops to be organized in Central India.
5. 1,279 Manthan - GST workshops to be organized in Eastern India.
6. 1055 Manthan - GST workshops to be organized in Western India.
- 7.

For more details on Manthan – GST Awareness Campaign please login to <https://gstawareness.cbec.gov.in/welcome>.

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