

F.No. 17/33/2011-Admn.IV

भारत सरकार

Government of India

सूचना एवं प्रसारण मंत्रालय

Ministry of Information & Broadcasting

'ए' विंग, शास्त्री भवन, नई दिल्ली - 110001

'A' Wing, Shastri Bhawan, New Delhi - 110001

Dated: 28.07.2011

ORDER

Government of India has declared 2010-2020 as the 'Decade of Innovation', with a focus on inclusive growth. In order to drive sectoral innovation in Information, Film and Broadcasting sectors, it has been decided to set up a Sectoral Innovation Council (SInC) in the Ministry of Information and Broadcasting with immediate effect. The composition of the Council shall be:-

Sl. No.	Name	
1	Ms. Asha Swarup, Retd. Secretary to the Govt. of India (M/o I&B)	Chairperson
2	Sh. Sunit Tandon, DG, IIMC, New Delhi	Member
3	Sh. Amit Khanna, Chairman, Media & Entertainment Committee, Confederation of Indian Industries (CII).	Member
4	Sh. L. Suresh, Vice President, Film Federation of India & Honorary Secretary, South Indian Film Chamber of Commerce	Member
5	Sh. Vikram Kaushik, Member, Prasar Bharati Board	Member
6	Sh. Ankan Biswas, Joint Secretary, Consumer Electronics & Appliances Manufacturers' Association	Member
7	Dr. R. Sreedher, Director, Commonwealth Education Media Centre for Asia (CEMCA)	Member
8	Sh. Sam Balsara, Chairman & MD, Madison World	Member
9	Sh. Tapaas Chakravarti, Chairman & CEO, DQ Entertainment International	Member
10	Ms. Apurva Purohit, CEO, Radio City	Member
11	Sh. B. Brahma, Economic Adviser, M/o I&B	Member Convener

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2. The terms of reference of the Sectoral Innovation Council (SInC) for Information, Film and Broadcasting sectors will be as under :-

- (i) Map opportunities for innovation in the sector;
- (ii) Help create innovative eco-systems;
- (iii) Encourage young talent in local universities, colleges, industries, R&D institutions for innovation;
- (iv) Identify and reward talent in innovation and disseminate success stories;
- (v) Organize seminars, lectures, workshops on innovation.
- (vi) Provide support to promote innovation in these sectors;
- (vii) Encourage innovations in public service delivery and,
- (viii) Prepare a Sectoral Roadmap for Innovation 2010-2020.

3. The SInC may submit its report within six months from the date of issue of this order.

4. The Secretariat of the Council will be located at the Indian Institute of Mass Communication, Delhi.

(Khurshid A. Ganai)
Joint Secretary to the Govt. of India
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Copy to:

- (1) Members of the SInC