

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

New Delhi the 3rd May, 2017

Sub.: Summary (No.-3) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of March 2017.

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

- Minister for Information & Broadcasting, Shri M. Venkaiah Naidu conferred the 6th National Photography Awards in New Delhi on 22nd March, 2017. Life Time Achievement Award was conferred to Shri Raghu Rai, Professional Photographer of the year award to Shri K.K. Mustafah and Amateur Photographer of the year award to Shri Ravinder Kumar. Five awardee each were also conferred the 'Special Mention Award in the Professional Category' and 'Special Mention Award in the Amateur Category'. On the occasion, Shri Venkaiah Naidu and Minister of State for Information & Broadcasting, Col. Rajyavardhan Rathore released the brochure of 6th National Photography Awards and also inaugurated a Photo Exhibition put by Directorate of Advertising and Visual Publicity and Photo Division.
- On the occasion of International Women's Day on 8th March, 2017, Shri M. Venkaiah Naidu, Minister for Information & Broadcasting met and interacted with the Women employees of the Ministry in a first such interface. The Minister also felicitated women achievers from different walks of life and inaugurated the Tejaswini YouTube link on the occasion of celebration of 100th episode of Tejasvini Programme on Doordarshan News on 6th March, 2017.
- Shri M. Venkaiah Naidu, Minister for Information & Broadcasting launched E-Cinepramaan, the Online Film Certification System of Central Board of Film Certification (CBFC) on 27th March, 2017 to facilitate the Hon'ble Prime Minister's vision of Ease of Doing Business and Digital India. The complete automation of the Film Certification Process would enable Good Governance making the entire process transparent and efficient.
- A Memorandum of Understanding (MoU) was signed between Film and Television Institute of India (FTII), Pune and Canon India Private Limited in the presence of Col. Rajyavardhan Rathore, Minister of State for Information & Broadcasting and Mr. Kazutada Kobayashi, President & CEO, Canon India. The MoU would promote film education through short-term courses in Film and Television across several towns and cities in the country. Canon, as 'Technology Partner' of FTII's unique initiative SKIFT (Skilling India in Film and Television), would be providing high-end cameras and accessories free of cost for the courses.

- Publications Division, a media unit under the Ministry, completed the Plan target of digitizing 1000 books under the 12th Plan Scheme by 31st March, 2017. Out of these digitally converted books, 151 e-books are made available on e-commerce platforms and more than 2500 copies of e-books including e-India 2017 have been sold so far this year.
- The Cable TV networks in India are now Digital. The Ministry has issued circular dated 30.03.2017 to all stakeholders including authorized officers of States/ UTs to ensure that no analogue signals are transmitted over the cable Networks in Phase-IV areas after 01.04.2017.
- Children's Film Society, India, an autonomous body under the Ministry, in collaboration with Smile Foundation hosted a three day National Children's Film Festival (NCFF) in Guwahati from 21st to 23rd March, 2017. More than 5000 children participated in different screenings and workshops during these three days.
- During the month, 73 Special Outreach Programmes on flagship schemes of the Government and 998 Special programmes as well as other publicity activities on various issues were organized by the field units of Directorate of Field Publicity (DFP) sensitizing over 4.56 Lakh people in 830 villages.


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