

File No. P-11015/1/2016- PPC  
Government of India  
Ministry of Information & Broadcasting  
(Policy Planning Cell)

New Delhi the 30<sup>th</sup> Jan., 2017

Sub.: Summary (No.-12) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of December 2016.

The significant activities / events relating to this Ministry for the month of December 2016 are outlined below: -

- Ministry of Information & Broadcasting (I&B) organized the 28th State Information Ministers Conference (SIMCON) on 9th and 10th December, 2016 at Vigyan Bhawan with an objective to promote partnership in the dissemination process between Centre and States. SIMCON aimed at enabling effective communication to the people and on sector specific collaboration in the Films, Broadcasting & Information sector. Taking place after a gap of seven years, the conference was organized on the theme – “Reform, Perform & Transform – A New Dimension of Communication”. National Film Archive of India also organized a Multi-Media Exhibition on the theme of ‘Azaadi 70 Saal- Yaad Karo Qurbani’ on the sidelines of the Conference, which showcased Film Industry’s contribution towards Independence.

Major announcements made during SIMCON included the formulation of a National Information & Communication Policy by Ministry of I&B to address the communication needs of the people, challenges and the paradigm shift taking place across media space, in consultation with the State Governments and giving the additional cash component of Rs 1 Crore to the ‘Most Film Friendly State’ award, which currently carries a Medal (Rajat Kamal) and a Certificate only. It was also announced that I&B Ministry would provide 90% subsidy for NE States and 75% subsidy for other States for setting up Community Radio Stations and that a new dedicated Doordarshan channel ArunPrabha would also be launched soon, which would show richness, variety and diversity of local culture and would seamlessly integrate North East with the entire country.

- The Government of India Calendar 2017 based on the theme “Mera Desh Badal Raha Hai, Aage Badh Raha Hai” was released on 22nd December, 2017 by Shri M. Venkaiah Naidu, Minister for Information & Broadcasting. On the occasion, Government of India Digital Calendar 2017 App was also launched and Press in India Report 2015-16 prepared by Registrar of Newspapers of India was also released.
- The Ministry of Information & Broadcasting extended the cut-off date for Phase IV of Cable TV Digitization to 31st March, 2017 in lieu of uncertainty in the market due to pending court cases and unsatisfactory progress of installation of Set Top Boxes (STBs) in Phase IV areas. Ministry also provided

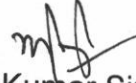
additional time for the remaining subscribers in Phase III areas to switch over to digital mode of transmission by 31st January, 2017 on account of ongoing court proceedings. Instructions have also been issued to all the Broadcasters, Multi System Operators (MSOs), Local Cable Operators (LCOs) and the Authorised Officers to ensure that no analog signals would be transmitted over the cable networks in Phase III areas after 31st January, 2017.

- As per the instructions and guidelines of Ministry of Human Resource Development regarding the 'Ek Bharat Shreshtra Bharat (EBSB)' program, the Oriya (Odisha) cultural aspects and films, along with the Patriotic Film package, were featured at the 5th Kolhapur International Film Festival 2016 organized by Directorate of Film Festivals from 22nd – 29th December, 2016. During the festival, an Exhibition of 38 Exhibits was also displayed by National Film Archive of India on the theme 'Azaadi 70 Saal : Yaad Karo Kurbanii' which was visited by members of the film fraternity and other dignitaries.
- The E-auction for the 2nd batch of private FM Radio Phase-III was completed on 14th December, 2016 and 66 channels have been provisionally auctioned in 48 cities with cumulative winning price of Rs 200.24 Crore against their aggregate reserve price of Rs 188.85 Crore. The daily auction report was published at the end of each day on Ministry's website.
- Shri M. Venkaiah Naidu, Minister for Information & Broadcasting, Urban Development, and Housing & Urban Poverty Alleviation addressed the Press Conference on Achievements of the Government in the past two and half years and on issues related to demonetization at National Media Centre on 29th December, 2016. The major achievements of the Government in the past two and a half years were highlighted, including some of the key outcomes in various sectors post Demonetisation.
- Hon'ble President, Hon'ble Vice President and Hon'ble Prime Minister released three books about the Rashtrapati Bhawan, brought out by Publications Division. The three books are 'Rashtrapati Bhavan : From Raj to Swaraj' (a children's book that documents the story of Rashtrapati Bhavan), 'Indradhanush (II)' (compilation of all major cultural events that took place at the Rashtrapati Bhavan between mid 2014 - 2016) and 'Life at Rashtrapati Bhavan' (documentation of the experiences of living and working in the Presidential Estate over the years). As a part of this now-completed series on the social and cultural legacy of Rashtrapati Bhavan, a total of 16 books have been brought out by Publications Division over the past two years.

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

- During the month, the Film Facilitation Office (FFO) facilitated permission for three international films viz. Modern Love (USA), The Hungry (UK) and Tui Amar Rani (Bangladesh) and two television series namely Benedict (Ivory Coast) and Future Homes (China), which are to be filmed in India.

- Social Media team of News Services Division, All India Radio retweeted a series of posts by PIB and Ministry of I&B, which tries to put the record straight about Rumors/ Myths on Demonetization. More than 972 items related to Demonetization were posted.



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