

No.15018/08/2018 – Media
Government of India
Ministry of Tribal Affairs
(TRI Division)

Shastri Bhawan, New Delhi
Dated: 07.08.2018

To,
(As per list attached)

Subject: Minutes of the meeting for deliberation on Media Publicity Works held on 02.08.2018 under the Chairpersonship of Secretary (TA), Ministry of Tribal Affairs-reg.

Sir/Madam,

I am directed to refer to the captioned subject and to forward herewith a copy of minutes of the meeting for deliberation on Media Publicity Works held on 02.08.2018 in Conference Room of Ministry of Tribal Affairs for information and necessary action.

Encls: As above

Yours faithfully,



(Nadeem Ahmad)

Under Secretary to the Government of India

Tel: 23073708

Email: nadeem.ahmad@nic.in

To

- (i) The Managing Director, TRIFED, 2nd Floor, NCUI Building, 3, Siri Institutional Area, August Kranti Marg, New Delhi
- (ii) The CMD, NSTFDC, 15 Bhikaji Cama Place, New Delhi-110066
- (iii) PS to Secretary(TA)/ PS to JS(FA)/PPS to JS(A)/ PS to JS(NJK)/ PS to EA(JSK) /PPS to DDG
- (iv) Smt. Nanu Bhasin, DDG, PIB, New Delhi.
- (v) All Divisional heads of this Ministry

Copy also to :

1. PS to Hon'ble MTA
2. PS to Hon'ble MOS(JSB)
3. Addl. PS to MOS(SB)
4. Tech. Director(NIC) for uploading on this Ministry's website.

Minutes of the meeting held on 02.08.2018 for Deliberation on Media Publicity Works in MoTA

A meeting was held under the Chairmanship of the Secretary (TA) on 02.08.2018 for discussion on various aspects of Media publicity in MoTA.

Following attended the meeting.

1. Shri Deepak Khandekar, Secretary, MoTA – In chair
2. Shri Vinod Kumar Tiwari, JS (A), MoTA
3. Shri Navaljit Kapoor, JS, MoTA
4. Smt. Vishu Maini, DDG, MoTA
5. Shri Jaideep Singh Kochher, EA, MoTA
6. Shri Ramesh Kumar Ganta, CMD, NSTFDC
7. Dr. A. Anil Kumar, Director (Media), MoTA
8. Shri Amit Bhatnagar, DGM, TRIFED
9. Smt Nanu Bhasin, DDG, PIB
10. Shri Abhinav Prasoon, DD, PIB
11. Shri Rahul Mali, AS, MoTA
12. Shri Kumar Harsh, AS, MoTA
13. Ms. Bismita Das, Dy. Manager, NSTFDC
14. Shri Kuldeep, Dy. Manager, TRIFED
15. Shri Dharambir, SO (Media), MoTA
16. Ms. Sasmita Behera, Media Consultant, MoTA

2. The Secretary (TA) observed that present status of transmission of relevant information on salient developments and achievement of Ministry in media is not satisfactory and lot of efforts needs to be made. He emphasized on the need for continuity of information flow and working out a strategy for regular interaction with the Press Information Bureau (PIB). The DDG, PIB informed that a Deputy Director level officer has been assigned to deal with MoTA. It was further stated that intimation about any event should be made promptly to the PIB for timely coverage. The DDG, PIB solicited involvement of their agency on the tours by honourable Ministers to States besides regular inflow of information from the States on significant activities being taken up there for coverage in the National media. The need for furnishing of high resolution images was emphasized.

3. Secretary (TA) desired that the Director (Media) shall be the Coordinating officer for collection and transmission of information not just from various divisions of MoTA but also its associated bodies like TRIFED and NSTFDC. Similarly routine events also need to be highlighted including the outcome of PAC meetings. All such releases shall have the approval of respective Bureau Heads. He further cautioned against any attempts of self-publicity through such releases. All the division heads are therefore expected to regularly forward relevant information to the Media division along with a calendar of events, to the extent possible for sharing with PIB.

4. The Media Adviser to Hon'ble MTA was also requested to promptly share information on informal media briefings and tours to various States by the Hon'ble Minister with the Media division. Similar action is solicited from the PS to MoS (JSB) and Addl. PS to MoS (SB) too.

Meeting ended with thanks to the Chair.

