

**Press Information Bureau  
Government of India  
Ministry of Information & Broadcasting**

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**I&B Ministry to provide 90% subsidy for NE States and 75% subsidy for other States for setting up Community  
Radio Stations : Venkaiah Naidu**

**Collaboration between Centre & States indispensable for Good Governance: Col. Rathore**

**Doordarshan to launch ArunPrabha channel For North Eastern States**

Shri Venkaiah Naidu, Minister for Information & Broadcasting in his concluding remarks announced 90% subsidy for North Eastern States and 75% subsidy for other States in setting up of Community Radio Stations. The community Radio Station is an extraordinary medium which disseminates information in localized content. He also mentioned that a new dedicated Doordarshan channel ArunPrabha would also be launched in the first part of January, 2017. The channel would show richness, variety and diversity of local culture and would seamlessly integrate North East with the entire country.

Speaking further, Shri Naidu mentioned that the Government of India would formulate National Information & Communication Policy in consultation with States for a comprehensive and Integrated approach toward communication & information dissemination. Speaking about the Most Film Friendly State Award incorporated last year in the National Film Awards, Shri Naidu said that states should focus on this new initiative as it would not only enhance revenue but also boost tourism in the state. In this context, he also announced earlier today a cash component of Rs. One Crore for the Most Film Friendly State Award.

Speaking on the occasion earlier, Minister of State for Information & Broadcasting, Col. Rajyavardhan Rathore has said that collaboration between States and Centre was bedrock for Good Governance and there was a need for moving forward together as Team India in scripting the development of the nation. Information dissemination and the analysis of the feedback was a critical component in the whole gamut of communication landscape. The Minister stated this while delivering his address at the 28<sup>th</sup> State Information Ministers Conference here today at VigyanBhawan, New Delhi.

Elaborating further, Col. Rathore said that gathering and dissemination of information was a continuous process and centre and states need to come together to create an ecosystem that enabled informed citizenry.

Speaking about the role of Public Broadcaster in the information dissemination process, Col. Rathore said that Doordarshan and AIR need to establish connect with the people not only geographically but also need to focus on the content and programmes. He also touched upon the activities carried out by media units and training institutes under the Ministry of I&B.

The Minister urged the states to set up Film Facilitation Units in states to ease out film shooting permissions as well as ensure seamless movement of their equipment's. In this context, he mentioned that the Ministry is in the process of setting up a central portal for all such related permission and welcomed states to also collaborate in this platform as a part of ease of doing business initiative.

**CP/GV**