

I/43085/2021

J-21013/5/2020-Coord
Government of India
Ministry of Jal Shakti
Department of Water Resources, RD & GR.
Coordination Section

Room No. 01, Ground Floor, B-Wing
Shastri Bhawan, Dr. Rajendra Prasad Marg
New Delhi, dated 22nd January, 2021.

OFFICE MEMORANDUM

Subject: D.O. Letter of Hon'ble Health Minister for response, cooperation and encouragement for INDIASCIENCE - regarding.

The undersigned is directed to forward herewith a copy of self-explanatory DO Letter No. A-60011/5/2020-AI Cell dated 18st December, 2020 forwarded by IEC vide Note No. 11025/17/2019-IEC dated 19th January, 2021 received from O/o Union Minister for Health & Family Welfare, Science & Technology and Earth Sciences on above said subject for kind response and cooperation accordingly.

2. Accordingly, above said letter is forwarded among the organizations, divisions, wings of this Department for information and necessary compliance. Concerned Officials are requested to communicate and furnish any inputs/comments directly to IEC at email as mentioned below.

1. Director (IEC) - diregov-mowr@nic.in
2. Under Secretary (IEC) - bht.vaiphei@nic.in.
3. Section Officer (IEC) - ajay.kumar25@nic.in

3. This issues with the approval of competent authority.

Enclosure: As above

(Rajan Bhasin)
Under Secretary to the Government of India
Tel: 011-23074033

To

I/43085/2021

1. Heads of all Organizations under this Department.
2. All SMDs/Wings/Divisions/Branches of this Department.

Government of India
Ministry of Jal Shakti
D/o Water Resources,
River Development & Ganga Rejuvenation

This relates to a D.O. letter No. A-60011/5/2020-AI Cell dated 18.12.2020 received from Dr. Harsh Vardhan, Union Minister for Health & Family Welfare regarding India International Science Festival (IISF-2020).

2. D.O. letter has been written on the vision of developing and promoting scientific temper and seeking assistance for getting an appeal made within Ministry of Jal Shakti to popularize INDIASCIENCE by way of getting the mobile APP downloaded/viewed and a word of mouth being spread for greater national good.

3. In this regard, it is stated that IEC section undertakes Mass Awareness activities of the Department with a view to create awareness for water conservation/management amongst various target groups. The issue for promotion of any event of the other Department of the Government of India may be dealt with by the Coordination Section as it involves spread this information to various attached/subordinate offices of the Department. Hence, the receipt in original is forwarded to coordination Section at their end for further action in the matter.

(AJAY KUMAR)
SECTION OFFICER (IEC)

US (IEC)

Coordination Section may circulate the information for wider publicity in the Department.



Dir(IEC)

Dir(Coord.)

on Training

US(Coord.)

So(Coord.)

Coordination Section is requested to circulate the DO to all subordinate offices & organizations

19/12/20

19/12/20



सत्यमेव जयते



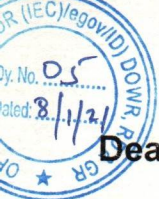
डॉ हर्ष वर्धन
Dr Harsh Vardhan

स्वास्थ्य एवं परिवार कल्याण, विज्ञान और प्रौद्योगिकी
व पृथ्वी विज्ञान मंत्री, भारत सरकार

Union Minister for Health & Family Welfare,
Science & Technology and Earth Sciences
Government of India

सबका साथ, सबका विकास, सबका विश्वास

Sabka Saath, Sabka Vikas, Sabka Vishwas



Dear Shri Gajendra Singh Shekhawat ji,

As you are aware, the 6th edition of India International Science Festival (IISF-2020) is being organized virtually during December 22-25, 2020 for which I have already sent an invitation to you and I am waiting to welcome you and hear your valuable views during the event.

2. However, I am writing this letter to you on the larger vision of developing and promoting scientific temper amongst our people. For this, it is important to develop indigenous capacities through academic and research institutions specialising in various fields of Science & Technology.

3. Apart from this, communication about scientific and technological developments taking place around us is also important to sustain the momentum. In order to do so, the Ministry of Science & Technology (MoST) has deployed various media types and also continues to relentlessly apply new techniques of science communication and popularization.

4. With the advent of OTT (Over-The-Top) channels, Ministry of Science & Technology (MoST), realizing the reach and impact of audio-visual content and the internet in today's day and age, has set up **INDIASCIENCE** (<https://www.indiascience.in/>), an OTT internet-based science TV channel to popularize topics pertaining to Science & Technology in entertaining ways, which students, teachers or even laymen can access on any internet-enabled device as per their convenience and choice.

4.1. With more than 2000 interesting videos of the various genre on various facets of Indian Science & Technology, **INDIASCIENCE** is managed by Vigyan Prasar, an autonomous organization under the

Contd/-



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Ministry of Science & Technology. On mobile phones, **INDIASCIENCE** Mobile App is downloadable from *Google Play Store* and *Apple App Store*. On Reliance Jio, it is available through Jio TV, Jio STB, and Jio Chat. It is also available through YouTube (<https://www.youtube.com/c/IndiaScience>), Facebook (<https://www.facebook.com/indiasciencetv/>), and Twitter (<https://twitter.com/indiasciencetv>). Various events of IISF-2020 are also premiering on **INDIASCIENCE**. I am quite hopeful that you would like and enjoy the content and presentation.

5. In this effort, may I thus, seek your kind assistance by getting an appeal made from your end to the people within your Ministry and its extended ecosystem, neighbourhood and large gathering/followers to popularize **INDIASCIENCE** by way of getting the mobile App downloaded/viewed and a word of mouth being spread for greater national good.

Looking forward to your kind response, cooperation, and encouragement for **INDIASCIENCE**,

With regards and best wishes,

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Harsh', is written over a light blue circular stamp.

(Dr. Harsh Vardhan)

Shri Gajendra Singh Shekhawat,
Hon'ble Minister for Jal Shakti,
Shram Shakti Bhawan, Rafi Marg,
New Delhi - 110 001.