



TEA BOARD
14, B.T.M. SARANI
KOLKATA - 700 001

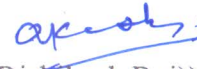
Ref. No.: VIP Reference/Sectt/2021/2/132

Dated: 25th January, 2021

CIRCULAR.

In terms of MoC&I's Letter No. 23/1/2021-E3-DoC dated 20th January, 2021 and forwarding therewith a DO Letter No. A-60011/5/2020-AI Cell dated 18th December, 2020(copy enclosed). In this context, Ministry of Health and Family Welfare, science & Technology and Earth Sciences Government of India regarding INDIASCIENCE(www.indiascience.in).

On this occasion all staff/officers are requested to popularize INDIASCIENCE by way of getting the Mobile app downloaded/viewed and further promote INDIASCIENCE through word of mouth for greater national good.


(Rishikesh Rai))
Secretary

Encl: As stated

Distribution:

1	Director of Tea Development	With the request to please bring the contents of the Circular amongst all officers/staff members working under them.
2	Director (Research)	
3	Dy. Director of Tea Promotion (ND)	
4	Controller of Licensing	
5	Executive Director, Tea Board, Coonoor	
6	Executive Director, Tea Board, Guwahati	
7	DDTD, Tea Board, Siliguri	
8	DDTD, Tea Board, Palampur	
9	Spl, Officer, NWI, Tea Board, New Delhi	
10	DDTD, SGDD, Tea Board, Dibrugarh	
11	System Analyst	With the request to upload in Board's website
12	Secretary to Dy. Chairman	For kind information

F-23/1/2021-E-3-DoC
Government of India
Ministry of Commerce & Industry
Department of Commerce

Udyog Bhawan, New Delhi
Dated the 19th January, 2021

To,

- i) DG, DGFT; DG, DGTR; DG, DGCI&S; CEO(GEM-SPV) ; JS(Supply Division), DoC.
- ii) DCs/ JDCs of Cochin SEZ, Madras SEZ, KASEZ, VSEZ, FALTA SEZ, SEEPZ SEZ, Indore SEZ, NOIDA SEZ.
- iii) Chairpersons/ Directors of Coffee Board, Tea Board, Spices Board, Rubber Board, Tobacco Board, IIP, MPEDA, APEDA, IIFT (New Delhi), EIC of India.
- iv) CMDs of STC Ltd., MMTC Ltd., ITPO, PEC Ltd., ECGC Ltd.

Subject: VIP Reference received from Hon'ble Minister for Health and Family Welfare, Science and Tech. and Earth Sciences regarding INDIASCIENCE.

Sir/Madam,

I am directed to forward herewith a copy of D.O letter dated 18.12.2020 from **Hon'ble Minister for Health and Family Welfare, Science and Tech. and Earth Sciences** wherein it has been informed that **INDIASCIENCE** (www.indiascience.in), an OTT (Over-The-Top) internet based Science TV channel with more than 2000 videos, managed by Vigyan Prasar (an Autonomous Organization under Ministry of Science and Technology) has been launched to promote topics pertaining to Science and Technology in entertaining ways. The contents of the said channel can be accessed on any internet-enabled device through Youtube, Google Play Store and Twitter. Additionally, **INDIASCIENCE** Mobile app can be downloaded through Google Play Store, Apple store, Jio TV etc .

2. In view of above, it is requested that employees in your organization may be requested to popularize **INDIASCIENCE** by way of getting the mobile app downloaded/viewed and further promote **INDIASCIENCE** through word of mouth for greater national good.

Encl: as above

Yours faithfully,



(Mukesh Kumar)

Under Secretary to the Government of India

Tele: 23061382

Copy to: All JS level officers of Department of Commerce.

80/2021/E-3-DoC



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

D.O. No. A-60011/5/2020-AI Cell

December 18, 2020

Dear Shri Som Parkash 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 Prasara, 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,

(Dr. Harsh Vardhan)

Shri Som Parkash,
Minister of State of Commerce & Industry,
'A' Wing, Udyog Bhawan,
New Delhi - 110011.