

Sub. Report on the Visit of Hon'ble Minister of State for Parliamentary Affairs, Cultural and Farmers Welfare, Shri S. S. Ahluwalia, for Inauguration of Exhibition on New India- We Resolve to Make (Vision 2022)/ Sankalp Se Siddhi on 31.08.2017 at Town Hall, Agartala

### Introduction:

Icon International Limited (A CPSE under Ministry of Railways) in association with Ministry of Parliamentary Affairs organized a Five (5) days' long exhibition on Hon'ble PM's New India- We Resolve to Make (Vision 2022)/ Sankalp Se Siddhi



The exhibition was organized at Town Hall, Agartala from 31<sup>st</sup> August 2017 to 4<sup>th</sup> September 2017 and was inaugurated by the Hon'ble Minister of State for Parliamentary Affairs, Cultural & Farmers Welfare Shri S. S. Ahluwalia.

### Material for the Exhibition:

All material for the Exhibition (printable form like Standees, Posters, Hoardings etc and soft form like Short video clips etc) was made available by Directorate of Advertising and Visual Publicity (M/s DAVP).

### Publicity and Media:

Extensive publicity was done for the event using the following names:

- Hoardings at important locations in the Agartala.
- Newspaper advertisements in local dailies (both Bangla & English).
- Advertisements on local FM Radio.
- Publicity using WhatsApp groups
- Inserting ads in leading local newspapers.
- Putting banners along the city.
- Personal invitations to Media Houses and important State Officials.
- Using Loud Speakers in Autorickshaws



The event was conducted by engaging a Event Management Company from Delhi who have wide experience in organizing such functions.

## Venue:

As Agartala area was having very heavy monsoons, it was felt prudent to consider a covered auditorium and accordingly Town Hall was selected as the Venue. The Town Hall, Agartala is a prestigious auditorium and is maintained by Agartala Municipal Corporation (AMC)



It was decided to hold exhibition in open space



outside and cultural programs inside. Special emphasis was laid on the digital content as 3 Large LED Walls (15 ft X 8 ft) were specially arranged from outside the state for this purpose. In addition, large screen LED TVs are also placed in the exhibition. An audio- video screen was also prepared on the dais to show patriotic movies.

The outside of the venue was covered with waterproof tent to avoid any disturbance due to rains and a raised wooden platform was provided on the ground to prevent any water logging on the floor and the whole floor was carpeted.

## Participation of Schools:

To further spread information about the Exhibition, all the reputed schools of Agartala were invited to participate in the following categories:

- (a) Drawing and painting competition
- (b) Quiz Competition
- (c) Drama Competition
- (d) Dance Competition



Attractive cash prizes were announced for the winners.



The exhibition was inaugurated at 31<sup>st</sup> August 2017 by the Hon'ble MOS by ceremonial Ribbon cutting at the entrance gate. The Hon'ble MOS arrived at the venue with State BJP President Mr. Biplab Deb and other dignitaries.

Senior officers from Ircon and NFR Side including Shri. Hitesh Khanna Director/ Works/ Ircon, Shri B. S. Banga Chief Engineer/ NFR, Shri B. N. Singh GM/ Ircon were present at the Gate to welcome the Hon'ble MOS.

**Ganesh Vandana & Lighting of Lamp:**



Upon arrival of the Hon'ble MOS and the other dignitaries, they were escorted inside the Auditorium and seated in the front rows. Afterwards, the Master of Ceremony (MOC) gave a brief introduction about the Hon'ble MOS and the Event. Then Ganesh Vandana was performed at the stage by skilled artists.



The Hon'ble MOS auspicious lamp to

was requested for lighting the commence the event.

The Hon'ble MOS be seated at the requested the Hon'ble MOS for a small speech on the



and other dignitaries were requested to dais and the Master of Ceremony

occasion. The Hon'ble MOS and gave a warm speech in local Bengali language which was well appreciated by the local public.



**Pledges and Felicitation:**

Despite the normal working week day and heavy rains, large number of people had come to listen to the Hon'ble MOS and this excludes the political party workers. The public widely cheered the Honourable MOS when he spoke about the various initiatives taken by the Central Government for the betterment of the Nation. At the end of his speech the Hon'ble MOS administered the Pledges/ Sankalps to the Public as under:



- (i) Filth- Quit India
- (ii) Corruption- Quit India
- (iii) Terrorism- Quit India
- (iv) Casteism- Quit India
- (v) Communalism- Quit India
- (vi) Poverty- Quit India



Thereafter, the Hon'ble MOS was felicitated by Shri Hitesh Khanna, Director/ Ircon by presenting a bouquet, Trophy & Uttorio. Subsequently, other guests also felicitated by GM/ Ircon and JGM/



Iron. Then all the VIPs was requested to take their seats in Auditorium and performance of sand artist Mr. Vivek Patil was started.

**Sand Artist:**

In his performance of Mr. journey of Indian minutes. The sand art Dandi March, Independence



Vivek Patil, Sand Artist showcased the Independence towards New India in 25 encompassed glimpses of British Rule, Fight, Constitution Framing, Green

Revolution, Milk Revolution, Industrial Revolution. It was taken to next level by bestowing glimpses of Pradhan Mantri Krishi Yojana, Beti Padhao Yojana, Adarsh Gram Yojana, Make in India, Swaach Bharat, International Relations, Digi Cash and India moving towards New Era.



**Exhibition & Departure of Hon'ble MOS:**



However, due to the shortage of time the Hon'ble MOS had to leave early. Outside the auditorium, he was shown around the exhibition by Iron Officials which was followed by signing of Visitors book by the Hon'ble

MOS and State President of BJP. Hon'ble MOS left the venue at 1400 Hrs. Students' drawing and painting competition was also continuing on the outside and Hon'ble MOS was shown around the same.

