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No. EDN -HE (21) F (10) 14/2024-Misc-

Directorate of Higher Education

Himachal Pradesh, Shimla-1

Telephone No. 0177-2653120, 2653386, 2653575, Extn. 234 Fax: 2812882

E-mail: dhe-sml-hp@gov.in & E-mail: genbr@rediffmail.com

23 AUG 2024

Dated: Shimla-171001, the _____ August, 2024

To

- 1 The Principal, Government Colleges, in Himachal Pradesh.
- 2 All the Deputy Directors of Higher Education, in Himachal Pradesh.

Subject: - First Audio Virtual & Entertainment Summit (WAVES) at Goa, India during 20.11.2024 to 24.11.2024-regarding.

Please find enclosed herewith a copy of letter No. EDUB-F010/9/2023-EDU-B-dated: 07/08/2024 received from the Under Secretary (Higher Education) to the Government of Himachal Pradesh, Shimla-2 alongwith letter of Government of India, Ministry of Education, Department of School Education, Shastri Bhawan, New-Delhi bearing No. 17-14/2024-Coord-dated: 02/07/2024 on the subject cited above.

In this connection, you are directed to do the needful in the matter accordingly under intimation to this Directorate as well as to all the quarter concerned.

Enclosure: 03 Pages.



(Dr. Amarjeet K Sharma)
Director of Higher Education
Himachal Pradesh, Shimla-1

Endorsement No. Even, Dated: Shimla-1, the _____ August, 2024

Copy for information to:

- 1 The Secretary (Education) to the Government of Himachal Pradesh, Shimla-2 w.r.t. his/her letter No. referred above.
- 2 TO I.T cell (int.) to upload on deptt. website.



Director of Higher Education
Himachal Pradesh, Shimla-1

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12/8/24

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No.EDUB-F010/9/2023-EDU-B
Government of Himachal Pradesh
Department of Higher Education

From

The Secretary (Education) to the
Government of Himachal Pradesh

To

The Director, Higher Education,
Himachal Pradesh, Shimla-171001

P. Cell DHE..	130963
07 AUG 2024	
Branch	General

Dated: Shimla-171002.

06-08-2024

Subject: - First Audio Visual & Entertainment Summit (WAVES) at
Goa, India during 20.11.2024 to 24.11.2024 - regarding.

Sir,

I am directed to forward herewith a photocopy of letter
No. 17-14/2024-Coord. dated 02.07.2024, received from the Under
Secretary, Government of India, Ministry of Education, Department of
School Education & Literacy, Shastri Bhawan, New Delhi, on the subject
cited above and to request you to issue necessary instructions may be
disseminated to all the concerned under your control, under intimation to this
department accordingly.

Sh. Sahel
am
9/8/24

Yours faithfully,

(Anil Kumar)

Under Secretary (Hr.Edu) to the
Government of Himachal Pradesh

F.No. 17-14/2024-Coord
Government of India
Ministry of Education
Department of School Education and Literacy

New Delhi, the 2nd July, 2024

To,
Additional Chief Secretary/Principal Secretary/Secretary
(School Education) of all States/UTs

Subject: First Audio Visual & Entertainment Summit (WAVES) at Goa, India during 20.11.2024 to 24.11.2024 - regarding.

Sir/Madam,

The Ministry of Information & Broadcasting, GoI is organizing the World Audio Visual and Entertainment Summit (WAVES), a global summit for the media and entertainment industry, specifically focussing on the Indian media and entertainment industry, at Goa from 20th to 24th November, 2024 along with 55th International Film Festival of India (IFFI).

2. India is one of the largest content creators as well as consumers of media and entertainment sector. The Indian Media & Entertainment (M&E) industry is one of the fastest growing sectors of India's economy, with the second-largest online market in the world. Media and Entertainment Sector will play major role in taking India's economy to achieve a USD 5 trillion economy target. Therefore, hosting a global media and entertainment summit named World Audio Visual & Entertainment Summit (WAVES) in India will represent India as a global player in this realm and enhance India's global image and soft power. Developing the event as an annual marquee event will help appropriate positioning in the sector.

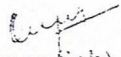
3. WAVES will bring M&E leaders from across the globe on to one platform to discuss the issues, mechanisms and create frameworks for enhancing opportunities. The Summit will include roundtable discussions among countries, cross-cultural content promotion; boosting AVGC industry; promoting Indian IPs; enhancing business opportunities for global and Indian players; showcasing Indian talent pool; and poise M&E as a means to generate employment in a sustainable media ecosystem.

4. I would be grateful if the above is disseminated among all schools in your State/UT.

5. Concerned officers in this regard are Ms. Leela Narzary and Mr. Ram Kumar in Film Facilitation Office in National Film Development Corporation (NFDC) at

email:leena.narzary@investindia.org.in/ramkumar.vijayan@investindia.org.in and contact No. 09711009762,09873688093 respectively.

Yours faithfully,


(Deepak Kumar Sah)
Under Secretary to the Government of India
Tel: 23384589

Copy for similar action to:-

1. Director, NCF-RT, G.B Pant Block, NCF-RT, Sri Aurobindo Marg, New Delhi-110016
2. Chairperson, CBSE, Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi - 110092
3. Commissioner, KVS, 18, Institutional Area, Shaheed Jeeb Singh Marg, New Delhi-110016
4. Commissioner, NVS, B-15, Institutional Area, Sector-62, Noida, Uttar Pradesh 201307
5. Chairperson, NIOS, A-24/25, Institutional Area, Sector - 62, NOIDA, Distt. Gautam Budh Nagar, Uttar Pradesh - 201309
6. Chairperson, NCTE, Sector 10 Dwarka, Dwarka, Delhi, 110075
7. Director, NBB, Kotla Road near L.I.O, New Delhi-110002