



WORKSHOP ON

# ANDHRA PRADESH

The Emerging Hub of Indian Media

INFORMATION BOOKLET

ORGANISER



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and Leadership

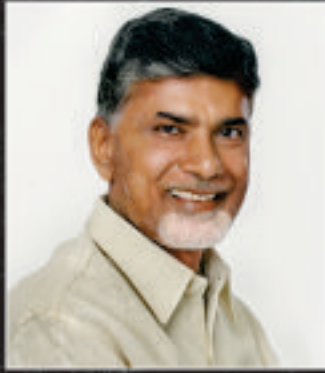
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It has been four and a half years since the erstwhile state of Andhra Pradesh was bifurcated. Despite the initial roadblocks and continued hiccups due to the disinterested nature of implementation of the provisions of the AP Reorganisation Act, 2014 by the Central Government; I am glad to tell you that as a people, Andhraiites, continue to hold steadfast in unity, in purpose and in spirit.

Our hardships may have posed as obstacles, but haven't allowed us to take our minds off our single-minded goal of development of our state. We have grown significantly at around 10-11% p.a with significant increase in per-capita income.

We have just started out on our mission to build Amaravati, our new capital, in which we place the aspirations and motivations of the people of the state. We will leave no stone unturned in making the State as well as the new Capital a model of enviable development. For this, we have already heralded progressive measures – the world's largest voluntary land-pooling exercise by farmers, hiring of the world's best planners and architects, conceptualizing a modern, ecologically-balanced, transformative city with scientific urban development concepts, 9 mini economic zones dedicated to different sectors, and international MoUs with Singapore committed to the development of the new city.

With such a strong foundation of progressive and reformist measures, we dream of making Amaravati, a leader among cities, not just in India, but across the entire world.

We, therefore, call out to you for your support in all forms, to tap into our pool of endless opportunities, to fuel these dreams; so that both the state and the nation can grow together.

**N. Chandra Babu Naidu**

Hon'ble Chief Minister of Andhra Pradesh





# MEDIA IN ANDHRA PRADESH

In today's modern world media is considered to be the fourth pillar of democracy. A fair and impartial media plays an important role — that of an information bridge between governing bodies, business and general public.

Media in its many forms is the primary source of information for most of the people around the world today. It is an important agent for accountability, especially for those having power such as governments and corporate.

The role of media as an impartial and trustworthy link between government and general public is so important that it is said that the freedom of media is the guarantee of success for a government.

The state of Andhra Pradesh has been a pioneer in developing and promoting the media Industry in India. The state boasts of many firsts for the industry and continues to give impetus to its growth in the Nation.

Media and its allied fields are considered so important to the future of Andhra Pradesh and the country as a whole, that an entire city is being built based on the theme. Amaravati the brand new capital city of Andhra Pradesh, which is a city of 9 cities each focused on a particular theme critical to the development of the state, will have a Media City as one of the themes.



## ANDHRA PRADESH HAS

23 Newspapers

63 TV Channels

16 News Channels

30 Radio Channels

1416 Theatre Screens



# Did you know?

The Press Academy of Andhra Pradesh has digitalised and archived 17 lakh pages of newspapers, magazines, and periodicals published from 1850 onwards.

Prolific film producer from Andhra Pradesh and founder of Suresh Productions, D. Ramanaidu holds a Guinness Record for the most number of films produced by a person.

The very popular Urvasi theater of Vijayawada was the first 70MM theater in the entire Coastal India and the first movie to be played at the theater was "Mackenna's Gold".

Andhra Pradesh has more news channels than any other state in the country.

Andhra Pradesh was a pioneer in Community Radio when India's first Community Radio, Mana Radio (Our Radio), where programming and broadcasting was done by villagers for the entire village, was launched in Orvakal village, Kurnool district, Andhra Pradesh.

Union Ministry for Information and Broadcasting has granted permission to launch 62 FM radio channels in 22 cities across Andhra Pradesh.

One of the oldest Journalism Schools in India was setup in the state of Andhra Pradesh.

12 universities out of a total of 43 in the state of Andhra Pradesh offer Mass Communication and Journalism programme.

More than sixty private channels began transmission in Telugu in Andhra Pradesh (AP) over a period of two decades.

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#### **WORLD CLASS INFRASTRUCTURE**

135 KM of public transport corridors and over 1,000 KM of road network by 2050

#### **JOBS AND HOMES FOR ALL**

2.5 million resident population and 1.8 million jobs by 2050



#### **GREEN AND CLEAN**

Over 40% area reserved for green and blue with 30 km of public riverfront

#### **QUALITY LIVING**

Parks and public facilities within 5-10 minute walking distance



#### **EFFICIENT RESOURCE MANAGEMENT**

Flood resistant city with a focus on Net Zero Discharge

#### **IDENTITY AND HERITAGE**

Over 250 KM of heritage and tourism network using roads, metro and waterways



# AMARAVATI

*the People's capital of Andhra Pradesh*



# AMARAVATI MEDIA CITY

An entire city built on Media as a theme having pride of place as one among nine cities in Amaravati "Capital City".

The city is to be developed into a world class media hub with a long-term vision to host International events

Will be the Hub for cultural and heritage activities.

Would attract people interested in culture & entertainment activities

It is estimated the city would create ~60,000-65,000 direct jobs (~1,00,000 -1,20,000 total jobs) by 2036

Other elements of Media, i.e., print, news, OOH (out of home) advertising, and music are expected to grow organically in the city

## 4 PILLARS OF MEDIA CITY

1 Television and Film

2 VFX, Gaming, Animation

3 Telecommunications

4 Social & Digital Media

## OPPORTUNITIES FOR

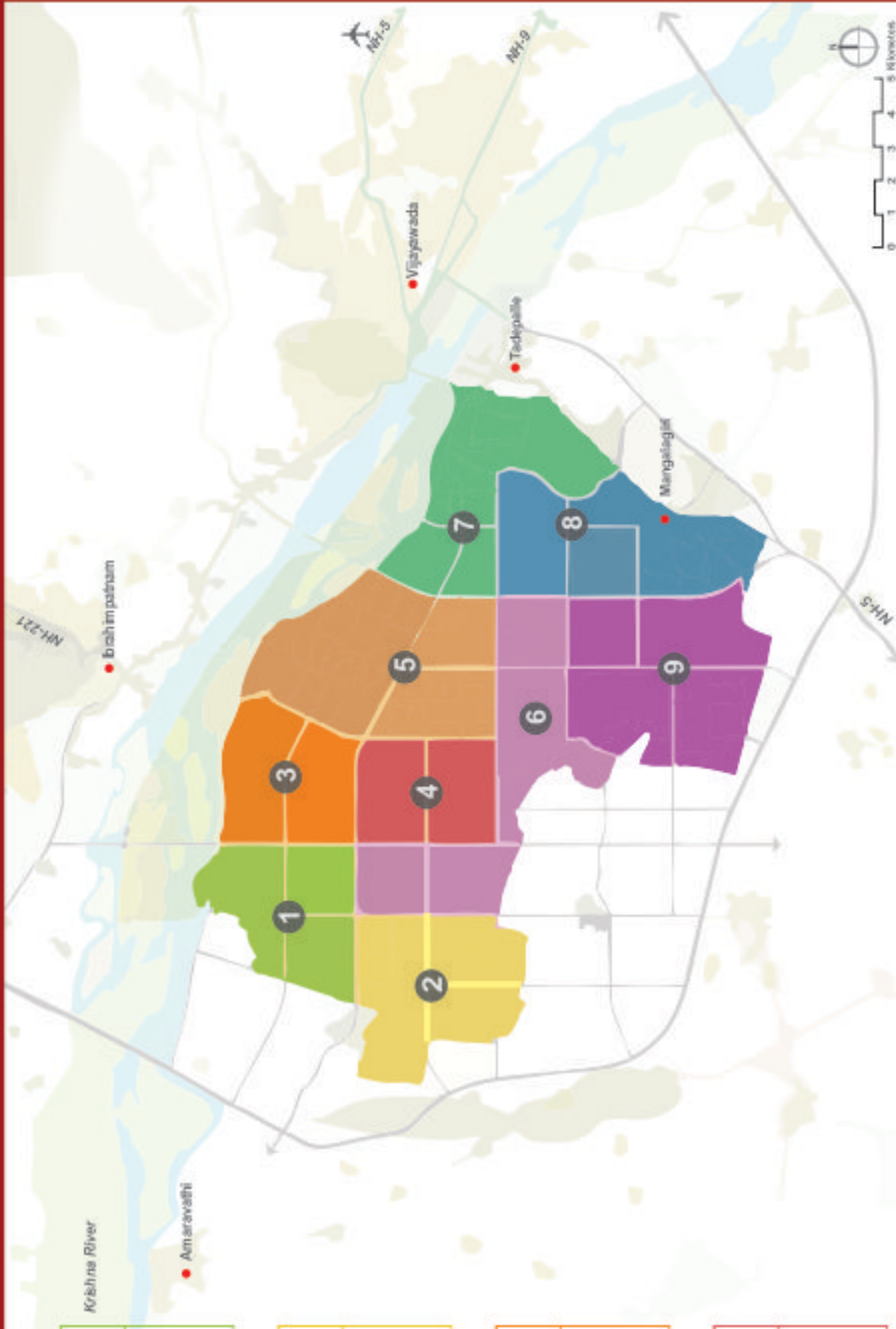
Media and creative industries

Broadcasting, film, publishing

Digital, gaming, advertising, mobile, ICT and academia.

Small-scale industries

Incubation funds and mixed-use development spaces



1	SPORTS CITY
Population	3,72,851
Employment	1,51,429
Area (Acres)	4,149

2	MEDIA CITY
Population	4,74,177
Employment	2,20,654
Area (Acres)	5,107

3	GOVERNMENT CITY
Population	2,90,917
Employment	84,368
Area (Acres)	2,701

4	JUSTICE CITY
Population	2,66,435
Employment	1,29,797
Area (Acres)	3,309

5	FINANCE CITY
Population	5,90,128
Employment	6,20,139
Area (Acres)	5,168

6	KNOWLEDGE CITY
Population	4,34,186
Employment	1,73,062
Area (Acres)	8,547

7	TOURISM CITY
Population	2,62,793
Employment	2,21,375
Area (Acres)	11,573

8	HEALTH CITY
Population	5,46,223
Employment	1,51,429
Area (Acres)	6,511

9	ELECTRONICS CITY
Population	3,62,326
Employment	3,94,437
Area (Acres)	6,582





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