

Government of India
Ministry of Information & Broadcasting
(Policy Planning Cell)

New Delhi the 19th September, 2024

Sub.: Summary (No.- 8) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of August 2024.

The significant activities / events relating to this Ministry for the month of August 2024 are outlined below:-

1. 70TH NATIONAL FILM AWARDS 2022

1.1 Announcement of 70th National Film Awards 2022: The Jury for the 70th National Film Awards, comprising eminent filmmakers and film personalities from across the Indian film industry, announced the winners for the year 2022. The list of the Award winners were presented by the Jury to the Hon'ble Minister of Information & Broadcasting (I&B), Sh. Ashwini Vaishnaw in the presence of the Hon'ble Minister of State for I&B, Dr. L. Murugan in New Delhi on August 16, 2024.

1.2 Prominent winners of 70th National Film Awards 2022: 'Aattam (The Play)' (Malayalam) directed by Anand Ekarshi bagged Best Feature Film and 'Ayena (Mirror)' (Hindi/Urdu) directed by Siddhant Sarin won Best Non-Feature Film. 'Murmurs of the Jungle' got the award for Best Documentary. Sh. Rishab Shetty has been awarded the Best Actor in Leading Role for his performance in the movie Kantara (Kannada) whereas Ms. Nithya Menen and Ms. Manasi Parekh shared the award for Best Actress in a Leading Role for Thiruchitrabalam (Tamil) and Kutch Express (Gujarati) respectively. 'Brahmastra-Part 1: Shiva' has been awarded the Best Film in AVGC (Animation, Visual Effects, Gaming & Comic) and Kantara bagged the Award for Best Popular Film Providing Wholesome Entertainment. Sh. Pavan Raj Malhotra won the award for Best Supporting Actor while Ms. Neena Gupta won the Best Supporting Actress Award in the Feature Films category. The Award for Best Book on Cinema has been given to 'Kishore Kumar: The Ultimate Biography' authored by Anirudha Bhattacharjee & Parthiv Dhar.

2. INITIATIVES AND ACHIEVEMENTS

2.1 Rolling out of Private FM Radio to 234 uncovered new cities: The Union Cabinet, chaired by the Hon'ble Prime Minister Shri Narendra Modi, approved on August 28, 2024, the proposal for conducting the 3rd batch of ascending e-auctions for 730 channels in 234 new cities/ towns with an estimated reserve price of Rs. 784.87 crore under the Private FM Radio Phase III policy. The Cabinet also approved the proposal to charge Annual License Fee of FM

channel as 4% of Gross Revenue excluding Goods & Services Tax. The rollout of Private FM Radio in 234 new cities/ towns will fulfil the unmet demand for FM radio in these cities/ towns, which still remain uncovered by Private FM radio broadcasting and bring new/ local content in mother tongue. It will lead to creation of new employment opportunities, boost to local dialect & culture and 'vocal for local' initiatives. Many of the approved cities/ towns are in Aspirational districts and Left Wing Extremism (LWE) affected areas. Setting up of Private FM Radio in these areas will further strengthen Government outreach in these areas.

- 2.2 **Launch of Create in India Challenge – Season 1:** The Hon'ble Minister of Information & Broadcasting (I&B), Shri Ashwini Vaishnaw on 22nd August, 2024 launched 25 Challenges as part of 'Create in India Challenge – Season 1' for World Audio Visual & Entertainment Summit (WAVES). These challenges, hosted by leading industry associations and organizations, cover a wide range of disciplines including animation, filmmaking, gaming, music, and visual arts. These challenges are being done in the run up to the main event WAVES, to be held at Bharat Mandapam, New Delhi from 5th to 9th February, 2025.
- 2.3 **Inauguration of Incubation Centre at IIMC:** The Hon'ble Minister of State for Information & Broadcasting, Dr. L. Murugan inaugurated the Incubation Centre of Indian Institute of Mass Communication (IIMC) at Delhi Hqrs. on 27.08.2024.
- 2.4 **SRFTI and FTII as Deemed to be University:** The Ministry of Education, on the advice of the University Grants Commission, issued the Letter of Intent (LoI) to Satyajit Ray Film & Television Institute (SRFTI) and Film & Television Institute of India (FTII) for granting Deemed to be University status under Distinct Category to these two Institutes.
- 2.5 **17th Edition of NFDC Screenwriters' Lab:** National Film Development Corporation (NFDC) received over 150 applications from 21 states, out of which 6 projects across various genres have been selected in multiple languages, for the 17th edition of NFDC ScreenWriters' Lab 2024. This ongoing initiative aims to cultivate and promote original voices from across India. The three-part intensive workshop is an annual program that offers selected participants an opportunity to fully develop their screenplays under the guidance of acclaimed script experts from India and abroad, which are subsequently pitched to producers and investors.
- 2.6 **New Special Programs by DD News:** Doordarshan News started a new special program '**Poora Such**' at 7 PM on weekdays to analyze important topic of the week and another new weekly special program '**Cyber Alert**' to alert, educate and create awareness on cyber related crimes.

2.7 **National Awards for Excellence in Journalism 2023:** The National Awards for Excellence in Journalism 2023 were conferred to 15 journalists in different categories on 05.08.2024 at an event held at National Media Centre, New Delhi. Shri Ram Bahadur Rai and Shri Ashok Tandon, Veteran Journalists graced the event as Chief Guest and Guest of Honour.

3. **COVERAGE OF SPECIAL EVENTS/ INITIATIVES OF GOVERNMENT**

3.1 **CELEBRATION OF FIRST NATIONAL SPACE DAY (AUGUST 23, 2024)**

3.1.1 **Media Outreach and Communication:** The Ministry developed a **media campaign** for the nation's first National Space Day to highlight the day through engaging content and interactive campaigns across digital and traditional platforms and to maximize visibility and participation.

3.1.2 **Multimedia Exhibitions:** To celebrate the First National Space Day, Central Bureau of Communication (CBC) organized **three-day Multimedia Exhibitions** at National Rail Museum, New Delhi and simultaneously at National Science Centre, Guwahati from August 23 to 25, 2024 to showcase India's remarkable achievements in space exploration. The exhibitions provided immersive experience to the visitors, including students from various schools who visited these exhibitions. Field / Regional Offices of CBC also organized 13 Integrated Communication & Outreach Programmes (ICOPs).

3.1.3 **Outreach Initiatives by Prasar Bharati:** Extensive coverage was provided to celebration of major events, including the main event of first National Space Day held on 23.08.2024 at Bharat Mandapam, New Delhi which was covered live on DD News and DD India. **Special documentaries** 'चंद्रयान सफलता के एक साल' and 'India's Space Saga' and **special packages** on Vikram Sarabhai's birth anniversary and poster-making competition held on the occasion were telecast on DD News and DD India. **Special discussions** with DG, Indian Space Association & space science experts and an **exclusive interview** with the ISRO chief were telecast on DD India and DD News. **Two podcast videos** on contributions of women in space science and ISRO's achievements have been aired as fillers between programming on DD News. News Services Division, Akashvani including its Regional News Units also covered 114 news stories and 22 Discussions/ Talks and an exclusive interview with ISRO Chairman on National Space Day 2024.

3.1.4 **Awareness Initiatives:** Indian Institute of Mass Communication (IIMC) published banners, shared awareness posters and circulated Chandrayaan brochures for National Space Day 2024. IIMC also reshared the Radio Programs prepared by its Community Radio station Apna Radio, covering topics related to space exploration, scientific discoveries and India's

contributions to space research. Publications Division (DPD) published articles in Employment News on National Space Day. It also publicized Hindi children's book on space science 'आकाशगंगाओं का बंजारा' on social media. National Film Development Corporation (NFDC) and National Museum of Indian Cinema (NMIC) jointly organized a special program on August 23, 2024 on the theme '*Touching Lives while Touching the Moon: India's Space Saga*' and hosted screening of the documentary '*Celebrating Six Decades of India's Science and Technology*', attended by over 100 individuals.

3.1.5 Social Media amplification: PIB launched an extensive social media campaign, tweeting and retweeting daily updates from various handles, and various posts were done across social media platforms. New Media Wing (NMW) carried out extensive outreach across the social media accounts of the Ministry of I&B till 23.08.2024 through informative graphics, explainer videos and more shared using the hashtags #NationalSpaceDay, #ISRO and #SpaceDay2024, garnering over 73.8 million total impressions/ views. Social media amplification was also done across Media Units/ organizations of this Ministry on respective social media channels.

3.2 HAR GHAR TIRANGA 2024 AND 78TH INDEPENDENCE DAY 2024

3.2.1 Initiatives and Programmes: Field Offices/ Regional Offices of Central Bureau of Communication (CBC) have organized 20 Integrated Communication & Outreach Programmes (ICOPs), 2 Exhibitions and 1 field programme on Independence Day theme. The August 2024 issue of Yojana published by Publications Division (DPD) was a special issue that delves into ***Kartavya Kaal***, honouring the lesser-known freedom fighters. NFDC-NMIC organized a '***Tiranga Week***' from August 9 to 14, 2024, which showcased movies everyday across various languages, followed by Independence Day celebration on 15.08.2024 with flag hoisting ceremony, talk show, screening of 'Laapata Ladies' and plantation drive as part of 'Ek Ped Maa Ke Naam'.

3.2.2 Social Media outreach: New Media Wing (NMW) carried out extensive outreach across the social media accounts for events and activities held under 'Har Ghar Tiranga' from 2nd to 14th August, 2024 through graphics, explainer videos, video bytes, reels, live coverage and more shared using the hashtags **#HarGharTiranga** and **#HarGharTiranga2024**, garnering over **85 million** total impressions/ views. A special video featuring DPD's books on Indian Independence Movement was also promoted across all social media platforms of DPD.

3.2.3 Advisory on Independence Day ceremony: An Advisory dated 14.08.2024 was issued to all private satellite TV channels regarding the inclusion of sign

language interpretation of Independence Day commentary/ ceremony by TV channels (Bilingual).

3.3 PARIS OLYMPICS AND PARIS PARALYMPICS

3.3.1 **Outreach initiatives:** DD News started a **special program on Paris Paralympics** titled '**Cheer 4 Bharat @ Paris Paralympics**', in addition to extensive coverage on Paris Olympics 2024. A special **Quiz Series** on the Paris 2024 Olympics was conducted by DPD across all its social media platforms.

3.3.2 **Social media amplification:** New Media Wing (NMW) carried out extensive outreach across the social media accounts of the Ministry of I&B through video bytes, graphics and more shared using the hashtags **#ParisOlympics** and **#Cheer4Bharat**, garnering over **135.2 million** total impressions/ views.

3.4 **PARTITION HORRORS REMEMBRANCE DAY:** To mark the Partition Horrors Remembrance Day, a **Photo Exhibition** was organized by Central Bureau of Communication (CBC) at Lalit Kala Academy, New Delhi from August 14 to 17, 2024, which was attended by a large number of school students along with other visitors. The Exhibition showcased personal stories, the immense pain and the lasting impact of the partition of 1947. Field Offices/ Regional Offices of CBC have also organized 34 Integrated Communication & Outreach Programmes (ICOPs) and 8 Exhibitions on the theme.

3.5 **NATIONAL SPORTS DAY 2024:** In the run up to the birth anniversary of Major Dhyanchand and to celebrate National Sports Day, the Ministry of Information & Broadcasting organized a **Badminton Tournament** and **Table Tennis Tournament** for employees of the Ministry and its Media Units/ organizations between 27.08.2024 to 30.08.2024, with the final matches held at JLN Stadium, New Delhi. Similar sports activities were also organized by various organizations of the Ministry.

3.6 **THREE NEW CRIMINAL LAWS:** Field Offices/ Regional Offices of Central Bureau of Communication (CBC) have organized 07 Integrated Communication & Outreach Programmes (ICOPs) and 01 Exhibition on the theme.

4. CONTENT REGULATION & LICENSING

4.1 **Blocking under Section 69A of IT Act:** The Ministry issued directions for blocking of 1 YouTube URL under the provisions of IT Act, 2000 and IT Rules, 2021.

4.2 **Blockings related to betting and gambling platforms:** The Ministry issued directions for blocking of 56 social media accounts of influencers promoting offshore betting and gambling platforms, website and 61 social media accounts of offshore betting and gambling platforms.

- 4.3 **Advisory on telecast of disaster/ calamity/ accident:** An advisory dated 09.08.2024 was issued to all private satellite TV channels regarding telecast of footage related to disaster/ natural calamity/ major accident.
- 4.4 **PIB Fact Check Unit:** The PIB Fact Check Unit **debunked 52 fake news items and posted 57 tweets**, earning **487.7K** impressions. 1 YouTube video fact-checked by PIB Fact Check Unit as fake news was taken up with YouTube and has been removed from the platform.
- 4.5 **Channel Licensing:** During the month, the Ministry granted permissions for two new channels and accepted the surrender request/cancellation of one channel. As of August 31, 2024, the total number of **private satellite TV channels** authorized for up-linking and downlinking in India stands at **912**.
- 4.6 **Community Radio Stations (CRS): Six (6) new CRS were commissioned** during the month. Additionally, the Ministry issued three new Grant of Permission Agreements (GOPAs), while renewing five GOPAs for CRS. Awareness Workshop for CRS was also held on 29th and 30th August, 2024 at Agartala, Tripura.

5. **INITIATIVES ON MINIMUM GOVERNMENT MAXIMUM GOVERNANCE**

- 5.1 **Workshop and Conference on Accessibility Standards in Cinema:** Following the notification of Accessibility Standards in the Public Exhibition of Feature Films in Cinema Theatres for Persons with Hearing and Visual Impairment on 15.03.2024, the Central Board of Film Certification (CBFC) conducted a workshop and a conference on 9th and 28th August, 2024 in Mumbai and Delhi respectively to sensitize stakeholders about provisions & mandated changes as per the Accessibility Standards Guidelines and push for Inclusive Cinema through enhanced Accessibility Standards. The initiative aligns with the Rights of Persons with Disabilities Act, 2016 (RPwD Act), which mandates government action to promote universal access and inclusion in information and communication, including access to films.
- 5.2 **Film Facilitation Office (FFO):** FFO participated in **1st Moscow Film Week** from August 23 to 28, 2024, with a goal to promote the Incentive policy, collaborate on co-productions and inviting participation in IFFI and Film Bazaar. FFO and Screen Australia also hosted a webinar with over 200 participants, providing valuable insights into the **India-Australia Co-production Treaty**. During the month, **FFO portal** has made significant progress, resulting in a comprehensive plan for state systems integration through collaborative efforts with state representatives and implementation of crowdsourcing of the Filmic and Non-Filmic resources data to build an exhaustive directory. FFO also facilitated permission from the Ministry of I&B for 12 International projects and processed 3 Incentive applications.

5.3 **Adobe Workshop:** The Ministry hosted a workshop on August 9, 2024 in Doordarshan Bhawan for its Young Professionals, focusing on the Adobe Suite to enhance their familiarity with the software and boost their creative skills. The workshop covered various programs, including Adobe Illustrator, Photoshop, and InDesign.

6. OTHER SIGNIFICANT ACTIVITIES & ACHIEVEMENTS

6.1 **Mann Ki Baat Booklet:** The Ministry of I&B developed the July, 2024 edition of PM's *Mann ki Baat* booklet, featuring '**Timeless Treasures of India**' as the cover story. It contains stories and testimonials with special mentions by the Hon'ble Prime Minister, alongside media reactions. The e-version reached over 6 crore citizens via e-sampark and is accessible on websites of the Ministry of I&B, MyGov, PM India, etc. Printed copies were distributed to all Hon'ble MPs and MLAs, senior officials of the Government of India and Governments of States/UTs, and regional offices of M/o I&B.

6.2 **New India Samachar (NIS):** The August 2024 fortnightly editions of New India Samachar (NIS) featured the themes of "**Budget of unprecedented employment opportunities**" and "**A Decade of Jan Dhan**". Published in 13 languages, NIS was printed and distributed nationwide by Central Bureau of Communication (CBC).

6.3 **60th Foundation Day of IIMC:** Indian Institute of Mass Communication (IIMC) celebrated its 60th Foundation Day on 16.08.2024, wherein a special lecture was delivered by senior journalist & writer of Dainik Jagran, Shri Anant Vijay.

6.4 **Authorization for Aadhaar Authentication in Online Registration of LCOs:** A Gazette notification No. S.O. 3075(E) dated 02.08.2024 was published in pursuance of the Aadhaar (Targeted Delivery of Financial and Other Subsidies, Benefits and Services) Act, 2016 and Aadhaar Authentication for Good Governance (Social Welfare, Innovation Knowledge) Rules, 2020, whereby the Ministry of Information & Broadcasting has been authorized by the Central Government in the Ministry of Electronics & Information Technology, to carry out Aadhaar authentication for the purposes of verifying the identity of persons registering online as Local Cable Operators (LCOs) under the Cable Television Networks (Regulation) Act 1995, through designated portal on voluntary basis, using Yes/No authentication facility.

6.5 SRFTI's in-house **Raj Bhasha magazine 'Cine Hans'** got awarded by Town Official Language Implementation Committee (TOLIC) office-2, Kolkata.

6.6 **Strengthening International Ties:** NFDC attended 77th Locarno International Film Festival as industry delegate and invited potential speakers for Masterclasses, Panel Discussions, IFFI and WAVES. NFDC-NMIC also hosted

a meeting with Moscow-based companies from the IT and Cinema sectors on 07.08.2024, along with an official delegation from the Moscow Export Center in Mumbai, with an aim to discuss potential collaborations.

7. SUMMARY OF MEDIA COVERAGE BY MEDIA UNITS

- 7.1 **Live Coverage and Publicity by Prasar Bharati and PIB:** Prasar Bharati and PIB provided live coverage and extensive publicity for **significant events of the Government of India**, attended by high dignitaries, including the Hon'ble President, Vice President, and Prime Minister of India. Media coverage was also ensured for the 78th Independence Day, **Har Ghar Tiranga**, **first National Space Day**, presentation of National Geoscience Awards 2023, Rashtriya Vigyan Puraskar 2024, **10th anniversary of Jan Dhan Yojana**, National Sports Day, Global Fintech Fest 2024, 10th National Handloom Day, **Ek Ped Maa Ke Naam**, launch of new She-Box portal and address of 113th episode of **Mann Ki Baat**.
- 7.2 **Press Releases and Publications:** PIB and its regional offices issued **9,325 press releases** in English, Hindi, and 14 regional languages. To disseminate information about the Government of India's initiatives, **six significant articles** were published, resulting in about **355** clippings nationwide. Additionally, important explainers on Paris Olympics series, Paris Paralympics, World Audio Visual Entertainment Summit (WAVES) and Har Ghar Tiranga were published by Research Unit of PIB during the month.
- 7.3 **Social Media Coverage:** The Ministry's social media handles provided extensive coverage and publicity across various themes by disseminating around **304 unique graphics, videos, reels, images, posts, tweets**, and more. These efforts aimed to engage and inform the public about key initiatives and events, fostering broader awareness and participation across digital platforms. Notable campaigns included the **Har Ghar Tiranga 2024**, **National Space Day 2024**, Cabinet Decisions, **WAVES**, **Paris Olympics**, **National Films Awards**, MIBePositive and Weeknama, highlighted through infographics, reels, audio, and video content.



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