

# **Activities undertaken by various Media units of the Ministry of Information and Broadcasting for commemoration of 150th birth anniversary of Mahatma Gandhi**

## **Background**

The Government of India has decided to commemorate the 150th birth anniversary of Mahatma Gandhi, Father of the Nation, at national and international level to propagate his message. A National Committee (NC) headed by Hon'ble President of India was constituted for this purpose. This Committee includes Hon'ble Vice-President, Hon'ble Prime Minister, Chief Ministers of all states of the country, representatives from across the political spectrum, Gandhians, thinkers, and eminent persons from all walks of life.

The NC will guide and approve policies/programmes/activities for the commemoration and will also supervise implementation of the decisions taken from time to time. An Executive Committee (EC) headed by Hon'ble Prime Minister with 19 members has also been constituted. Mandate of EC is to consider policies and lay down guidelines for the commemoration and chalk out the plan, programmes and activities under the commemoration. In line with the objective, Ministry of Information and Broadcasting has taken various initiatives to commemorate the 150th anniversary of Mahatma Gandhi.

## **Production and Screening of Video of “Vaishnava Jana to”**

- Doordarshan has produced a video of Gandhiji's favourite bhajan “Vaishnav Jan to”.
- The video has archival footage of Gandhiji, from DD Archives and footage of other visuals from DD regional kendras. The bhajan has been sung by students of Gandharav Mahavidyalaya, Delhi. and has been on air from 1<sup>st</sup> October, 2018.

## **Special Animation Film for children for the song “Vaishnav Jana to”**

- Films Division has produced a special Animation Film on famous bhajan of Mahatma Gandhi, “Vaishnav Jan To” meant for children. The film was directed by an Animation filmmaker Shri Swarup Deb and the bhajan was specially sung by a group of children led by Tanishka Sanghvi.
- Animation film was screened in schools during the period from 2.10.2018 to 9.10.2018 wherein 125 shows were organized benefitting 13778 child audience. Children's Film Society, India (CFSI) films “Bapu Ne Kaha Tha”, “Abhi Kal Hi Ki Baat Hai” and National Film Development Corporation (NFDC) film “Gandhi” were also screened.

## **Conducting Short Films Competition**

- On the occasion of 150th Birth Anniversary of Mahatma Gandhi, National Film Development Corporation, a unit of Ministry of Information & Broadcasting has initiated to organise a Short Film Competition through [www.MyGov.in](http://www.MyGov.in). A Short Film competition invites young amateur filmmakers

(School/College Students) to make Short Films (maximum 3 minute) based on “Be the change which you want to see in the world” theme to showcase the relevance of the messages even today in the 21st century.

- The objective of the competition is to make the youth aware of the simplicity and high ideals of Mahatma Gandhi’s life which eventually became his message to the world.
- Short Film Competition was activated on MyGov on the 2nd Oct 2018. The competition would be visible on the site [www.MyGov.in](http://www.MyGov.in) till 31<sup>st</sup> December, 2018. The competition is also being promoted on [www.MyGov.in](http://www.MyGov.in)’s social platform as well as NFDC website.
- NFDC has shared its publicity material in the form of TVCs, Radio Jingles, Posters, Email Flyers etc. with [www.MyGov.in](http://www.MyGov.in) team for promotion of the competition on their platform.

### **Doordarshan**

- Doordarshan has live telecasted the main event of Mahatma Gandhi International Sanitation Convention (MGISC) at Rashtrapati Bhawan, Cultural Centre, New Delhi on 02.10.2018.
- Inter-faith prayer meet at Gandhi Smriti on the occasion of 149th Birth Anniversary of Mahatma Gandhi (Gandhi Jayanti) and International Day of Non-Violence on 02.10.2018 (Tuesday) from 3.30 p.m. to 5.30 p.m. was live telecasted by DD National.
- Feature films based on Gandhiji’s life and philosophy have been telecasted especially on 2nd October, 2018 and would also be telecast on 2nd October, 2019.
- A programme entitled “Gandhi Darshan” was mounted by all Kendras of DD. The programme had discussions and interviews with scholars/students of Gandhian studies/activists etc., live phone-ins, some life experiences of people who have imbibed Gandhian Philosophy, readings from Gandhiji’s writings etc. In this programme contributions of Kasturba Gandhi were also highlighted.
- DD News has uploaded around 38 videos on Youtube and tweeted 30 tweets on the issue. It has been uploading all news events and current affairs programmes on Social Media Platforms using Ministry approved hashtags.
- Programme on women achievers “Tejaswini” have been telecast with eminent Gandhians (like Tara Gandhi Bhattacharya & Ela Ramesh Bhatt)
- Ground reports of all the programmes and people promoting Gandhian philosophy are being telecast and would continue throughout the celebration year in the form of short films and promos.
- Success stories about people working on Gandhian Philosophy would be telecast throughout the celebration year.
- Starting from 2nd October, 2018 all kendras have been telecasting quotes of Gandhiji as “Thought for the Day” either at the beginning of the transmission or in the morning show whichever is applicable for respective kendra/channel.
- Documentaries/musical productions/plays have been planned and would be telecast throughout the celebration year.
- Doordarshan is in constant touch with Ministry of Culture and regularly putting all its outreach activities in its Gandhi Portal.

### **Screening of archival films:**

- The 4.30 minute animation film on the bhajan, Vaishnav Jan to... has been premiered as opening film at the multimedia exhibition on 150th birth anniversary of Mahatma Gandhiji, which was inaugurated by Hon’ble Minister of State for Youth Affairs & Sports and Information & Broadcasting (I/C) Col. Rajyavardhan Rathore on 2nd October, 2018 in New Delhi.

- The film has been uploaded on Films Division Home page and Youtube Channel and shared with CFSI for arranging its screening in schools across the country. It has been sent to all distribution branches for screening as opening film during film festivals organized by them.
- Film has also been provided to Doordarshan for prime time telecast on DD National, DD News, DD Bharati and regional DD channels. Film has also been shared with two Parliamentary channels, Lok Sabha Television (LSTV) and Rajya Sabha Television (RSTV).
- On 31.10.2018, NFDC Ltd. arranged screening for screening of the Film GANDHI in Tamil for the students at the Chandabhai Jain Higher Secondary School, Chennai at 10 a.m. and 2 p.m. The screening was attended by over 300 students of Class VI, VII, VIII & IX.
- A special Documentary Film- “Ahimsa- The Journey of an Idea” has been telecast on DD National on 02.10.2018. The film is by the renowned filmmaker Sh. Ketan Mehta.
- Film “Bapu Ne Kaha Tha” and “Abhi Kal Ki Hi Baat Hai” produced by CFSI were telecast on DD National at prime time. Films will be telecast by regional channels too.

## All India Radio

- **“Gandhi Charcha” is being broadcast every Friday in the morning transmission.** This opens with rendering of ‘Vaishnav Jan’ followed by excerpts from Mahatma Gandhi’s autobiography and is concluded with Ramdhun.
- Half an hour chunk for national programme of talks (English and Hindi) on Mondays and Tuesdays once a month. Discussion/symposium entitled ‘Satya ka Samna, Satya ka Sath’ and ‘Mohan to Mahatma’ would be telecast in National Programme of Talks.
- A thought of Mahatma Gandhi was tweeted by AIR on its twitter handle as a ‘Suvichar’ of the day with effect from 01/10/2018 to 31/10/2018 daily.
- A special feature in Hindi is being broadcast every month on third Thursday. The first programme in series has been broadcasted on 18th October, 2018 with the title ‘Yeh bhi hai pehle bapu ki tasvir ka’. The series will culminate on 17th October, 2019.
- AIR broadcasts weekly national Hindi radio magazines at 9.30 pm on Wednesdays focusing on literature (first Wednesday- Sahitya Bharti), culture (second Wednesday- Sanskriti Bharti), cinema (third Wednesday- Chitra Bharti), science (fourth Wednesday- Vigyan Bharti) and youth (fifth Wednesday- Yuva Bharti).
- Themes suggested by M/o Culture for each month would be communicated to AIR stations for planning programmes on the said themes during the month.
- A special capsule programme at 6.55 am in the month of October, 2018 had been telecast which had Bapu’s thought as a ‘Suvichar’ in Hindi from AIR Stations in Hindi heartland and elsewhere in the respective regional languages.
- AIR has mounted special talks and programmes on current affairs from 30th Sept onwards. Special capsules have been made which are being used in all the major bulletins; these capsules have the opening with “Vaishnava Jan” tune.
- ‘Gandhi and Gandhism in our lives’ Interview/chat show in English with Gandhians and their descendants and surviving members of persons associated/worked with Gandhi. 18 episode readings in English from the autobiography of Mahatma Gandhi. “The Story of My Experiments with Truth”, presented by Shri. Gopal Krishna Gandhi, youngest Grandson of Mahatma Gandhi. “Words of the Mahatma in the voice of his grandson”.
- Regional News Units (RNUs) have been asked to get bytes of Gandhian thinkers in their regions.
- All these activities are also being reflected in social media.
- AIR is in constant touch with Ministry of Culture and regularly putting all its outreach activities in its Gandhi Portal.

## **Bureau of Outreach & Communication (BOC)**

- BOC has organized a multimedia exhibition titled “**Bapu Re-lived: In Word, Deed & Action**” to commemorate the 150<sup>th</sup> Birth Anniversary celebrations of Mahatma Gandhi from 2.10.2018 to 7.10.2018 at Palika Park, Rajiv Chowk, New Delhi.
- The exhibition was inaugurated by the Hon’ble Minister of State for Youth Affairs & Sports and Information & Broadcasting (I/C) Col. Rajyavardhan Rathore. Secretary (I&B) also attended the event.



Hon’ble Minister of State for Youth Affairs & Sports and Information & Broadcasting (I/C) Col. Rajyavardhan Rathore inaugurating the multimedia exhibition commemorating 150th birth anniversary of Mahatma Gandhi, in New Delhi on October 02, 2018.

- Besides, Regional Outreach Bureau (ROB) have organized exhibitions from 2.10.2018 to 7.10.2018 at the following places:**Chandigarh, Shimla, Dehradun, Kolkata, Raipur, Jaipur, Lucknow, Hyderabad**
- BOC is in constant touch with Ministry of Culture and regularly putting all its outreach activities in its Gandhi Portal.

## **Press Information Bureau (PIB)**

- Dissemination and translation of the Prime Minister’s blog on Gandhiji. The article written by the Hon’ble Prime Minister of India Shri Narendra Modi was disseminated nation-wide after translation into regional languages by the headquarters and the regional offices of PIB. The blog got published in about 103 newspapers across the country.
- PIB provided wide publicity for the multi-media exhibition on Mahatma Gandhi inaugurated by Minister of State for Youth Affairs & Sports and Information & Broadcasting (I/C) Col. Rajyavardhan Rathore on 2nd October, 2018. The Photo Division of PIB had put together archival

images of Mahatma Gandhi for the exhibition. Press Release was issued on the occasion and this was reported in many newspapers.

- PIB through its DPOs (Departmental Publicity Officers) provided adequate publicity to events conducted by various Ministries in connection with events. About twelve (12) press releases were issued.
- PIB, through its regional offices has made appropriate arrangements for the publicity of events organised at the state level.
- Social media campaign is being carried out on PIB official twitter, facebook, instagram and youtube platforms. The social media handles of PIB posted the details of the events from its various social media handles. It also re-tweeted most of the content from other media units of I&B which enabled the tweets to gain traction. Posts are being uploaded based on life of Mahatma Gandhi in form of quotes, questions, videos etc.
- PIB is in constant touch with Ministry of Culture and regularly putting all its outreach activities in its Gandhi Portal.

## **Publications Division**

- Publications Division is continuously disseminating Gandhiji's legacy through multi-pronged efforts, including publications of books and relevant articles in DPD journals and outreach efforts at its own offices with the support of Ministry's other organizations like BOC and eminent Gandhian/ other prominent organizations like National Gandhi Museum (NGM), Indira Gandhi National Centre for the Arts (IGNCA) and also through Social Media etc.
- Major activities in this regard are: release of 11 books by Hon'ble Minister of State for Youth Affairs & Sports and Information & Broadcasting (I/C) Col. Rajyavardhan Rathore in BOC organized function in New Delhi on 2<sup>nd</sup> October, 2018, approaching prominent authors for new Gandhian books and working on them, participation in "Gandhi Parv" seminar in New Delhi on 5<sup>th</sup> October, 2018, collaborating with Gandhian institutions for arranging displays/ exhibitions in different parts of the country, including Kochi Book Fair etc. Many books of seminal value, including Gandhi Album of 1954, are being restored and are being prepared.
- Publications Division is working on a comprehensive "Digital Gandhi" (*an electronic compilation*) with the help of National Gandhi Museum (NGM).
- This audio-visual and rich digitized textual compilation will present the life, ideals and significance of Gandhi in a lucid and user friendly digital format.
- The e-book will have biography of Gandhiji in video/virtual reality form with description of the events, photos and writings, songs and bhajans, concepts and glossary.
- Publications Division has initiated work on preparation of electronic version of 97 volumes of Sampurna Gandhi Vangmaya, corresponding Hindi volumes of The Collected Works of Mahatma Gandhi (CWMG), under an MoU with Gujarat Vidyapith, Ahmedabad.
- This work, an essential continuation of e-CWNG, already completed by DPD, was pending for many years and this would help all time preservation of the heritage documentation of Gandhiji's thoughts and publishing of the unbroken set of 97-volume series in print.
- Publications Division has made a thorough search with the help of knowledgeable sources and managed to locate the desired publication "Satyagraha Geeta" written by eminent Sanskrit poet Ms. Kshama Rao. Besides, the sequel of this book "Uttara Satyagraha Geeta" has also been located and procured.
- These books describe the life and times of Mahatma Gandhi in Sanskrit verses and have been out of print for decades. DPD is making all efforts to publish "Satyagraha Geeta" along with its sequel "Uttar Satyagraha Gita" with Hindi and English translations in digital version.



The Minister of State for Youth Affairs & Sports and Information & Broadcasting (I/C), Col. Rajyavardhan Singh Rathore releasing the publication at the inauguration of the multimedia exhibition commemorating 150th birth anniversary of Mahatma Gandhi, in New Delhi on October 02, 2018. The Secretary, Ministry of Information & Broadcasting, Shri Amit Khare and other dignitaries are also seen.

- Hindi translations of “Satyagraha Geeta” have been almost completed and editing is going on and English translation of the same is also in progress. The translation of “Uttara Satyagraha Geeta” would be initiated after completion of translation of “Satyagraha Geeta”.
- Additionally, it will also have digitized versions of previous commemorative volumes, voice and video of Gandhiji taken from AIR/DD Archives and an interactive BBC production “Talking of Gandhi” having comments of eminent personalities about the Mahatma.
- DPD is in constant touch with Ministry of Culture and regularly putting all its outreach activities in its Gandhi Portal.

### **Film and Television Institute of India (FTII)**

- FTII’s Art Direction department installed a replica of Sabarmati Ashram, Ahmedabad at the FTII Main Gate in celebration of Mahatma Gandhi’s sesquicentennial birth anniversary. The replica was thrown open for public to pay tributes from 15<sup>th</sup> August to 9<sup>th</sup> September.
- Conceptualized by FTII’s Department of Art Direction and Production Design, the exhibit showcases the Ashram’s Hriday Kunj structure--- the ‘sanctum sanctorum’ from where Mahatma Gandhi delivered his message of truth, non-violence, mutual respect and social justice.

- The setting up of the Hriday Kunj replica is in line with FTII's annual re-creation of monuments of national importance in the Campus to mark Republic Day and Independence Day--- Amritsar's JALLIANWALA BAGH on Independence Day 2016; Andaman's CELLULAR JAIL on Republic Day 2017; Delhi's INDIA GATE WAR MEMORIAL on Independence Day 2017 and Kanyakumari's SWAMI VIVEKANANDA ROCK MEMORIAL on Republic Day 2018.
- Public screening of Films on Mahatma Gandhi and lectures on Gandhiji's philosophy are planned to be organized during the year till 2<sup>nd</sup> October, 2019 for members of FTII staff, faculty and students.

### **Films Division**

- Films Division has shared link of film 'Rupees-2000' (duration 3.33 min.) made on Gandhiji to all digital distribution platforms and Multiplexes on 01/10/2018 for screening in cinema houses for a week from 02/10/2018.
- Film titled "Vaishnav Jan to..." has been completed and censored by Films Division. This film can be released in theatrical circuits.
- The contents of the film have been provided to CFSI for releasing through their channels. The film is also uploaded on Films Division channel on Youtube.

### **Directorate of Film Festivals (DFF)**

- A two-day "150th Birth Anniversary of Mahatma Gandhi" was held in at Khagen Mahanta Auditorium, Nagaon from 29th to 30th Sept., 2018 organised by Directorate of Film Festivals, New Delhi in collaboration with District Administration, Nagaon.
- The package of films included Making of Mahatma (Opening Films), Ishu, Lage Raho Munna Bhai, and Gandhi (Closing Film)
- The Festival also showcased Award Winning "Swachh Bharat Films" under the aegis of Swachhta Action Plan.
- The "150th Birth Anniversary of Mahatma Gandhi" held in Port Blair from 1st October to 31st October, 2018 was organised by Directorate of Film Festivals, New Delhi in collaboration with District Administration and Department of Education covering all Educational Institutions across Islands of Andaman & Nicobar.
- The Package of films included The Making of Mahatma (Opening), Gandhi, Lage Raho Munna Bhai, Veer Savarkar, Sinjar (Closing).
- The Festival also showcased Award Winning "Swachh Bharat Films" under the aegis of Swachhta Action Plan.
- The Directorate of Film Festivals in collaboration with the District Administration organised four-day Film Festivals from 29th October - 1st November, 2018 at Alliance Francaise Auditorium.
- The Festival showcased Making of Mahatma (English), Gandhi (Tamil), Kaaka Muttai (Tamil) Sound of Joy (Closing) (English).
- The Festival also showcased Award Winning "Swachh Bharat Films" under the aegis of Swachhta Action Plan and Children films which had won National Film Awards.

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