

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

New Delhi the 20<sup>th</sup> May, 2024

Sub.: Summary (No.- 4) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of April 2024.

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

1. **GENERAL ELECTIONS 2024 AND "MERA PEHLA VOTE DESH KE LIYE" CAMPAIGN**
  - 1.1 The **multilingual anthem** of the campaign 'Mera Pehla Vote Desh Ke Liye' was released to encourage young, especially first time voters, to exercise their democratic right and participate in elections.
  - 1.2 Field Offices (FOs) and Regional Offices (ROs) of CBC organized **04 Integrated Communication & Outreach Programmes (ICOPs) and 120 Field Programmes on Voters Awareness Programmes** (Systematic Voters' Education and Electoral Participation, SVEEP). These initiatives were held in coordination with local Administrations and NGOs, including photo exhibitions and engagement with Private Registered Troupes (PRTs) to create awareness among citizens about the importance of voting.
  - 1.3 DD News is airing **special shows like 'Rajya Niti', 'Janadesh', 'Kya Bole Bharat', '24 Ki Chunauti', 'Chunavi Chakkalass', 'Sangram ke Senapati', and 'Janwani'** during the 2024 General Elections. These programs offer insights into the political landscape across states through expert discussions and ground reports. Additionally, **special programs like 'The Great Indian Election 2024' and 'India Decides 2024'** are being broadcasted on DD India. News Services Division, All India Radio (NSD, AIR) aired a special discussion on 'Election Commission's Conference to increase Voter Turnout in General Elections 2024' on 07.04.2024.
  - 1.4 The Press Information Bureau (PIB) has launched a **Media Facilitation Portal** providing comprehensive information on the General Election 2024. Additionally, PIB introduced a **dedicated microsite** at <https://pib.gov.in/elect2024/index.aspx>, serving as a one-stop facilitation portal for media personnel covering the General Election 2024. The Research Unit, PIB, published an **explainer** on '**Shaping Democracy | One Vote at a Time**'.

## 2. AWARENESS GENERATION ON HEAT WAVE

- 2.1 Press Information Bureau (PIB) is actively publicizing Election Commission of India **Press Releases on Heat Wave** at both the central and state/union territory levels. **Infographics** in different languages have been created and circulated to regional PIB units. Information received has been disseminated to states/UTs in **Hindi, English, and regional languages**, and shared on various social media platforms. PIB has established **real time coordination with National Disaster Management Authority (NDMA)** for a citizen-centric information campaign on Heat Wave.
- 2.2 The National Disaster Management Authority (NDMA) released a **PSA film titled 'Heat Wave' for screening in cinema theatres** across the country from 19.04.2024 to 02.05.2024. It has been played before movies in compliance with mandatory provisions. The PSA film has also been shared with **private TV broadcasters**.
- 2.3 Doordarshan Kendras are telecasting programs on heat wave and related themes in English, Hindi, regional, and vernacular languages. DD News is featuring **special packages** on heat wave and necessary precautions in regular bulletins and major shows. **Special discussion shows, prime time shows, and exclusive interactions with experts** have discussed necessary precautions against heat wave with health experts. All Regional News Units (RNUs) of DD News have prominently covered the **Heat Stroke awareness campaign**. News Services Division, Akashvani, is disseminating information in Hindi/English through news bulletins, discussion programs, and social media platforms. **Public Health Advisory** on Extreme Heat/Heatwave has been shared with regional media through PIB and publicized through DD & AIR.
- 2.4 The New Media Wing (NMW) conducted extensive social media outreach under the campaign '**Beat The Heat**' across the Ministry of I&B's social media accounts, sharing informative graphics, video reels, etc., using hashtags like **#BeatTheHeat, #HeatWave, and #WeatherReady**. The Social Media Cell of PIB has provided extensive visibility on various social media platforms (X, Facebook) by publishing **infographics, video bytes, videos**, sharing/retweeting content from Ministries/Departments, and amplifying information from verified accounts of Ministries.

## 3. INITIATIVES AND ACHIEVEMENTS IN FILM SECTOR

- 3.1 The National Film Development Corporation (NFDC) announced an exclusive **five-day Animation Crash Course & VFX Pipeline Workshop** at the upcoming 18th Mumbai International Film Festival (MIFF) in June 2024. Aspiring animators are invited to participate and gain expertise from a veteran animation filmmaker from Warner Brothers.

- 3.2 **“Sunflowers were first ones to know”**, a film by Film and Television Institute of India (FTII)’s one-year TV Wing student (2020 batch), has been officially selected at the 77th **Cannes Film Festival**, France. It is the only Indian film selected in this section and is among 18 short films chosen from a total of 2,263 films submitted by film schools worldwide.
- 3.3 **Promoting India’s Film Industry and Soft Power abroad:** A video conference meeting chaired by the Secretary, Ministry of I&B was held on 10.04.2024 with Indian Missions in countries hosting key international film festivals and those with audio-visual co-production agreements with India. The meeting focused on leveraging India's film industry to enhance the country’s soft power globally, and discussed the role of Indian missions abroad in promoting Indian films and entertainment.
- 3.4 **NMIC’s Chronicles of Timeless Treasures:** The National Museum of Indian Cinema (NMIC) organized a screening of ‘Jewel Thief’ on 20.04.2024 as part of NMIC’s Chronicles of Timeless Treasures, with renowned actress Ms. Esha Gupta as Chief Guest. The event also featured the winner of the **‘Capture Your Moment’ contest** hosted by NMIC, where visitors created reels in collaboration. Additionally, on Satyajit Ray’s death anniversary (23rd April), NMIC organized a **special screening of the documentary ‘Music of Satyajit Ray’** on 27.04.2024, followed by a screening of ‘Ganashatru’ as part of Chronicles of Timeless Treasures.

#### 4. **INITIATIVES ON MINIMUM GOVERNMENT MAXIMUM GOVERNANCE**

- 4.1 **Engage Portal:** The Ministry conducted a comprehensive review of the proposed engagement portal, which will be integrated into the main website. Specific modifications were suggested to enhance user experience and ensure clarity, aiming to optimize accessibility and functionality within the broader website framework.
- 4.2 **Strengthening International Ties:** Meetings were held between the National Film Development Corporation (NFDC) and delegations from various countries, including Indonesia, Japan, Sri Lanka, Mexico, Switzerland, Russia, South Africa, Argentina, and Italy. These discussions explored potential collaborations to promote cultural exchange through events like the Mumbai International Film Festival and NFDC Film Festival. Additionally, NFDC held discussions with the Minister of Moscow Government, Department of Culture, regarding possible collaborations.
- 4.3 **M.A. Programmes by Indian Institute of Mass Communication (IIMC):** Following the declaration of IIMC as a Deemed to be University by the Ministry of Education, the Academic Council of IIMC finalized two M.A. programmes to commence from the Academic Session 2024-25.

4.4 **Film Facilitation Office (FFO):** FFO facilitated permissions from the Ministry of I&B for 5 International projects, 1 domestic project, and processed 5 Incentive applications during the month.

4.5 **Community Radio Stations (CRS):** The Ministry signed one (01) new Grant of Permission Agreement (GOPA) and renewed three (03) GOPAs for Community Radio Stations during the month.

## 5. **CONTENT REGULATION**

5.1 **Blocking under Section 69A of IT Act:** The Ministry of I&B issued directions for blocking of 70 URLs, and unblocking of 10 URLs on social media for carrying content covered under section 69A of IT Act, 2000.

5.2 Action related to **Online betting and gambling** by the Ministry of I&B: Communications were issued to **celebrities and influencers** promoting online offshore betting and gambling platforms. Prominent persons who were asked to remove the concerned posts and cease their association with such platforms include namely Yuvraj Singh, Ravi Shastri, Jatin Sapru, Mayanti Langer, Arshdeep Singh, Suresh Raina, Shivam Dube, Krishnamachari Srikanth, S. Badrinath, Shikhar Dhawan, Dinesh Karthik. **Over 100 social media accounts were terminated** in coordination with social media platforms for promoting online betting and gambling.

5.3 **Meeting with Meta:** A meeting was chaired by the Secretary, Ministry of I&B with representatives of Meta on 18.04.2024, which was attended by senior officers from Ministry of Home Affairs (MHA), Indian Cyber Crime Coordination Centre (I4C), and Ministry of Electronics and Information Technology (MeitY). Aspects related to timely compliance to blocking directions, use of technological tools for proactive identification and removal of harmful/illegal content, Meta's policies regarding deepfakes, concerns related to promotion of offshore online gambling and betting platforms on Instagram, and sharing of information about originators of illegal content with the law enforcement agencies were discussed during the meeting.

## 6. **SPECIAL COVERAGE/ PROGRAMMES**

6.1 Prasar Bharati and Press Information Bureau (PIB) provided live coverage and extensive publicity to **significant events attended by the Hon'ble President, Vice President, and Prime Minister of India**, including the presentation of **Padma Awards 2024**, launch of India's first home-grown 'CAR-T cell therapy' for cancer, RBI event RBI@90 celebrating 90 years, 6<sup>th</sup> International Conference on Disaster Resilient Infrastructure and review of the preparedness for the ensuing hot wave season.

6.2 Several **special programmes** on varied subjects like economy, women empowerment, health, art and culture have been telecast by DD News namely Economy Today, Money Mantra, Tejaswini, Total Health, Rang Tarang, Hamare Padma – Season 2, Vaartawali, Rakshak, Charcha Mein, Cinema ki Duniya etc.

## 7. SUMMARY OF ACTIVITIES OF MEDIA UNITS

7.1 PIB and its regional offices issued over **1,919 Press Releases** in English, Hindi, and 14 regional languages. To disseminate information about initiatives of the Government of India, 3 **significant articles** were published resulting in about **140** clippings across the country. The PIB Fact Check Unit **debunked 21 fake news items and posted 26 tweets**.

7.2 Integrated Communication & Outreach Programmes (ICOPs), field programmes, and awareness campaigns were conducted by Regional Offices (ROs)/Field Offices (FOs) of CBC across the country on themes such as Chunav Ka Parv – Desh Ka Garv, SVEEP, Voter Awareness, National Unity and Integrity, National Integration, Communal Harmony etc.

7.3 **Kitab Kayenaat**, DD Urdu's special programme featuring DPD's publications, was publicized. **World Book and Copyright Day** was also celebrated highlighting various DPD titles.

7.4 **Social Media Coverage:** The social media handles of the Ministry provided extensive coverage and publicity to various themes by disseminating around **221** unique graphics, videos, reels, images, posts, tweets, etc. These efforts aimed to engage and inform the public about key initiatives and events, fostering broader awareness and participation across digital platforms. Campaigns such as Beat The Heat, Padma Awards, UNESCO World Heritage Sites, Popular Cuisines of India, Classical Dance Forms of India, MIBePositive, MIB Podcast and Weeknama were highlighted through infographics, reels, audio, and video content.



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