

File No. P-11015/1/2020-PPC
Government of India
Ministry of Information & Broadcasting
(Policy Planning Cell)

New Delhi the 21st May, 2020

Sub.: Summary (No.-4) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of April 2020.

The significant activities / events relating to this Ministry for the month of April 2020 are outlined below:-

1. Action taken by the Ministry of Information and Broadcasting relating to Coronavirus Pandemic (COVID-19).

The Ministry has been taking several proactive steps for raising awareness by reaching out to the people through Print, Electronic and Social media platforms and undertaking time-bound dissemination of the decisions taken by the Government of India on various issues related to COVID-19. The Public Broadcasters – Doordarshan and All India Radio are smoothly managing the Essential/VIP programmes, coverages, Programmes Productions and Distribution services through DTH, Terrestrial and Digital platforms despite the odd situations due to the lockdown. The Ministry is effectively using Social Media for quick dissemination of the factually correct information and is regularly engaging with private Media platforms (Print, Private Television Channels, Private FM Radio Channels etc.) to disseminate information widely.

- 1.1 The Hon'ble Prime Minister addressed the nation on 03rd and 14th April, 2020. Doordarshan and All India Radio broadcast the live coverage to these events. Apart from this, the Hon'ble PM interaction with Sarpanchs from across the Nation on Panchayati Raj Diwas on 24.04.2020 and Mann Ki Baat was broadcast on 26.04.2020 on whole network of DD and AIR.
- 1.2 In pursuance of the announcements made by the Hon'ble Prime Minister, the measures taken to tackle the COVID-19 crisis including revised consolidated Guidelines issued by the Ministry of Home Affairs (MHA) were widely disseminated on all media platforms, including social media through charts, posters, displays and infographics.
- 1.3 PIB is organizing **daily Press Conference** at 4 PM in the National Media Centre, New Delhi where the representatives from the Ministry of Health and Family Welfare, Ministry of Home Affairs, Indian Council of Medical Research brief the media and answer their questions. PIB also organized **media briefings** of the Hon'ble Minister of Information and Broadcasting Shri Prakash Javadekar on the action plan and measures taken to combat COVID-19 on 6th and 22nd April, 2020. These were extensively covered by DD and AIR.

- 1.4 The Press Information Bureau (PIB) has been issuing a **daily bulletin** on COVID-19 and **Press Releases** on the various decisions of the Government of India. These are also translated in the regional languages for dissemination. PIB uploaded 9915 Press Releases in English, Hindi and other regional languages in the month of April, 2020. Articles on COVID 19 by Hon'ble Defence Minister; Hon'ble Human Resource Development Minister; CEO NITI Aayog and other eminent personalities were published in important national newspapers.
- 1.5 More than 1700 original tweets were sent from a dedicated twitter handle **@COVIDNewsByMIB (#IndiaFightsCorona)**.
- 1.6 **Doordarshan News and its Regional News Units (RNUs)** are regularly telecasting **National and International News** on COVID-19 along with updates for its viewers in all news bulletins and **various awareness programmes**. DD News Network also telecast various Promos along with advisories issued by Ministry of Home Affairs, Ministry of Health & Family Welfare and other prominent Ministries & institutions. DD News specially introduced the following new programmes after the Coronavirus outbreak:
- i) CORONA PAR NAZAR
 - ii) TRACKING COVID19
 - iii) DOCTOR'S SPEAK
 - iv) IN FOCUS (War Against Corona Virus)
 - v) JAAN BHI JAHAN BHI
 - vi) KIDS TIME
 - vii) MEDITATION SESSION BY SRI SRI RAVI SHANKAR
 - viii) IN CONVERSATION WITH DR. RANDEEP GULERIA, DIRECTOR, AIIMS
 - ix) IN CONVERSATION WITH PROF. VIJAYA RAGHAVAN, PR. SCIENTIFIC ADVISER
 - ix) IN CONVERSATION WITH CHANDRAJIT BANERJEE. DG, CII
 - x) STARS SUPPORT - INDIA FIGHTS CORONA
 - xi) COMUNICATING ON COVID

Apart from above, DD News telecast special news on Fact Checks, Fake News Busted, Good/ Positive news stories, Highlighting beneficiaries of various Government Schemes. DD News also telecast Special News bulletins for Divyangjan, Public Service Announcements (PSAs), News bulletins in Sanskrit and Urdu, News bulletins on Youtube, Usefulness of Aarogya Setu App etc. Several Regional News Units have increased the duration of their popular bulletins and the viewership has reported increase across many Kendras.

- 1.7 News Services Division, All India Radio (NSD, AIR) and its 46 RNUs are providing **extensive coverage to create awareness on COVID-19 in 92 languages/ dialects**. Live Phone-In with top medical experts in response to people's queries, myth busters, fake news alerts, positive news, ground reports, advisories, guidelines, vox pop on stay home –stay safe, how the citizens are utilizing time at home, use of face cover and how to make masks

at home, advantages of downloading AarogyaSetu App, celebrity endorsements, testimonials, appeal by religious and spiritual leaders, useful/important messages are being broadcast.

- 1.8 **Field/ Regional Campaigns on COVID-19** - Bureau of Outreach and Communication (BOC), including 148 Field Outreach Bureaus (FOBs) and 23 Regional Outreach Bureaus, continued their awareness campaign to make people aware about the symptoms of COVID-19 infections as well as preventive measures to be followed through Print, Television, Radio and different other mediums. The campaign included themes such as social distancing, strict adherence to lockdown guidelines, importance of Aarogya Setu App, different Gov Decisions and Initiatives, Myth Busters, Fake News Alerts, Experts Advise on issues related to COVID-19. The detail of social media campaigns is as under:

Total No. of Telephonic Calls made	Total No. of SMS sent	Total No. of Facebook Posts	Total No. of Tweets and Retweets (with 'Impressions')	Total No. of Posters/ Message /Videos circulated on WhatsApp	Total No. of Instagram Posts
42742	3188 4	46284	79933 (1959463)	155418	8587

- 1.9 Doordarshan and All India Radio, the broadcasters of the Government of India, are **helping students with their studies** amidst the ongoing lockdown by telecasting/ broadcasting **virtual classes** and other educational content through their regional channels across the country on TV, Radio and Youtube. Satyajit Ray Film and Television Institute (SRFTI) is taking **online classes** and assigning practical to its students that can be executed during home quarantine period. Film and Television Institute of India (FTII) has sought alignment with SWAYAM portal of Ministry of HRD to facilitate the online courses.
- 1.10 The **May 2020 issue of Yojana** published by Publications Division (DPD) is dedicated to the **theme of "Universal Health"** carrying articles from experts on various issues, including COVID-19. The soft copies of Yojana and other journals of DPD including regional language editions were uploaded on the website of DPD free of cost.
2. **Bharat Ratna Baba Saheb Dr. Bhimrao Ramji Ambedkar Jayanti (14th April, 2020)** : The Ministry of I&B undertook a special campaign to commemorate the Dr. Bhimrao Ramji Ambedkar Jayanti on 14.04.2020, as part of the Celebration of the Constitution Day and Citizens' Duties Campaign from 26.11.2019 to 26.11.2020. For this occasion, an article by Hon'ble Minister of Law & Justice titled "Time to Remember Fundamental Constitutional Duties" was published in various newspapers across the country.
- 2.1 National Film Development Corporation (NFDC) has prepared a song on Fundamental Duties/ Citizens' Duties for Ministry of Panchayati Raj, which has also been shared with Dept. of Justice.

- 2.2 Prasar Bharti Archives has uploaded a playlist (collection of 21 audio/ video) namely 'Constitution of India – A Journey' on its YouTube channel, which was shared with Dept. of Justice for popularization through MyGov platform.
- 2.3 A feature in Hindi and English titled 'Samta Ke Purodha : Dr. B.R. Ambedkar' and 'The Man Behind the Blue Suit' were broadcast on AIR and a feature film was telecast on DD on 14.04.2020.
- 2.4 A Special campaign was organised on DPD's social media about Dr. B R Ambedkar and Constitution of India. In the first half of April, a quiz was also conducted on the topic through DPD's Twitter account.
3. **National Panchayati Raj Day (24th April, 2020)** : Hon'ble Prime Minister's interaction with Sarpanchs from across the Nation on 24.04.2020 was broadcast/ telecast on all channels of Doordarshan and All India Radio. PIB has ensured publication of articles written by the Hon'ble Minister of Rural Development, Panchayati Raj and Agriculture & Farmers' Welfare, Shri Narendra Singh Tomar and eminent personalities in various newspapers across the country.
4. **Engagement and tie-ups with OTT/ VoD platforms:**
- NFDC has formalized a second deal with MUBI - a UK-based distributor and subscription-based streaming OTT service - for the Non-Exclusive SVOD syndication of NFDC's 35 titles.
5. **I&B Initiatives on Minimum Government Maximum Governance –**
- **FM Cell:**
 - In view of the COVID-19 pandemic and the nationwide lockdown, the Ministry has permitted the private FM Radio broadcasters to pay the 1st Quarter License Fee for FY 2020-21 in the month of July, 2020 without payment of any penal interest.



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