

File No. P-11015/1/2022-PPC
Government of India
Ministry of Information & Broadcasting
(Policy Planning Cell)

New Delhi the 20th May, 2022

Sub.: Summary (No.- 4) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of April 2022.

The significant activities / events relating to this Ministry for the month of April 2022 are outlined below:-

1. The Ministry has developed the **second edition of PM's Mann ki Baat booklet** i.e. March, 2022 edition. The Booklet contains stories and testimonials on the special mentions made by the Hon'ble Prime Minister in his address, along with views and reactions to the address which appeared in the media. The Soft copy of the Booklet has been distributed all over the country to more than 6 crore citizens through E-sampark and also been uploaded on the websites of Ministry of I&B, MyGov, PM India and the media units of Ministry. The printed edition of the booklet is being distributed to the Member of Parliaments, Member of Legislative assemblies/councils, Secretaries and officials of Government of India, Chief Secretaries of States/UTs and PIB accredited journalists. The booklet has also been shared by Hon'ble PM on Twitter on 17.04.2022.
2. Heralding a new chapter in **Ease of Doing Business** in the Broadcasting sector, the Hon'ble Minister of Information & Broadcasting Shri Anurag Singh Thakur launched the **Broadcast Seva Portal** in New Delhi on 01.04.2022 for speedy filing and processing of applications of broadcasters for various kinds of licenses, permissions, registrations, etc. The Portal will provide a 360-degree solution to 900+ Satellite TV Channels, 70+ Teleport operators, 1750+ Multi-service operators, 350+ Community Radio Stations (CRS), 380+ Private FM Channels & others. The Portal will bring Transparency, Accountability and Responsiveness in the ecosystem and will soon be linked to Government's flagship 'National Single Window System'.
3. **Azadi ka Amrit Mahotsav: 75 Years of Independence of India**

A series of initiatives were undertaken to celebrate Azadi ka Amrit Mahotsav (AKAM) under the spirit of '*Jan Bhagidari and Jan Andolan*'.

- 3.1 The Hon'ble Minister of Information and Broadcasting Shri Anurag Singh Thakur launched '**Azadi Ki Amrit Kahaniyan**', a short video series showcasing inspiring stories, created in collaboration with OTT platform Netflix, in New Delhi on 26.04.2022, in the presence of Hon'ble MoS for I&B Dr. L. Murugan. The Series signifies partnership between the Ministry of I&B and Netflix to celebrate Azadi Ka Amrit Mahotsav. Netflix will be producing 25 short films on various themes including Women Empowerment, Environment & Sustainability and others which will be shared on Social media platforms and telecast on DD network. On the occasion, the first set of three videos were released featuring

three Women Change makers from across the country, out of which three women Changemakers present Ms. Basanti Devi, Ms. Anshu Jamsenpa and Ms. Harshini Kanhekar were felicitated. It was also announced that Netflix and the Ministry of I&B will partner to develop creative ecosystem in India for post-production, VFX, animation and music production among others.

- 3.2 To mark the **132nd Birth Anniversary of Baba Saheb Ambedkar**, Bureau of Outreach and Communication (BOC) observed '**Samajik Nyay Pakhwada**' from 7th to 20th April, 2022, as part of which a series of print advertisements on various themes depicting Government initiatives for the welfare of the people were released to 350+ publications in Hindi, English and other Indian languages across the country.
- 3.3 BOC has been running **infographic series on WhatsApp Groups** across the country. During the month, **41 unsung heroes were remembered** through this infographic series, bringing the **total to 255 unsung heroes till now**. ROBs/ FOBs of BOC organized **02 ICOPs, 02 Webinars and 1 Exhibition** on the theme during the month.
4. **Digital Media and IT Rules, 2021:**
 - 4.1 Hon'ble Minister of I&B Shri Anurag Singh Thakur met Dr. Mohamad Maliki Bin Osman, Minister in the Prime Minister's Office, Second Minister for Education & Foreign Affairs in the Government of Singapore in New Delhi on 25.04.2022 to discuss various issues related to **Digital Media**, Youth Exchanges and bilateral relations.
 - 4.2 Using the emergency powers under Rule 16 of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, the Ministry issued directions for **blocking of 38 YouTube based news channels, 3 Twitter accounts, 2 Facebook accounts, and one website** related to news and current affairs.
 - 4.3. **Three self-regulatory bodies**, cumulatively having 160 digital news publishers associated with them, were registered under the provisions of IT Rules, 2021.
5. The Hon'ble Minister of Information and Broadcasting Shri Anurag Singh Thakur visited the **National Museum of Indian Cinema (NMIC)** located at Films Division Complex in Mumbai on 21.04.2022 and stated that it is a must see attraction in Mumbai. The Minister also planted a sapling at the premises of the NMIC and held a review meeting with the officials of Films Division, NMIC, Central Board of Film Certification (CBFC) and National Film Development Corporation (NFDC).
6. National Film Development Corporation (NFDC) participated in **CII – Dakshin South India Media & Entertainment Summit** held in Chennai to bring together relevant stakeholders in the M&E space to share and learn from best practices, celebrate achievements, advance knowledge, identify opportunities and network with peers for progression. Hon'ble Chief Minister of Tamil Nadu Thiru M. K. Stalin inaugurated the Summit on 09.04.2022 and Dr. L Murugan, Hon'ble

Minister of State for I&B was Chief Guest for the valedictory session on 10.04.2022.

7. Initiatives pertaining to UT of Jammu & Kashmir (J&K)

7.1 A meeting of senior officers from the Union Ministry of I&B, Govt. of J&K and Shri Amarnathji Shrine Board was convened on 11.04.2022 in Srinagar regarding **publicity for Shri Amarnathji Yatra 2022** wherein it was emphasized to provide wide publicity and pan-India coverage to the Yatra activities and highlight developmental achievements of the UT of J&K during the upcoming 43-day Shri Amarnathji Yatra, scheduled to start from 30.06.2022. It was assured to the UT administration that appropriate steps will be taken to plan the publicity activities and create a buzz about the Yatra this year.

7.2 It has been announced on 12.04.2022 that the Government of India will provide **1.5 lakh free Doordarshan FreeDish TV facilities** to residents of far flung areas of J&K, where cable service is not available for which tendering is under process and will be completed soon.

8. Action taken by the Ministry of I&B relating to Novel Coronavirus Pandemic (COVID-19) and COVID-19 Vaccination Drives Awareness

The Ministry of I&B has been at the forefront of awareness generation during the COVID-19 pandemic, stressing on 'Jan Andolan' Awareness.

8.1 Doordarshan (DD), All India Radio (AIR) & New Media Wing (NMW) **widely covered** the following events:

- i. Hon'ble Prime Minister's **interaction with Chief Ministers** to review the Covid-19 situation in the country on 27.04.2022, and
- ii. Hon'ble PM's address in **Mann Ki Baat** on 24.04.2022 inter-alia regarding following Covid appropriate behavior in view of upcoming festivals.

8.2 Public Broadcaster **Prasar Bharati** through **DD News, News Services Division (NSD) of AIR** and their Regional News Units (RNU) have undertaken extensive campaign to create awareness of the Covid-19 Vaccination drive. DD News telecast a special report on the **precautionary dose to all 18 plus persons**, special programme on Indigenous vaccines – '**Safar Swadeshi Vaccine Ka**' and '**Doctors Speak**', '**Arogya Bharat**' and '**Total Health**' programmes covered all aspects of Vaccination with panel of experts. Prime time news shows '**News Night**', '**Mid-Day Prime**' also discussed the Vaccination effort with live **Ground Reports**. NSD: AIR **broadcast exclusive interviews** of Union Health Minister on 18.04.2022, Union Health Secretary on 14.04.2022 and Chairman, National Covid-19 Vaccination Empowered Committee on 11.04.2022.

8.3 Press Information Bureau (PIB) issued **Covid-19 Bulletins**, conducted **Press Briefings** and its **Covid-19 Fact Check Units** have kept a check on misinformation. PIB Fact Check Unit busted a total **24** fake news and posted **42 tweets** garnering about 467.2K impressions.

- 8.4 The Regional/Field Outreach Bureaus (ROB/FOB) of BOC conducted awareness on the themes Novel Coronavirus, importance of Covid Vaccination, 175 Crore Vaccination etc. through **Social Media platforms**, as under:

Total No. of Tweets and Retweets (with 'Impressions')	Total No. of Facebook Posts	Total No. of Instagram Posts	Total No. of Posters/ Message /Videos circulated on WhatsApp
24993 (129940)	7252	4527	20951

9. **Khelo India University Games (KIUG) 2021:** The launch of logo, Mascot, Anthem and Jersey of the Games and the Inauguration by the Hon'ble Vice President of India and Opening ceremony were taken live by DD News. DD News mounted special programme on opening day and special half an hour bulletin 'Khelo India' is being telecast daily on DD News and DD India. Regular bulletins and News shows also covered all highlights with exclusive Interviews and Interactions with the players and correspondents talked exclusively to Olympians taking part in KIUG. Special stories on **Mallakhambh, Yogasana and Nutrition** were also part of prime focus.
10. **Special programmes** were telecast by DD News and DD India on **Yoga Utsav: 75 days to International Day of Yoga 2022, India-US 2+2 Ministerial Dialogue, FM Nirmala Sithraman's interaction with IMF and World Bank, Corona main bhi Garibi kam- Bharat ka Dam, India's first Bullet Train project, Swasth Hain Prathmikta, Ukraine-Russia crisis, Sushashan ki Pahunch, Ayush Local Se Global**, etc. NSD:AIR launched a **weekly interactive programme 'Abhyaas'** for preparation of competitive examination on 02.04.2022.
11. DD News and NSD:AIR provided **live coverage** and **wide publicity** to the Hon'ble Prime Minister's interaction in **Pariksha Pe Charcha**, address at **Joint Conference of Chief Ministers and Chief Justices of High Courts**, Celebration of **National Panchayati Raj Day**, participation at the **Adijati Maha Sammelan**, inauguration of the **Global AYUSH Investment & Innovation Summit**, laying the foundation stone of **WHO Global Centre for Traditional Medicine (GCTM)** in Jamnagar, participation at the **Raisina Dialogue 2022, Civil Services Day Celebration**, conferring **Prime Minister's Awards for Excellence in Public Administration**, inauguration of **Semicon India Conference 2022** and **Seven Cancer hospitals** in Assam, address at the celebrations of the **400th Parkash Purab of Sri Guru Tegh Bahadur Ji** and inauguration of the **Pradhan Mantri Sanghralaya** in New Delhi. Hon'ble PM's virtual meeting with **US President Joseph R. Biden**, bilateral consultations with the visiting **UK PM Boris Johnson** and discussions with the **PM of Mauritius Pravind Kumar Jugnauth** were also publicized widely.
12. The April 2022 fortnightly editions of **New India Samachar (NIS)** with the cover stories "*India's foreign policy in proactively prioritizing and protecting the safety of Indians living across the world*" and "*How 'Sabka Prayas' will help in emerging India as the economic powerhouse of the world*" were printed in 13 languages & distributed across the country by BOC. E-versions of NIS were

sent to over 70.4 million readers via emails using E-Sampark platform of MyGov India.

13. I&B Initiatives on Minimum Government Maximum Governance –

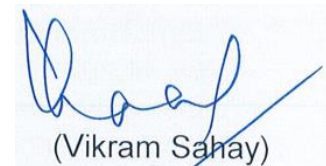
- **Prasar Bharati Archives enliven PradhanMantri Sangrahalaya:** Prasar Bharati Archives contributed significantly to the development of 'PradhanMantri Sangrahalaya' by providing about 206 hours of Audio and 53 hours of Video content. The Museum dedicated to create awareness about contributions of all Prime Ministers of the country was inaugurated by Hon'ble PM Shri Narendra Modi on 14.04.2022.
- In pursuance of the announcement made in the Union Budget 2022-23, an **Animation, Visual Effects, Gaming and Comics (AVGC) Promotion Task Force** has been constituted on 08.04.2022 to promote the AVGC sector in the country under the aegis of Ministry of I&B. The AVGC Promotion Task Force shall be headed by Secretary, Ministry of I&B and has widespread representation from Industry, Academia and State Governments. The Task Force will submit its first action plan within 90 days.
- A senior level meeting was convened to review the **functioning of all departments under the Ministry of I&B in Bhubaneswar**, Odisha on 01.04.2022. The officials were asked to ensure local participation through innovative ways to reach out to the public and were advised that Regional and local content should remain the focus of all the media units.
- **Language adaptation of video content using Artificial Intelligence/ Machine Learning (AI/ ML) for regional dissemination:** To achieve wider and more effective outreach using social media platforms, 5 videos were translated in 8 Indian languages viz. Kannada, Malayalam, Punjabi, Telugu, Bengali, Marathi, Gujarati and Tamil, which have been viewed over 3 Million times.
- The Ministry of I&B **advised private TV news channels** on 23.04.2022 against making false claims and using scandalous headlines and called for adherence to the provisions of Section 20 of The Cable Television Networks (Regulation) Act, 1995 including to the Programme Code laid down under it. The Advisory also cautioned private TV channels against broadcasting debates having unparliamentary, provocative & socially unacceptable language and journalists making unsubstantiated & fabricated claims.
- **Channel Licensing:** The Ministry of I&B has cancelled/ surrendered 01 TV channel during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 30.04.2022 is 902.**
- **Community Radio Stations (CRS):** The Ministry has **signed five (05) new Grant of Permission Agreements (GOPAs) and renewed three (03) GOPAs** during the month.
- Press Information Bureau (PIB) and its Regional offices have issued **8661 Press Releases** in English, Hindi and other regional languages, organized **6 Press**

Conferences, 1 webinar and commissioned **7 articles** on Jal Shakti Abhiyaan, Azadi Ka Amrit Mahotsav Photo Exhibition, Ayushman Bharat etc.

- **Press Council of India (PCI): 78 complaints** (25 under Section 13 & 53 under Section 14) were processed and **1 Press Release** was issued during the month.
- **Social Media Coverage:** The social media handles of M/o I&B provided comprehensive coverage and publicity to various themes during the month across platforms by sharing over **174 graphics, videos, images, posts** etc.

Azadi Ka Amrit Mahotsav and other flagship campaigns were highlighted through infographics, reels, audio and video content for campaigns, such as **Azadi Ki Amrit Kahaniyan, Pariksha Pe Charcha 2022**, Broadcast Seva Portal, **Yoga Utsav** – Countdown to International Yoga Day, Civil Services Awards and Civil Services Day, Khelo India University Games, etc.

COVID-19 messaging through creative videos/infographics (nearly **250 tweets**) focusing on COVID Vaccination Drive etc. have also been shared through the **dedicated Twitter handle @COVIDNewsByMIB**.



(Vikram Sahay)

JOINT SECRETARY TO THE GOVERNMENT OF INDIA
Tele # 23073775