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

New Delhi the 18th May, 2023

Sub.: Summary (No.- 4) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of April 2023.

The significant activities / events relating to this Ministry for the month of April 2023 are outlined below:-

1. **100th Edition of Mann Ki Baat programme**

1.1 Prasar Bharati, Ministry of Information & Broadcasting organized a **National Conclave on Mann Ki Baat @100** on 26.04.2023 which was inaugurated by the Hon'ble Vice President of India, Sh. Jagdeep Dhankar, in the presence of the Hon'ble Minister for Information & Broadcasting, Sh. Anurag Singh Thakur at Vigyan Bhawan, New Delhi, to mark the continued success of Hon'ble Prime Minister's monthly radio broadcast. **106 esteemed dignitaries** from various parts of the country who had been mentioned by the Hon'ble Prime Minister in various episodes of "Mann Ki Baat" also attended the event. On the occasion, two books i.e. a coffee table book on 'Mann Ki Baat @100' titled '**My Dear Fellow Citizens...**' focusing on inspiring stories of people mentioned by Hon'ble PM in various episodes of Mann Ki Baat and second book 'Collective Spirit, Concrete Action' by Sh. S. S. Vempati, former CEO of Prasar Bharati were also released by Hon'ble Vice President of India.

The inaugural session was followed by **four panel discussion sessions** highlighting the wide-ranging themes of *Nari Shakti, Virasat Ka Uthan, Jan Samvad Se Atmanirbharta and Ahwan Se Jan Andolan*. In these sessions, prominent personalities such as Former LG Ms. Kiran Bedi, Actor Shri Aamir Khan, Actress Ms. Raveena Tandon, Grammy Award Winner Shri Ricky Kej, Former CFO & Board Member at Infosys Shri T. V. Mohandas Pai, World Boxing Champion Ms Nikhat Zareen, etc. were present.

The **valedictory session** of the National Conclave was attended by Hon'ble Minister for Home Affairs and Cooperation, Shri Amit Shah, Hon'ble Minister for Railways, Communications, Electronics and Information Technology, Shri Ashwani Vaishnav, Hon'ble Minister for I&B and Youth Affairs & Sports, Shri Anurag Singh Thakur and Hon'ble Minister of State for Finance, Shri Pankaj Chaudhary. A **commemorative postage stamp and coin** were unveiled to mark this momentous event.

Central Bureau of Communication (CBC) also organized a **special exhibition** showcasing the various aspects of 100th episode of Mann Ki Baat and arranged a Booth for recording messages by general public to Hon'ble Prime Minister at Vigyan Bhawan, New Delhi.

1.2 On 30.04.2023, Central Bureau of Communication (CBC) organized **Special Screenings of 100th Episode of Mann Ki Baat and Special Exhibitions** highlighting various aspects of Mann Ki Baat, Azadi Ka Amrit Mahotsav and

Achievements of Government of India at **Raj Bhawans of States/ UTs** with Hon'ble Governors/ LGs as Chief Guests and in the presence of prominent personalities from various fields as well as people from States/UTs who have been mentioned by Hon'ble PM during various episodes.

- 1.3 To commemorate the occasion, **10 special articles** of prominent personalities such as Ms. Sudha Murty, Dr. V K Paul, Ms. Anju Bobby George, etc. were published in National and regional dailies and **Mann Ki Baat-100 Logo** was created. In run up to the event, DD News produced a **series of Five Documentaries on different themes** tracing the journey of Mann Ki Baat, a **special film** prepared by DD News was aired during the National Conclave and telecast subsequently and **important bytes of Hon'ble PM** from 99 Mann Ki Baat episodes were run in **prime time bulletins**. A **special series** was broadcast by NSD:AIR from 15.03.2023 to 30.04.2023 to bring out themes highlighted in Mann Ki Baat programme. On 30.04.2023, a **two-hour special program** was run with special graphical elements on DD News wherein reporters from across 16 locations were connected along with guests and a **special 30 min. discussion programme** was also telecast. New Media Wing (NMW) undertook extensive social media publicity including **Reels/ Videos, Graphics, twitter poll** etc. both in Hindi and English across the social media accounts and **curated a special Podcast in Hindi language** shared using the hashtags **#MannKiBaat, #MannKiBaat100, #मन_की_बात** etc. The various sessions of the Conclave and bytes of various guests and dignitaries were amplified across social media using hashtag **#MannkibaatConclave**.
- 1.4 The findings of an exhaustive study commissioned by Prasar Bharati and conducted by Indian Institute of Management, Rohtak were brought out on 24.04.2023. The study found that **Mann Ki Baat has reached 100 Crore listeners**, including 23 Crore regular listeners, and 96% of population is aware of the famous radio programme, with reasons behind the popularity cited as powerful and decisive leadership and emotional connect with audience. Another special study conducted by the Indian Institute of Mass Communication (IIMC) found that 76% of the Indian media persons believe that **'Mann Ki Baat' connects India to Bharat** and 63% people love to listen 'Mann Ki Baat' on YouTube.
2. The Hon'ble Prime Minister, Shri Narendra Modi on 28.04.2023 **inaugurated Low Power FM Transmitters of capacity of 100 Watt at 91 locations** in 84 districts of 20 States/ UTs, which will add 2 crore listeners to All India Radio (AIR) network and result in the expansion of coverage in about 35,000 sq. km area. Left Wing Extremism hit areas, Aspirational Districts and border areas of the country have been given priority for the installation of the transmitters. The Hon'ble PM congratulated AIR on this momentous occasion and said that the Government is continuously working for the democratization of technology.
3. Doordarshan National has telecast a **two-part documentary "Dharohar Bharat Ki – Punruthaan Ki Kahaani"** on 14th – 15th April, 2023 to showcase the huge strides made by India in the last few years for the revival of India's spirit of cultural unity and pride. The documentary on achievements of Government traces PM Modi's vision and its execution to build new national

iconic sites and features his exclusive interaction. Ascertaining the security as well as the sanctity for patriotic sites such as the Jallianwallah Bagh; resuscitating the splendid fervour of our civilizational centres such as Ram Janmabhoomi, Kashi Vishwanath Dham, Somnath Dham and Kedarnath Dham, according respect to such spiritual sites such as Kartarpur Sahib, celebrating the lives of our freedom fighters at inspirational sites such as the Cellular Jail, centre-staging the contribution of Netaji Bose through the grand Netaji statue at India gate canopy, and honouring the legendary contribution of our patriots – past and present – through the War Memorial are some of the themes presented in the documentary. The documentary is anchored by popular digital media presenter Ms. Kamiya Jani.

4. Ministry of Information and Broadcasting signed a **Letter of Engagement with Amazon India on 5th April, 2023 aimed towards collaboration in the field of media, entertainment and public awareness**. This was signed at an event in the presence of the Hon'ble Minister of Information & Broadcasting, Senior Executives of the Amazon India and Sh. Varun Dhawan, Actor. The Letter of Engagement (LoE) leads to a multidimensional partnership between the various organizations under the Ministry and various verticals of Amazon. These include National Film Development Corporation (NFDC), Prasar Bharati, Publications Division, and the media training institutions of Film & Television Institute of India (FTII) and Satyajit Ray Film and Television Institute (SRFTI) on the Government's side. On Amazon's side, the LoE involves participation of Amazon Prime Video, Alexa, Amazon Music, Amazon e-marketplace, and IMDb. The LoE will also make way for collaboration with Amazon in Public Awareness and Highlighting India's Cultural Heritage, Promotion of Indian Talent and Showcasing Indian Content at a Global Stage.
5. **Amendment of the Cinematograph Act 1952:** The Union Cabinet on 19.04.2023 approved the proposal of Ministry of I&B to withdraw the Cinematograph (Amendment) Bill, 2019 which was introduced in the Rajya Sabha on 12.02.2019 and for introducing the **Cinematograph (Amendment) Bill, 2023** to amend the Cinematograph Act, 1952. The Cinematograph (Amendment) Bill, 2023 aims to comprehensively address the issues relating to film certification and inter-alia contains strict penal provisions to check film piracy by way of cam-cording in the theatres and also to prohibit unauthorized transmission & exhibition of a pirated copy of any film.
6. **AVGC (Animation, Visual Effects, Gaming & Comics): The First National Workshop and Consultation** on Draft National Policy and Draft Model State Policy was organized on 18.04.2023 at Vigyan Bhawan, New Delhi. The Workshop had forthcoming participation from several Government bodies of both Centre and State level related to AVGC, along with the industry associations & industry leaders of the AVGC sector. Representatives of various leading companies and industry bodies working in the M&E and AVGC-XR (Extended Reality) space participated in the workshop and shared their insights on promoting the sector in the country.
7. Secretary (I&B) participated in a **keynote conversation session** with Clare Bloomfield, Acting Chief Policy Officer of Asia Video Industry Association (AVIA) on **'Policies to make India a Global Content and Technical Hub'** in

Mumbai on 13.04.2023, wherein various subjects i.e. OTT Platforms: Relevance & Regulations, Cinematograph Act, Ease of Doing Business – Shooting and Post-Production in India, National Broadcasting Policy, AVGC: A Growing Sector and Mobile Broadcasting were discussed. Secretary (I&B) also attended a **meeting with Motion Picture Association** with discussions centered on ‘Promoting India as a film-shooting destination and an attractive post-production destination’.

8. **Azadi ka Amrit Mahotsav: 75 Years of Independence of India**

Various initiatives are being undertaken to celebrate Azadi ka Amrit Mahotsav (AKAM) under the spirit of ‘*Jan Bhagidari and Jan Andolan*’.

8.1 The Hon’ble Minister of Information & Broadcasting and Youth Affairs & Sports, Shri Anurag Singh Thakur in a Y-20 event at Leh on 28th April, 2023 launched two short videos on the Heroes of India's First War of Independence namely ‘Begum Hazrat Mahal’ and ‘Mangal Pandey’. The videos are part of a series titled ‘**Azadi Ki Amrit Kahaniyan**’ which is being produced by Ministry of I&B in collaboration with Netflix.

8.2 The April 2023 fortnightly editions of **New India Samachar (NIS)** with the cover stories “*Special historic initiative regarding general budget taken by the government*” and “*The role of bureaucracy and initiative taken by government to make it more people oriented as well as committed to the Constitution of India*” were published in 13 languages and distributed across the country by CBC. E-versions of NIS were sent to over 71 million readers via emails using E-Sampark platform of MyGov India.

8.3 The Ministry has published the March, 2023 edition of **PM's Mann ki Baat booklet** on the **theme ‘Organ Donation’**. The e-version was distributed to around 6 crore citizens all over the country 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 booklet is distributed to all MPs and MLAs of the country and to all Secretaries in the Govt. of India, Chief Secretaries of States/UTs and regional offices of M/o I&B.

9. **Campaign on G-20 Summit**

9.1 DD News network has telecast all major events related to G20 Presidency of India held across the country including **2nd G20 Digital Economy Working Group Meeting** in Hyderabad, **3rd Education Working Group Meeting** in Bhubaneswar, **2nd Health Working Group** in Goa etc. A series of special program ‘**India @G20**’ being telecast daily on weekdays, a Special weekly programme ‘**A G20 Special: India Calling**’ is being telecast and a Special programme ‘**Bharat@20 : Vasudhaiva Kutumbakam**’ on DD news has been mounted weekly on DD News. A **special programme on India Calling** has also been telecast on DD India.

9.2 CBC carried out **Outdoor Campaigns** for G20 Secretariat covering various cities namely Jaipur, Goa, Varanasi, Shillong, Hyderabad, Dharamshala, Bhubaneswar, Leh, Gandhinagar, Guwahati & Kumarakom.

9.3 Press Information Bureau (PIB) provided **all round publicity** through Print, Electronic, Digital and Social Media to all the events organized so far and published **an exclusive G-20 article in at least 13 newspapers** across the country. A total of **3 explainers** and **2 podcasts** were released by PIB Research Unit and **PIB G20 Microsite** has been regularly updated as a one stop solution to all G20 related information.

10. **Special Coverages**

10.1 **Covid-19 related:** A Special weekly programme '**Total Health**' was telecast to cover various health issue with focus on Covid-19 and Vaccinations such as Covid Infection' effects and prevention, India`s Fight Against COVID-19 etc.

10.2 DD News provided live coverage and wide publicity to Hon'ble Prime Minister's lauding of Defence exports reaching all-time high, complementing Arunachal Pradesh for crossing 75% coverage under Jal Jeevan Mission, inauguration of diamond Jubilee Celebration of CBI, Inauguration of programme for Commemoration of 50 years of Project Tiger in Mysuru, Karnataka, Meeting with spiritual leaders from the Christian Community on special occasion of Easter, Addressing of World Bank Event 'Making it personal: How Behavioral change can tackle Climate Change', lauding of 100th G20 meeting during India's G20 Presidency, Inaugural session of Global Buddhist Summit, Exhibition on **Mann Ki Baat**, addressing of closing ceremony of Saurashtra Tamil Sangamam, Inauguration of Water Metro in Kerala, etc.

11. **I&B Initiatives on Minimum Government Maximum Governance –**

- **'Mujib – The Making of a Nation' (Bangla):** The post-production of the film has been completed and film is ready. The film was screened for the Ministry of I&B, the Ministry of Defence and the Ministry of External Affairs at New Delhi on 10.04.2023. The screenings for major Distributors have also begun for the film.
- **Digital Media:**
 - **Issuance of directions** for blocking of 8 YouTube based news channels, 9 Social Media Accounts, 156 Social media posts, 2 websites and 1 Android App under the provisions of Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 for carrying content covered under section 69A of IT Act, 2000.
 - An **advisory** dated 06.04.20233 has been issued by the Ministry advising various media platforms including newspapers, television channels, and online news publishers to **refrain from publishing advertisements of online betting and gambling platforms** and any of their surrogate products. The Ministry has also objected to the promotion by a specific betting platform encouraging the audience to watch a sports league on its website, which prima facie appears to be in violation of the Copyright Act, 1957.
- **Exhibition/ Book Fair:**

- Publications Division (DPD) has undertaken the initiative of **'Mobile Van' exhibition** w.e.f. 10.04.2023 wherein various colleges and schools have been approached. The 'Mobile Van' has been facilitating the sales of DPD books.
- DPD organized a **Children's Book Fair** at Sochna Bhawan, New Delhi on 26th, 27th & 28th April, 2023 and invited authors & school children, wherein Story-telling competition etc. were held.
- **Channel Licensing:** The Ministry of I&B has issued 01 new permissions and has not accepted the surrender request/ cancellation of any channel during the month. The total number of private satellite TV channels for up-linking and downlinking in India as on **30.04.2023** is **906**.
- **Community Radio Stations (CRS):** The Ministry has signed **Ten (10) new Grant of Permission Agreements (GOPAs)** and **renewed Four (04) GOPAs** during the month. **5 CRSs have become operational** in April, 2023.
- Press Information Bureau (PIB) and its Regional offices have issued **7280 Press Releases** in English, Hindi and other regional languages, organized **55 Formal Press Conferences, 25 webinars** and commissioned **27 articles** on India's G20 Presidency, Mann Ki Baat, etc. PIB Fact Check Unit **busted 20 fake news** and posted 26 tweets. The **Research Unit of PIB published 39 documents** in the series of documents **'Amrit Yatra: Azadi Se Ab Tak'** and has started producing factsheets on various sectors highlighting the achievements made during the last 9 years, with 18 factsheets issued so far.
- Regional Offices (ROs)/ Field Offices (FOs) of CBC organized **1 Integrated Communication & Outreach Programmes (ICOPs)** and 15 field programmes on the themes Azadi Ka Amrit Mahotsav, 8 Years of Seva Sushasan & Garib Kalyan, India's G20 Presidency and flagship schemes of GOI and **conducted awareness on various themes through Social Media** across the country 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
22745 (284645)	8699	4175	11381

- **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 around **110 graphics/ videos/ images/ posts/ tweets** etc. **Azadi Ka Amrit Mahotsav** and other flagship campaigns were highlighted through infographics, reels, audio and video content for campaigns, such as **National Conclave: MKB at 100, 100th episode of Mann Ki Baat, Union Budget 2023-24 through Amrit Kaal Budget series** etc.


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