

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

New Delhi the 22nd September, 2020

Sub.: Summary (No.-8) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of August 2020.

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

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

The Ministry of I&B has played a significant role in the awareness generation and information dissemination related to COVID-19 and the decisions taken by the Government.

- 1.1 Doordarshan, All India Radio and New Media Wing provided comprehensive coverage to the **Hon'ble President of India's Address to the Nation** on the eve of Independence Day and **Hon'ble Prime Minister's Address to the Nation on Independence Day** on 15th August, 2020 covering various issues including those related to Coronavirus. Hon'ble PM also addressed the nation on Coronavirus, Nutrition and Aatma Nirbhar Bharat through **Mann Ki Baat** on 30.08.2020 which was broadcast on whole network of DD and AIR.
- 1.2 The **Guiding Principles and Standard Operating Procedures (SOPs) on preventive measures for all Media Production during the Covid-19 pandemic** was released by the Hon'ble Minister for Information and Broadcasting Shri Prakash Javadekar in New Delhi on 23rd August, 2020. A special 30 minutes dedicated programme "Back to the Sets" was telecast on DD News on how the film and TV industry welcomed the decision.
- 1.3 **Doordarshan Assam, a 24-hour dedicated channel for the State** was launched by the Hon'ble Minister for Information and Broadcasting Shri Prakash Javadekar via video conferencing from New Delhi on 4th August, 2020. On the occasion, Hon'ble Governor of Assam Professor Jagdish Mukhi and Hon'ble Chief Minister of Assam Shri Sarbananda Sonowal joined from Assam. During the current Covid-19 crisis, the **uplinking is being done on the channels originated from North Eastern states round-the-clock**.
- 1.4 **DD News, News Services Division of AIR and their Regional News Units (RNUs)** are regularly airing **National and International News** on COVID-19 in all news bulletins and **various awareness programmes**. The following special programmes have been telecast:
 - i) Exclusive Interviews of Health Minister, Chairman (National Task Force on COVID), Director (National Institute of Virulogy, Pune), Secretary (AYUSH), Director (AIIMS) in the context of COVID-19.
 - ii) Covid Warriors/ Corona Jagrukta Series/ Total Health
 - iii) Info bytes/ Covid Good or Positive News Stories/ Testimonials/ Mythbusters/Fake News Alerts/Scientific Developments/Fact Checks

- iv) Special programme on Bio Quest researching COVID-19
- v) Phased Re-opening (UNLOCK 3.0) and UNLOCK 4.0
- vi) 300+ Daily Ground Reports on COVID-19 updates and developments
- vii) 50+ Daily Ground Reports on Vande Bharat Mission Phase-IV/V.
- viii) Special COVID-19 Composite News Bulletins
- ix) Measures by Centre/ States; MoHF/ MHA Advisories

DD News has telecast bytes of beneficiaries of various government schemes from across the nation. NSD: AIR is airing *Regional News/Pradeshik Samachar* in 92 languages/ dialects on Covid-19 issues.

- 1.5 PIB issued **Daily Bulletins** on COVID-19 which were translated into local languages by Regional Offices for wide dissemination. **Press Briefings** and their live streaming were organized on COVID-19 for Health and other Ministries. PIB's **Covid-19 Fact Check Unit** and **State Fact Check Units** of PIB's Regional Offices have sent their responses in quick time to keep a check on misinformation. PIB in coordination with its Regional offices have issued 7245 Press Releases in English, Hindi and various other regional languages. Moreover, PIB's Tweets (English) earned 31.7 Million impressions and PIB's Tweets (Hindi) earned 4.2 Million impressions during the month.
- 1.6 The Field/ Regional Outreach Bureaus (FOB/ROB) of Bureau of Outreach and Communication (BOC) have continued their **awareness campaign on COVID-19 through Social Media platforms** as under:

Total No. of Facebook Posts	Total No. of Tweets and Re-tweets (with 'Impressions')	Total No. of Posters/ Message /Videos circulated on WhatsApp	Total No. of Instagram Posts
64199	145575 (1065236)	178837	13784

- 1.7 PIB and its Regional/Branch offices have held **171 Webinars** during the month on various issues such as Aatmanirbhar Bharat Abhiyan, National Recruitment Agency, Ek Bharat Shrestha Bharat, National Education Policy 2020, Faceless Assessment of Direct Taxes etc. Regional offices of PIB have also organized **several Webinars on COVID-19 issues** such as COVID Vijay Rath, COVID Success stories, Role of Ayush in the time of COVID, Preventive measures to be taken during COVID-19, Nutritional challenges faced by lactating mothers during COVID-19, Mental Health of Students etc.
- 1.8 Several **info-graphics** created by New Media Wing (NMW) on improving recovery rate and increasing gap between active & recovered cases of COVID-19 were posted on Social Media platforms. The Integrated Dashboard prepared various **analytical reports** in different formats for various stakeholders. Nearly **1,350 tweets** were posted from **dedicated Twitter handle @COVIDNewsByMIB**, which has 107K followers.
- 1.9 21 **Special Articles** from PIB HQ, New Delhi and 50 articles from PIB Regional offices written by Union Ministers, subject experts and renowned journalists have been commissioned and published in newspapers nation-wide on fight against COVID-19, National Recruitment Agency, National Education Policy among others.

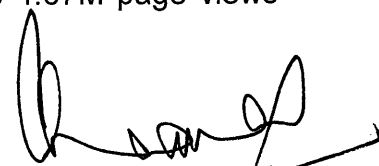
2. Celebration of 74th Independence Day of India 2020

- 2.1 Following special programmes were telecast by DD News & NSD: AIR -
 - i. Special half an hour show **Azad Bharat, Atma Nirbhar Bharat** in English/Hindi in the week of Independence Day by DD News.
 - ii. **Special Series 74@74** broadcast by NSD: AIR - 74 unique stories to mark 74 years of Independence.
- 2.2 National Film Development Corporation (NFDC) organized a **first of its kind, online Patriotic Film Festival 2020** from 7th to 21st August, 2020. 43 critically acclaimed patriotic films consolidated from NFDC, National Film Archive of India (NFAI), Children's Film Society India (CFSI) and Films Division in various Indian languages including Hindi, Marathi, Telugu, Tamil, Bengali, Gujarati, Kannada and Malayalam were showcased daily on the OTT platform www.cinemasofindia.com free of cost. There was an impressive rise of 2,585.31 % users to the website during the festival.
- 2.3 NFDC organized an **Online Short Film Contest** for this year's Independence Day from 14th July to 7th August, 2020 on MyGov portal on the theme of 'Patriotism – Marching towards Aatmanirbharta'. 285 entries were received and three winners along with eight Special Mention awards were declared on 21st August, 2020 by the Hon'ble Minister for Information and Broadcasting Shri Prakash Javadekar.
- 2.4 Films Division streamed the **documentaries 'India wins Freedom' and 'India Independent'** on 15th August, 2020 on its website and YouTube channel. Documentaries were also streamed on the occasion of 78th Anniversary of Quit India Movement on 8th August, 2020.
3. The **National Sports Day Awards 2020** presented by the Hon'ble President of India was telecast on Doordarshan News. An exclusive interview of the Hon'ble Sports Minister Shri Kiren Rijiju was telecast on DD News about the need for promoting indigenous sports on the big stage. Exclusive interviews with Gagan Narang, PT Usha, PV Sindhu and Yuzvendra Chahal were also telecast. A half an hour special show was also done in English and Hindi on winners of Rajiv Gandhi Khel Ratna 2020.
4. A coffee table version of the **book 'Connecting, Communicating, Changing'** the Vice President of India's three years in office published by Publications Division (DPD) was released by the Hon'ble Minister of Defense Shri Rajnath Singh in the august presence of Hon'ble Vice President of India Shri M. Venkaiah Naidu on 11th August, 2020 at Upa-Rashtrapati Nivas in New Delhi. On the occasion, the Hon'ble Minister for Information and Broadcasting Shri Prakash Javadekar also released the e-version of the book.
5. **Outreach Campaign on National Education Policy (NEP) 2020:**
 - 5.1 DD News did a special telecast of Hon'ble Prime Minister's Address to the **Conclave on Transformational Reforms in Higher Education under National Education Policy** on 7th August, 2020. 30-minute duration special programmes were done on 1st and 6th August, 2020.
 - 5.2 **Live discussion and phone-in programmes** were organized and telecast by Regional DD Kendras. Interview with Educationalist Shri Nagesh Sardesai was

telecast on DDK Panaji. **Interviews and sound-bytes** of Hon'ble Minister of Information and Broadcasting and Hon'ble Education Minister were broadcast in news bulletins and news magazine programmes of NSD: AIR.

- 5.3 Issue of New India Samachar (16-31 August, 2020) published by BOC carried **National Education Policy (NEP) 2020 as cover story** in Hindi, English and 11 other languages.
- 5.4 Several **Webinars** were organized by ROBs and Regional offices of PIB across the country on various issues related to NEP 2020.
6. An exclusive live coverage of **Hon'ble Prime Minister in Ayodhya** was done by DD News where he performed **Bhoomi Poojan of Ram Mandir Temple** on 5th August, 2020. Multi camera setup was installed to undertake the coverage, along with Drones.
7. **First anniversary of special status of Jammu and Kashmir and conversion of erstwhile J&K into two UTs :**
 - 7.1 A special series on **Development and Empowerment of people in UTs of J&K and Ladakh** was launched by NSD: AIR during 30th July – 5th August, 2020 to highlight the development work in the two newly carved UTs post abrogation of article 370 and 35A, with '**Then and Now**' as the buzzword. **Exclusive interviews** of Shri R. K. Mathur, LG, Ladakh on Development in Ladakh and Shri Rohit Kansal, Pr. Secretary, J&K were also broadcast.
 - 7.2 A **coordinated Social Media campaign** was conceptualized and designed by BOC for popularizing the developmental and welfare activities which took place in the region in last one year.
8. As part of an endeavour to provide correct information about various initiatives taken by Government of India for benefit of the common people, about 4 lakh copies each of the first and second public issue of fortnightly **New India Samachar** (NIS) were printed in Hindi, English and 11 Indian languages and distributed across the country during the month. The first issue covered New National Education Policy and the second issue covered the speech of Hon'ble PM on 74th Independence Day. E-versions of NIS were sent to 6,42,16,30 readers in all 13 languages via emails using E-Sampark platform of MyGov.
9. DD News, NSD: AIR and their Regional News Units (RNUs) have telecast the following **special programmes on Aatma Nirbhar Bharat Abhiyaan:-**
 - i. Special show **Azad Bharat, Aatma Nirbhar Bharat** of half an hour each in Hindi and English telecast by DD News
 - ii. Special **daily 30 minutes programme** covering welfare measures of Central Government on Aatma Nirbhar Bharat by DD News
 - iii. **Special Series 74@74 : 74 Stories – One Story a day** showcasing "Aatmanirbhar Bharat" from 16th August, 2020 by NSD: AIR.
 - iv. Special Weeklong Campaign on **Aatmanirbhar Bharat for Agriculture** by NSD: AIR from 7th – 14th August, 2020.
 - v. Special Series '**Women Entrepreneurship & Empowerment**' by NSD: AIR and special DD Dialogue '**Breaking the Glass Ceiling**' on Extraordinary Women with Extraordinary Stories by DD News.

10. As part of **Ek Bharat Shrestha Bharat**, Webinars on 'Weaves of Maharashtra and Textiles of Odisha' and 'Weaving Cultural Threads: Goa and Jharkhand' were organized by respective ROBs with PIB.
11. Indian Institute of Mass Communication (IIMC) celebrated its **56th Foundation Day** on 17th August, 2020 by organizing a series of online events at the regional centres across the country and at the headquarters in Delhi. Secretary, Ministry of I&B delivered the Foundation Day Lecture on 'National Education Policy' which was followed by online Panel Discussion on 'Media Education in Digital Age'. IIMC has also been ranked as the best Institute in Journalism and Mass Communication in India by a leading weekly news magazine "The Week".
12. **I&B Initiatives on Minimum Government Maximum Governance –**
- The **Swachhta Pakhwada Awards 2020** for exemplary performance during the fortnight (16th – 31st January, 2020) have been conferred by the Ministry of I&B to IIMC, DD News and PIB.
 - A meeting on **Integration of State Portal with Film Facilitation Office (FFO) Portal** was held on 26th August, 2020 under the Chairmanship of Addl. Secretary (I&B). 25 States which participated were emphasized to tap the maximum advantages of single window facilitation system of FFO in line with ease of filming in India and to enhance India's positioning in the global market as an ideal filming destination by developing and integrating the State Portals with FFO Portal.
 - **Community Radio Stations (CRS):**
 - A meeting of **Inter-Ministerial Committee (IMC)** was convened on 11th August, 2020 wherein a total of 32 applications for permission to establish CRS, under several categories, were deliberated upon.
 - 03 **Grant of Permission Agreement (GOPA)** beyond 10 years and 03 GOPA beyond 05 years have been renewed.
 - **Letters of Intent (LoIs)** to 14 organizations were issued for setting up of Community Radio Station in India.
 - **Channel Licensing:** Ministry has issued permission to 01 News & Current Affairs channel and 06 Non-News Private Satellite TV channels and cancelled the permission of 04 News & Current Affairs channel and 08 Non-News Private Satellite TV channels during the month. The total number of private satellite TV channels for up-linking and downlinking in India as on 31.08.2020 is 919.
 - **Statistics of MIB Social Media platforms:** The official MIB English Twitter handle has 1.2M followers, MIB Hindi Twitter handle has 59.2K followers, Facebook page has 1.36M likes, YouTube has 150K subscribers, MIB Blog has 4.67M page views and Instagram has 159K followers as on 01.09.2020.



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