

New Delhi the 21st September, 2021

Sub.: Summary (No.- 8) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of August 2021.

The significant activities / events relating to this Ministry for the month of August 2021 are outlined below:-

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

The Ministry of I&B has been at the forefront of communication and awareness generation during the COVID-19 pandemic, stressing Jan Andolan Awareness with people's participation.

1.1 Doordarshan (DD), All India Radio (AIR) & New Media Wing (NMW) **widely covered** the following major events connected with COVID-19:

- (i) **Hon'ble Vice President's inauguration of the 'Vaccinate India Programme' launched by the Govt. of Karnataka on 24.08.2021;**
- (ii) **Hon'ble Prime Minister's tweet lauding the record vaccination numbers of over 1 Crore doses administered on 27.08.2021;**
- (iii) **Hon'ble PM's tweet dated 06.08.2021 on vaccination numbers crossing the 50 crore mark under #SabkoVaccineMuftVaccine;**
- (iv) **Hon'ble PM's tweet dated 20.08.2021 regarding the approval for world's first DNA based 'ZyCov-D' vaccine;**
- (v) **Hon'ble PM's Address through *Mann Ki Baat* on Covid-19 Vaccination, celebrating Sanskrit, Sports etc. on 29.08.2021; and**
- (vi) **Hon'ble Health Minister's review of COVID-19 response in Kerala with Hon'ble Chief Minister of Kerala on 16.08.2021.**

1.2 Public Broadcaster **Prasar Bharati** through **DD News, News Services Division (NSD) of AIR** and their Regional News Units (RNU) have taken forward and reinforced the Government COVID-19 initiatives through special programming. National and International News have been telecast encouraging the public to adhere to **COVID appropriate behaviour**, with special focus on measures taken by Government to deal with the disease.

- i) **DD News** continued to telecast and disseminate News with special focus on **protocols, preventive and safety measures** and **vaccination drive**. Several **special programmes** were telecast viz. 21 episodes of live phone-ins on '**Doctors Speak**', 05 episodes of '**Total Health**', 09 episodes of daily programme '**Corona Se Jung Jitenge Hum**' on positive stories, Interviews on **Doctor's Chat** etc., all amplified through Social Media hashtag **#Unite2FightCorona**.
- ii) **NSD AIR** provided wide coverage to New Bulletin Opening PSA message, FAQs on Covid-19 Vaccination; Covid-19 updates and

communications etc. 30 live phone-ins of top medical experts and general public in ‘**Corona Jagrukta**’ series were also broadcast.

iii) **Special COVID-19 Composite News Bulletins; COVID Jan Andolan**

iv) Infographics/ Videos/ Expert Speak/ Infobytes/ Fake News Alerts/ Positive Stories/ Audio Promos/ Scientific Developments/ Podcasts

1.3 Press Information Bureau (PIB) issued **Daily Covid-19 Bulletins and infographics**, conducted **Press Briefings**, published **videos/video bytes** and its **Covid-19 Fact Check Units** have kept a check on misinformation. PIB and its Regional offices have issued **8314 Press Releases** in English, Hindi and other regional languages and organized **139 webinars** on COVID-19, Vaccination Drive, Azadi Ka Amrit Mahotsav etc. 1388 PIB’s Tweets (English) earned 33.2 Million impressions & 24K new followers and 1259 PIB’s Tweets (Hindi) earned 4.34 Million impressions & 5.6K new followers in August 2021.

1.4 The Regional/ Field Outreach Bureaus (ROB/FOB) of Bureau of Outreach and Communication (BOC) conducted **awareness campaign** on themes of COVID-19 and Vaccination Drives **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 |
|-----------------------------|--|--|------------------------------|
| 16152 | 48100 (1237163) | 78620 | 4955 |

1.5 **Comprehensive coverage** was provided by NMW on **Social Media** to Covid-19 statistics, Vaccination drive, management efforts, FAQs on children’s health, use of humour for Behaviour Change Communication, etc. Nearly **922 tweets** were posted in August 2021 from **dedicated Twitter handle @COVIDNewsByMIB** having **208.5K followers**. The handle has a **total of 462.9 Million impressions** and **30.7K tweets**, as on 02.09.2021.

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

The Ministry of I&B curated a series of synergistic and innovative programmes to celebrate the **Azadi ka Amrit Mahotsav (AKAM)** under the overall spirit of ‘**Jan Bhagidari and Jan Andolan**’ through different modes and mediums under its **Iconic Week celebrations from 23.08.2021 to 29.08.2021**.

2.1 **Hon’ble President’s Address to the Nation** on the eve of 75th Independence Day of India, the declaration of **14th August as Partition Horrors Remembrance Day** in memory of the struggles and sacrifices of people of India by the Hon’ble Prime Minister, his paying of tributes to the participants of **Quit India Movement**, his **Speech from the ramparts of Red Fort** on the 75th Independence Day of India calling for ‘*Sabka Saath, Sabka Vikas, Sabka Vishwas and Sabka Prayas*’ for Nation Building and his **inauguration of the renovated complex of Jallianwala Bagh Smarak** including Museum Galleries on 28.08.2021 were covered comprehensively on whole network of DD and AIR.

- 2.2 An e-Photo Exhibition “**Making of the Constitution**” depicting the framing of the Constitution and Virtual Film Poster Exhibition “**Chitranjali@75**” representing 75 Years of Indian Cinema was inaugurated on 27.08.2021 by the Hon’ble Minister of Information and Broadcasting along with Hon’ble Minister of Culture in the presence of respective Ministers of State, which was live telecast on DD News. The Exhibitions on freedom struggle which will run for an entire year is a step in the direction of **Jan-Bhagidari** and the Government will run a “**Know Your Constitution**” campaign.
- 2.3 DD News live telecast the launch of **Fit India Freedom Run 2.0**. As part of AKAM, DD News telecast **several special programmes series** namely ‘**Ham Hai Pratibadh**’ on Independence Day speech of Hon’ble PM, ‘**Naye Bharat Ka Safar**’ to showcase achievements and success stories in different sectors and ‘**DD Dastavez**’ on archival material covering freedom struggle of India. Special segments ‘**Azadi Ka Safar**’ and ‘**Saga of Freedom**’ is being telecast on DD News and DD India to showcase contributions of freedom fighters. Special programmes on **Quit India Movement**, ‘**The journey of New India: Diplomacy**’ etc. were telecast and **short spots with voice quotes** from speeches of Sardar Patel and Netaji are also being telecast.
- 2.4 AIR launched a unique daily programme ‘**Azadi Ka Safar, Akashvani Ke Saath**’ – *Today in History of the Indian Freedom Struggle* on all Prime Time News Bulletins from 16.08.2021 and organized **National and Regional ‘Amrit Mahotsav theme Quiz’** – 75 Episodes from 16.08.2021 and 05.08.2021 respectively. **Independence Day Special Series** and **Interview Series** were also held from 01.08.2021 to 14.08.2021. During the **Iconic week**, several **special short weekly programmes** were **launched by AIR** namely Dharohar, Aparajita, Nishaan, The Unsung Heroes, Azadi Ke Tarane, AKAM Series: Flagship Programs etc.
- 2.5 A special feature of the Iconic week celebrations is **screening of Iconic Films**. DD Network showcased a series of **documentaries** such as ‘Netaji’, ‘Merger of princely states’ etc. and popular Indian films such as ‘Razi’. National Film Development Corporation (NFDC) organized a **film festival on its OTT platform www.cinemasofindia.com** screening specially curated films such as ‘Island City’, ‘Crossing Bridges’ etc. Children’s Film Society, India (CFSI) conducted **online screening of 3 patriotic films** for around **1334** children at multiple locations in association with NGOs across the country.
- 2.6 Films Division organized **special screening of films on 79th Anniversary of Quit India Movement** on 08.08.2021 (**3192** viewership) and ‘**Azadi Ka Amrit Mahotsav Film Festival**’ screening 20 films on freedom struggle from 15.08.2021 to 17.08.2021 on its website and YouTube channel (**12875** viewership). Under **Iconic Week Celebrations**, **two Film Festivals** i.e. ‘A Voyage of Progress’ (3810 viewership) & “Ratnas of India” (1618 viewership) and a **Webinar** on Technological Advancements in Film making were also held between 23rd – 29th August.
- 2.7 Directorate of Films Festivals (DFF) collaborated with Ministry of External Affairs to screen **films at various Embassies of other countries in India**. **National Film Archives of India (NFAI)** held a **Live Virtual Film Poster Exhibition on Classic Cinema** on its website from **23.08.2021** to

29.08.2021. Several other key activities such as Online Interactive session for film students, webinar etc. were organized by Films Wing.

- 2.8 During Iconic Week, BOC reached out to the people through **88 Integrated Communication and Outreach Programmes (ICOPs), 1016 cultural programmes** through Folk Communication Division, coverage of activities on AKAM in regional languages in over 500 newspapers and several Pvt. Regional TV channels. The ROBs of BOC organized **Freedom Walk/ Fit India Freedom Run** at various places across the country. *These activities were attended by dignitaries viz. Governor & Lt. Governor and Union & State Ministers. BOC also issued a **half page colour print advertisement** in 1700 newspapers and journals across the country, wherein **for the first time a video was embedded through a QR code**.* BOC also launched an **eBook on 'Making of the Constitution'** which is available on its website.
- 2.9 The August 2021 fortnightly editions of **New India Samachar (NIS)** on the themes of '**Sankalp Bharat Sashakt Bharat**' and 'Inclusive Growth Universal Security' were printed in 13 languages & distributed across the country by BOC. E-versions of NIS were sent to over 65 million readers via emails using E-Sampark platform of MyGov India.
- 2.10 Publications Divisions (DPD) organized **Exhibitions showcasing books** on Indian Freedom Movement, Builders of Modern India etc. at Kolkata, Mumbai, Telangana, Bihar and Delhi HQ between 20.08.2021 to 04.09.2021. **Drawing competition** with awards for children and a **book cover design competition** were also organized on MyGov platform. A **special series of posts on Tribal freedom fighters** was run on Social Media handles, apart from special articles in journals of DPD. **Graphics** prepared by NMW were posted across Social Media platforms of MIB.
3. **India's achievements in Tokyo Olympics and Paralympics 2020**
- 3.1 The **hosting of the Indian Contingent of Tokyo Olympics 2020** by the Hon'ble President and the Hon'ble PM of India, the Hon'ble PM's congratulations to the **medal winners of Tokyo Olympics 2020** and **Tokyo Paralympics 2020**, announcement of the name change of Khel Ratna Award to **Major Dhyana Chand Khel Ratna Award** and his **interaction with the India para-athlete contingent** for the Tokyo 2020 Paralympic Games on 17.08.2021 were covered widely on DD News and NSD:AIR. Several special programmes were aired including the following:
- i. The **accessible and live coverage of the Olympic victories** were aired on DD Sports and AIR Sports network, apart from multiple YouTube channels and NewsOnAir app. Prasar Bharati hired **14 sign language artists** who presented 240 hours of Olympics live coverage in sign language and 16 AIR commentators for different Olympic events. **Opening and Closing ceremonies** were aired live and exclusive **Virtual Conclave** was held with top Indian sports personalities, biographies etc.
 - ii. DD News telecast special programme on PM's interactions with Olympics and Paralympics contingent. '**Super Seven of India**' special programme was telecast on DD India featuring all the medalists of Tokyo Olympics 2020, in addition to their **Exclusive Interviews** telecast on DD News. Paralympics is

extensively being covered in all shows & bulletins. **Daily Sportscan** on India's achievements at Tokyo was broadcast by NSD:AIR.

3.2 A **special article** written by the Hon'ble Minister of I&B and Youth Affairs & Sports titled '**Setting the Stage for India's Gold Quest**' has been commissioned by PIB and published in newspapers nation-wide.

3.3 The ROBs/ FOBs of BOC conducted an **extensive media campaign** to showcase the spirit of Olympics through Social Media platforms as under:

| Total No. of Facebook Posts | Total No. of Tweets and Retweets (with 'Impressions') | Total No. of Songs/ Slogans/ Videos/ Quizzes and Interviews circulated on WhatsApp | Total No. of Instagram Posts |
|-----------------------------|---|--|------------------------------|
| 4968 | 10196 (125654) | 6917 | 1806 |

3.4 **Graphics** and **videos** related to the **#Cheer4India** campaign prepared by NMW were posted across the Social Media platforms of MIB.

4. The first copy of the book '**Reflecting, Recollecting, Reconnecting**' published by DPD on the activities of the Hon'ble Vice President during the 4th year in office was presented to the Hon'ble Vice President of India by the Hon'ble Minister of Information and Broadcasting on 27.08.2021.

5. The second season of successful travelogue '**Rag Rag Mein Ganga**' was unveiled by the Hon'ble Minister of Information and Broadcasting, Hon'ble Minister of Jal Shakti and the Hon'ble Minister of State in Jal Shakti. On the occasion, it was informed that Season 1 of 'Rag Rag Mein Ganga' was watched by 1.75 crore people. The 2nd season of 26 episode travelogue went on air from 21.08.2021 on Doordarshan National.

6. The Hon'ble Minister of State for Information & Broadcasting inaugurated a **Community Radio Station (CRS) in Mysuru** on 29.08.2021. He also stated that Community radio is perfect example of "By the people, of the people, for the people".

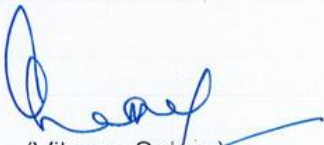
7. **Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021** – As part of the grievances redressal mechanism, the Ministry has **registered two Level II Self-Regulatory Bodies** for looking into complaints of violation of Code of Ethics by publishers of news and currents affairs on digital media and publishers of online curated content. A **webinar** in association with Indian Institute of Mass Communication (IIMC) was conducted on 18.08.2021 for creating awareness on the Rules, which was attended by 160 participants. A **booklet** titled "Awareness Initiatives & Webinars on Digital Media Ethics Code" has been printed bringing out the key takeaways and learnings from these webinars, which has been uploaded on the website.

8. DD News and NSD:AIR provided live coverage and wide publicity to the **launches of e-RUPI digital payment solution** on 02.08.2021, **Ujjwala 2.0** in Uttar Pradesh on 10.08.2021 and **Vehicle Scrappage Policy** on 13.08.2021 by the Hon'ble PM, his inauguration of **multiple projects in Somnath** on 20.08.2021, his **interactions with the beneficiaries of PM Garib Kalyan**

Anna Yojana (PMGKAY) in Gujarat (03.08.2021), Uttar Pradesh (05.08.2021) and Madhya Pradesh (07.08.2021), his **interaction with women Self Help Groups** in 'Atmanirbhar Narishakti se Samvad' on 12.08.2021, and his **addresses at the Confederation of Indian Industry (CII) Annual Meeting 2021** on 11.08.2021 and **investor summit in Gujarat** on 13.08.2021. DD News extensively covered the **Jan Ashirwad Yatra** of newly appointed Union Ministers. DD News & DD India telecast the latest updates on **changing situation in Afghanistan** and specially covered the **return of Indian community, Operation Devi Shakti**, bringing back the **three forms of Guru Granth Sahib** etc.

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

- **YouTube Subscriber Milestones achieved by Prasar Bharati:** After DD National, DD News has crossed 4 Million Subscribers on its YouTube channel. Between 2017 and 2021 (till date), DD and AIR across both News & General Infotainment have cumulatively added over 15 Million Digital Subscribers on YouTube alone, to reach current subscriber base of 1.73 Crores (17.3 Million).
- **BOC started its own YouTube channel** during the month. BOC twitter handle recorded **5 lakh impressions** in August, 2021.
- **Community Radio Stations (CRS):**
 - **Three (03) CRSs** have commenced operations in August, 2021.
 - The Ministry has **signed two (02) Grant of Permission Agreements (GOPAs)** and **renewed six (06) GOPAs** during the month.
 - An **awareness workshop webinar** has been conducted under scheme namely "Supporting Community Radio Movement in India".
- **Channel Licensing:** The Ministry of I&B has not issued any permission to Private TV channels during the month. The Ministry has cancelled the permission of 02 Non-news and Current Affairs TV channels during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 31.08.2021** is **912**.
- **Registrar of Newspapers for India (RNI): 616** Title verification letters and **96** Registration Certificates (new & revised) were issued in August 2021.
- **MIB Social Media platforms:** The official MIB English Twitter handle **@MIB_India** has **1.3M followers**, MIB Hindi Twitter handle **@MIB_Hindi** has **74.2K followers**, Facebook page has **1.36M followers**, YouTube has **181K subscribers** and Instagram has **214K followers** as on 02.09.2021.



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