

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

New Delhi the 21st September, 2023

Sub.: Summary (No.- 8) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of August 2023.

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

1. The Hon'ble Minister for Information & Broadcasting and Youth Affairs & Sports, Shri Anurag Thakur and the Hon'ble Chief Minister of Madhya Pradesh, Shri Shivraj Singh Chouhan released Volume II and III of **book 'Sabka Saath, Sabka Vikas, Sabka Vishwas'** compiled from the select speeches and addresses given by Hon'ble Prime Minister, Shri Narendra Modi from June 2020 to May 2021 and June 2021 to May 2022, at Bhopal on 26.08.2023. The books have been published by Publications Division (DPD), which also organized a book exhibition on the sidelines of the event. On the occasion, the Hon'ble Minister of I&B and Hon'ble Chief Minister of Madhya Pradesh also inaugurated a **multimedia exhibition** organized by Central Bureau of Communication (CBC) on the theme 'Naya Bharat: Sashakta Bharat' along with '9 Years: Seva, Sushasan aur Garib Kalyan'.
2. **Azadi Ka Amrit Mahotsav (AKAM)**
 - 2.1 Prasar Bharati undertook a **special live coverage** of the customary address of the Hon'ble Prime Minister on 77th **Independence Day on 15.08.2023** from the ramparts of Red Fort, Delhi. The elaborate arrangements included coverage by over 40 camera views including five robotic unmanned cameras and two 360-degree cameras to cover every angle of the festivities. '**Azadi Ka Amrit Mahotsav**' celebrations culminated with this year's Independence Day, which ushered the country into '**Amrit Kaal**' with renewed vigor.
 - 2.2 DD News and DD India network extensively covered the 77th Independence Day. Important coverages included **Padma Shri Mohandas Pai speaks to DD India on 77th Independence Day**, exclusive conversation with **Grammy Winner Ricky Kej on 77th Independence Day on DD India and a Series of special program** was aired on DD India covering topics like India's 77th Independence Day, Cinema and Swadeshi Spirit.
 - 2.3 Publications Division (DPD) published a **book titled "75 Years, 75 Films: India's Cinematic Journey"** authored by Shri Amitava Nag, prominent film critic and expert member for Satyajit Ray Film & Television Institute (SRFTI) library committee, which was launched at SRFTI during the month. The book explores 75 films in the last 7 decades that echoes the shift in India's Socio-Political condition as reflected in its cinema. An exhibition of books on Cinema was also organized by DPD on the occasion.

- 2.4 New Media Wing (NMW) carried out wide social media publicity on ‘**Har Ghar Tiranga Campaign**’ and ‘**Independence Day 2023 Celebrations**’, across the social media accounts of M/o I&B, including Videos, Graphics, live, etc. both in Hindi and English - shared using the hashtags **#AmritMahotsav, #HarDilTiranga, #IndependenceDay2023, #IndependenceDay** etc. A **special series of creatives** (statics and videos) were posted by Publications Division (DPD) to celebrate Independence Day and Har Ghar Tiranga.
- 2.5 The August 2023 fortnightly editions of **New India Samachar (NIS)** with the cover stories “*How the journey of **Amrit Mahotsav**, which has become the foundation stone of developed India, has given a new direction to development of our people*” and “*Developed Village - Developed India*” were published in 13 languages and distributed across the country by CBC. E-versions of NIS were sent to over 70.7 million readers via emails using E-Sampark platform of MyGov India.
- 2.6 Central Bureau of Communication (CBC) issued **Print Advertisement** on Independence Day 2023 in over **1800 newspapers** across the country on 15.08.2023.
3. **Meri Maati Mera Desh Campaign**
- 3.1 The Ministry has published the July 2023 edition of **PM's Mann ki Baat booklet** featuring ‘**Meri Maati Mera Desh**’ as the cover story. The e-version was distributed to over 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, all Secretaries and officials of Govt. of India, Chief Secretaries of States/ UTs and regional offices of M/o I&B.
- 3.2 **Outreach and communication plan** for ‘Meri Maati Mera Desh’ was finalized with the involvement of various stakeholders including Media Units of Ministry of I&B. A series of meetings were held with Secretary, Ministry of Culture; Secretary, Department of Youth Affairs and regional offices of Media Units of Ministry of I&B to finalize the plan.
- 3.3 New Media Wing undertook extensive publicity on ‘**Meri Mati Mera Desh Campaign**’ across the social media accounts of M/o I&B, including Video Bytes, Podcasts, Videos etc. both in Hindi and English shared using the hashtags **#MeriMatiMeraDesh** and **#मेरी_माटी_मेरा_देश** etc.
4. **Publicity Campaign on G-20 Summit**
- 4.1 **Finalization and implementation of G20 Summit Media Outreach Plan:** The Ministry of I&B had finalized the G20 Summit Media outreach strategy for the main summit of G20 held on 9th and 10th September 2023. The media outreach plan was developed in coordination with all stakeholders such as MEA, G20 Secretariat, Office of Sherpa, Line Ministries and Media Units of Ministry of I&B. The Outreach plan outlined pre-summit, during summit and post summit activities, timelines and responsibilities of all stakeholders and include all

aspects related to media outreach and communications such as media facilitation and various other aspects of multi-media publicity.

- 4.2 Press Information Bureau (PIB) provided **all round publicity** through Print, Electronic, Digital and Social Media to all the events organized so far and Research Unit of PIB created **20 explainers on G20** during the month. For the G20 leader's summit, **PIB has provided G20 Media Accreditations** and vetted a total of **1223 journalists**. **PIB G20 Microsite** has been regularly updated as a one stop solution to all G20 related information. **7 special articles** by dignitaries and experts have been published in leading dailies by PIB during the month. A **dedicated Social media campaign** has also been undertaken by PIB to ensure free publicity across platforms such as Twitter, Facebook, Instagram and YouTube.
- 4.3 DD News network has telecast all major events related to G20 Presidency of India held across the country. A series of special program '**India @G20**' has been telecast on DD India; special weekly programme '**Bharat@G20 : Vasudhaiva Kutumbakam**' has also been telecast.
- 4.4 NMW carried out **social media outreach for the 'G20 Summit'** across the social media accounts of M/o I&B, with Graphics, Videos, Bytes and Live Streaming.
5. The Jury for the **69th National Film Awards** announced the winners for the year 2021 on 24.08.2022. 'Rocketry: The Nambi Effect' bagged Best Feature Film and 'Ek Tha Gaon' won Best Non-Feature Film. Sh. Allu Arjun was declared winner of Best Actor Award for his performance in the movie 'Pushpa (The Rise Part I)' while Ms. Alia Bhatt and Ms. Kriti Sanon jointly won Best Actress for 'Gangubai Kathiawadi' and 'Mimi' respectively. 'The Kashmir Files' has been awarded the Nargis Dutt Award for Best Feature Film on National Integration, while 'RRR' won Award for Best Popular Film Providing Wholesome Entertainment. Sh. Pankaj Tripathi won Best Supporting Actor while Ms. Pallavi Joshi won Best Supporting Actress Award. The Hon'ble Minister of Information and Broadcasting, Shri Anurag Thakur thanked the Jury for selecting the awards and mentioned that Indian films are being recognized all over the world.
6. '**Mujib – The Making of a Nation**' (Bangla): The draft agreement for Distribution and marketing of the film jointly produced by India and Bangladesh has been shared with Bangladesh Film Development Corporation (BDFC) for their comments/ approval. M/s Panorama Studios has been hired by National Film Development Corporation (NFDC), Government of India for the marketing and theatrical distribution of the film.
7. On 01.08.2023, the Secretary, Ministry of I&B released '**Yojana Classics**' published by Publications Division (DPD), which is a Special Curation of Development Monthly Yojana's published works since 1957, during a visit to DPD's stall at the Delhi Book Fair 2023 held from 29th July to 2nd August, 2023 at Pragati Maidan, New Delhi. The premier publishing house Publications Division (DPD) also bagged the silver medal for Excellence in Display at Delhi Book Fair 2023.

8. **Successful Commissioning of GSAT-24:** The Secretary, Ministry of I&B along with Indian Space Research Organisation (ISRO) Chairman, Shri S. Somnath attended the inauguration ceremony of the successful commissioning of GSAT-24 ISRO Satellite held at Tata Play's Broadcast Centre in New Delhi on 07.08.2023. GSAT-24 is the first ever Demand Driven communication satellite mission of NSIL post space sector reform. NewSpace India Limited (NSIL) has collaborated with Tata Play to commission GSAT-24 to enable it to transmit 900 channels from the present 600, benefitting the public.
9. **Digital Media Division**
 - 9.1 **Termination of YouTube Channels:** In coordination with PIB Fact-Check Unit, about hundred videos of eight YouTube channels were fact-checked on 08.08.2023. Four of these YouTube channels having over 1.40 crore subscribers have been terminated by YouTube.
 - 9.2 **Advisory to Media entities:** The Ministry of I&B has on 25.08.2023 issued an Advisory to newspapers, TV channels, news portals and social media platforms to refrain from showing advertisements/promotional content of online betting and gambling platforms and/or any product or service depicting these platforms in a surrogate manner.
10. **Special Coverages:** Prasar Bharati provided live coverage and wide publicity to Hon'ble Prime Minister's address on National Handloom Day Celebration in New Delhi, PM's address on BRICS Summit, PM Modi hails Chandrayaan 3's landing on lunar surface, PM addresses Indian community in Athens, Greece, PM addresses B20 Summit India 2023, PM addresses on various G20 meetings, PM's 104th Edition of Mann Ki Baat, etc.
11. **I&B Initiatives on Minimum Government Maximum Governance –**
 - **MoUs signed between Prasar Bharati and Foreign Broadcasters:** The Ministry of I&B circulated the Note for the Cabinet dated 28.08.2023 regarding the 18 Memorandum of Understandings (MoUs) signed by Prasar Bharati, since September, 2019 with foreign broadcasters for cooperation on broadcasting in the field of Radio and Television. The said note was considered by the Cabinet during Cabinet meeting held on 29.08.2023.
 - **Digital Media:** Issuance of directions for blocking of 1 YouTube channel, 1 YouTube video, 1 Facebook account, 6 Facebook posts, 2 Twitter accounts, 13 Twitter posts, 8 Instagram posts and one website under the provisions of IT Rules, 2021 for carrying content covered under Section 69A of IT Act, 2000.
 - **Channel Licensing:** The Ministry of I&B has granted 07 new permissions and has accepted the surrender request/ cancellation of 03 channel during the month. The total number of private satellite TV channels for up-linking and downlinking in India as on 31.08.2023 is 905.

- **Community Radio Stations (CRS):** Three (03) new CRSs were commissioned during the month. Two (02) new Grant of Permission Agreements (GOPA) and Five (05) renewed GOPA were signed during the month.
- Press Information Bureau (PIB) and its Regional offices have issued **8025 Press Releases** in English, Hindi and 14 regional languages, organized **8 Formal Press Conferences**, and commissioned **9 articles** on various issues. PIB Fact Check Unit **busted 110 fake news** and posted 114 tweets. The **Research Unit of PIB published 55 documents** and has started producing factsheets highlighting the progress of various Central Sector/Sponsored Schemes in different States/UTs.
- Regional Offices (ROs)/ Field Offices (FOs) of CBC **conducted awareness on various themes such as Azadi Ka Amrit Mahotsav, PM's Vision – 2047, Meri Mati Mera Desh**, etc. **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
21468 (204466)	7222	2919	10279

- **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 **180 unique graphics/ videos/ images/ posts/ tweets** etc.

Azadi Ka Amrit Mahotsav, Meri Mati Mera Desh and other flagship campaigns were highlighted through infographics, reels, audio and video content for campaigns, such as Cinematograph Bill 2023, Har Ghar Tiranga, Independence Day 2023 Celebrations, G20 Summit, Chandrayaan-3 etc.



(Vikram Sahay)

JOINT SECRETARY TO THE GOVERNMENT OF INDIA
Tele. # 23073775