

New Delhi the 27th January, 2022

Sub.: Summary (No.- 12) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of December 2021.

The significant activities / events relating to this Ministry for the month of December 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 on 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 Prime Minister and Union Health Minister's tweets on 06.12.2021 on achieving **important milestone of over 50% eligible population fully vaccinated in India**;
- (ii) Hon'ble PM's high level **meeting to review Status of Covid-19, Omicron & preparedness of Health Systems** across the country on 23.12.2021;
- (iii) Hon'ble PM's **Address to the Nation** on 25.12.2021 for announcing **vaccination for 15-18 years children & precaution dose** for frontline workers, healthcare workers & senior citizens with co-morbidities; and
- (iv) Hon'ble PM's address to the Nation through **Mann Ki Baat** on 26.12.2021 on emerging threat of Omicron variant and India's successful Covid vaccination drive.

1.2 Public Broadcaster Prasar Bharati through DD News, News Services Division (NSD) of AIR and their Regional News Units (RNUs) have undertaken special programming to inform about Government of India's measures, preparedness and updates on Omicron cases and overall Coronavirus situation.

- (i) **'Doctors Speak', 'Arogya Bharat' and 'Total Health'** programmes of DD News covered all aspects of Covid-19. Special programmes on topic **'Rahe Sawadhan Badh Rahe Covid Ke Mamle', 'Omicron Par Sarkar Ki Taiyari: Aap Bhi Rahe Satark Aur Sawadhan', 'Omicron – Tikakaran Aur Sawdhani Sashakt Hathiyar', 'Omicron Ki Chunti Rahe Sawdhan'** were telecast and special episodes of **In Focus, News Night, Mid Day Prime** also discussed the preparedness of Government and announcement of **Vaccination for 15-18 years children with live Ground Reports**. Interview of Heads of medical institutions and top doctors in 30+ live phone-ins of over 15 Hrs duration in **'Corona Jagrukta' series** were aired by NSD:AIR.
- (ii) **Special COVID-19 Composite News Bulletins; COVID Jan Andolan**

(iii) Expert Speak/ Infobytes/ Fake News Alerts/ Sound Bytes etc.

1.3 Press Information Bureau (PIB) issued **Daily Covid-19 Bulletins**, conducted **Press Briefings**, published **infographics/ video bytes** and its **Covid-19 Fact Check Units** have kept a check on misinformation. PIB and its Regional offices have issued **9688 Press Releases** in English, Hindi and other regional languages, organized **9 Press Conferences, 2 Vartalaap** and **27 webinars** on Covid Awareness, Azadi Ka Amrit Mahotsav, River Conservation etc.

1.4 The Regional/Field Outreach Bureaus (ROB/FOB) of Bureau of Outreach and Communication (BOC) organized **06 Integrated Communication & Outreach Programmes (ICOPs) & 01 Radio Talk** and conducted **awareness campaign** on the themes Covid Appropriate Behaviour, 100 Crore Covid Vaccination and Importance of Covid 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
30113 (213471)	8823	5351	17921

1.5 A PSA video titled '**100 crore se 100% COVID-19 Vaccine**' was shared with cinema theaters across the country to project the national achievement of administering over 100 crore doses of the COVID-19 Vaccines.

2. The Hon'ble Vice President of India **inaugurated an exhibition** organized by ROB, BOC on '**Ek Bharat Shreshtha Bharat**' (EBSB) at Potti Sreeramulu Telugu University, Hyderabad, Telangana on 12.12.2021. The exhibition held from 12th to 14th December, 2021 highlighted the various interesting aspects of the paired states of Haryana and Telangana like art forms, cuisine, festivals, monuments, tourism spots etc. On the occasion, Publications Division (DPD) also displayed its noteworthy books on the themes of art and culture.

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 DD News and NSD:AIR provided extensive coverage and wide publicity to the tributes paid by the Hon'ble Prime Minister on 09.12.2021 to **eminent stalwarts of Constituent Assembly to mark 75 years of its historic first sitting**. A special episode of '**DD Dastavez**' series being telecast covered *Temples of India, Vijay Diwas*, etc. Special segments '**Azadi Ka Safar**', '**Saga of Freedom**' and special program '**Azadi Ke Rang**' have also been telecast on DD News and DD India.

3.2 As part of Azadi Ka Amrit Mahotsav, **Ministry of I&B is collaborating with leading factual entertainment network, Discovery Communications India, to produce a series entitled 'India: The World Within'**. The series will comprise six episodes on various important themes and showcase India's growth trajectory over the years, as well as its culture and heritage. The series

will highlight this through episodes focused on Indian Cinema, Indian Food and Cuisines, Business & Entrepreneurship, Spirituality, and Nature & Conservation. The episodes so produced would be aired across the globe in more than 140 countries through multiple platforms including TV airings, Facebook, YouTube and OTT platform, Discovery Plus. Government of India can use this content for free on any non-competing platform, including Doordarshan.

- 3.3 **Netflix**, an international OTT platform, has also proposed **to collaborate with the Ministry of I&B to**, inter alia, **celebrate and amplify Azadi ka Amrit Mahotsav** across the country. Netflix proposes to produce multiple Short Videos (1-2 min. each) on various themes throughout the year which may be disseminated by this Ministry on its Social Media platforms. The themes can coincide with significant dates and events such as Women's Day (8th March, 2022), World Environment Day (5th June, 2022), Independence Day (15th August, 2022), etc. which would help amplify the messaging around these themes.
- 3.4 Prasar Bharati and Indian Council for Cultural Relations (ICCR) signed a **Memorandum of Understanding (MoU) on 20.12.2021 for promoting Indian culture** among the National and International audiences and provide TV and Digital platforms to the performing artists. In collaboration with ICCR, DD will produce 52 half an hour weekly episodes, based on the cultural events/ concerts/ performances of music/ dance organized by ICCR. This MoU will be in operation for the period of three years from December 2021 till December 2024.
- 3.5 Films Division organized special screenings on its website and YouTube channel of **biopic titled 'Dr. Babasaheb Ambedkar'** on 06.12.2021 (**184** viewership), films on **'Vijay Diwas'** on 16.12.2021 (**5666** viewership), **film festival 'Rivers of India'** on 24.12.2021 & 25.12.2021 (**2961** viewership) and **film festival 'Ray Forever'** on 29.12.2021 & 30.12.2021 as part of Centenary Celebrations of Satyajit Ray (**181** viewership). Films Division also screened 12 films at Kolkata on the occasion of **'50 years of Bangladesh Liberation'** on 15.12.2021 & 16.12.2021. Children's Film Society, India (CFSI) screened **15 patriotic films** of Films Division in multiple cities, organized 3-day **'North East Festival'** from 01.12.2021 by screening Assamese children film 'Tora' and observed **Armed Forces Flag Day** by screening film 'Sathi Sath Chale' on 07.12.2021.
- 3.6 BOC has been running **infographic series on WhatsApp Groups** since 13.09.2021. During the month, **38 unsung heroes were remembered** through this infographic series, bringing the total to **115 unsung heroes till now**. ROBs/ FOBs of BOC organized 133 ICOPs, 06 Webinars and 04 Special Outreach Programmes (SOPs) on the theme during the month.
4. DD News provided live and special coverage to the **inauguration of Shri Kashi Vishwanath Dham** and other main events by the Hon'ble Prime Minister on 13.12.2021. A special programme **'Kashi - Ek Nayi Pehchan'** with multi camera setup and live commentary was telecast, apart from special **News Night** and **Do took** shows telecast live from Kashi. Special programmes

'Subah-e-Banaras', 'Banaras Ka Naya Savera' and 'Breakfast with Banaras' were also telecast. PIB also commissioned and published in newspapers nation-wide a **special article** written by Shri Anurag Singh Thakur, Hon'ble Minister for Information & Broadcasting titled "**Kashi Vishwanath Dham – Tribute to Our Living Heritage**".

5. The **first ever 'Kashi Film Festival'** was organized by Film Bandhu, Govt. of Uttar Pradesh in collaboration with Directorate of Film Festivals (DFF), Ministry of I&B from 27th to 29th December, 2021 at Varanasi, Uttar Pradesh. Hon'ble Minister of State of Uttar Pradesh for Tourism & Culture *Dr. Neelkanth Tiwari* graced the Opening Ceremony, which was attended by Actor & Member of Parliament (MP) *Sh. Ravi Kishan* and Secretary, Ministry of I&B. Chairman, Uttar Pradesh Film Development Council & comedian *Sh. Raju Srivastava* and noted singer *Sh. Kailash Kher* performed live at the inaugural ceremony. The Hon'ble Union Minister of Information and Broadcasting *Shri Anurag Singh Thakur* was the Chief Guest at Closing Ceremony, which witnessed performances by Actors & MPs *Ms. Hema Malini* and *Sh. Ravi Kishan*. Wide coverage was provided to the Festival across platforms, including on Social Media using hashtags **#MagnificentKashiFilmFestival** and **#KashiFilmMahotsav**.
6. **India dismantles Pakistani coordinated disinformation operation:** The Ministry on 20.12.2021 ordered the blocking of 20 YouTube channels and 2 news websites spreading anti-India propaganda and fake news on the internet by utilizing emergency powers under the Rule 16 of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 to secure the information space in India. The channels and websites belonged to a coordinated disinformation network operating from Pakistan and spreading fake news about various sensitive subjects related to India.
7. Paving the way for strengthening partnership between India and Vietnam, the Hon'ble Minister of Information and Broadcasting Shri Anurag Singh Thakur signed a **Letter of Intent (LoI) with** Mr. Nguyen Manh Hung, Hon'ble Minister of Information and Communication, **Government of Vietnam on collaboration in the fields of digital media** on 16.12.2021. The LoI envisages sharing of information and experience in establishing policies and regulatory frameworks on digital media and social networks, and conducting capacity building and training programs for media professionals and officials in the two countries.
8. **Good Governance Day and Week:** DD News telecast live the tributes paid by the Hon'ble Vice President to the late former PM Sh. Atal Bihari Vajpayee in Chennai, the **floral tributes** paid by the Hon'ble Prime Minister at **Sadaiv Atal** and the main programme on Good Governance Day at Vigyan Bhawan. Special half an hour programmes '**Susashan ka Mantra**' and '**Sushansan Ke Kendra Main Ab Gaon**', special episodes of **Mera Haq** show on '**Sushashan Saptah: Prashasan Gaon Ki Or**', **News Night** on '**Modi Sarkar ka Sushasan Model: Lokkalyan Ka lakshya**' and **DD Dastavez** show on **Atal Bihari Vajpayee** were telecast by DD News.
9. DD News and NSD:AIR provided live coverage and wide publicity to the **visit of the Hon'ble President to Bangladesh** from 15th-17th Dec., 2021, Hon'ble

Prime Minister's inauguration/ laying of foundation stones of various **projects in Dehradun** (04.12.2021), **Varanasi** (23.12.2021), **Himachal Pradesh** (27.12.2021), **Uttarakhand** (30.12.2021), **Saryu Nagar National Project** in UP (11.12.2021), **Ganga Expressway** in UP (18.12.2021), **Kanpur Metro Rail Project** (28.12.2021), leadership Forum on FinTech '**InFinity Forum**' (03.12.2021) and **All India Mayors' Conference** (17.12.2021); his **visit to Prayagraj and participation in a programme attended by lakhs of women** on 21.12.2021; his participation in **21st India Russia Annual Summit** on 06.12.2021; his high level meeting to **review preparedness to deal with Cyclone Jawad**; his **paying of last respects to India's First CDS late Gen. Bipin Rawat**, his wife and other personnel of the Armed Forces; and his addresses to farmers at the **National Conclave on Natural Farming** on 16.12.2021 and at **Gurpurab celebrations of Guru Nanak Dev Ji** in Gujarat on 25.12.2021. **Special series on 'Yearender 2021'** were aired by DD News and NSD:AIR on various subjects like Health, Economy, Defence, Sports, etc. DD News telecast **election coverage** related to election bound states through special show **Kya Bole UP?, Do Took and Is Waqt**. Special programme '*Life and Times of a Warrior – Tribute to General Bipin Rawat*' was aired & live coverage of the last rites of Gen. Bipin Rawat was done.

10. The December 2021 fortnightly editions of **New India Samachar (NIS)** on the themes of '**2021 - Promises come true**' and '**#COP26 India – Pioneer to save humanity**' were printed in 13 languages & distributed across the country by BOC. E-versions of NIS were sent to over 61.7 million readers via emails using E-Sampark platform of MyGov India.

11. As per **Para 23(VI) of Business Allocation rule of Govt. of India, 1961, Ministry of I&B is Nodal Ministry for "Production and release of advertisements on behalf of Government of India"**. Bureau of Outreach and Communication (BOC, erstwhile DAVP) is the Nodal Directorate under this Ministry to execute this mandate.

However, it has been observed that many Ministries/ Departments are still releasing their advertisements directly and at times routing it through their PSUs for releasing both types of advertisements i.e. Display and Classified. This Ministry time and again requested Ministries/ Departments/ PSUs to release their advertisements through BOC. BOC releases advertisements at much lower rate than the market rate, and rates finally charged are 15% less as agency commission is ploughed back to the Ministry/ Department concerned.

In view of the above, this Ministry vide OM dated 27.12.2021 has again requested Secretaries of all Ministries/ Departments of Govt. of India as under:

- i. All Ministries/ Departments and their PSU should invariably release their advertisements, both Display and Classified, through BOC. BOC would decide on the communication plan in consultation with the concerned Ministry/ Department/ PSU.
- ii. Only small advertisements which are less than quarter page in size and are classified in nature can be released directly by PSUs in exceptional situation.
- iii. Advertisements relating to land acquisition etc. should be small and a QR code with web link can be embedded in the same for more details (subject to legal requirements).

- iv. As has been recently decided by Government, henceforth display ads with QR code appropriately linked to video and classified ads in hybrid format only should be issued.

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

- **Digital/ TV viewership of Prasar Bharati in 2021:** DD channels across the country clocked viewership of over 6 Billion and reached over 680 Million viewers. 185 YouTube channels of DD and AIR registered over a Billion views, with a watch time of 94 Million Hours across 190+ countries. NewsOnAir app present in over 190+ countries clocked a listenership of 214 Million+ in 2021.
- **AIR goes Green:** In line with the green initiatives of the Centre and its vision on Electric Mobility, All India Radio (AIR) has shifted its entire fleet to Electric vehicles for all its transportation needs.
- The Film Facilitation Office (FFO) portal has been successfully integrated with India's National Single Window System (NSWS) for Business Approvals, namely '**Maadhyam**', in an endeavor to streamline with the Central Government's initiative for **Ease of Doing Business in India**. The integration allows applicants coming on NSWS portal for filming permissions to access the FFO online application for international filmmakers for filming in India.
- The December 2021 special issue of **Yojana** journal published by DPD focused on **Aatmanirbhar Bharat** with the lead article on Geological Index (GI), having articles on Self Reliance highlighting Multi-Sectoral Initiatives.
- **Channel Licensing:** The Ministry of I&B has issued permission in respect of 04 Non-News TV Channels and cancelled the permission of 02 News & 01 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 31.12.2021 is 907**.
- **Community Radio Stations (CRS):**
 - The Ministry has **signed twelve (12) new Grant of Permission Agreements (GOPAs)** and **renewed one (01) GOPA** during the month.
 - **One awareness/ capacity building workshops** have been conducted through online mode under scheme namely "Supporting Community Radio Movement in India".
 - **Grant-in-Aid** has been released **to Four (04) CRS** to the tune of **Rs. 40 lakhs** during the month.
- **Registrar of Newspapers for India (RNI): 449** Title verification letters and **272** Registration Certificates (new & revised) were issued during the month.
- **Press Council of India (PCI): 96 complaints** (35 under Section 13 & 61 under Section 14) were processed 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 **more than 110 infographics, GIFs, videos, reels**, etc.

Azadi Ka Amrit Mahotsav was highlighted through infographics, reels and video content for dedicated campaigns, such as Good Governance Week, Armed Forces Flag Day, 'Swarnim Vijay Varsh', National Farmers' Day, 'Rivers of India', etc. Comprehensive on-ground coverage was undertaken for the **Kashi Film Festival** through live streaming, and sharing of pictures and videos focusing on Kashi, its culture, development and the festival.

Significant visits such as Hon'ble PM's visit to 'Kashi Vishwanath Dham' project, Banaras Sankul Dairy, or Hon'ble Minister of Information & Broadcasting (HMIB)'s visit during the U21 Women's Hockey League event, etc. were highlighted.

Two new video Series were launched: **'#momentsfromhistory'** focusing on archival content of Prasar Bharati and **'#PeoplesPadma'** to generate awareness about the contribution of Padma awardees.

AV content is also made to generate awareness about **policies, flagship schemes, initiatives** etc.: *Bharatmala Project, India at World ranking 4 on renewable energy, developments in Jammu and Kashmir.* Videos based on **Cabinet decisions** are also made in English and Hindi, and translated into regional languages.

COVID-19 messaging through creative videos/infographics (over 450 tweets) focusing on COVID appropriate behavior and new variant Omicron have also been shared through the dedicated Twitter handle @COVIDNewsByMIB.



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