

File No. P-11015/1/2021-PPC  
Government of India  
Ministry of Information & Broadcasting  
(Policy Planning Cell)

New Delhi the 22<sup>nd</sup> March, 2021

Sub.: Summary (No.-2) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of February 2021.

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

1. The Government of India notified the **Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021** on 25.02.2021. Part III of the rules establish an institutional mechanism for digital news publishers and OTT platforms, and would be administered by the Ministry of Information & Broadcasting. The rules provide for a Code of Ethics for these entities and a three-tier mechanism for redressal of grievances regarding the violations of the Code. The digital news publishers and OTT platforms would be required to furnish information about their entity to the Ministry and publish a periodic compliance report regarding the receipt and disposal of grievances. These rules, with appropriate safeguards, also empower the Government to take actions ranging from warning and censuring the publisher to deletion, modification and blocking of content. The rules were announced on 25<sup>th</sup> February, 2021 through a joint press conference by the Hon'ble Minister of Information & Broadcasting and the Hon'ble Minister of Electronics & Information Technology, which was telecast live on DD News and on Social Media.

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

The Ministry of I&B has been at the forefront of communication and awareness generation during the COVID-19 pandemic, stressing on behaviour change and public participation.

2.1 The Hon'ble Prime Minister's Address in workshop on "**COVID-19 Management: Experience, Good Practices and Way Forward**" with 10 neighbouring countries and his address through *Mann Ki Baat* on 28.02.2021 **asking people not to lower guard against Coronavirus** and the national spirit of Aatmanirbhar Bharat were covered comprehensively on Doordarshan (DD), All India Radio (AIR) & New Media Wing (NMW).

2.2 The Hon'ble Minister of Information and Broadcasting Shri Prakash Javadekar launched an **awareness campaign on COVID-19 vaccination and Aatmanirbhar Bharat** in Maharashtra by **flagging off mobile multimedia exhibition vans** on 07.02.2021. Hon'ble Chief Minister of Goa also flagged off the campaign on 12.02.2021 at Goa. 16 travelling multimedia exhibition vans covered 36 districts of Maharashtra and 2 districts of Goa creating awareness on COVID vaccination.

2.3 **DD News, News Services Division (NSD) of AIR and their Regional News Units (RNUs)** have disseminated the following **Updates and News** on COVID-19 and its Vaccination Drive in **all news bulletins**:

- i) **World's largest COVID-19 Vaccination Programme**— Special programmes '**Vaccine Maitri**' on sharing of vaccines with 60+ countries, 04 episodes of '**Arogya Bharat**', 04 episodes of '**Total Health**', 18 episodes of '**Doctors Speak**', '**Do Took**', '**Corona Jagrukta**' series etc. by DD News and NSD: AIR.
- ii) **FAQs on COVID Vaccination; Ground Reports** on COVID updates
- iii) **Covid Warriors/ Good News India/ Bio quest Programme**
- iv) **Infobytes/Expert Speak/ Audio Promos/Fake News Alerts/ Positive Stories; Measures by Centre/ States; MoHF/ MHA Advisories**

2.4 **PIB issued Daily Bulletins, conducted Press Briefings and its Covid-19 Fact Check Units** have kept a check on misinformation. PIB and its Regional offices have issued **7268 Press Releases** in English, Hindi and other regional languages. 960 PIB's Tweets (English) earned 26.7 Million impressions & 18.2K new followers and 856 PIB's Tweets (Hindi) earned 3.05 Million impressions & 5.3K new followers in February 2021.

2.5 The Field/ Regional Outreach Bureaus (FOB/ROB) of BOC have conducted **awareness campaign on COVID-19 and COVID-19 Vaccination Drives through Social Media platforms** as under:

<b>Total No. of Facebook Posts</b>	<b>Total No. of Tweets and Re-tweets (with 'Impressions')</b>	<b>Total No. of Posters/ Message /Videos circulated on WhatsApp</b>	<b>Total No. of Instagram Posts</b>
20225	52195 (683762)	93583	6219

2.6 **ROBs/FOBs of BOC** have organized 12 Integrated Communication and Outreach Programmes (ICOPs), 115 Cultural programmes, **79 Webinars**, 65 Mini exhibitions and 66 other activities in February 2021 on issues such as **COVID-19 Vaccination**, Union Budget 2021, Aatmanirbhar Bharat, India Toy Fair etc. PIB and its Regional/Branch offices also collaborated on **72 webinars** on above mentioned issues.

2.7 **Comprehensive coverage** was provided on Social Media platforms by NMW to the COVID-19 vaccination drive, FAQs on COVID Vaccines, COVID management efforts, etc. using the **dedicated #We4Vaccine hashtag**. Nearly **914 tweets** were posted in Feb. 2021 from **dedicated Twitter handle @COVIDNewsByMIB** having **124.4K followers**, which has appeared **16.9 Million times** in the timeline of Twitter users.

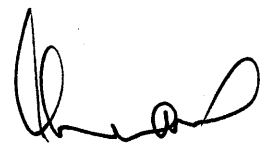
3. The **inauguration of the Narendra Modi Cricket Stadium** by the Hon'ble President of India, his address at Closing Ceremony of **Aero India Show**, the **inauguration of Chauri Chaura Centenary Celebrations** in Uttar Pradesh via VC by the Hon'ble Prime Minister, his addresses at the **World Sustainable Development Summit & 2<sup>nd</sup> Khelo India National Winter Games** and the laying of foundation stone/ launch of various projects in Assam/ West Bengal/ Tamil Nadu/ Kerala by the Hon'ble PM were telecast live on DD News. Special programmes/ series/ promos on the upcoming

**Pariksha Pe Charcha 2021** were aired on DD News and NSD:AIR. DD News also launched new & revamped programs such as *Khel Saptahik*, *Rang Tarang*, *Rakshak*, *Khobar Duniya Ki*, *News@10*, apart from regular special programs *Aatmanirbhar Bharat*, *Do Took* on farmer issues etc.

4. The '**Union Budget 2021-22**' presented by the Hon'ble Finance Minister on 01.02.2021 was covered comprehensively and the Budget Speech was aired live on all platforms of M/o I&B. The statement by the Hon'ble Minister for Information & Broadcasting on 07.02.2021 on the **presentation of a forward looking budget aimed at making India 'Aatmanirbhar'** was also covered widely.
- 4.1 DD News did an **exclusive Interview of the Hon'ble Finance Minister**, opinions from experts and reactions from Political Leaders and Financial Institutions. DD News and DD India provided continuous coverage for over 14 hours to the Union Budget. NSD: AIR aired a special series '**Budget for All**' from 1<sup>st</sup> – 15<sup>th</sup> Feb, 2021, interviews with Secretaries of Finance Ministry on Budget 2021 and an interview with Member, Agriculture on ***Agriculture in Budget***.
- 4.2 The February 2021 fortnightly editions of **New India Samachar (NIS)** on the themes of '**A Budget for Self-Reliant India**' and '**Ready to conquer COVID-19**' were printed in 13 languages and distributed across the country by BOC. E-versions of NIS were sent to around 65 million readers via emails using E-Sampark platform of MyGov India.
- 4.3 The latest issue of *Yojana* published by Publications Division (DPD) focused on an **in-depth analysis of Union Budget** and that of *Kurukshetra* is based on the theme '**Budget for Rural India 2021-22**'.
- 4.4 **Special articles** by Union Ministers, Chief Economic Advisor, Secretaries and experts on Union Budget were commissioned by PIB and published in newspapers nationwide. **Infographics and videos** were shared across Social Media platforms by NMW.
5. The inauguration of the first ever '**The India Toy Fair 2021**' (TITF 2021) virtually by the Hon'ble PM on 27.02.2021 and the launch of website of TITF were covered extensively on DD News and NSD:AIR.
- 5.1 DD News telecast various **Ground Reports, Discussions** on Toy Industries, bytes of participants etc. in **Special Shows** like ***Aatmanirbhar Bharat*, *Kids Time*, *Self Reliant India*, *News Night*** etc. NSD:AIR aired a Special Series '**India Toy Story**' from 12<sup>th</sup> – 28<sup>th</sup> February, 2021 focusing on Indian Toy Industry and **jingles** on TITF 2021 in news bulletins.
- 5.2 An article by expert titled '**Made in India Toys: A Global Future**' was commissioned and published in newspapers nationwide. Various **graphics on the website launch of TITF 2021** prepared by NMW were posted across Social Media platforms of M/o I&B.
6. BOC designed, published and distributed various **booklets** namely **Hon'ble PM's speech in Rajya Sabha and Lok Sabha** in reply to the Motion of

Thanks to the Address of Hon'ble President, **Hon'ble Agriculture Minister's Speech in Rajya Sabha** addressing the queries and concerns on the new **Farm Laws** in detail and a booklet on the **highlights of joint Press Conference** of Hon'ble Ministers of I&B and Electronics & Information Technology on the **notification of Information Technology (Guidelines for Intermediaries And Digital Media Ethics Code) Rules, 2021.**

7. **DD India as a complete dedicated English news channel** telecast **special new programmes** such as *News on the Hours, World Today, Sports Buzz, News Connect* and *Self Reliant India*.
8. **Commemoration of Birth Centenary of Bharat Ratna Pandit Bhimsen Joshi**
  - 8.1 The announcement by the Hon'ble Minister for Information and Broadcasting Shri Prakash Javadekar on 06.02.2021 that the prestigious Akashvani Music Festival will henceforth be called **Bharat Ratna Pandit Bhimsen Joshi Akashvani Sangeet Sammelan** was comprehensively covered on DD News and NSD: AIR. A **special Spotlight Edition** on 04.02.2021 and a **special series** from 4<sup>th</sup> – 28<sup>th</sup> February, 2021 on Pt. Bhimsen Joshi were aired by NSD:AIR.
  - 8.2 DPD has **commissioned a book on Bharat Ratna Bhimsen Joshi** by Dr. Kasturi Paigude Rane, musician/ musicologist who is an authority on Pt. Bhimsen Joshi and the Kirana Gharana. The upcoming book was promoted on Social Media platforms during the month.
  - 8.3 Films Division **streamed a biopic on Pt. Bhimsen Joshi** on its website & YouTube channel on 04.02.2021, recording **6484** online viewership.
9. **I&B Initiatives on Minimum Government Maximum Governance –**
  - **Community Radio Stations (CRS): 15** Grant of Permission Agreements (**GOPAs**) have been renewed and **8 CRS** have commenced their operations in February, 2021.
  - **Channel Licensing:** Ministry has cancelled the permission of 4 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 28.02.2021 is **905**.
  - **MIB Social Media platforms:** The official MIB English Twitter handle **@MIB\_India** has **1.2M followers**, MIB Hindi Twitter handle **@MIB\_Hindi** has **67K followers**, Facebook page has **1.36M followers**, YouTube has **169K subscribers** and Instagram has **175K followers** as on 01.03.2021.



(Vikram Sahay)

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