

File No. P-11015/1/2022-PPC
Government of India
Ministry of Information & Broadcasting
(Policy Planning Cell)

New Delhi the 23rd March, 2022

Sub.: Summary (No.- 2) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of February 2022.

The significant activities / events relating to this Ministry for the month of February 2022 are outlined below:-

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

The Ministry of I&B has been at the forefront of awareness generation during the COVID-19 pandemic, stressing on 'Jan Andolan' Awareness.

- 1.1 Doordarshan (DD), All India Radio (AIR) & New Media Wing (NMW) **widely covered** the Hon'ble Prime Minister's address to the Nation through ***Mann Ki Baat*** on 27.02.2022 regarding the role of Indian Scientists in the fight against Corona.
- 1.2 Public Broadcaster **Prasar Bharati** through **DD News, News Services Division (NSD) of AIR** and their Regional News Units (RNUs) have undertaken extensive campaign to create awareness of the Covid-19 pandemic, the required protocols to be followed, the preventive and safety measures, as well as the vaccination drive. '**Doctors Speak**', '**Arogya Bharat**' and '**Total Health**' programmes also covered all aspects of Covid-19 with panel of experts. Prime time news shows **News Night, Mid-Day Prime** also discussed the Vaccination effort with live **Ground Reports**.
- 1.3 Press Information Bureau (PIB) issued **Daily Covid-19 Bulletins**, conducted **Press Briefings** and its **Covid-19 Fact Check Units** have kept a check on misinformation. PIB and its Regional offices have issued **7254 Press Releases** in English, Hindi and other regional languages, organized **4 Press Conferences, 2 Vartalaaps** and **15 webinars** on **Getting the Basics Right about the Third Covid-19 Surge**, Azadi Ka Amrit Mahotsav, Ek Bharat Shrestha Bharat, Swachh Bharat, Financial Literary etc.
- 1.4 Bureau of Outreach and Communication (BOC) launched a massive publicity campaign on India crossing the **milestone of 175 crore vaccination** by displaying **240 hoardings, 150 banners** and **11 standees** as part of the campaign "**Lakshya Vishal Uplabdhi Bemisaal – Bharat dwara 175 crore tikakaran ka safar**" in Delhi and similarly across the country. The Regional/Field Outreach Bureaus (ROB/FOB) of BOC also organized **20 Integrated Communication & Outreach Programmes (ICOPs), 01 Webinar & 01 Radio Talk** and conducted **awareness campaign** on the themes Covid Appropriate Behaviour, **175 Crore Vaccination**, Importance of Covid

Vaccination and Azadi Ka Amrit Mahotsav 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
36220 (309770)	8856	4672	135007

ROB Bengaluru, Bhopal, Bhubaneswar, Jaipur, Patna and Ranchi of BOC also organized **outreach campaign through mobile vans** on **Free Vaccination for all** and Aatmanirbhar Bharat during the month.

2. **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*'.

- 2.1 Doordarshan has undertaken one of the **most challenging coverage of the Presidential Review of the Indian Navy's fleet** at Visakhapatnam on 21.02.2022, which also commemorates the 75th year of Independence with the theme '*Indian Navy – 75 years in Service of the Nation*'. DD's coverage registered many firsts as it included vast array of multi-camera set up on land and water with at least 30 cameras including Drones with special lenses used to streamline the broadcast from land and sea while ensuring seamless connectivity. Uninterrupted Live coverage of almost 3 Hrs. was broadcast on DD National, DD News, DD India and other regional DD channels, starting 8.30 AM on 21.02.2022. The entire coverage was also made available through live-streaming on YouTube platforms.
- 2.2 DD News and NSD:AIR provided extensive live coverage and wide publicity to the **Budget Session of Parliament**, presentation of **Union Budget 2022-23** and **Prime Minister's Address at Post-Budget Webinars on positive impact of Budget 2022 on various sectors and convergence of Gati Shakti with Budget**. DD News organized a **DD Conclave on Union Budget 2022** in Chennai and also telecast **exclusive interviews of Finance Minister and Railway Minister**. DD News and NSD:AIR also aired **Post-Budget Press Conference**, interviews with Secretaries of Finance Ministry & other experts, special programme '**Aatmanirbhar Bharat Ka Budget**' and experts' opinion & a discussion on the announcements and impact of Budget 2022.
- 2.3 The virtual inauguration of the **India Pavilion at 72nd Berlinale European Film Market (EFM) 2022** hosted by National Film Development Corporation (NFDC) and the Confederation of Indian Industry (CII) was held on 10.02.2022. The Indian Pavilion remained live till 17.02.2022 and showcased Azadi Ka Amrit Mahotsav and the commemoration of Birth Centenary of Satyajit Ray, among other things. The Film Facilitation Office (FFO) participated in EFM 2022 to promote its '**Film in India**' initiative.
- 2.4 Publications Division (DPD) published several books during the month namely **Economy Survey 2021-22 & Statistical Appendix, The Story of India's Struggle for Freedom, Sardar Patel – A Pictorial Biography, Belief in the Ballot (Vol. 2)** and created awareness & highlighted its books through

participation in a week long celebrations '**Vigyan Sarvatra Pujiyate**' under Azadi Ka Amrit Mahotsav organized by Vigyan Prasar along with DPD and National Book Trust (NBT) from 22nd to 28th February, 2022 at ten locations across the country i.e. New Delhi, Chandigarh, Meerut, Bangalore, Mumbai, Goa, Patna, Hyderabad, Lucknow and Ahmedabad.

- 2.5 Films Division organized special screening of films on its website and YouTube channel on **Birth Anniversaries of Abdul Gaffar Khan** on 06.02.2022 (1980 viewership), **Dayanand Saraswati** on 12.02.2022 (1008 viewership) and **Sarojini Naidu** on 13.02.2022 (1310 viewership); and on **Death Anniversaries of Abdul Kalam Azad** on 22.02.2022 (855 viewership) and **Chandrashekhar Azad** on 27.02.2022 (149 viewership). Films Division also launched the **YouTube series 'Connoisseur (A Bouquet of Animation Films)' Part-I** on 15.02.2022 (3025 viewership) and **Part-II** on 28.02.2022 (811 viewership).
- 2.6 Indian Institute of Mass Communication (IIMC) in collaboration with Centre for Policy Studies, Chennai jointly organized a **Seminar** on 18.02.2022 on the **Birth Centenary of noted Gandhian thinker & freedom fighter Shri Dharampal Ji**, which was presided over by eminent scholar and former Union Minister Dr. Murli Manohar Joshi.
- 2.7 The February 2022 fortnightly editions of **New India Samachar (NIS)** with the cover stories '**Glimpse of the entire journey of the Vaccination Drive so far**' and '**Union Budget for 2022-23 and its importance in the Amrit Yatra of Indian economy**' were printed in 13 languages & distributed across the country by BOC. E-versions of NIS were sent to over 66.8 million readers via emails using E-Sampark platform of MyGov India. IIMC also brought out a special issue of '**Sanchar Srijan**' quarterly magazine (April – June 2022) on '**Role of Media in Building New India**'.
- 2.8 BOC has been running **infographic series on WhatsApp Groups** across the country. During the month, **37 unsung heroes were remembered** through this infographic series, bringing the **total to 179 unsung heroes till now**. ROBs/ FOBs of BOC organized **65 ICOPs, 01 Webinars, 05 Exhibitions and 03 Special Outreach Programmes (SOPs)** on the theme.
3. **India blocks accounts linked to banned organization Sikhs For Justice:** Three orders were issued by the Ministry of I&B on 18.02.2022 under Rule 16 of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 for blocking of one website, an Android based application, an iOS based application, a YouTube based news channel and Instagram account of foreign-based "Punjab Politics TV" having close links with Sikhs For Justice (SFJ), an organization that has been declared unlawful under the Unlawful Activities (Prevention) Act, 1967. The channel was attempting to use online media to disturb public order during the ongoing State Assembly Elections.
4. **Election Coverage:** DD News and NSD:AIR provided wide coverage and **telecast all activities related to election bound states** with special focus on UP Election. In Feb. 2022, DD News organized **six DD Conclaves on UP elections** at Dehradun, Meerut, Bareilly, Jhansi, Prayagraj and Gorakhpur with

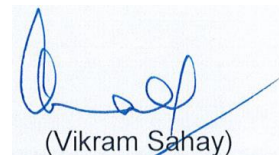
participation of Hon'ble Chief Minister of UP, Hon'ble Union Ministers and other prominent leaders. DD News is also telecasting a special day long live programme '**Janamat**' on every polling day, '**Janadesh**' in prime time evening slot, special show on public opinions '**Chunavi Gapshap**', special hourly mid-day prime time show '**Is Waqt**', evening show '**Do Took**' and prime time show '**News Night**' etc. ROB Bhubaneswar, Chandigarh, Dehradun and Lucknow of BOC have also organized **28 ICOPs, 02 SOPs and 441 Cultural Programmes** for **voter education, spreading voter awareness and promoting voter literacy.**

5. **Operation Ganga and Ukraine-Russia crisis:** DD News, DD India & NSD:AIR provided extensive coverage to the Hon'ble Prime Minister's high level meetings to review the **Russia-Ukraine crisis** and **Operation Ganga** and his **telephonic conversation** with Vladimir Putin, President of the Russian Federation and Volodymyr Zelenskyy, President of Ukraine. **MEA press briefing about ongoing Operation Ganga**, evacuation process of Indian citizens from Ukraine with **Ground Reports**, Press Conference by NATO on Russia Attacks Ukraine and Important International leaders' addresses are being taken live. A **DD Dialogue** programme covered Russia-Ukraine Standoff, Ukraine on Edge, Impact of Sanctions and Conversation with Union Minister of State for External Affairs. **Special late nights bulletins** and **special shows** with Expert Panels are also being mounted.
6. DD News and NSD:AIR provided **live coverage** and **wide publicity** to the Hon'ble Prime Minister's **Reply of the motion of thanks** on the President's address to Parliament; his **inauguration of Gobar-Dhan (Bio-CNG) Plant** in Indore and dedication to the nation of the '**Statue of Equality**' in Hyderabad; his addresses at the **International Crops Research Institute for the Semi-Arid Tropics (ICRISAT)** in Hyderabad, at **Statehood Day celebrations of Arunachal Pradesh**, at **TERI's World Sustainable Development Summit** and at **virtual summit with UAE**; and his **paying of last respects to Bharat Ratna Lata Mangeshkar** in Mumbai and **paying of homage to all those martyred in Pulwama attack**. DD News also telecast a special episode '**Lata Mangeshkar Ko Shrandhanjali**' and paid **special tributes** to Late Lata Mangeshkar and musician Bappi Lahiri.
7. The February 2022 special issue of '**Yojana**' published by DPD is based on the **New Education Policy 2020**, with lead article on 'NEP-2020: Vision and Pathways'. DD News also telecast two special programmes on higher education viz. '**Khulati Nayi Rahen**' and '**Nayi Rahen - Naye Awasar**'.
8. **I&B Initiatives on Minimum Government Maximum Governance –**
 - In compliance of the Deptt. Of Personnel & Training's OM No. 43019/9/2019-Estt.(D) dated 23.08.2021 regarding **Compassionate Appointment**, a **merit point based system has been devised in the Ministry of I&B** based on various attributes/ parameters for assessing merits of claims for compassionate appointment in a more transparent and objective manner with greater efficiency and less time consuming in disposing of such claims.

- **Translation of videos into regional languages using machine learning:** Videos on important themes such as government schemes, programmes, Budget Announcements, Awareness generation on COVID-19, etc. are being translated into 8 regional languages viz. Marathi, Bengali, Gujarati, Tamil, Telugu, Malayalam, Punjabi, Kannada. These are disseminated through regional PIB social media handles and Public App. In the month of February 2022, **11 videos were translated into 80 regional versions** which garnered more than **6 million views** on the Public app.
- **DD FreeDish MPEG-4 4th Annual e-Auction Results:** For the period from 01.04.2022 to 31.03.2023, 12 more channels have been allocated the MPEG-4 slots on DD FreeDish and the highest bidding price & the average revenue per slot for this auction have also gone up in comparison to last year.
- National Film Archives of India (NFAI) **acquired a substantial and rare personal collection** of home movies of renowned Manipuri dancer Ms. Savita Ben Mehta in 8mm/ super 8mm formats, which would be digitized soon.
- **Channel Licensing:** The Ministry of I&B has issued permission in respect of 05 News TV Channels and 01 Non-News TV Channels during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 28.02.2022 is 902.**
- **Community Radio Stations (CRS):** The Ministry has **signed sixteen (16) new Grant of Permission Agreements (GOPAs) and renewed eight (08) GOPAs** 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 around **290 graphics, videos, posts** etc.

Azadi Ka Amrit Mahotsav and other flagship campaigns were highlighted through infographics, reels, audio and video content for campaigns, such as anniversary of National War Memorial, Economic Survey 2021-22, Union Budget 2022-23, demise of Lata Mangeshkar, Berlinale Film Festival, etc. An **online poetry writing competition** was also organized as part of the anniversary celebrations of National War Memorial.

COVID-19 messaging through creative videos/infographics (nearly **278 tweets**) focusing on COVID Vaccination Drive etc. have also been shared through the **dedicated Twitter handle @COVIDNewsByMIB.**



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