

File No. P-11015/1/2023-PPC
Government of India
Ministry of Information & Broadcasting
(Policy Planning Cell)

New Delhi the 28th March, 2023

Sub.: Summary (No.- 2) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of February 2023.

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

1. The **24-hour telecast service of Doordarshan Himachal** was inaugurated by the Hon'ble Minister of Information and Broadcasting, Shri Anurag Singh Thakur on 16.02.2023. The Chief Minister of Himachal Pradesh, Shri Sukhwinder Singh was the Guest of Honour on the occasion.
2. Coverage of **Union Budget 2023-24**.
 - 2.1 DD News undertook the continuous day long live coverage of Union Budget 2023-24 including telecast of Hon'ble Finance Minister's **Budget Speech in Parliament**, exclusive interviews of Hon'ble Finance/ Railway/ Health Ministers and Hon'ble Prime Minister's Statement on General Budget 2023-24. DD News organized **03 conclaves "DD Dailogue: #Amritkaal Budget"** on Union Budget 2023 in New Delhi, Hyderabad and Mumbai with participation of Finance Minister. DD India telecast **03 special discussion based Budget programmes** '*Amrit kal Budget: 2047 Ke Bharat ki Jhalak*', '*Aam Budget 2023: Sabka Sath, Samaveshi Vikas*' and '*Budget 2023 Boost for Startups*'.
 - 2.2 Publications Division (DPD) prepared the March 2023 issue of **Yojana** which is a **Special issue** focusing on the **deep analysis of Union Budget 2023-24** with the lead article by Chief Economic Advisor. The March 2023 issue of **Kurukshetra** prepared by DPD is also on the theme '**Budget for Rural India**'.
3. **Azadi ka Amrit Mahotsav: 75 Years of Independence of India**

Various initiatives are being undertaken to celebrate Azadi ka Amrit Mahotsav (AKAM) under the spirit of '*Jan Bhagidari and Jan Andolan*'.

 - 3.1 **DD National is telecasting 'Swaraj' serial in binge mode** on Saturday & Sunday starting from 11th February, 2023 from 1 PM onwards. '*Swaraj - Bharat Ke Swatantrata Sangram Ki Samagra Gatha*', is a 75-episode mega show which showcases several aspects of Indian history featuring the lives and sacrifices of lesser known heroes of the freedom struggle. The telecast of the serial began on 14.08.2022 on DD National and subsequently in nine regional languages on regional network of DD.
 - 3.2 The Ministry has published the January, 2023 edition of **PM's Mann ki Baat booklet** on the theme '**India – The Mother of Democracy**'. The e-version was

distributed to around 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 and to all Secretaries in the Govt. of India, Chief Secretaries of States/ UTs and regional offices of M/o I&B.

- 3.3 Publications Division (DPD) participated in the **31st New Delhi World Book Fair** held at Pragati Maidan, New Delhi from 25th February to 5th March, 2023. Celebrating the spirit of **Azadi Ka Amrit Mahotsav** with full vigor, Publications Division brought its rich collection of books on history of Indian freedom struggle and freedom fighters, its popular journals and option for purchase of annual subscription of journals and Employment News. The special complimentary Mann Ki Baat booklet was also distributed through its stall.
- 3.4 The February 2023 issue of Yojana journal published by Publications Division (DPD) focused on Youth & Sports with the lead article on **'Initiatives for New India'** by Shri Anurag Singh Thakur, Hon'ble Minister of Information & Broadcasting and Youth Affairs & Sports. The February 2023 fortnightly editions of **New India Samachar (NIS)** with the cover stories *"Initiative of India as a torch bearer for the world as we celebrate 2023 as the **International Year of Millets**"* and *"Highlights of the **first General Budget of Amritkaal** aimed at building a strong foundation to fulfil the grand vision of a developed India"* were published in 13 languages and distributed across the country by Central Bureau of Communication (CBC). E-versions of NIS were sent to over 71.1 million readers via emails using E-Sampark platform of MyGov India.
- 3.5 Central Bureau of Communication (Regional Office, Patna) organized **two big Integrated Communication and Outreach Programmes (ICOPs)** on the *theme **Azadi Ka Amrit Mahotsav, 8 Years of Seva Sushasan & Garib Kalyan*** etc. through which people were made aware through Photo Exhibition. The exhibition displayed the stories of unsung heroes of the freedom struggle.
4. The Hon'ble Minister for Information & Broadcasting and Youth Affairs & Sports, Shri Anurag Singh Thakur attended as Chief Guest the **valedictory function of 36th Inter-University North Zone Youth Festival (Antarnaad)** under the aegis of Association of Indian Universities (AIU) at Zorawar Singh Auditorium, Jammu University on 04.02.2023. The Minister also felicitated the Padma Shree Awardees of Jammu.
5. **Campaign on G-20 Summit**
 - 5.1 For more **intensified coverage of the various events under the G20 umbrella**, the Ministry of I&B convened a **meeting with the top media houses** on 9th February, 2023 and discussed various aspects relating to coverage of the events including issues and challenges faced by them. Based on the discussion, it was **decided to have weekly/fortnightly interaction by the Special Secretary G20 (Operations) with the media** to give updates on the various events as also address the various issues of media for bettering outreach.

- 5.2 DD News network has telecast all major events related to G20 Presidency of India held across the country including **First Employment Working Group meeting** in Jodhpur, **First Youth 20 Inception Meeting, First G20 meeting of Finance Ministers and Central Bank Governors** in Bengaluru etc. A series of special program '**India @G20**' has been telecast daily, a Special weekly programme '**A G20 Special: India Calling**' is being telecast and a Special programme '**Bharat@20 : Vasudhaiva Kutumbakam**' on DD news has been mounted weekly.
- 5.3 During the month, Press Information Bureau (PIB) provided **all round publicity** through Print, Electronic, Digital and Social Media to all the events organized so far and published **3 exclusive G-20 articles in over 98 newspapers** across the country. A total of **3 explainers** and **2 podcasts** were released by PIB Research Unit and **PIB G20 Microsite** has been regularly updated as a one stop solution to all G20 related information.
- 5.4 Central Bureau of Communication carried out **outdoor and radio campaign on the sidelines of G20 meetings** held in Kolkata, Imphal, Guwahati, Jodhpur, Bengaluru, Rann of Kutch, Ahmedabad, Agra, Indore, Aurangabad, Lucknow and Khajuraho and Guwahati for making people aware of the G20 meetings in their cities.
6. A **Media interaction** was held on 6th February, 2023 by Ministry of Information & Broadcasting and Embassy of the Republic of Korea to inform the Media **regarding the visit of 108 Korean Buddhist Pilgrims** organized by the Sangwol Society of South Korea to various Buddhist holy sites in India and Nepal from 9th February, 2023 to 23rd March, 2023. The Buddhist pilgrims would cover on foot various Buddhists holy sites spanning the life of Lord Buddha from his birth to his Mahaparinirvana on their 43 days tour. The Media interaction was addressed by His Excellency Chang Jae Bok, Ambassador of the Republic of Korea to India and Shri Apurva Chandra, Secretary, Ministry of Information & Broadcasting. The media interaction garnered widespread publicity both in India and Korea. DD News extensively covered the updates of the journey with Pilgrim's interviews, ground reports, special voice over packages etc.
7. Coverage of **Operation Dost**: The assistance provided by India to Turkiye and Syria was covered exhaustively through news reports, programmes, discussions, bites of NDRF personnel, special stories in Sanskrit, briefings of NDRF & MEA etc. DD News covered live the **Hon'ble PM's meeting with Indian personnel** involved in 'Operation Dost' on 20.02.2023. Two special programmes were done in the 'Dateline' series and a special discussion programme '**Indian Diplomacy: Humanitarian Assistance and Relief**' was telecast on DD India. A special episode of '**Tejaswini**' with women members of the NDRF team involved in Operation Dost was also telecast.
8. Secretary, the Ministry of I&B held a **review meeting of all units of National Film Development Corporation (NFDC)** in Mumbai on 23.02.2023. The functioning of the Film Facilitation Office (FFO) including the facilitation and incentives process was reviewed as well as the status of revamping of the website of the FFO was reviewed during the meeting.

9. Special Coverages and related Initiatives

- 9.1 **International Year of Millets (IYoM) 2023:** Central Bureau of Communication, Goa organized a **Multimedia exhibition** on International Year of Millets in Panaji, Goa, which was inaugurated on 28.02.2023. The 4-day Exhibition was organized with the aim to educate visitors about the importance of millets and encourage their inclusion in daily diets. DPD organized **Author's Connect**, a series of panel discussions with the eminent authors of its books and journals on topical issues. A first in the series was held on 10.02.2023 on the theme **'Millets'**. DD News & DD India covered all the **important events/ stories** including Hon'ble PM's Tweet on a Baiga Tribal woman Lahari Bai, Interviews of the hotel staff in Chennai who prepared special menu of Millets dishes for G-20 delegates, Bytes of Hon'ble Union Minister Gajendra Singh Shekhawat on **Millets Lunch in Jodhpur** during the meeting of G20 delegates, **Special Millet Canteen** to be opened in AIIMS, New Delhi, Indian Consulate in Guangzhou, China displayed millet samples in the Restaurants, **Interview of Millet Man** Shri Nek Ram Sharma from Khajurao G20 meeting etc.
- 9.2 **Election Coverage:** DD News is telecasting all activities related to election bound states of Tripura, Meghalaya and Nagaland. DD News organized **03 DD Dialogues** on Assembly elections in Agartala, Shillong and Kohima. A series of programmes **'Janadesh'** was telecast in prime time evening slot based on all political activities of election bound States and special one hour Mid-Day Prime Time shows **'Is Waqt'**, **'Panch Ki Panchayat'** and evening show **'Do Took'** discussed burning political issues of elections.
- 9.3 **MV Ganga Vilas Cruise:** The Entire 50 Days journey of **World's Longest River Cruise The Ganga Vilas** extensively covered by DD News through ground reports from Cruise and telecast of special interviews and bytes of passengers traveling in cruise. A Special Programme **'Paryatan Aur Rozgar Ka Jalmarg – Ganga Vilas'** was also telecast.
- 9.4 **Campaign on Mission Life:** CBC Regional Offices carried out awareness campaigns in their respective areas on Mission Life. CBC, Jaipur created awareness through 03 Mobile Vans while covering 26 districts of Rajasthan.
- 9.5 Live coverage and wide publicity was given to Hon'ble Prime Minister's Address at the launch of cross-border connectivity between the **UPI of India and PayNow of Singapore**, Address at the first meeting of **G-20 Finance Ministers and Central Bank Governors**, Address at the series of webinars on positive impact of **Union Budget 2023**, launch of **'Jal-Jan Abhiyan'**, Inauguration of the **India Energy Week 2023** in Bengaluru, **Uttar Pradesh Global Investors Summit 2023** in Lucknow, **200th Jayanti celebrations of Maharishi Dayanand Saraswati** in New Delhi, 14th edition of **Aero India 2023** in Bengaluru, **Aadi Mahotsav** in Delhi and Interaction with NDRF personnel involved in **'Operation Dost'** in Türkiye and Syria. A **special interview** of Hon'ble Chief Minister of Uttar Pradesh Yogi Aditya Nath was also telecast.

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

- The Hon'ble Minister for Information & Broadcasting and Youth Affairs & Sports, Shri Anurag Singh Thakur **addressed the media** at a book release function in New Delhi on 17.02.2023. The Minister informed that the **Rescue & Relief work** being done by the National Disaster Response Force (NDRF) in the earthquake devastated Turkey has been widely lauded worldwide.
- **Communication Strategy:** Secretary, the Ministry of I&B convened a meeting on 27th February, 2023 with senior officers of various Ministries (Rural Development, Health & Family Welfare, Financial Services, Social Justice & Empowerment, Labour & Employment, Minority Affairs, Food & Public Distribution, Housing & Urban Affairs, Drinking Water & Sanitation, Petroleum & Natural Gas, Power, Niti Aayog, National Health Authority and Consumer Affairs) to discuss innovative communication strategies that may be adopted for reaching out to the people on Government's achievements for "Welfare of the Poor" and for ensuring that last mile communication is achieved for enabling the citizens to access the various beneficiary schemes of the Central Government.
- **Digital Media:** Issuance of directions for blocking of 4 YouTube based news channels, 2 Instagram accounts and 3 Facebook accounts under the provisions of Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021 for carrying content covered under Section 69A of IT Act, 2000.
- **Channel Licensing:** The Ministry of I&B has issued 02 new permission and has accepted the surrender request/ cancellation of 03 TV channel during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 28.02.2023** is **900**.
- **Press Council of India (PCI): National Awards for Excellence in Journalism, 2020** were conferred by Hon'ble Chairperson, Press Council of India on 28.02.2023 at Constitution Club of India, New Delhi. **69 complaints** (26 under Section 13 & 43 under Section 14) of Press Council Act, 1978 and **06 Suo-Moto cases** were registered and **02 Press Releases** were issued during the month.
- **Registrar of Newspapers for India (RNI): 490** Title Verification certificates, **205** Certificate of Registration (Fresh & revised) and **11** Circulation Verification Certificates were issued; and **19** MP/ Minister/ VIP References, **21** Public Grievances and **65** RTIs/ RTI First Appeals were processed during the month.
- Press Information Bureau (PIB) and its Regional offices have issued **6980 Press Releases** in English, Hindi and other regional languages, organized **69 Formal Press Conferences, 7 Vartalaap/ 1 Press Tour** and commissioned **21** articles on India's G20 Presidency, Union Budget, etc. PIB Fact Check Unit **busted 23 fake news** and posted 27 tweets. The **Research Unit of PIB published 34 documents** in the series.
- Regional Offices (ROs)/ Field Offices (FOs) of CBC organized **50 Integrated Communication & Outreach Programmes (ICOPs)**, 09 Special Outreach Programmes (SOPs) and 06 field programmes on the themes Azadi Ka Amrit

Mahotsav, 8 Years of Seva Sushasan & Garib Kalyan, India's G20 Presidency and flagship schemes of GOI and **conducted awareness on various themes 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
26342 (311332)	10649	4645	33523

- **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 **108 graphics, videos, images, posts, tweets** etc.

Azadi Ka Amrit Mahotsav and other flagship campaigns were highlighted through infographics, reels, audio and video content for campaigns, such as **Padma Awards 2023, Union Budget 2023-24, PM-KISAN, National Science Day, Mann Ki Baat Booklet** etc.



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