

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

New Delhi the 25<sup>th</sup> February, 2021

Sub.: Summary (No.-1) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of January 2021.

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

1. **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.

- 1.1 **The Pan-India rollout of world's largest COVID-19 Vaccination Drive launched by the Hon'ble Prime Minister** via Video Conferencing on 16.01.2021, his interaction with the beneficiaries of **vaccination drive in Varanasi** on 22.01.2021, his address at **World Economic Forum** on effective containment of Corona in India on 28.01.2021 and his address through **Mann Ki Baat** on 31.01.2021 on **world's fastest COVID-19 Vaccination Drive** were covered comprehensively on DD, AIR & NMW.
- 1.2 The **Standard Operating Procedure (SOP)** on preventive measures to contain spread of COVID-19 **for cinema halls and theatres** was released by the Hon'ble Minister of Information and Broadcasting Shri Prakash Javadekar on 31.01.2021. **Cinema halls can now operate with full capacity** and sanitisation and COVID protocols will have to be adhered to. People can buy food from the stalls inside the theatres.
- 1.3 **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) **COVID-19 Vaccination** – Special programmes '**Arogya Bharat**', '**Surkshit Tikakaran ki Taiyari**', '**Operation Covid Vaccination**', '**Addressing Covid-19 vaccine hesitancy**', '**India's Final Assault in battle against Covid**', '**India gets vaccine ready**', '**Doctors Speak**', '**Corona Jagrukta**' series etc. by DD News and NSD: AIR
  - ii) **Sound-bytes of PM and Social Influencers** in bulletins of NSD: AIR
  - iii) **Daily Ground Reports** on COVID updates and developments
  - iv) **Infobytes/Testimonials/Audio Promos/Fake News Alerts/Fact Checks**
  - v) **Re-opening; Measures by Centre/ States; MoHF/ MHA Advisories**
- 1.4 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 **5265 Press Releases** in English, Hindi and other regional languages. 922 PIB's Tweets (English) earned 23.3 Million impressions &

19.2K new followers and 920 PIB's Tweets (Hindi) earned 2.94 Million impressions & 4.8K new followers in January 2021.

- 1.5 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:

Total No. of Facebook Posts	Total No. of Tweets and Re-tweets (with 'Impressions')	Total No. of Posters/ Message /Videos circulated on WhatsApp	Total No. of Instagram Posts
36879	64835 (516942)	126913	11979

- 1.6 ROB/FOBs of BOC have organized **110 Webinars** during the month on issues such as **COVID-19 Vaccination**, 125<sup>th</sup> Birth Anniversary of Netaji Subhas Chandra Bose, etc. PIB and its Regional/Branch offices also collaborated on **97 webinars** on above mentioned issues.
- 1.7 **Comprehensive coverage** was provided on Social Media platforms by New Media Wing (NMW) to the pan-India COVID-19 vaccination drive and FAQs on COVID Vaccines, using the **dedicated #We4Vaccine hashtag**. Nearly **942 tweets** were posted in Jan. 2021 from **dedicated Twitter handle @COVIDNewsByMIB** having **122.3K followers**, which has appeared **14.4 Million times** in the timeline of Twitter users.

## 2. Farmer Issues & Farm Reforms – A Govt. which cares for Farmers:

- 2.1 The **Hon'ble President of India's Address** on the eve of Republic Day 2021 reiterating the **commitment of the Government for farmers' welfare** and the **Hon'ble PM's address** through Mann Ki Baat on 31.01.2021 on the **steps being taken by Government to modernize agriculture** was broadcast on the whole network of DD & AIR.
- 2.2 DD News and NSD: AIR provided extensive coverage to the **Centre-Farmer Union Talks, New Farm Laws** and the **misguided Farmers' agitations**. The following special programmes were aired:
- Special programme '**Kisan Andolan: Varta se Samadhan**'
  - 100+ **Ground Reports** and **Success Stories** from across the country.
  - 08 episodes under '**Do Touk**' programme with **Special focus** in News Night show/ **Mythbusters**/ Spot News coverage/ Current Affairs prog.

## 3. Celebrations of 72<sup>nd</sup> Republic Day of India 2021

- 3.1 The **72<sup>nd</sup> Republic Day Celebrations at Rajpath, New Delhi** on 26.01.2021 and the Hon'ble PM's Address through **Mann Ki Baat** requesting young writers to write about freedom fighters were covered on whole network of DD & AIR. A **Special Series 'Republic of New India'** was broadcast by NSD:AIR from 24<sup>th</sup> – 26<sup>th</sup> January, 2021.
- 3.2 Ministry of I&B **participated in Republic Day Parade 2021 through a tableau** conceptualized, designed and executed by BOC on the theme 'Vocal for Local'.

- 3.3 DD News live telecast the Hon'ble PM leading the nation in paying tributes on **the Death Anniversary of Gandhiji** on 30.01.2021. Films Division paid tribute to the "**Doyen of Indian Freedom Struggle Lala Lajpat Rai**" on his Birth Anniversary on 28.01.2021 by streaming a biopic on its Website & YouTube channel (422 online viewership).
- 3.4 The January and February 2021 **Special Issues of Yojana** published by Publications Division (DPD) on India@75 **aims to celebrate the spirit of India**. For the first time, the Yojana journal featured **message/ articles from the Hon'ble President of India**, the Hon'ble Vice President of India, Governors of States, former Union Ministers, etc.
4. Commemoration of **125<sup>th</sup> Birth Anniversary of Netaji Subhas Chandra Bose – Parakram Diwas (23.01.2021)**
- 4.1 The **unveiling of the portrait of Netaji at Rashtrapati Bhawan, New Delhi** by the Hon'ble President of India and the **inauguration of the Parakram Diwas celebrations at Kolkata** on 23.01.2021 by the Hon'ble Prime Minister were covered live on DD News and NSD:AIR. Special programme '**Life and Times of Netaji**' was aired by NSD:AIR.
- 4.2 The 51<sup>st</sup> International Film Festival of India (IFFI) did a **special screening of film 'Netaji Subhas Chandra Bose: The Forgotten Hero'** directed by Shri Shyam Benegal on 23.01.2021. Films Division screened online two documentary films '**The Flame Burns Bright**' and '**Netaji**' on 23.01.2021 recording **1899 online viewership**, which were shared online by various organizations, NGOs and Film Societies.
- 4.3 An article by Hon'ble Minister (I/C) for Culture & Tourism '**Emerging as a Hero from the Struggle – Netaji Subhas Chandra Bose**' has been commissioned by PIB and published in newspapers nation-wide.
- 4.4 Indian Institute of Mass Communication (IIMC) organised a Friday Dialogue (**Facebook Live**) programme on '**Netaji Subhas Chandra Bose as a Communicator**'. Special posts and quotes on Netaji have been posted on Social Media platforms of MIB, NMW, PIB & DPD.
5. Directorate of Film Festivals (DFF) organised the **51<sup>st</sup> Edition of the International Film Festival of India (IFFI)** in a 'hybrid manner' from 16<sup>th</sup> – 24<sup>th</sup> January, 2021 at Panaji, Goa (physically) & virtually, which was inaugurated on 16.01.2021 by the Hon'ble Minister for Information and Broadcasting and Hon'ble Chief Minister of Goa. The opening ceremony was graced by filmmaker Shri Priyadarshan Nair & actor Shri Sudeep and featured video messages from noted film celebrities. Closing Ceremony was graced by the Hon'ble Governor of Goa, Hon'ble Chief Minister of Goa and Hon'ble Minister of State for Environment, Forest & Climate Change.

For the first time in IFFI's history, a **Hybrid Film Festival** was organized which had both physical and virtual elements. All COVID-19 protocols were followed during 51<sup>st</sup> IFFI. The virtual segment was showcased exclusively on a **specially created OTT platform**. The 51<sup>st</sup> Edition of IFFI witnessed around **200 acclaimed films from 60 countries**, with **Bangladesh**

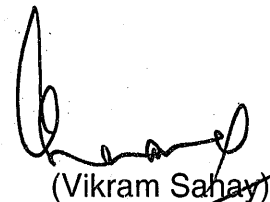
as the country of focus. More than 3,000 delegates and film lovers participated physically and over 1000 participated virtually. Veteran Actor/ Director Sh. Biswajit Chatterjee was conferred 'Indian Personality of the Year Award' and Italian cinematographer Mr. Vittorio Storaro was conferred with the 'Lifetime Achievement Award'. Special tribute/ homage were paid on the Centenary Celebrations of Satyajit Ray and 150<sup>th</sup> Birth Anniversary of Dada Saheb Phalke. At award segment, awards were conferred in five different categories along with a Special Mention Award to Indian director Kripal Kalita for his Assamese film *Bridge*. 51<sup>st</sup> IFFI was widely covered by DD, AIR, PIB & NMW on all platforms.

6. The Hon'ble President's Speech on the **Budget session of Parliament**, the address by the Hon'ble PM at **The Start-Up India International Summit 'Prarambh'**, the **launch of 'Start Up Champions' programme on DD Network by the Hon'ble PM for the first time in history** and his interaction with CEO at **Davos Dialogue 2021** were telecast live on DD News. DD India and DD News undertook exclusive broadcast of oath taking ceremony of the newly elected President and Vice President of the United States. DD News telecast 03 special programmes on the completion of 5 years of 'PM Fasal Bima Yojana', an hour-long 'Aatmanirbhar Bharat' programme, 03 special episodes of 'Tejaswini', an episode each on 'Good News India', 'Beti Bachao Beti Pado', Y-Factor, Himyodhha etc. DD News also covered Economic Survey in detail and bytes of over 7000 beneficiaries till date on various schemes of Govt. of India have been telecast on DD News.
7. Initiatives and Achievements of Ministry of I&B under **Digital India**
  - 7.1 The Hon'ble Minister for Information and Broadcasting Shri Prakash Javadekar launched the **Digital Calendar and Diary App 2021 of Government of India** on 8<sup>th</sup> January, 2021. The App developed by BOC is available for download on both Google Play store and iOS App Store to anyone across the world. The App is currently available in Hindi and English, and will be made available in 11 Indian regional languages and made accessible for Divyangjans in coming updates.
  - 7.2 **Digital Channels of Prasar Bharati** across Doordarshan and All India Radio (AIR) **registered more than 100% growth in 2020**, clocking over a Billion Digital Views and over 6 Billion Digital Watch Minutes. After domestic audience from within India, Pakistan accounted for the second highest digital audience for DD and AIR content with the United States close behind.
8. The January 2021 fortnightly editions of **New India Samachar (NIS)** on the themes of '**Cherishing New Dreams – The Vision of New India**' and '**Empowering Women**' were printed in 13 languages and distributed across the country by BOC. E-versions of NIS in flip book and PDF format were sent to over 64 million readers via emails using E-Sampark platform of MyGov India.
9. Prasar Bharati and Publications Division (DPD) participated in **virtual Bharat Parv 2021** from 26<sup>th</sup> – 31<sup>st</sup> January, 2021 by setting up a virtual Pavilion/ Stall which showcased their efforts/ books from '**Ek Bharat Shrestha Bharat**' series.

10. A metal art installation 'Nabh Abheepsa' in commemoration of the **Diamond Jubilee year of Film and Television Institute of India (FTII)** was inaugurated by the Hon'ble Governor of Maharashtra. To mark the '**National Youth Day**' on the **158<sup>th</sup> Birth Anniversary of Swami Vivekananda** on 12.01.2021, Films Division screened two documentaries on its website and Youtube channel, recording **1377 online viewership**, and at 27<sup>th</sup> Kolkata International Film Festival 2021.

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

- The Ministry of I&B and its Media Units/ organizations observed **Swachhta Pakhwada from 16<sup>th</sup> – 31<sup>st</sup> January, 2021** wherein several activities were conducted such as webinars, competitions, curbing of Single Use Plastic, displaying Swachhta message(s)/banners in office premises/websites, meeting/ VC with field/ regional offices, awareness on Social Media and distribution of masks, sanitizers, soaps etc.
- Taking a serious note of the false reporting and fake news claiming closure of AIR stations by various media outlets across India, Prasar Bharati has clarified on 13.01.2021 that no AIR station is being closed anywhere in any state.
- National Film Archives of India (NFAI) received a huge collection of over 200 books, multiple VHS tapes and a 16mm film from the personal collection of documentary filmmaker and film historian late Ms. Vijaya Mulay, donated by her daughter & actress Ms. Suhasini Mulay.
- **Community Radio Stations (CRS):** A total of 5 new Community Radio Stations were commissioned and 20 new Letter of Intent (LOI) for grant of permission for CRS were issued during the month.
- **Channel Licensing:** Ministry has issued permission to 1 News and 1 Non-news Private Satellite TV channels and 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 31.01.2021 is 909.
- **MIB Social Media platforms:** The Integrated Dashboard has been revamped to launch the modified version **SAMVAD 2.0**, incorporating periodic suggestions/ feedback/ inputs from various stakeholders. The official MIB English Twitter handle has 1.2M followers, MIB Hindi Twitter handle has 65.9K followers, Facebook page has 1.36M followers, YouTube has 166K subscribers and Instagram has 173K followers as on 02.02.2021.



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