

New Delhi the 21st February, 2022

Sub.: Summary (No.- 1) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of January 2022.

The significant activities / events relating to this Ministry for the month of January 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 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 Vice President of India's call for a **sense of urgency in dealing with new surge in Covid cases** on 05.01.2022;
- (ii) Hon'ble Prime Minister congratulating citizens on **crossing the 150 crore milestone of Covid Vaccination Drive** on 07.01.2022 & lauding the **vaccination of 2 crore children in 15-18 age group** on 08.01.2022;
- (iii) Hon'ble PM's review of **Covid-19 pandemic situation in country regarding the Omicron variant** on 09.01.2022 and his **high-level meeting with States/ UTs to review Public Health Preparedness & National Covid-19 Vaccination Progress** on 13.01.2022; and
- (iv) Hon'ble PM's address to the Nation through **Mann Ki Baat** on 30.01.2022 regarding precaution doses and vaccination of youth under 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, through special programming as under:

- (i) **'Doctors Speak', 'Arogya Bharat' and 'Total Health'** programmes of DD News covered all aspects of Covid-19 with panel of experts with special focus on **'Omicron: precautions and prevention', 'Increased Genome Sequencing', 'Better Covid-19 Control', 'Omicron Threat and Genome Strategy'** etc. and special episodes of **News Night, Mid-Day Prime** also discussed the preparedness of Government 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 and **Ground-Level stories** for forthcoming episodes of PM's **Mann Ki Baat** address through AIR have been started from 25.01.2022 onwards.
- (ii) Guidelines, Sound Bytes, Interviews, FAQs on Corona 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 **6947 Press Releases** in English, Hindi and other regional languages, organized **10 Press Conferences, 1 Vartalaap** and **33 webinars** on Covid, Azadi Ka Amrit Mahotsav, Ujjwala, Saksham Yuva Sashakt Yuva etc.
- 1.4 The Regional/Field Outreach Bureaus (ROB/FOB) of Bureau of Outreach and Communication (BOC) organized **10 Integrated Communication & Outreach Programmes (ICOPs), 01 Webinar & 01 Radio Talk** and conducted **awareness campaign** on the themes Covid-19 and Covid Vaccination 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
62868 (687243)	17648	6709	128211

ROB Bengaluru, Bhubaneswar, Chennai, Jammu and Raipur of BOC also organized **outreach campaign through mobile vans/ E-Rickshaw** on Covid-19 Vaccination 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 DD News and NSD:AIR provided extensive coverage and wide publicity to the **Address to the Nation** by the Hon'ble President of India on the **eve of Republic Day 2022** and **Greetings** by the Hon'ble Prime Minister on **73rd Republic Day 2022; homage paid to Netaji** on his 125th Birth Anniversary by the Hon'ble President at Rashtrapati Bhawan and unveiling of **hologram statue of Netaji at India Gate** by Hon'ble PM; **tributes to martyred soldiers** at National War Memorial by Hon'ble PM and **merger of Amar Jawan Jyoti with the flame at the National War Memorial**.
- 2.2 For providing an **unprecedented coverage of Republic Day 2022**, DD deployed **59 cameras, 160+ personnel** and **5 Jimmy Jibs** all along Rajpath, installed **two 360 degree cameras** and connected all major spots through dark fibre optical, Satellite & Backpack connectivity for special live HD coverage on all channels of DD, DD News YouTube channels and on NewsOnAir App & website. Republic Day coverage on YouTube network of DD garnered more views than its TV network, at **2.6 Crore & 2.3 Crore** respectively. A total of over **3.2 Billion** TV Viewing Minutes were registered by 180+ channels of DD across the country from 09:30 AM till noon. Prasar Bharati's **Selfie campaign** on Twitter became a hit as many proud Indians across age groups posted their selfies which watching Republic Day on DD.
- 2.3 DD News mounted special packages depicting **India's Growth Story** with **Azadi Ka Amrit Mahotsav** as the general theme with esteemed and renowned guests/experts from various fields, special programmes '**Special World Today:**

- 73rd Republic Day Celebrations**, '**DD Dialogue: Celebrating 73rd Indian Republic Day**' etc. NSD:AIR broadcast special programmes **on preparations, highlights and glimpses of 73rd Republic Day** celebrations on 25.01.2022 & 26.01.2022. Children's Film Society, India (CFSI) screened **8 shows** of children's film '**26th January**' at multiple locations for **246 children** at various NGOs across the country. NMW posted **Graphics & Videos** related to **73rd Republic Day** celebrations and **Beating the Retreat ceremony** across Social Media platforms and organized an **online poster-making competition** for school students.
- 2.4 As part of the **Celebrations of 125th Birth Anniversary of Netaji Subhash Chandra Bose**, Films Division organized special screening of films on 23.01.2022 on its website & YouTube channel (**4960** viewership) and 8 shows of its film was also screened at multiple locations for about 200 children at various NGOs by CFSI. NSD:AIR broadcast special programmes '*Netaji Subhash Chandra Bose Ki Parakram Gatha*' – *Akashvani Ke Saath* in *Surkhiyon Mein* and '*Life and Times of Netaji Subhas Chandra Bose*' in *Spotlight* on 23.01.2022. A new title '**Netaji – A Life in Pictures**' brought out by Publications Division (DPD) in association with Netaji Research Bureau, was released on 23.01.2022. **Short videos** on '*Netaji – A Life in Pictures*' and National Youth Day were also prepared & posted on Social Media by DPD.
- 2.5 On the occasion of **Birth Anniversary of Swami Vivekananda** on 12.01.2022, Films Division organized special screening of films on **National Youth Day** on its website & YouTube channel (**483** viewership) and DPD organized a **Book Exhibition** in Ahmedabad from 10.01.2022 to 13.01.2022. National Film Development Corporation (NFDC) showcased the CFSI's **feature film 'Triyatri'** on its OTT platform www.cinemasofindia.com. ROBs/ FOBs of BOC organized **19 ICOPs, 14 Webinars** and **10 field programmes** on the theme 'National Youth Day'. NSD: AIR aired a special programme '*Life and Teachings of Swami Vivekananda*' in *Parikrama* on 12.01.2022.
- 2.6 CFSI screened **11 shows** of Films Division's *documentary film 'Formidable Frontiers'* on '**Indian Army Day**' on 15.01.2022 at multiple locations for **186 children** and **20 shows** of film '*Laadli*' on '**National Girl Child Day**' on 24.01.2022 for **413 children** at various NGOs across the country. NSD:AIR aired a **special discussion** on '**National Girl Child Day – Rights of Girl Child & Opportunities**' in *Spotlight* on 24.01.2022. Films Division also organized special screening of films on **National Girl Child Day** on 24.01.2022 (**53** viewership), **National Tourism Day** on 25.01.2022 (**3569** viewership), **73rd Republic Day** on 26.01.2022 (**365** viewership) and **Martyrs Day** on 30.01.2022 (**112** viewership)
- 2.7 The January 2022 fortnightly editions of **New India Samachar (NIS)** with the cover stories '**Achievements of India till now and how India will be in the centenary year i.e. 2047**' and '**Growth and prospects of Indian tourism**' were printed in 13 languages & distributed across the country by BOC. E-versions of NIS were sent to over 66.1 million readers via emails using E-Sampark platform of MyGov India. **The January 2022 special issue of Yojana** journal published by DPD celebrated Azadi Ka Amrit Mahotsav by showcasing various fields like Science, Economy, Self-Reliance, Development and People & Society.

- 2.8 BOC has been running **infographic series on WhatsApp Groups** across the country. During the month, **28 unsung heroes were remembered** through this infographic series, bringing the **total to 142 unsung heroes till now**. ROBs/ FOBs of BOC organized **56 ICOPs, 05 Webinars, 05 Exhibitions and 02 Special Outreach Programmes (SOPs)** on the theme during the month.
- 2.9 Under **Amrit Mahotsav Courses**, Film & Television Institute of India (FTII) concluded a 05 days Basic Online Course in Smartphone Film Making on 29.01.2022 for 24 participants of Nagaland and inaugurated a 10 days Basic Online Course in Screen Acting on 31.01.2022 with 26 participants.
3. **India blocks Pakistan based fake news networks:** Vide five separate orders issued under Rule 16 of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, the Ministry ordered the blocking of 35 YouTube based news channels, 2 Twitter accounts, 2 Instagram accounts, 1 Facebook account and 2 websites which were being operated from Pakistan and spreading anti-India fake news in a coordinated manner over digital media. The YouTube accounts blocked by the Ministry had a total subscriber base of over 1 crore 20 lakh, and their videos had over 130 crore views.
4. **Resumption of Television Audience Measurement Ratings for 'News Genre' by BARC:** The Ministry of I&B has asked television monitoring agency Broadcast Audience Research Council India (BARC) to release viewership ratings of news channels with immediate effect and to release the data for the genre for the past three months, in a monthly format, with the revised system requiring the reporting of News and Niche Genres to be carried out on a four-week rolling average concept. BARC has undertaken revision in its processes, protocols, oversight mechanism and initiated changes in the governance structure, following the TRP committee Report and Telecom Regulatory Authority of India (TRAI's) recommendation dated 28.04.2020. The reconstitution of the Board and the Technical Committee to allow for the induction of Independent Members have also been initiated by BARC. The Ministry has also set up a 'Working Group' under the chairmanship of the CEO, Prasar Bharti, for the consideration of leveraging the Return Path Data (RPD) capabilities for the use of TRP services. The Committee shall submit its report in four months' time.
5. DD News widely covered the **pre-budget expectations** of the country with special programmes '**Budget 2022: Aatmanirbhar Banata Bharat**' which covered the expectations of various sectors, '**Sansad Ke Samaksh Mudde**', budget related issues in prime time shows, discussion on **Economic Survey** with expert economists etc. DD India mounted a **special series of pre-budget programmes** in the run-up to Union Budget 2022 where the following guest based discussion & multi-segment analysis were telecast:
- i. **Pre Budget 2022: Economy and fiscal support**
 - ii. **Pre-Budget 2022: Expectations across Sectors**
 - iii. **DD Dialogue- Union Budget 2022 Expectations**
 - iv. **In Conversation, with Chandrajit Banerjee, Director General, CII**

6. DD News telecast **all activities related to election bound states** through initiatives such as two-days **DD News Conclave ‘Kitna Badla UP’** organized in Lucknow with the participation of Chief Minister of UP and Union Ministers, special series **‘Janadesh’** in prime time evening slot, special show on public opinions **‘Kya Bole UP?’**, special one-hour midday prime time show **‘Is Waqt’**, evening show **‘Do Took’**, discussion show **‘News Night’** and **‘Chunavi Gapshap’** etc.

7. DD News and NSD:AIR provided live coverage and wide publicity to the **Addresses at the joint session of Parliament ahead of Budget Session** by the Hon’ble President and Hon’ble Vice President of India; Hon’ble Prime Minister’s inauguration of the **25th National Youth Festival** in Puducherry, release of the 10th installment of **Pradhan Mantri Kisan Samman Nidhi**, laying of foundation stone of **Major Dhyan Chand Sports University** in Meerut, inauguration of the New Integrated Terminal Building of **Maharaja Bir Bikram Airport** and many key initiatives in **Agartala** and joint inauguration of the **Social Housing Units Project in Mauritius** with Hon’ble Prime Minister of Mauritius; his interaction with **DMs of various districts** on the implementation of key government schemes and with **Startups** via video conferencing; his special Address at the **World Economic Forum’s Davos Agenda** via video conferencing, Keynote Address at the launch ceremony of **'Azadi Ke Amrit Mahotsav se Swarnim Bharat Ki Ore'** and Address on the occasion of **50th statehood day of Manipur**; his participation in **First India-Central Asia Summit** and paying of tribute to **Mahatma Gandhi** on Martyrs’ Day. DD News telecast a special series of Documentaries **‘The Amazing North East Diaries’** and a special programme **‘Namaste Shalom: 30 years of India-Israel Diplomatic Relations’** featuring messages from Hon’ble Prime Minister of India and Israel. **NSD:AIR doubled the broadcast timings of six neighborhood languages** Dari, Pashto, Baluchi, Mandarin Chinese, Nepali and Tibetan from 1-1.5 hours to 3 hours from 03.01.2022 onwards.

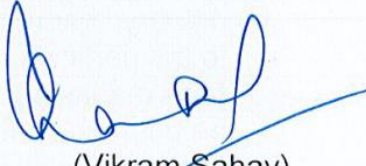
8. **I&B Initiatives on Minimum Government Maximum Governance –**
 - The Ministry has **granted the approval for registration of “Media9 Digital Media Federation” as a Level II Self Regulating Body** for publishers of news and current affairs content, as the fifth self-regulating body as per rule 12 of the **Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021**.

 - **Local Programming on Akashvani AIR FM services:** As part of streamlining of broadcasting operations of All India Radio (AIR) in North Zone and to ensure due space to local/regional programming on AIR stations of Prayagraj, Varanasi, Rohtak, Jaipur, Jodhpur and Udaipur, AIR has instructed the stations to carry the primary channel originating from the station, to ensure that local content relevant to the particular city/town/region is also available on FM. In the light of few recent false media reports, Prasar Bharati has clarified that local programming on FM will be ensured in all such stations.

 - The last leg i.e. the fourth schedule of the film shoot of **Bangabandhu (Bangla)** was successfully completed during the month at Film City, Mumbai, India. The post-production work is being done simultaneously and NFDC is aiming at

completion of the film by March 2022. The joint production of the film was earlier announced by Hon'ble Prime Ministers of India & Bangladesh.

- The Ministry of I&B and its Media Units/ organizations observed '**Swacchta Pakhwada**' from 16th – 31st January, 2022, wherein a range of activities such as Swachhta Pledge, special cleanliness/ sanitization/ fogging/ tree plantation drives, screening of films, webinars/ workshops/ lectures etc. were undertaken and shared extensively on Social Media platforms.
- **Channel Licensing:** The Ministry of I&B has issued permission in respect of 02 Non-News TV Channels and cancelled/ surrendered 04 News & 09 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 31.01.2022** is **896**.
- **Community Radio Stations (CRS):**
 - The Ministry has **signed nine (09) new Grant of Permission Agreements (GOPAs)** and **renewed four (04) GOPAs** during the month.
 - **Two awareness/ capacity building workshops** have been conducted through online mode under scheme namely "Supporting Community Radio Movement in India".
- **Registrar of Newspapers for India (RNI): 377** Title verification letters and **154** Registration Certificates (new & revised) were issued during the month.
- **Press Council of India (PCI): 109 complaints** (25 under Section 13 & 84 under Section 14) were processed and **2 Press Releases** were issued 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 over **200 infographics, GIFs, videos, reels**, etc.
Azadi Ka Amrit Mahotsav was highlighted through infographics, reels and video content for dedicated campaigns, such as 73rd Republic Day celebrations, Beating the Retreat ceremony, Pradhan Mantri Rashtriya Bal Puraskar, 2022 Padma Awardees, etc.
AV content is also made to generate awareness about **policies, flagship schemes, initiatives** etc.: *Railway Recruitment Boards NTPC Exam issue, AIS Rule change, Covid-19 management and vaccination drive* etc. Videos based on **Cabinet decisions** are also made in English and Hindi, and translated into regional languages.
COVID-19 messaging through creative videos/infographics (nearly **438 tweets**) focusing on COVID appropriate behavior, preparedness and management on Covid-19 and new variant Omicron have also been shared through the **dedicated Twitter handle @COVIDNewsByMIB**.



(Vikram Sahay)

JOINT SECRETARY TO THE GOVERNMENT OF INDIA
Tele # 23073775