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Government of India  
Ministry of Information & Broadcasting  
(Policy Planning Cell)

New Delhi the 24<sup>th</sup> February, 2023

Sub.: Summary (No.- 1) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of January 2023.

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

1. The Cabinet Committee on Economic Affairs has approved the proposal of the Ministry of Information and Broadcasting regarding **Central Sector Scheme "Broadcasting Infrastructure and Network Development" (BIND)** at a cost of Rs. 2,539.61 crore for infrastructure development of Prasar Bharati i.e. All India Radio (AIR) and Doordarshan (DD). The BIND scheme of the Ministry is the vehicle for providing financial support to Prasar Bharati for expenses related to expansion and upgradation of its broadcasting infrastructure, content development and civil work related to the organization. The BIND scheme will enable the public broadcaster to undertake a major upgradation of its facilities with better infrastructure which will widen its reach, including in the LWE, border and strategic areas and provide high quality content to the viewers. Another major priority area of the scheme is the development of high quality content for both domestic and international audience and ensuring availability of diverse content to the viewers by upgradation of capacity of DTH platform to accommodate more channels.
2. With objective to build cinematic partnership, have exchange of programmes, nurture young film making talent and act as a bridge between the cultures of the SCO States, the **Shanghai Cooperation Organization Film Festival** was organized by the Ministry of Information & Broadcasting through National Film Development Corporation (NFDC) from 27<sup>th</sup> – 31<sup>st</sup> January, 2023 in Mumbai to mark India's Presidency at SCO. The Film Festival was inaugurated by the Hon'ble Minister for Information & Broadcasting Shri Anurag Singh Thakur and Hon'ble Minister of State for External Affairs & Culture Smt. Meenakshi Lekhi. On the occasion, the Guest of Honour in the opening ceremony Ms. Hema Malini and other eminent film personalities like Akshay Kumar, Tiger Shroff, Hema Malini, Sajid Nadiadwala, Esha Gupta, Poonam Dhillon, Eli Avram, Hrishita Bhatt and Jacky Bhagnani were felicitated and the Promo of the 52-part animation series "*Bharat Hai Hum*" being produced by Central Bureau of Communication (CBC) was released. As part of the SCO Film Festival in India, the Member States, Observer States and Dialogue Partner States attended and showcased various films along with various other activities. New Media Wing (NMW) carried out wide social media publicity across the accounts of M/o I&B with a series of images, reels/ videos using the hashtags **#SCOFilmFestival**.
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 The Ministry has published the December, 2022 edition of **PM's Mann ki Baat booklet**, with the **cover story on 'India Surging Ahead: Amrit Kaal 2022-2047'**. 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.
- 3.2 DD News extensively covered the **74<sup>th</sup> Republic Day** activities with live telecast of the address to the National on the eve of Republic Day by Hon'ble President of India, tribute to martyred soldiers at National War Memorial by Hon'ble PM, Republic Day Parade and National Beating Retreat ceremony. **Special episode** of regular programme 'DD Dastavej', 'Ek Bharat Shreshth Bharat', 'Rang Tarang' and 'Y factor' were focused on Republic Day. New Media Wing (NMW) carried out extensive social media coverage with a series of **images, reels/ videos** using the hashtags #RepublicDay, #RepublicDay2023, #RepublicDayParade & #AmritMahotsav.
- 3.3 Central Bureau of Communication (CBC) participated in **Bharat Parv** organized at Red Fort by organizing an **Exhibition on theme 'Seva, Sushasan Aur Garib Kalyan'** highlighting the achievements of Government in 8 years from 26<sup>th</sup> - 31<sup>st</sup> January, 2023. CBC (Regional Office, Lucknow) also conducted **11 days Multimedia Exhibition** on same theme on the occasion of Sansad Khel Mahakumbh, which was inaugurated by Shri Yogi Adityanath, Hon'ble Chief Minister of Uttar Pradesh and attended by 2 MPs and a State Minister.
- 3.4 The January 2023 fortnightly editions of **New India Samachar (NIS)** with the cover stories "*Enriching cultural heritage by restoring, developing and conserving cultural sites while empowering heritage through progress in Amrit Kaal*" and "*Reflects India's global identity as it assumes the G-20 presidency for 2023*" were published in 13 languages and distributed across the country by CBC. E-versions of NIS were sent to over 71.2 million readers via emails using E-Sampark platform of MyGov India.
4. **Pariksha Pe Charcha 2023**: DD News extensively covered the Pariksha Pe Charcha 2023 with **live telecast of 6<sup>th</sup> Edition** of Hon'ble PM's interaction on 27.01.2023, **Press Conference** of Hon'ble Education Minister on 24.01.2023, special programmes '**Pariksha Pe Charcha 2023**' and '**Pariksha Pe Charcha 2023: Tanav Par Prahar**' were telecast as pre-publicity for the event, bytes of participants from previous editions and other students, teachers and parents from across the country were telecast to show excitement about the event.
5. **Campaign on G-20 Summit**
  - 5.1 DD News network has telecast all major events related to G20 Presidency of India held across the country. A series of special program '**India @G20**' has been telecast daily to cover all the aspects/development/activities of G20 on DD India. Special weekly programme '**A G20 Special: India Calling**' is being

telecast to highlight weekly activities and Social Media coverage of G-20 meetings. Special programme '**Bharat@20 : Vasudhaiva Kutumbakam**' on DD news has also been mounted to discuss the importance of G20 and India's presidency.

- 5.2 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.
- 5.3 To create awareness on G20 Summit, Central Bureau of Communication (CBC) ran an **outdoor campaign** doing 840 display and 4200 digital display and **Pvt. FM Campaign** in Chandigarh, Chennai, Kolkata, Pune, Thiruvananthapuram and Hyderabad.
6. **Ministry of I&B cracks down on fake news peddling YouTube Channels:** The PIB Fact Check Unit (FCU) released six separate Twitter threads having over 100 fact-checks and **busted six YouTube channels** which were working in a coordinated manner and spreading false information in India. These channels had nearly 20 lakh subscribers, garnered over 50 crore views and were using clickbait thumbnails to peddle fake news pertaining to President, Prime Minister, Union Ministers and Election Commission.
7. **News Services Division, All India Radio (NSD, AIR)** was conferred with **National Media Award** for its outstanding campaign for voters' awareness and education by Election Commission of India.
8. Hon'ble Minister of State for Information & Broadcasting, Dr. L. Murugan inaugurated an interactive session at the Indian Institute of Mass Communication (IIMC)'s Regional Campus at Kottayam on the **143<sup>rd</sup> birthday of the great social reformer "Mannam"** on 02.01.2023.
9. **Special Coverages**
  - 9.1 **International Year of Millets (IYoM) 2023:** DD News & DD India covered all the **important events** including discussion by Hon'ble Governor of Uttar Pradesh on IYoM at the 8<sup>th</sup> convocation of University of Agriculture and Technology in Banda and the participation of Hon'ble Minister of Agriculture in the closing ceremony of International Trade Fair on Millets and Organic Products in Bengaluru. A **special package** was prepared and telecast on the Hon'ble PM's views on Millets in the **Maan Ki Baat** programme, **special short interviews** of Hon'ble Ministers of State for Agriculture and Farmers Welfare and Prof. Diao Xianmin, Scientist in Millets research at Chinese Academy of Agricultural Sciences in Beijing were also telecast. The January issue of **Yojana** published by Publications Division (DPD) covered the theme of Millets to commemorate the IYoM 2023. New Media Wing (NMW) created various posts across the social media accounts of M/o I&B highlighting the benefits and information about various millets using hashtag **#IYM2023**.


- 9.2 **MV Ganga Vilas Cruise:** The journey of World's Longest River Cruise 'The Ganga Vilas' has been extensively covered by DD news through **ground reports** from Cruise and live telecast of the inaugural event where Hon`ble PM virtually flagged off the Cruise. Special interviews of the crew members and bytes of Union Cabinet Ministers, CM and Deputy CMs of UP and important Ministers from the state of Bihar and West Bengal were carried as a part of publicity. Special Programme '**Ganga Vilas : River Cruise Ka Naya Yug**' was telecast and Regional News Units (RNU) Lucknow, Patna, Ranchi, Kolkata and Guwahati highlighted related stories in bulletins & on social media platforms.
- 9.3 **Budget 2023-24 and Budget Session of Parliament:** DD News network covered Budget 2023 with live telecast of the Hon`ble President and Hon`ble Vice President's address at the joint session of Parliament ahead of Budget session. DD News covered the pre-budget expectations of the country with **series of special programmes 'Ummido Ka Budget'** and all regular prime time shows discussed the budget related issues. **Special programme 'Sansad Ke Samaksh Mudde'** discussed the budget session of parliament. NMW carried out extensive social media coverage of '**Economic Survey 2022-23**' across the social media accounts of M/o I&B with a series of Graphics using the hashtags #EconomicSurvey and #EconomicSurvey2023.
- 9.4 Live coverage and wide publicity was given to Hon`ble President of India's conferring of **Pravasi Bhartiya Samman Awards, PM Rashtriya Bal Puraskar 2023** and **Digital India Awards 2022** and Participation in **13<sup>th</sup> National Voters' Day** celebrations.
- 9.5 Live coverage and wide publicity was given to Hon`ble Prime Minister's tributes to **Mahatma Gandhi** on his Punya Tithi at Rajghat, Madhya Pradesh **Global Investors' Summit 2023**, Inauguration of **17<sup>th</sup> Pravasi Bharatiya Divas Convention**, Flag off of **Vande Bharat Express** train connecting Secunderabad- Visakhapatnam, Inauguration of the **26<sup>th</sup> National Youth Festival** in Hubballi, Interaction with youngsters selected to participate in the ceremony to honour **Netaji Subhas Chandra Bose** in Parliament under 'Know Your Leader' programme and Participation in ceremony to name 21 largest unnamed islands of **Andaman & Nicobar Islands**. Special programmes on Supreme Court's decision on **demonetization**, rescue in **Joshimath** area, Khelo India Youth Games 2023, Armed Forces Veterans' Day etc. were telecast.
10. **I&B Initiatives on Minimum Government Maximum Governance –**
- A **Memorandum of Understanding (MoU)** has been signed **between India and Egypt** on 25.01.2023 to facilitate content exchange, capacity building, and Co-Productions between Prasar Bharati and National Media Authority of Egypt.
  - In line with the Hon'ble PM's vision to make **International Year of Millets (IYM) 2023** a People's Movement alongside positioning India as the 'Global Hub for Millets', a **Media Interaction along with a millet lunch** was organized on 06.01.2023 at Chandigarh by Central Bureau of Communication (CBC) and Press Information Bureau (PIB). The multidimensional benefits of millets were highlighted to the journalist attendants from Punjab, Haryana and Chandigarh.

- The Ministry of I&B has issued an **advisory on 09.01.2023 to all television channels** against reporting incidents of accidents, deaths, and violence including violence against women, children and elderly in manners which grossly compromises on “good taste and decency”. The advisory has highlighted the impact such reporting has on various audience and place sense of responsibility and discipline among the broadcasters, which have been enshrined in the Programme Code and the Advertising Code.
- The Ministry of I&B has issued an **Advisory on 30.01.2023 on Obligation of Public Service Broadcasting** wherein it has been clarified that the relevant content embedded in the programmes being telecast can be accounted for Public Service Broadcasting. The content of national importance and of social relevance need not be of 30 minutes at a stretch and could be spread over smaller time slots and requires the broadcaster to submit a monthly report online on the Broadcast Seva Portal.
- **Digital Media:** Based on reference received from Survey of India regarding wrong depiction of Indian map in a web series, action was taken under the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021. An advisory was issued to the OTT Platform on 20.01.2023.
- **Channel Licensing:** The Ministry of I&B has issued 01 new permission and cancelled 01 TV channel permission during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 31.01.2023 is 901.**
- **Press Council of India (PCI): 162 complaints** (44 under Section 13 & 118 under Section 14) of Press Council Act, 1978 were processed during the month and a **Winter Internship Programme (WIP) 2023** begun from 16.01.2023.
- Press Information Bureau (PIB) and its Regional offices have issued **6223 Press Releases** in English, Hindi and other regional languages, organized **82 Formal Press Conferences, 8 Vartalaap, 4 webinars** and commissioned **21 articles** on India’s G20 Presidency, Budget, etc. PIB Fact Check Unit **busted 125 fake news** and posted 139 tweets. The **Research Unit of PIB published 10 documents** in the series.
- Regional Offices (ROs)/ Field Offices (FOs) of CBC organized **66 Integrated Communication & Outreach Programmes (ICOPs)**, 1 Exhibition and 26 field programme 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
27006 (307142)	9813	4637	34735

- **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 **37 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 **Pravasi Bhartiya Diwas, Viraasat: My Sari My Pride, International Year of Millets 2023, Army Day, SCO Film Festival, Republic Day 2023, Economic Survey 2022-23, Mann Ki Baat Booklet** etc.



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