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

New Delhi the 18th August, 2020

Sub.: Summary (No.-7) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of July 2020.

The significant activities / events relating to this Ministry for the month of July 2020 are outlined below:-

1. Action taken by the Ministry of Information and Broadcasting relating to Coronavirus Pandemic (COVID-19)

The Ministry of I&B has played a significant role in the awareness generation and information dissemination related to COVID-19 and the decisions taken by the Government.

- 1.1 Doordarshan, All India Radio and New Media Wing provided comprehensive coverage to the Hon'ble Prime Minister's virtual **keynote address** on Coronavirus, Skilling and India-EU partnership **at the United Nations Economic and Social Council** on 17.07.2020. Hon'ble PM also addressed the nation on Coronavirus and history of Kargil War through **Mann Ki Baat** on 26.07.2020 which was broadcast on whole network of DD and AIR.
- 1.2 The **21st Edition of FICCI Frames 2020**, the annual gathering of the Media & Entertainment Industry, was held virtually from 7th to 11th July, 2020. Hon'ble Minister for Information & Broadcasting Shri Prakash Javadekar addressed the gathering and informed that the Government will announce SOPs for resumption of film production post COVID-19 pandemic.
- 1.3 **DD News, AIR News and their Regional News Units (RNUs)** are regularly airing **National and International News** on COVID-19 for its viewers in all news bulletins and **various awareness programmes**. The following special programmes have been telecast:
 - i) Exclusive Interview of the Civil Aviation Minister, Health Minister and Secretary, Ayush in the context of COVID recovery and care
 - ii) India, Israel join hands against COVID-19
 - iii) COVID and Global Economy
 - iv) Corona Warriors/ Corona Jagrukta Series
 - v) Info bytes/ Good or Positive News Stories/ Testimonials/ Mythbusters/Fake News Alerts/Scientific Developments/Fact Checks
 - vi) Special programme on Bio Quest researching COVID-19
 - vii) Higher Education: The New Normal
 - viii) Phased Re-opening (UNLOCK 2.0) and UNLOCK 3.0
 - ix) 300+ Daily Ground Reports on COVID-19 updates and issues.
 - x) 100+ Daily Ground Reports on Vande Bharat Mission Phase-IV/V.

- xi) 20+ Ground Reports on Samudra Setu Mission.
- xii) New Discussion Programme 'Samvaad' on Major COVID Interventions
- xiii) Special COVID-19 Composite News Bulletins
- xiv) Measures by Centre/ States; MoHF/ MHA Advisories
- xv) Focus on Mental Health and Staying Positive during COVID-19
- xvi) Emphasis on Doing Away with the Stigma of COVID-19

DD News has telecast special News bulletins for Divyangjan, News bulletins in Sanskrit and Urdu, News bulletins on YouTube, beneficiaries of various government schemes etc. NSD: AIR has launched first ever weekly news magazine *Sanskrit Saptahiki* and is airing *Regional News/Pradeshik Samachar* in 92 languages/ dialects.

1.4 The Press Information Bureau (PIB) has issued a **daily bulletin** and **Press Releases** on the various decisions of the Government of India on COVID-19. **Press Briefings** and their live streaming were organized by PIB on COVID-19 for Health and other Ministries. To keep a check on misinformation, PIB's **Covid-19 Fact Check Unit** and **State Fact Check Units** of PIB's Regional Offices have sent their responses in quick time. PIB in coordination with its Regional offices have issued 695 Press releases in Hindi; 708 in English and 5542 in other regional languages. Moreover, Regional Offices of PIB have done 24818 tweets which earned 31 Million impressions.

1.5 The Field/ Regional Outreach Bureaus (FOB/ROB) of Bureau of Outreach and Communication (BOC) have continued their **awareness campaign 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
83325	169327 (1797361)	186344	14437

1.6 PIB and its Regional and Branch offices have held **112 Webinars** during the month as part of publicity work on various issues. PIB and ROB have organized **several Webinars on COVID-19 issues** such as –

1.6.1 **National Doctors' Day Webinar on 'COVID-19: Myths and Realities'** on 1st July, 2020 with two doctors on COVID duty who threw light on various aspects of the disease.

1.6.2 **'Mental Health in the time of COVID-19' webinar** on 23rd July, 2020 with experts from Tata Memorial Hospital, Mumbai and Tata Institute of Social Sciences on fighting mental health issues arising due to COVID-19 situation.

1.7 Resources related to **behavioural change**, created by Niti Aayog's '**Covid – The New Normal**' website, were disseminated by New Media Wing (NMW) on Social Media platforms. Several **info-graphics and maps** created by NMW on vital COVID-19 statistics and Government's decisions were posted on Social Media platforms. Nearly **1,850 tweets** were posted from **dedicated**

Twitter handle @COVIDNewsByMIB. The content on the handle is appearing nearly 1 Million times a day.

- 1.8 National Film Development Corporation (NFDC) successfully executed and signed a draft agreement for Carrot Films for **20 short films from Lockdown Film Festival 2020**, which are streaming on OTT platform www.cinemasofindia.com and received digital promotions across major newspapers, FM Radio Stations and Social Media platforms.
- 1.9 **15 Special Articles** from PIB HQ, New Delhi and 65 articles from PIB Regional offices written by Union Ministers and other experts have been commissioned and published in newspapers nation-wide on fight against COVID-19 and Economic Stimulus package among others, resulting in about 489 clippings.
- 1.10 Children's Film Society, India (CFSI) conducted 10 **online shows** of its films across Bihar, Odisha and Delhi **for children at Orphanage** while taking all necessary steps to prevent the spread of COVID-19.

2. **Coverage of Hon'ble Prime Minister's visit to Leh-Ladakh**

The Public Broadcasters DD, AIR and their News Units provided comprehensive and live coverage to the visit of Hon'ble Prime Minister to Leh-Ladakh and his address to the soldiers on 3rd July, 2020. The following special programmes were telecast:

- i. PM's Statement lauding the bravery of Indian soldiers in Galwan valley
- ii. PM's Statement on contribution of people from Ladakh in protecting our territorial integrity
- iii. Reactions of Citizens from Ladakh
- iv. **Jammu Kashmir and Ladakh – Then and Now** : A special series on comparative analysis of erstwhile J&K and the present UTs of J&K and Ladakh, bringing out the voices of the people of the two UTs is being telecast on DD News and DD India.
- v. Special Series on Development & Empowerment of People in J&K & Ladakh.
- vi. Follow up of the face-Off between Chinese Army and Indian soldiers in Galwan Valley, Ladakh
- vii. Disengagement and De-escalation in Eastern Ladakh along LAC

3. **Activities undertaken on 21st Anniversary of Kargil Vijay Diwas:**

- 3.1 DD News/ DD India did exclusive programming and telecast a **special programme 'Gaathayein Veeron Ki'**. A special collaborative programme 'Ae Watan Tere Liye' was also telecast. DD News also did special shows and live reporting from border areas on Kargil Diwas.
- 3.2 BOC carried out a **campaign on the theme of 'Courage in Kargil'** wherein an advertisement was published in prominent newspapers and also displayed on outdoor media.

- 3.3 **Special Article** by Hon'ble Minister for Human Resource Development titled "**Kargil Vijay Diwas – 1999 and 2020**" was commissioned by PIB and published in newspapers across the country.
- 3.4 **Posters, videos and graphics** created by NMW and the content provided by Defence Ministry were posted on Social Media platforms. Publications Division (DPD) held a **bilingual quiz** on Social Media.
4. **Coverage on New Education Policy (NEP) 2020:** Comprehensive and live coverage was provided to the Cabinet Approval of NEP 2020 and the address of Hon'ble Prime Minister on the decisions on 29.07.2020. The coverage was amplified on Print and Social Media platforms. The following special programmes were aired by DD News & NSD, AIR:
- i. Interview with Hon'ble Education Minister on New Education Policy.
 - ii. Interview with Sh. T.V. Mohandas Pai on NEP 2020.
 - iii. Opening New horizons – New Education Policy.
5. **Campaign undertaken on Aatma Nirbhar Bharat Abhiyaan**
- 5.1 DD News, NSD:AIR and their Regional News Units (RNUs) telecast the following **special programmes on Aatma Nirbhar Bharat Abhiyaan:-**
- i. Two episodes of **Digital India Aatmanirbhar Bharat Innovate India Challenge** was telecast on DD News
 - ii. 30 minute show **Road to Economic Revival** on DD News and DD India.
 - iii. **Special Analysis Programme** by AIR Hyderabad.
- 5.2 The July 2020 issue of Yojana, published by Publications Division, focused on various initiatives towards '**Self-Reliant India**' taken by the Government over the last six years, with the lead article by Chief Economic Adviser.
- 5.3 Regional Outreach Bureau (ROB), Itanagar of BOC made contact with **beneficiaries of Aatma Nirbhar Bharat Abhiyaan** among others and collected feedback and success stories. It also conducted wide awareness activities through Social Media platforms.
6. A **special edition of Tejaswini** commemorating the completion of one year of the law abolishing Triple Talaq was telecast on DD News, with interviews of Farah Faiz, Advodate and Shayara Bano, Petitioner.
7. Four weeks **Module on Social and Economic Sector Communication** was scheduled by Indian Institute of Mass Communication (IIMC) from 27.07.2020. Shri Parameswaran Iyer, Secretary, Dept. of Drinking Water and Sanitation, Ministry of Jal Shakti interacted on 27.07.2020 with the IIS Officer Trainees about Swachh Bharat Mission highlighting the role of Above-the-Line and Below-the-Line communication in the success of one of the largest behavioural change campaigns in the world.
8. Films Division **presented 'RAAGOTSAV...Celebration of Monsoon'**, an online festival of selected films/ documentaries on Indian classical music, on its website & YouTube channel from 14th – 16th July, 2020.

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

- The regulations for the **51st International Film Festival of India (IFFI)** scheduled to be held in Goa from 20th – 28th November, 2020 and the Indian Panorama Regulations were approved by the Ministry of I&B.
- **Community Radio Stations (CRS):**
 - 05 applications of fresh Grant of Permission Agreement (GOPA) have been signed. 01 GOPA beyond five years has been renewed.
 - Letters of Intent (Lols) to 03 organizations were issued for setting up of CRS in India.
 - Grant-in-Aid to 02 CRS were issued for setting up of CRSs.
- **Channel Licensing:** Permission of one non-news & one news TV channels was cancelled during the month. The total number of private satellite TV channels for up-linking and downlinking in India as on 31.07.2020 is 922.
- **Statistics of MIB Social Media platforms:** The official MIB English Twitter handle has 1.2M followers, MIB Hindi Twitter handle has 57.5K followers, Facebook page has 1.36M likes, YouTube has 145K subscribers, MIB Blog has 4.6M page views and Instagram has 151K followers as on 01.08.2020. The Integrated Dashboard has been expanded to incorporate 18 ministries during the month.



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