

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

New Delhi the 19<sup>th</sup> August, 2021

Sub.: Summary (No.- 7) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of July 2021.

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

1. **Action taken by the Ministry of I&B relating to Novel Coronavirus Pandemic (COVID-19) and COVID-19 Vaccination Drives**

The Ministry of I&B has been at the forefront of communication and awareness generation during the COVID-19 pandemic, stressing Jan Andolan Awareness with people's participation, appropriate behaviour change communication and coordinated campaign with key stake holders including Central Ministries, States/UTs, Social & Private Media etc.

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's emphasis on the need to address vaccine hesitancy and Hon'ble Prime Minister's Greetings and Address to doctors on National Doctors' Day on 01.07.2021;**
- (ii) **Hon'ble Prime Minister's Address at CoWin Global Conclave and making CoWin open source globally on 05.07.2021;**
- (iii) **Hon'ble PM's interactions with Chief Ministers of North-Eastern states on Covid situation on 13.07.2021 and with Chief Ministers of six states to discuss Covid situation on 16.07.2021;**
- (iv) **"India COVID 19 Emergency Response and Health Systems Preparedness Package: Phase II" approved by the Union Cabinet on 08.07.2021 at a cost of Rs 23,123 crore;**
- (v) **Hon'ble PM's high level meeting to review measures to boost production and supply of oxygen on 09.07.2021;**
- (vi) **Hon'ble PM's expression of concern over huge crowds in hill stations & markets and urging people to strictly follow COVID appropriate behaviour on 13.07.2021; and**
- (vii) **Hon'ble PM's address through *Mann Ki Baat* urging people to follow all Covid protocols during upcoming festivals on 25.07.2021.**

1.2 The **Empowered Group-5 on Information, Communication, and Public Awareness** held two meetings in July 2021. The meetings focused mainly on strengthening communication on COVID-19 Appropriate Behaviour and Vaccination Drive and on strategies to reach out to the youth population.

1.3 Public Broadcaster **Prasar Bharati** through **DD News, News Services Division (NSD) of AIR** and their Regional News Units (RNUs) have disseminated and

enhanced Government COVID-19 initiatives through special programming. National and International News have been telecast with special focus on encouraging the public to adhere to **COVID appropriate behaviour**, addressing **vaccine hesitancy**, **measures taken by Government** to deal with the disease, **Liberalised Free Vaccination Drive for 18+** and unlocking and lifting of Coronavirus-induced restrictions in States/UTs. DD news focused on **special efforts to reach out and allay fears, address queries and questions** confronting the general public at large. Addresses by Prime Minister exhorting citizens to strictly follow **COVID appropriate behaviour** are being telecast live and subsequently amplified through special programmes.

- i) **DD News** continued to telecast and disseminate News with special focus on **protocols, vaccination and management of Covid-19** and addressing **vaccine hesitancy**. Several **special programmes** were telecast viz. 31 episodes of live phone-ins on **'Doctors Speak'**, 05 episodes each of **'Arogya Bharat'** and **'Total Health'**, 16 episodes of daily programme **'Corona Se Jung Jitenge Hum'** on positive stories and live discussions, **Doctor's Chat Covid Series, Bio-Quest, News Night** etc., all amplified through Social Media hashtag **#Unite2FightCorona**.
  - ii) **NSD AIR** focused coverage on airing of **National/ State Covid helpline numbers**, MoHFW/ ICMR advisories; Treatment facilities; **dispelling fears** about safety and efficacy of Made-In-India vaccines & **allaying doubts** on Coronavirus and **Mucormycosis**, expert advice of eminent doctors; airing of **Ground Reports** and amplifying of **infographics**, 30 live phone-ins of top medical experts and general public in **'Corona Jagrukta' series**, etc.
  - iii) **Special COVID-19 Composite News Bulletins; COVID Jan Andolan**
  - iv) Infographics/ Videos/ Myth-busters/ Expert Speak/ Public Speak/ Sound Bytes/ Fake News Alerts/ Positive Stories/ FAQs/ Podcasts
- 1.4 Press Information Bureau (PIB) issued **Daily Covid-19 Bulletins and infographics**, conducted **Press Briefings**, publicized **graphics** issued by Health Ministry/ICMR/MyGov, disseminated **positive action taken** by the Govt. and its **Covid-19 Fact Check Units** have kept a check on misinformation. PIB and its Regional offices have issued **8314 Press Releases** in English, Hindi and other regional languages. 1414 PIB's Tweets (English) earned 37.4 Million impressions & 23.1K new followers and 1127 PIB's Tweets (Hindi) earned 4.59 Million impressions & 5.9K new followers in July 2021.
- 1.5 The Regional/ Field Outreach Bureaus (ROB/FOB) of Bureau of Outreach and Communication (BOC) mounted various **posters of COVID-19** at prominent places and ensured maximum participation of people, including from far-flung areas in different parts of the country, by **creating awareness on Free Vaccination for all** and other Government schemes through **Digital Video Vans**. BOC also carried out **Radio Campaigns** through Private FM Stations.

ROBs/ FOBs of BOC also conducted **awareness campaign** on themes of COVID-19 and Vaccination Drives **through Social Media platforms** as under:

| <b>Total No. of Facebook Posts</b> | <b>Total No. of Tweets and Re-tweets (with 'Impressions')</b> | <b>Total No. of Posters/ Message /Videos circulated on WhatsApp</b> | <b>Total No. of Instagram Posts</b> |
|------------------------------------|---|---|-------------------------------------|
| 27255                              | 67180 (1019183)   | 99276   | 8919                                |

- 1.6 ROBs/ FOBs of BOC organized **87 Webinars**, 14 Mini Integrated Communication and Outreach Programmes (ICOPs), 11 small ICOPs and 11 Special Outreach Programmes (SOPs) in July 2021 on issues such as **Free Vaccination for all, Yoga and Covid prevention**, Mental Health, Tokyo Olympics, Digital Media Ethics Code 2021 etc. PIB and its Regional/Branch offices have also collaborated on **55 webinars** on above mentioned issues.
- 1.7 **Comprehensive coverage** was provided by NMW on **Social Media** to Covid-19 statistics, Vaccination drive, management efforts, Myths vs. Facts, use of humour for Behaviour Change Communication, etc. Nearly **1203 tweets** were posted in July 2021 from **dedicated Twitter handle @COVIDNewsByMIB** having **206.3K followers**, which has appeared nearly **25.2 Million** times in the timeline of Twitter users.
- 1.8 **Workshop cum interaction sessions** were organized for officers and field reporters from PIB, BOC, DD and AIR by the Health Ministry in partnership with UNICEF on 23.07.2021 and 30.07.2021 respectively with media organizations of the Central Government and with National Health Mission (NHM) officers from five South Indian States to reinforce messaging on COVID Appropriate Behaviour, encourage vaccine uptake and highlight positive Ground stories.
2. **Commemoration of Azadi ka Amrit Mahotsav: 75 Years of Independence of India**
- 2.1 Hon'ble PM's address through **Mann Ki Baat** regarding a new initiative to mark **Amrit Mahotsav** on the occasion of the 75<sup>th</sup> Independence Day of India was covered comprehensively on whole network of DD and AIR.
- 2.2 Films Division celebrated **165<sup>th</sup> Birth Anniversary of Lakmanya Tilak** and **Birth Anniversary of Shaheed Udham Singh** by screening respective biopics on 23.07.2021 and 31.07.2021 on its website and YouTube channel. Films Division also organized a unique film festival '**Masters Constellation**' on **The Life and Works of Renowned Filmmakers** by streaming films from 9<sup>th</sup> to 11<sup>th</sup> July, 2021 on its website and YouTube channel, which recorded **7945** online viewership.
- 2.3 NMW provided extensive coverage to **Indian Freedom Fighters** on their birth/death anniversaries using hashtag **#AmritMahotsav**. **Graphics and videos** related to Mangal Pandey, Chandra Shekhar Azad, Bal Gangadhar Tilak, Batukeshwar Dutt, Aruna Asaf Ali etc. were prepared and posted on Social Media platforms.

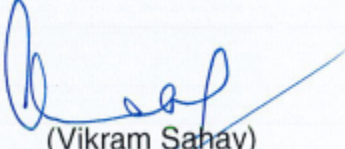
- 2.4 The **52<sup>nd</sup> Edition of the International Film Festival of India (IFFI)** will be held in Goa in a hybrid format from 20<sup>th</sup> to 28<sup>th</sup> November, 2021. On the occasion of the **Birth Centenary of the Cine Maestro Shri Satyajit Ray**, 52<sup>nd</sup> IFFI will pay a **tribute through a Special Retrospective at the IFFI**. The **“Satyajit Ray Lifetime Achievement Award for Excellence in Cinema”** instituted this year will be given at the IFFI every year, starting from this year.
- 2.5 India participated in the **74<sup>th</sup> Cannes Film Festival** through a **virtual ‘India Pavilion’**, which focused on **celebration of the Birth Centenary of legendary filmmaker Shri Satyajit Ray**. The 52<sup>nd</sup> IFFI poster and regulations booklet was also unveiled at Cannes Virtual Film Market. It was also announced that India has opened up Film Facilitation Office for international filmmakers to ensure that all permissions are given in one go.
3. **Anniversary of Kargil Vijay Diwas (26.07.2021): The Hon’ble President of India’s visit to Baramulla** to pay tributes to soldiers by laying a wreath at the Dagger War Memorial and the **Hon’ble Prime Minister paying homage** to soldiers who lost their lives in Kargil were covered comprehensively on DD News and NSD:AIR. DD News **telecast special programmes ‘Jay Jawan: Kargil Vijay Diwas par Jawano ko naman’** under half an hour discussion based programme **‘Do Took’** and prime time programme **‘Kargil ke Rakshak’**.
4. **Participation of Indian Contingent in Tokyo 2020 Olympics**
- 4.1 The Hon’ble PM’s **review of the preparations** for facilitation of India’s contingent at Tokyo-2020 on 09.07.2021, his **interaction with Indian athletes’ contingent bound for Tokyo Olympics** on 13.07.2021 and his address through **Mann Ki Baat** regarding supporting Indian athletes in Olympics through **‘Victory Punch Campaign’ & #Cheer4India** were covered widely on DD News and NSD:AIR. Several special programmes were aired including the following:
- i. The **opening ceremony** was streamed live and **daily special programmes** viz. **‘Countdown to Tokyo’, ‘Tokyo 2020: The Spirit of Sports’, India@Tokyo, #Cheer4India, Olympics Highlights, Khel Aajkal, Sports 360°, Olympics Stat Zone** etc. were telecast on DD News, DD India and DD Sports. **Exclusive interviews** with Tokyo Silver Medalist **Mirabai Chanu** and Indian Hockey Captain **Manpreet Singh** were telecast on DD News.
  - ii. DD News & DD India promoted the hashtags **#Cheer4India** and **#Olympics ki Asha** on Social Media platforms and telecast focused story to encourage people for participating in **MyGov Olympics Quiz**.
  - iii. **Olympics Special Series, Olympics Quiz, Daily SportsScan, Curtain Raiser, Cheer4India** campaign, **Exclusive Interviews**, special discussion programmes **‘Surkhiyon Mein’, ‘Spotlight’** etc. were aired by NSD:AIR.
- 4.2 The July 2021 fortnightly editions of **New India Samachar (NIS)** on the themes of **‘Khelega India Khilega India’** and **‘Vaidyo Narayano Harih’** were printed in 13 languages & distributed across the country by BOC. E-versions of NIS were sent to over 65.4 million readers via emails using E-Sampark platform of MyGov India.

- 02 Special articles** written by experts were commissioned by PIB and published in newspapers.
- 4.3 BOC conducted an **extensive media campaign** to highlight the performance and achievements of Indian athletes on Social Media through songs, slogans, quizzes, videos etc. ROBs/ FOBs installed **Selfie Booth for #Cheer4India** at prominent places. NMW prepared and posted **graphics and videos for #Cheer4India** on Social Media platforms. BOC also **designed and displayed hoardings** at various vantage points in Delhi congratulating Ms. Mirabai Chanu for winning Silver Medal.
  - 4.4 National Film Development Corporation Ltd. (NFDC) **produced short films on 41 athletes/ teams** participating in Olympics 2021, commissioned by the Sports Authority of India.
  5. DD News and NSD:AIR provided comprehensive coverage to the launch of multiple key initiatives by the Hon'ble Prime Minister to mark the **first anniversary of National Education Policy (NEP) 2020** and his **address** to the education community. A **special one hour programme 'In Focus'** covering various current affairs topics including NEP was telecast on DD News. **06 Special articles** written by experts on NEP were commissioned by PIB and published in newspapers across the country.
  6. The Film Facilitation Office (FFO), National Film Development Corporation Ltd. (NFDC) **launched its first Newsletter 'Film in India'**, which was disseminated through NFDC Social Media handles, through Email to all stakeholders in the country and with Ministry of External Affairs Nodal officer for sharing abroad. The debut July 2021 Edition focused on India's Most Film Friendly States, Online Permission system and Services & Resources available on FFO portal. FFO also participated in online **Cannes Film Market 2021** at the **Marche du Film 2021** held from 6<sup>th</sup> to 15<sup>th</sup> July, 2021, to promote its '**Film in India**' initiative.
  7. **Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021**
    - 7.1 Ministry has **sent acknowledgements** to over **1800 publishers** of digital media which furnished information under rule 18.
    - 7.2 **Five (05) webinars** have been conducted in July, 2021 with a direct participation of **1400 stakeholders** to create awareness about the Rules.
  8. DD News and NSD:AIR provided live coverage and wide publicity to the **inauguration of various development projects** in Varanasi on 15.07.2021 & in Gujarat on 16.07.2021 by the Hon'ble Prime Minister, his interaction with beneficiaries of Digital India on completion of **6 Years of Digital India**, his **meeting with US Secretary of State Mr. Antony Blinken** and his **address at the World Youth Skill Day** programme. DD News extensively covered the **Monsoon Session of Parliament** through dedicated curtain raiser '**Sansad ke Samaksh Mudde**' and '**Sansad Samachar**' bulletins and live telecast of Question Hour,

Ground reporting etc. DD News **live telecast the oath taking ceremony** of Union Ministers post Cabinet reshuffle and mounted special programmes viz. News Night, Do Took, Charcha Mein etc.

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

- The **52nd IFFI** has announced call for entries for **Indian Panorama 2021**, under which best of contemporary Indian films are selected for the promotion of film art. The last date to submit applications online is 12th August, 2021 and offline is 23rd August, 2021.
- National Film Archive of India (NFAI) has **acquired a rare treasure of over 450 Glass Slides of early Telugu Cinema** from the late 1930s to mid-1950s on 30.07.2021. NFAI has also received a significant addition of the **original camera negative of Rajkumar Hirani's film PK (2014)** in its collection on 06.07.2021.
- Under its series **'Diamond Jubilee, Golden Memories'**, Film and Television Institute of India (FTII) paid an online tribute **'Smarananjali' to Shri Bimal Roy**, where an eminent panel discussed his work and profound contribution to Indian Cinema.
- **Community Radio Stations (CRS):**
  - **Three (03) CRSs** have commenced operations in July, 2021.
  - The Ministry has **renewed four (04) Grant of Permission Agreements**.
  - Total **grant of Rs. 17.73 lakhs** have been released to three CRSs, for purchase of equipment under **scheme "Supporting Community Radio Movement in India"** in July, 2021.
- **Channel Licensing:** The Ministry of I&B issued permission to 09 Non-News and current affairs TV Channels and 01 News and current affairs TV channel during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 31.07.2021** is **914**.
- **Press Council of India (PCI): 113 complaints** (36 under Section 13 & 77 under Section 14) were processed, **01 suo-moto case** under Section 13 was registered and **02 Press Releases** were issued.
- **MIB Social Media platforms:** The official MIB English Twitter handle **@MIB\_India** has **1.3M followers**, MIB Hindi Twitter handle **@MIB\_Hindi** has **73.1K followers**, Facebook page has **1.36M followers**, YouTube has **179K subscribers** and Instagram has **202K followers** as on 03.08.2021.



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