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

New Delhi the 22nd August, 2022

Sub.: Summary (No.- 7) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of July 2022.

The significant activities / events relating to this Ministry for the month of July 2022 are outlined below:-

1. A book release function of **three new books** published by Publications Division (DPD) **belonging to the Rashtrapati Bhawan series** i.e. i) *Moods, Moments and Memories - Former Presidents of India (1950-2017) - A Visual History* ii) *First Citizen - Pictorial Record of President Ram Nath Kovind's Term*, and iii) *Interpreting Geometries – Flooring of Rashtrapati Bhawan* was organized on 24.07.2022 in Rashtrapati Bhawan. The function was graced by Hon'ble President of India Ms. Droupadi Murmu, Hon'ble Vice President of India Sh. M. Venkaiah Naidu, Hon'ble Prime Minister of India Sh. Narendra Modi, Hon'ble Former President of India Sh. Ram Nath Kovind and Hon'ble Minister of Information & Broadcasting Sh. Anurag Thakur.
2. The Media Units of the Ministry of I&B provided extensive coverage to the **16th Presidential Elections** and the **arrangements for the ceremony of assumption of office by the President-elect**. Doordarshan news and News Services Division: All India Radio (NSD:AIR) covered live the **swearing in ceremony of 15th President of India**, inspection of Tri Services Guard of Honour by the Hon`ble President Ms. Droupadi Murmu, address by Hon`ble President on her **assumption of office** and **farewell address** to the nation by Hon'ble Former President Sh. Ram Nath Kovind. Special programmes '**16th Rashtrapati Chunav**' and '**DD Dastavej**' focused on Hon'ble President of India Droupadi Murmu on DD News and DD India's special edition titled '**16th Presidential Election**' were also telecast.
3. The Ministry has published the **June, 2022 edition of PM's Mann ki Baat booklet** which has been distributed to more than 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 being distributed to all MPs and MLAs of the country and to all Secretaries in the Govt. of India, Chief Secretaries of States/ UTs and PIB accredited journalists.
4. **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*'
 - 4.1 As part of major revamp of Doordarshan on the theme of "Naye Bharat Ka Naya Doordarshan", DD is slated to air a mega historical docu-drama series titled

“Swaraj – Bharat Ke Swatantrata Sangram Ki Samagra Gatha”, whose promo was launched on 15.07.2022 at Akashvani Bhawan, New Delhi by the Hon’ble Minister of Information & Broadcasting Shri Anurag Singh Thakur. The **75-episode mega show** illustrating the glorious history of India’s Freedom Struggle from the 15th century onwards will be launched on 14.08.2022 in Hindi on DD National and subsequently in several regional languages for telecast on regional DD network.

- 4.2 To give momentum to the **‘Har Ghar Tiranga’** campaign, DD News amplified its spirit with **‘Har Ghar Tiranga Bug’** and telecast of special discussion and ground report based programme **‘Azadi Ka Jhanda – Har Ghar Tiranga’**. A series of 27 Graphics/ Images and videos was shared under the hashtags **#MomentsWithTiranga, #HarGharTiranga** across the Social Media platforms of Ministry of I&B. All employees of Main Secretariat and various Media Units of Ministry of I&B have also been encouraged to hoist the ‘National Flag of India’ at their homes and in their respective offices during the campaign.
- 4.3 **Jan Abhiyan for 75-day COVID Vaccine Amrit Mahotsav:** The announcement for the Government campaign on free booster dose vaccine for 18-59 age group for 75-day as part of Azadi Ka Amrit Mahotsav was covered and publicized widely by DD News and NSD:AIR. DD News prominently telecast the **Hon’ble PM’s message on the special vaccination drive** and a special programme **‘Covid Tikakaran Amrit Mahotsav – 75 Din Ka Vishesh Abhiyaan’** was telecast on Prime Time news. A series of 10 Graphics/ Images and videos related to the campaign were posted across Social Media platforms of M/o I&B using hashtag **#PrecautionDose, #We4Vaccine**, etc. A free booster dose vaccination drive for the officers/ officials in Main Secretariat, Ministry of I&B was also organized on 22.07.2022 in National Media Centre, New Delhi.
- 4.4 During the famous Rath Yatra of Lord Jagannath, a big Integrated Communication & Outreach Programmes (ICOPs) was organized on the **“8 Years of Seva, Susashan, Garib Kalyan & Azadi Ka Amrit Mahotsav”** at Grand Road, Puri for a period of 09 days from 1st – 9th July, 2022, which was inaugurated by the Hon’ble Minister of Education, Skill Development and Entrepreneurship Shri Dharmendra Pradhan on 01.07.2022. The programme comprised of Exhibition, Mobile Digital Van, cultural program and field programmes and disseminated information on important welfare schemes of the Government.
- 4.5 Films Division organized **special screening** of respective films on the occasion of **Birth Anniversary of Lokmanya Tilak** on 23.07.2022 and **Birth Anniversary of Munshi Premchand & Death Anniversary of Mohammad Rafi** on 31.07.2022 on its website and YouTube Channel.
5. The Hon’ble Minister of Information & Broadcasting Shri Anurag Singh Thakur inaugurated the **National Broadcasting Day celebrations** at Akashvani Bhawan on 23.07.2022, in the presence of Hon’ble Minister of State for I&B Dr. L. Murugan. The Minister also released promos of new serials on Doordarshan – *Corporate Sarpanch: Beti Desh Ki, Jai Bharati, Suron ka Eklavya* and *Ye Dil Mange More* as well as promo of *Startup Champions 2.0*. A special programme

'Naye Bharat Ki Nayi Wani - Doordarshan Aur Akashwani' was also telecast on DD News.

6. The Hon'ble Minister for Information & Broadcasting Shri Anurag Singh Thakur inaugurated the **Third Annual Conference of Indian Information Service (IIS) officers** at Vigyan Bhawan, New Delhi on 16.07.2022. Senior officers of IIS from all over the country participated in the two-day Conference. The Keynote Address was delivered by Hon'ble Minister for Railways, Communications, Electronics & Information Technology, Shri Ashwini Vaishnav while the valedictory session was addressed by Hon'ble Minister of State for I&B, Dr. L. Murugan.
7. The Jury for the **68th National Film Awards** announced the winners for the year 2020 on 22.07.2022. 'Testimony of Ana' bagged Best Non-Feature Film and 'Soorai Pottru' won Best Feature Film. Sh. Suriya and Sh. Ajay Devgn were declared joint winners of Best Actor Award while Ms. Aparna Balamurali won Best Actress. 'Tanhaji: The Unsung Warrior' grabbed Award for Best Popular Film Providing Wholesome Entertainment. Sh. Sachidanandan KR won Best Director award for Malayalam movie AK Ayyappanum Koshiyum. Madhya Pradesh won Most Film Friendly State award while Uttarakhand and Uttar Pradesh got Special Mention. Best Female Playback Singer was won by Ms. Nanchamma and Sh. Rahul Deshpande won Best Male Playback Singer. Sh. Manoj Muntashir has won the award for Best Lyrics for the Hindi movie 'Saina'. A special programme **'Rashtriya Film Puruskar 2020'** was also telecast on DD News.
8. **Novel Coronavirus Pandemic (COVID-19) and COVID-19 Vaccination Drives Awareness:** As the nation created another history by crossing the milestone of **200 crore vaccination**, Central Bureau of Communication (CBC) launched a massive campaign on 17.07.2022 on the theme **'Samuhik Samarthya Se Racha Itihas'** by displaying hoardings/ banners on main roundabouts of New Delhi, Central Govt. offices, residential complexes, hospital and other public places. Regional/ Field offices of CBC exhibited over **4000 hoardings/ banners/ posters** across the country on the theme **'200 Crore Covid Vaccination/ Covid Vaccination Amrit Mahotsav'** and shared creatives on Social Media handles of CBC and WhatsApp Groups. Special programmes **'Tikakaran Ka Aakda 200 crore Ke Par'** and **'India achieving 2 Bn COVID vaccination dose'** were also telecast on DD News/ DD India.
9. Campaign on **Shri Amarnath Ji Yatra 2022:** The Media Units of this Ministry including DD News, NSD:AIR and Press Information Bureau (PIB) have been undertaking extensive coverage of Shri Amarnath Ji Yatra 2022. The news regarding the rescue operation during the Cloudburst and Flash Flood near Amarnath cave and the mention by Hon'ble PM in the 90th edition of Mann Ki Baat condoling the mishap of cloud burst were covered widely. DD News telecast a special series **'Amarnath Yatra – Rahat, Bachav Karya Jari'** with Ground Reports and bytes of authorities and regularly flashed helpline numbers on Scroll. News stories and infographics were also shared on Social Media platforms.

10. DD Sports live telecast **Commonwealth Games 2022** starting its broadcast from 28.07.2022 with the grand Opening Ceremony at England. The sporting events across 20 Sports categories are being telecast live from 29.07.2022 only on DD FreeDish. Telecast of special CWG bulletins '**Rashtramandal Khel 2022: Josh Jazba Junun**' on DD News and special English bulletin '**CWG 2022: Road To Glory**' on DD India is being done. Wide coverage is being provided to participation of Indian contingent over many venues and important CWG news are being flashed as **breaking news** on DD News and DD India. Daily '**Commonwealth Games Quiz with AIR News**' program is being aired from 21.07.2022 onwards in Sports Scan on FM Gold. Major stories have been highlighted on Social Media platforms of DD News, DD India, DD Sports and AIR Sports while promoting the hashtags **#Cheer4India, #TeamIndia, #IndiaTaiyaarHai, #India4CWG2022, #CommonwealthGames2022**.
11. DD News and NSD:AIR provided **live coverage** and **wide publicity** to the Hon'ble Prime Minister's inauguration of **Akhil Bhartiya Shiksha Samagam** on implementation of the National Education Policy, inauguration of **Bundelkhand Expressway** in Jalaun (UP); addresses at the first **Arun Jaitley Memorial Lecture, Natural Farming Conclave**; unveiling the **National Emblem** cast on the roof of the new Parliament Building and urging people to strengthen the **Har Ghar Tiranga Movement**; interaction with the Indian contingent bound for the **Commonwealth Games (CWG) 2022**; participation in the Grand Finale marking the culmination of **Ujjwal Bharat Ujjwal Bhavishya – Power @2047** via video conferencing etc. DD News extensively covered the Monsoon Session of Parliament with telecast of dedicated curtain raiser programme '**Sansad Ke Samaksh Mudde**' and '**Issues Before Parliament**' and Parliament Bulletins '**Sansad Samachar**' and '**Parliament News**'. A new weekly interactive program '**Ek Kadam Aur – Buzurgon Ke Liye**' on issues related to elderly citizens was started from 24.07.2022 on FM Gold.
12. The July 2022 fortnightly editions of **New India Samachar (NIS)** with the cover stories "*Journey of Skill India Mission in transforming the Youth into the best Human Resources and its crucial role in making India a hub of skill development*" and "*Milestones achieved by the Government in finding lasting solutions to problems*" were printed in 13 languages & distributed across the country by CBC. E-versions of NIS were sent to over 70.6 million readers via emails using E-Sampark platform of MyGov India.
13. **I&B Initiatives on Minimum Government Maximum Governance –**
 - **Relief to Journalists under Journalist Welfare Scheme:** On 01.07.2022, the Government of India approved assistance for seven journalists, including two journalists suffering from permanent disability and five journalists for their medical treatment of major ailments, and financial relief to families of 35 journalists who have lost their lives, including 16 families of journalists who died due to Covid-19, under the Journalist Welfare Scheme (JWS). The families will be provided with assistance up to Rs. 5 lakhs. So far, assistance under the scheme has been provided to 123 families of the journalists who have lost their lives due to Covid-19 and a total of 139 families have been provided assistance through this initiative.

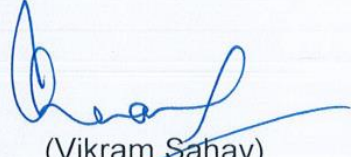
- India's Public Broadcaster and an autonomous statutory body under this Ministry, **Prasar Bharati launched its new logo** on 11.07.2022. While the elements in the central circle and map of India signify the service of trust, security and perfection to the Nation, its colour, 'Dark Moderate Blue' represents both the sky and the sea and is associated with open spaces, freedom, intuition, imagination, inspiration, and sensitivity.
- **Launch of new video series by New Media Wing (NMW):** A video segment capturing the highlights and key news items of the week pertaining to the Union Government and the country, using hashtag **#WeekNama** and a video capsule of positive stories pertaining to achievements/ innovations/ extraordinary efforts by individuals, civil society organizations and local administration, using hashtag **#MIBePositive** have been launched by NMW.
- A **Steering Committee for 53rd International Film Festival of India (IFFI)** has been formed under the Chairmanship of Hon'ble Minister of Information & Broadcasting and Youth Affairs & Sports. A meeting of the Steering Committee deliberated roadmap for 53rd IFFI on 08.07.2022.
- **Digital Media:** Survey of India had made a reference regarding **incorrect depiction of the map of India in the film "KGF Chapter-II"** being exhibited in theatres and on OTT platform Amazon Prime Video. The matter was taken up with the OTT Platform which intimated that the concerned portion of the film has been modified and a revised certificate has been issued by CBFC for the film.
- **Community Radio Stations (CRS):** The Ministry has **signed six (06) new Grant of Permission Agreements (GOPAs) & renewed eleven (11) GOPAs** during the month.
- **Channel Licensing:** The Ministry of I&B issued 05 new permissions and accepted surrender request/ cancelled 03 TV channel during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 31.07.2022** is **895**.
- Press Information Bureau (PIB) and its Regional offices have issued **7397 Press Releases** in English, Hindi and other regional languages, organized **4 Press Conferences, 3 Vartalaap, 3 webinars** and commissioned **17 articles** on National Education Policy, Single-Use plastic ban, Digital India and Kargil Vijay Diwas. PIB Fact Check Unit **busted 27 fake news** and posted 42 tweets.
- **Press Council of India (PCI): 72 complaints** (12 under Section 13 & 60 under Section 14) were processed and 1 Press Release was issued during the month.
- The Regional/Field Outreach Bureaus (ROB/FOB) of CBC conducted awareness on the themes 200 Crore COVID Vaccination, COVID Appropriate Behavior, COVID Vaccination Amrit Mahotsav, Azadi ka Amrit Mahotsav, Ek Bharat Shrestha Bharat, 8 years of Seva, Susashan and Garib Kalyan etc. 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
25938 (286972)	11265	6053	65832

- Indian Institute of Mass Communication (IIMC) has been ranked **No. 1 Institute** amongst top Mass Communication Government Colleges in India by Outlook-ICARE Rankings 2022 and No. 1 Institute amongst India's Best Mass Communication College by Open Magazine Best Colleges 2022 in its latest issue.
- **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 **100 graphics, videos, images, posts** etc.

Azadi Ka Amrit Mahotsav and other flagship campaigns were highlighted through infographics, reels, audio and video content for campaigns, such as Kargil Vijay Diwas, Har Ghar Tiranga, COVID-19 Vaccine Amrit Mahotsav, 68th National Film Awards, etc.

COVID-19 messaging through creative videos/infographics (nearly **240 tweets**) focusing on Vaccination, etc. have also been shared through the **dedicated Twitter handle @COVIDNewsByMIB**.



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