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

New Delhi the 23rd August, 2023

Sub.: Summary (No.- 7) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of July 2023.

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

1. **Parliament passes Cinematograph (Amendment) Bill, 2023:** The Cinematograph (Amendment) Bill, 2023 has been passed by Rajya Sabha on 27.07.2023 and Lok Sabha on 31.07.2023 and was assented to by the President on 04.08.2023. The Cinematograph Act has been amended after 40 years. The landmark bill aims to comprehensively curb the menace of 'Piracy' causing losses of Rs. 20,000 Crores to the film industry. The provisions include strict punishment of minimum 3 months imprisonment and fine of Rs. 3 lakhs which can be extended up to 3 years imprisonment and fine upto 5% of the audited gross production cost. The Government has also done away with the requirement to renew film's license every 10 years and has made it valid for lifetime. The existing UA category of certification has been further sub-divided into three age-based categories viz. 7+ years, 13+ years and 16+ years which are only recommendatory in nature, meant for the parents or guardians to consider whether their children should view such a film. The Bill also brings about holistic improvements in the process of certification of films incorporating Supreme Court judgements. The Cinematograph Amendment would help in the growth of content creation ecosystem in the country and safeguard interests of all artists and artisans working in the sector.
2. The Cabinet in its meeting held on 19th July, 2023 approved the Cabinet Note moved by this Ministry for introduction of the '**The Press and Registration of Periodicals (PRP) Bill, 2023**' in Parliament for enactment of a new law to replace the existing Press and Registration of Books Act, 1867. The proposed bill seeks to simplify the procedures for title verification and grant of certification of registration of periodicals and to decriminalize the statute.
3. The Central Government vide notification dated 28.07.2023 amended **Allocation of Business Rules** and subject relating to online advertisements, and content made available by online content providers/publishers has been brought in the mandate of Ministry of I&B. Revised entry under Allocation of Business Rules of the Ministry is as under:
"VA. **Digital/Online Media**
22A. Films and Audio-Visual programmes/**content** made available by online content providers/**publishers**.
22B. News and current affairs content on online platforms.
22C. **Online Advertisements.**"

4. A meeting was held by Hon'ble Minister of Information and Broadcasting with OTT platforms on 18.07.2023 on **issues related to content on OTT platforms**. Aspects including depiction of certain themes, content regulation, functioning of the grievance redressal mechanism, user experience, accessibility for the specially-abled, and overall growth and innovation within the sector were discussed.
5. On 18.07.2023, Hon'ble Minister of Information and Broadcasting announced launch of the **Best Web Series (OTT) Award** to be given during the 54th edition of the International Film Festival of India, to be held in Goa during November 20-28, 2023. Applications are now open for the award through a prescribed online entry form.
6. The Hon'ble Minister of Information & Broadcasting, Shri Anurag Thakur announced that the Government of India will ensure **supply of free Doordarshan DTH connections in far-flung areas in villages at Indo-China border** and mentioned that the Government is working on improving mobile connectivity in remote villages. The Minister announced this during his three-day tour to Leh-Ladakh as part of Vibrant Village programme, during which he reviewed Central/ State Government Schemes and interacted with ITBP jawans and villagers at Karzok, some 211 km from Leh.
7. The two-day **Regional Community Radio Sammelan (North)** was held on 23rd and 24th July, 2023 where **8th and 9th National Community Radio Awards** were conferred on the winners during the Inaugural Session on 23.07.2023 by the Hon'ble Minister of Information and Broadcasting, Shri Anurag Thakur. On the occasion, the efforts of the Government towards Ease of Doing Business in this field and the expansion of reach of Radio in India were highlighted.
8. A special screening of the film '**Mujib – The Making of a Nation**' (Bangla) jointly produced by India and Bangladesh was held on 16.07.2023 in Bangladesh, which was attended by the Hon'ble Prime Minister of Bangladesh. The trailer of the film was released earlier at Festival de Cannes on 19.05.2022. It has been decided to release the film on 22.09.2023.
9. **Azadi Ka Amrit Mahotsav (AKAM)**
 - 9.1 During the month, Publications Division (DPD) prepared and published **flagship journal 'Yojana' special August 2023 issue on the theme 'Azadi Ka Amrit Mahotsav'**, to discuss the importance of the initiative. The issue features an overview article by the Hon'ble Minister of Culture, Tourism and DoNER and special articles by various Union Ministers and other dignitaries, including an article 'Sports binding the Nation together' by Shri Anurag Singh Thakur, Hon'ble Minister for Information & Broadcasting and Youth Affairs & Sports.
 - 9.2 DPD participated in the **27th Delhi Book Fair** held at Pragati Maidan, New Delhi from 29th July to 2nd August, 2023. Commemorating the spirit of **Azadi Ka Amrit Mahotsav** with full fervor, DPD brought its rich collection of books on history of Indian freedom struggle and freedom fighters to the fair.

- 9.3 **Prabhaman Oitijhyar 75 Bosor:** A special coverage on 75 glorious years of Akashvani, Guwahati was telecast on 27.07.2023.
10. **Government Achievements on 9 Years of Seva, Sushasan, Garib Kalyan**
- 10.1 Central Bureau of Communication (CBC) printed and distributed **regional language Booklets and Flyers** titled '9 Years of Seva, Sushasan Aur Garib Kalyan'.
- 10.2 During the month, CBC finalized content and designs of **outdoor creatives on the achievements of Government for State specific campaigns** and released massive outdoor campaign in Rajasthan highlighting the achievements of Government.
11. **3rd Anniversary of National Education Policy (NEP)**
- 11.1 The Secretary, Ministry of I&B convened a meeting with participation of Secretary (Department of Higher Education), Secretary (Department of School Education & Literacy), Secretary (Ministry of Skill Development & Entrepreneurship) and senior officers of Media Units of Ministry of I&B regarding extensive **Outreach and Publicity of the 3rd Anniversary of National Education Policy** involving all media units including regional offices.
- 11.2 DD News provided live coverage to the **inauguration of All India Education Summit (Akhil Bharatiya Shiksha Samagam)** by Hon'ble Prime Minister on the occasion of 3rd Anniversary of NEP on 29.07.2023 at Pragati Maidan, New Delhi and coverage to panel discussions with expert panelists. A **special live discussion** on New Education Policy on 31.07.2023 and a discussion on '**Rashtriya Shiksha Niti 2020 aur Kaushal Vikas**' were telecast on DD network. A **special interview with Hon'ble Education Minister** on successful three years of National Education Policy was also broadcast on 28.07.2023.
- 11.3 **Seven (07) special articles** written by experts, including an article by Hon'ble Education Minister on National Education Policy (NEP), were commissioned by PIB and published in newspapers nation-wide.
12. The Ministry of Information & Broadcasting in coordination with Amazon Prime Video organized a **Masterclass on "Crafting stories that Resonate"** on 30.07.2023 at the Main Theatre, Film and Television Institute of India (FTII), Pune. Acclaimed filmmaker Sh. Nitesh Tiwari, actor Ms. Janhvi Kapoor, film editor Ms. Anantara Lahiri and senior officers from the Ministry of I&B were part of the session. This was the first Masterclass arranged by Amazon Prime Video after signing Letter of Engagement (LoE) with the Ministry of I&B, Govt. of India to promote Media, Entertainment and Awareness.
13. **Publicity Campaign on G-20 Summit**
- 13.1 DD News network has telecast all major events related to G20 Presidency of India held across the country and a series of special program '**India @G20**'

being telecast daily on DD India; Special weekly programmes '**A G20 Special: India Calling**' and '**Bharat@20 : Vasudhaiva Kutumbakam**' have been telecast. AIR News network broadcast **exclusive interviews and discussions** on G-20 Conference on Crime and Security, G20 Global Food Regulatory Conference, G20 meeting regarding disaster management etc.

13.2 Press Information Bureau (PIB) provided **all round publicity** through Print, Electronic, Digital and Social Media to all the events organized so far and Research Unit of PIB created 10 explainers on G20 during the month. **PIB G20 Microsite** has been regularly updated as a one stop solution to all G20 related information. A dedicated Social media campaign was also undertaken by PIB to ensure free publicity.

14. **Publications/ Booklets**

14.1 The Ministry has published a **June 2023 edition of PM's Mann ki Baat booklet** featuring 'Nikshay Mitra: TB Mukta Bharat Abhiyan' as the cover story. The e-version was distributed to over 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, all Secretaries in the Govt. of India, Chief Secretaries of States/ UTs and regional offices of M/o I&B.

14.2 The July 2023 fortnightly editions of **New India Samachar (NIS)** with the cover stories "*The economic revolution of New India on the occasion of completion of 6 years of GST*" and "*Youth power building the nation*" were published in 13 languages and distributed across the country by CBC. E-versions of NIS were sent to over 70.8 million readers via emails using E-Sampark platform of MyGov India.

15. **Special Coverages**

15.1 DD network telecast a documentary '**Kargil Vijay Diwas**' on 26.07.2023, live discussion on **Peace initiatives in Manipur** and **Uniform Civil Code**, a TV report on **National Doctors Day** on 01.07.2023, **Youth Skill Day** on 15.07.2023, **Amarnath Ji Yatra**, **National Broadcasting Day** etc.

15.2 DD News provided special coverages to the following important issues:

- **Parliament Monsoon Session:** DD News covered the Parliament Monsoon Session beginning from 20.07.2023 with live reporting, prime time discussions with expert panels, different aspects of important bills and '**Sansad Samachar**'.
- **PM Modi's France and UAE visit:** DD News provided wide coverage to the visit of Hon'ble Prime Minister to France as Guest of Honour at Bastille Day celebration, France bestowing its highest honour the Grand Cross of the Legion of Honor on Hon'ble PM Narendra Modi, briefings of the MEA and telecast discussions with panels of experts and senior diplomats. Coverage was also provided to Hon'ble Prime Minister's visit to UAE including signing

of agreements between RBI and Central Bank of UAE and opening up of IIT Delhi campus in Abu Dhabi.

- **Semicon India:** DD News aired live telecast of Hon'ble Prime Minister inaugurating Semicon India 2023 at Gandhi Nagar and his appeal to the world to come and invest in India, addresses by industry leaders and telecast of special discussions with panels of experts.
- **Chandrayaan 3:** Wide coverage was provided to the details of Chandrayaan-3 Mission and the enthusiasm in the public regarding the launch which was telecast live, apart from discussion program with panels of experts.

15.3 Prasar Bharati provided live coverage and wide publicity to Hon'ble Prime Minister's inauguration of 17th Indian Cooperative Congress; inauguration of Rajkot International Airport in Gujarat and integrated terminal building of Veer Savarkar International Airport at Port Blair; remarks at the start of Monsoon Session 2023 of Parliament, virtual address at the SCO summit, address at G20 Labour & Employment Ministers meeting and remarks at G20 Energy Ministers' Meeting; distribution of over 70,000 appointment letters to newly inducted recruits at Rozgar Mela; inauguration ceremony of new ITPO complex 'Bharat Mandapam' in Delhi; broadcast of 103rd Edition of 'Mann Ki Baat', etc.

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

- **Rebranding and Revamping of all Social Media content:** New Media Wing (NMW) has rebranded, repackaged and redesigned the entire content including themed days such as Monday Memes, Tuesday Trivia, Wednesday Data Watch. Throwback Thursday, Friday Facts Quiz and 'This Day, That Year' etc. and has added a **new language, Gujarati**, in **Week Nama**. NMW is consistently working towards engaging the youth through various **citizen engagement activities** and the **brand color themes** will keep on changing to **reach out to newer audiences**.
- **Indian Institute of Mass Communication (IIMC):** The first edition of the newsletter 'IIMC Amravati News' was launched by IIMC, Amravati on 07.07.2023.
- **NFDC opens entries for the Indian Panorama section of 54th IFFI:** The National Film Development Corporation, which organizes the International Film Festival of India (IFFI), has opened entries for Indian films, both feature and non-feature to be screened in the Indian Panorama section at the 54th edition of the festival in Goa, from 20th to 28th November 2023. Like previous years, a maximum of 26 films in the feature and 21 films in the non-feature section will be selected this year too.
- **Digital Media:** Directions were issued for **blocking of content misrepresenting the Indian Army** on 28.07.2023.
- **Channel Licensing:** The Ministry of I&B has not issued any new permissions and has accepted the surrender request/ cancellation of 01 channel during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 31.07.2023 is 901**.

- **Community Radio Stations (CRS):** 3 new CRSs were commissioned during the month. The Ministry has signed **One (01) new Grant of Permission Agreements (GOPAs)** and **renewed Ten (10) GOPAs** during the month.
- **Registrar of Newspapers for India (RNI):** 452 Title Verification certificates, 140 Certificate of Registration (Fresh & revised) and 24 Circulation Verification Certificates were issued during the month.
- Press Information Bureau (PIB) and its Regional offices have issued **6731 Press Releases** in English, Hindi and 14 regional languages, organized **17 Formal Press Conferences**, and commissioned **22 articles** on India's G20 Presidency, National Education Policy 2020, etc. PIB Fact Check Unit **busted 17 fake news** and posted 24 tweets. The **Research Unit of PIB published 31 documents** and has started producing factsheets highlighting the progress of various Central Sector/Sponsored Schemes in different States/UTs.
- Regional Offices (ROs)/ Field Offices (FOs) of CBC **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
19403 (179679)	5946	2628	13265

- **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 **70 graphics/ videos/ images/posts/ tweets** etc.
9 Years of Seva, Sushasan and Garib Kalyan and other flagship campaigns were highlighted through infographics, reels, audio and video content for campaigns, such as International Exhibition-cum-Convention Centre, Inauguration of New Terminal Building of Veer Savarkar International Airport in Port Blair, National Education Policy 2020, Kargil Vijay Diwas etc.



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