

File No. P-11015/1/2020-PPC
Government of India
Ministry of Information & Broadcasting
(Policy Planning Cell)

New Delhi the 20th July, 2020

Sub.: Summary (No.-6) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of June 2020.

The significant activities / events relating to this Ministry for the month of June 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 crucial role in the awareness generation and information dissemination related to COVID-19 and the decisions taken by the Government.

- 1.1 Doordarshan and All India Radio aired live the Hon'ble Prime Minister's **address to the nation** on 30.06.2020 on Unlock 2.0 and extension of PM Garib Anna Yojana till 30.11.2020. Hon'ble PM also addressed the nation through **Mann Ki Baat** on 28.06.2020 which was broadcast on whole network of DD and AIR.
- 1.2 To **discuss the problems being faced by the industry due to COVID-19**, Hon'ble Minister for Information and Broadcasting Shri Prakash Javadekar held a meeting over video conference with the Association of Film Producers, Cinema Exhibitors and Film Industry representatives on 2nd June, 2020.
- 1.3 **DD News, AIR News and their Regional News Units (RNUs)** are regularly airing **National and International News** on COVID-19 along with updates for its viewers in all news bulletins and **various awareness programmes**. The following special programmes have been telecast:
 - i) Doctor's Speak/ Aarogya Bharat (Live Show)/ Total Health
 - ii) Corona Warriors/ Corona Jagrukta Series
 - iii) DD Dialogue on 'Containing COVID Crisis: Communication Shift and New Normal'
 - iv) In conversation with Dr. Jerome Kim (DG, International Vaccine Institute)
 - v) Exclusive interview with Dr. Henk Bekedam W.H.O. India Representative
 - vi) Bio Quest researching COVID-19
 - vii) 150+ Special Reports by AIR Correspondents on Unlock 1.0.
 - viii) 300+ Daily Ground Reports on various COVID-19 issues.
 - ix) 100+ Daily Ground Reports on Vande Bharat Mission Phase-III.
 - x) 50+ Ground Reports on Samudra Setu Mission.
 - xi) 'Samvaad' – A New Discussion Programme on Major Interventions
 - xii) Special COVID-19 Composite News Bulletins
 - xiii) Infobytes/Positive Stories/Testimonials/Mythbusters/Fake News Alerts
 - xiv) Celebrity Endorsements/ Audio Promos
 - xv) Measures by Centre/ States; MoHF/ MHA Advisories
 - xvi) Focus on Mental Health and Staying Positive during COVID-19
 - xvii) Emphasis on Doing Away with the Stigma of COVID-19

DD News also telecast special News bulletins for Divyangjan, News bulletins in Sanskrit and Urdu, News bulletins on YouTube, Promos and PSA, beneficiaries of various government schemes etc.

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. Press Releases have been uploaded on PIB website, which have also been further shared on various social media platforms both from Headquarters and Regional/Branch offices. PIB in coordination with its Regional offices have issued 752 Press releases in Hindi; 750 in English and 7038 in other regional languages. Moreover, Regional Offices of PIB have done 25537 tweets which earned 36.1 million impressions.

1.5 The Regional/Field Outreach Bureaus of Bureau of Outreach and Communication (BOC) 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
83619	166103 (1922974)	194444	13979

1.6 A set of **info-graphics and maps** created by New Media Wing (NMW) on vital COVID-19 statistics were posted on Social Media platforms. More than **1,600 tweets** were posted from **dedicated Twitter handle @COVIDNewsByMIB**. **Daily quiz competition** was organized on Instagram by NMW for raising awareness on facts and relief provided by the Government.

1.7 **Short Films on behavioural changes post COVID-19** received from Dept. of Drinking Water and Sanitation (DWS) featuring messages from Sh. Amitabh Bachchan, Sh. Sachin Tendulkar and Sh. Akshay Kumar on corona warriors and preventive measures were widely disseminated on channels of Doordarshan and Social Media handles.

1.8 **Special articles** by the Hon'ble Minister of Human Resource Development Shri Ramesh Pokhriyal 'Nishank' and other experts were published in prominent dailies in many regional languages across the country with coordination of Regional/Branch offices of PIB to highlight efforts and initiatives of the Government on COVID-19; on Yoga and on World Environment Day.

2. Hon'ble Prime Minister's All-Party Meeting (APM) on **India-China Violent Face-off in Galwan Valley, Ladakh** and Multiple Rounds of **India-China Military Level Talks** were covered widely by DD and AIR in special programmes and news bulletins. News Services Division, All India Radio (NSD: AIR) disseminated regular updates on **India-China Standoff in Eastern Ladakh along LAC**, including the following:

- i. External Affairs Ministry Briefings
- ii. Statements issued by Army
- iii. Border Visits by Chief of Army Staff
- iv. Expert comments

3. **Campaign undertaken on Garib Kalyan Rojgar Abhiyaan and Aatma Nirbhar Bharat Abhiyaan**

The launch of the Garib Kalyan Rojgar Abhiyaan by Hon'ble Prime Minister on 20.06.2020 was covered on DD and AIR and widely publicised on Print and Social Media platforms of the Ministry.

- 3.1 DD News, NSD: AIR and their Regional News Units (RNUs) telecast the following **special programmes on Pradhan Mantri Garib Kalyan Rojgar Abhiyaan (PMGKRA) and Aatma Nirbhar Bharat Abhiyaan:-**
- i. Launch of Aatma Nirbhar Uttar Pradesh Rojgar Yojana
 - ii. Discussion in special programme i.e. Aatma Nirbhar Bharat
 - iii. 30 minutes Dedicated show 'Road to Economic Revival'
 - iv. Special Prog. on MSME – CHAMPION Portal on DD India & DD News.
 - v. News items on highlights of the PM's Speech at the launch of PMGKRA
 - vi. Explainers – Salient features of PMGKRA
 - vii. 15 Ground Reports on testimonials of beneficiaries of PMGKRA
 - viii. 10+ discussion programmes organised, with focus on PMGKRA role in employment generation among workers.

The coverage in the bulletins/ talk shows was amplified through tweets, posts and videos on Social Media platforms.

- 3.2 Bureau of Outreach and Communication (BOC) propagated the message of **Aatma Nirbhar Bharat Abhiyaan** focused on MSME's and Migrant Labour, among masses and stakeholders. Regional Outreach Bureau (ROB), Chandigarh shared reactions collected from the field on Twitter. ROB, Itanagar collected feedback and success stories of the beneficiaries.

4. **Campaign undertaken by the Ministry of Information and Broadcasting on 6th International Day of Yoga (IDY) on 21.06.2020:** The Hon'ble PM's message on IDY was widely disseminated and "My Life – My Yoga" contest was widely promoted and popularized on Print, Electronic and Social Media platforms. The employees of the Ministry and its Media Units/ attached/ subordinate /Branch/ Regional offices practiced 'Yoga at Home with Family'.

- 4.1 DD News and DD India **telecast the Curtain Raiser programme on Yoga Day. A series of Yoga discourses by renowned Yoga Gurus were presented daily** on DD National from 5th June, 2020 onwards. A **daily telecast of Common Yoga Protocol (CYP)** was organized on DD Bharati from 11th June onwards. Various special programmes were aired by DD News and AIR News including the following

- i. Live telecast of celebration of International Yoga Day.
- ii. News stories publicising "**Yoga for Health – Yoga at Home**"
- iii. Exclusive Interview on AIR News with Director, Morarji Desai National Institute of Yoga (MDNIY).
- iv. RNU correspondents **Ground Reports** on major IDY-2020 events.

- 4.2 5 celebrity spots on yoga were produced for M/o AYUSH by National Film Development Corporation (NFDC). **Online Streaming of 10 documentary films on Yoga** produced by Films Division was done under the title '**Celebrities Speak...**' on 21st June 2020 at Social Media Platforms. 8 Yoga videos (Yoga

Capsule) in house based on CYP were produced and uploaded on Satyajit Ray Film and Television Institute (SRFTI)'s official Social Media sites.

5. India participated in the **Cannes Film Festival held from 22nd – 26th June, 2020** by putting up a **Virtual India Pavilion** which was e-inaugurated by Hon'ble Minister for Information and Broadcasting Shri Prakash Javadekar on 22nd June, 2020. Several actors, stakeholders of the film industry along-with officers of the Ministry of Information & broadcasting attended the inaugural session.
- 5.1 Two National Film Award winning Indian movies Mai Ghat: Crime No 103/200 (Marathi) and Hellaro (Gujarati) were screened. NFDC's Film Bazaar partnered with Marche' du Films for pitching 5 Films from Film Bazaar 2019 in the Market.
- 5.2 To mark the **Centenary year of legend film maker Satyajit Ray** next year, a preview festival of some his films as also music and documentaries on and by Satyajit Ray have been showcased at the Indian pavilion Website.
6. Indian Institute of Mass Communication (IIMC) has been **ranked No. 1 Institute** in the field of Mass Communication by India Today again.
7. **I&B Initiatives on Minimum Government Maximum Governance –**
 - Shri Bimal Julka, Chairman of the **Expert Committees on Rationalisation/ Closure/ Merger of Film Media Units under the aegis of Ministry of Information and Broadcasting** and **on Review of Autonomous Bodies under the Ministry** submitted the report of the Committees to Hon'ble Minister for Information and Broadcasting Shri Prakash Javadekar on 2nd June, 2020. The Committee recommended specific roadmaps for the development of Film Media Units. The committee has also found overlapping activities undertaken by multiple institutes and has suggested an umbrella configuration with 4 broad verticals to be headed by professionals under which institutes should work viz. Production, Festival, Heritage and Knowledge.
 - **Community Radio Stations (CRS):** Under the scheme "Supporting Community Radio Movement in India", a total Grant in Aid of Rs. 14,08,405 has been released to two organizations for purchase of equipment for CRS.
 - **Channel Licensing:** Permission to one (1) News & Current Affairs Private satellite TV Channel was issued during the month and permission of three (3) Non-News TV channels was cancelled. Hence, the total number of Private Satellite TV channels for up-linking and downlinking in India as on 30.06.2020 is 924.



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