

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

New Delhi the 23<sup>rd</sup> July, 2021

Sub.: Summary (No.- 6) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of June 2021.

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

1. The Union Cabinet, chaired by the Hon'ble Prime Minister has given its ex-post facto approval on 02.06.2021 for signing and ratification of an **Agreement on "Cooperation in the field of Mass Media" between all the Member States of Shanghai Cooperation Organisation (SCO)**. The Agreement shall promote equal and mutually beneficial cooperation among associations in the field of Mass Media. The ex-post facto approval along with the minutes of the Cabinet Meeting has been sent to Ministry of External Affairs for the ratification of the Agreement to bring it into force, after which it shall be open for accession by any State admitted as a Member of the SCO.
2. **Cable Television Networks (Amendment) Rules, 2021**: A notification has been issued on 17.06.2021 amending the Cable Television Network Rules, 1994 thereby providing a statutory mechanism for redressal of grievances/complaints of citizens relating to content broadcast by television channels in accordance with the provisions of the Cable Television Network Act, 1995. The Cable Television Networks (Amendment) Rules, 2021 provides for a three-level grievance redressal mechanism – self-regulation by broadcasters, self-regulation by the self-regulating bodies of the broadcasters, and oversight by an Inter-Departmental Committee at the level of the Union Government.
3. **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 Media etc.

- 3.1 DD, AIR & New Media Wing (NMW) **widely covered** the following major events connected with COVID-19:
  - (i) **Hon'ble PM's expression of happiness over record breaking vaccination numbers on first day of special drive on 21.06.2021;**
  - (ii) **Hon'ble Prime Minister's Address to the nation** on 07.06.2021 on **free vaccine for all 18+ Indian citizens** and extension of PM Garib Kalyan Anna Yojana till Deepawali;
  - (iii) Hon'ble PM's address through **Mann Ki Baat** on vaccine hesitancy and Doctors' contribution on 27.06.2021;

- (iv) **Hon'ble PM's launch of 'Customized Crash Course programme for Covid-19 Frontline workers' on 18.06.2021 and the establishment of two 250 bedded makeshift COVID Hospitals in West Bengal through PM CARES on 16.06.2021.**
- (v) **Hon'ble PM's review of the progress of India's vaccination drive and status of vaccination coverage on 04.06.2021 & 26.06.2021;**
- (vi) **Hon'ble PM reiterating the commitment to vaccines for all, free for all via Twitter on 28.06.2021;**
- (vii) **Hon'ble PM's telephonic conversation with Vice President of USA to discuss the Strategy for Global Vaccine Sharing; and**
- (viii) **Finance Minister's announcement of Relief Package to support the economy affected by COVID-19 pandemic.**

3.2 **Empowered Group-8 on Information, Communication and Public Engagement** held four meetings during the month of June 2021. The meetings mainly focused on strategies for strengthening communication on Vaccination Drive and ensuring COVID Appropriate Behaviour across the country.

3.3 **DD News, News Services Division (NSD) of AIR and their Regional News Units (RNUs)** have disseminated and enhanced Government COVID-19 initiatives through various programmes. National and International News have been telecast with special focus on encouraging the public to **adhere to safety protocols, encouraging the youth to get vaccinated**, urging one-dose vaccine recipients to get a second jab, and **addressing vaccine hesitancy**. DD news also focused on **special efforts to reach out and allay fears, address queries and questions** confronting the general public at large. DD News has **live telecast the Press Conferences** of Health and other Ministries on COVID updates and has highlighted important aspects in special programmes and on Social Media, apart from regular updates related to Covid-19 in News Bulletins. Addresses by Prime Minister exhorting citizens to leave **vaccine hesitancy and get vaccinated** are being telecast live and subsequently amplified through special discussions and programmes.

- i) **DD News** continued to telecast and disseminate News with special focus on vaccination drive and management of Covid-19. **Special programmes and live coverages** included telecast of **Ground Reports, bytes of vaccine recipients** on experience of vaccination and ease of the process, special **bilingual hourly programme "Vaccination for All"**, special discussion on **'Massive turnout for Mega Vaccination Drive'** on Prime Time show **'News Night'**, 39 episodes of **'Doctors Speak'**, 04 episodes each of **'Arogya Bharat'** and **'Total Health'**, 29 episodes of daily programme **'Corona Se Jung Jitenge Hum'** on positive stories, targeted campaign **'Mask Up India'** etc., all amplified through Social Media hashtag **#Unite2FightCorona**.
- ii) **NSD AIR** focused coverage on broadcast of **PSA messages** and 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**, interviews of medical institutions and top doctors 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**

- 3.4 PIB issued **Daily Covid-19 Bulletins and infographics**, conducted **Press Briefings** and its **Covid-19 Fact Check Units** have kept a check on misinformation especially false narratives and quack treatments for COVID-19. Common Treatment Protocol for Covid and the graphics issues by Health Ministry/ ICMR/ MyGov were wide publicized. PIB and its Regional offices have issued **7597 Press Releases** in English, Hindi and other regional languages. 1090 PIB's Tweets (English) earned 31.8 Million impressions & 14.8K new followers and 1036 PIB's Tweets (Hindi) earned 4.22 Million impressions & 5.5K new followers in June 2021.
- 3.5 BOC **launched a campaign** on the theme **“Vaccine for all, free for all”** to create awareness among general masses about the scheme **“Free Vaccination for all”** to all 18+ citizens through newspaper advertisement and outdoor campaign. Hoardings, Banners and Standees were designed, printed and displayed on the campaign **“Sabko Vaccine – Muft Vaccine”** in the premises of Government offices and other public places across the country. A **campaign on Corona Helpline Numbers** was conducted wherein bulk SMS was sent to over 50 lakh subscribers and newspaper advertisements were issued. The Field/Regional Outreach Bureaus (FOB/ROB) of BOC conducted **awareness campaign** on COVID-19 and Vaccination Drives **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
28485	66919 (1326060)	135068	7967

- 3.6 PIB and its Regional/Branch offices organized **119 Webinars** in June 2021 on issues such as **COVID-19 Appropriate Behaviour, Vaccination, Black Fungus**, Home isolation and precaution remedies, boosting remedies, International Day of Yoga 2021 etc. ROB/FOBs of BOC have also collaborated on **77 webinars** on above mentioned issues.
- 3.7 **Comprehensive coverage** was provided by NMW on Social Media to Covid-19 statistics, Vaccination drive, World's largest Free Vaccination Campaign, FAQs on Delta Plus variant, etc. using the **#We4Vaccine hashtag**. Nearly **1439 tweets** were posted in June 2021 from **dedicated Twitter handle @COVIDNewsByMIB** having **201.1K followers**, which has appeared nearly **39.4 Million** times in the timeline of Twitter users.
- 3.8 The Ministry has **issued advisory** to all private General Entertainment television channels on 03.06.2021 to promote awareness of national helpline numbers at periodical intervals, especially during prime time.
4. **Commemoration of Azadi ka Amrit Mahotsav: 75 Years of Independence of India**
- 4.1 NMW provided extensive coverage to **Indian Freedom Fighters** on their birth/death anniversaries using hashtag **#AmritMahotsav**. **Graphics** related to Father of Indian Nationalism **Dadabhai Naoroji**, Queen of Jhansi **Rani Lakshmi Bai**, freedom fighter **Ram Prasad Bismil**, tribal leader **Birsa Munda**, etc. were prepared and posted on Social Media platforms. Amrit Mahotsav related posts on **Rani Durgawati, Rani**

*Laxmibai*, etc., were done by Publications Division (DPD) on its Social Media platforms.

- 4.2 A **tribute to the Cine Maestro Shri Satyajit Ray** was organized by Film and Television Institute of India (FTII) and National Film Archives of India (NFAI) on 12.06.2021 on the occasion of his Birth Centenary. Esteemed panelists Ms. Sharmila Tagore, Ms. Aparna Sen, Shri K Hariharan, Shri Ananth Mahadevan, Shri Samik Bandopadhyay and Dr. Mohan Agashe discussed Ray's work and their experiences and memories related to him.
5. Observation of **International Day of Yoga (IDY) 2021**
  - 5.1 The **Hon'ble Vice President's Greetings on IDY** and **Hon'ble PM's Address** and the **announcement of mYoga App** on 21.06.2021 was aired live on all platforms of the Ministry. The **curtain raiser** event for IDY 2021 on 12.06.2021 was also publicized widely. Yoga sessions/ demonstrations/classes and other suitable activities were organized for employees of various Media Units/organizations of the Ministry of I&B.
  - 5.2 DD News aired live footage of **Yoga Practices from 75 cultural heritage sites** in India and from across the world. DD News prepared and telecast special Yoga Training capsule **Yoga Sutra** (08 episodes), **Yoga Quotes From Scriptures Yoga Mantra** (08), **Special Interview with Yogacharyas Yog Samvad** (06), **Special Reports** from places related to **Yoga Yog Yatra** (01), program on preparation **Yog Satra** (02), an episode of **Total Health** programme on Yoga and a **special interview** of Hon'ble Minister of State, Ministry of Ayush. 22 Facebook links, 46 YouTube videos & 175 Twitter messages were posted on IDY 2021 on Social Media platforms.
  - 5.3 DD India telecast a **special 10-episode series on various aspects of Common Yoga Protocol (CYP)** from 12.06.2021 to 21.06.2021. '**Yogaarambh Ho**' special song composed by Shri Shankar Mahadevan has been produced by Prasar Bharati, which was telecast on DD National and on its YouTube channel. **Apna Radio** of Indian Institute of Mass Communication (IIMC) aired a **series of programmes** on yoga.
  - 5.4 The June 2021 fortnightly editions of **New India Samachar (NIS)** on the themes of '**Globalisation of Yoga**' and 'Environmental Protection Essential for Survival' 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. Publications Division (DPD) reprinted the revised edition of '**Yoga Sachitra**' by renowned yoga expert Sh. Dharmavir Singh Mahida.
  - 5.5 Films Division streamed short films '**Celebrities Speak...**' on its website and Youtube channel on 21.06.2021, highlighting the message of 'Yoga for Wellbeing' by a number of social influencers from different walks of life, including film and sports. **75 Webinars** were organized by ROBs/ FOBs of BOC on Common Yoga Protocol and **25 live Yoga Demonstrations** were conducted under reputed Yoga instructors.
  - 5.6 A **series of GIFs on various Yogasanas, infographics** and **video content** were shared across various Social Media platforms of M/o I&B by New Media Wing (NMW). PIB commissioned **two special articles** written by Hon'ble Minister for Education and Hon'ble Minister of State for AYUSH in around **129 publications** across the country.

## 6. **India's Participation in Tokyo Olympics and Road to Tokyo**

6.1 DD News provided exclusive and live coverage to the **review by Hon'ble PM** of India's Olympics preparations on the occasion of 50 Days to Tokyo and his Best Wishes to Indian contingent for Tokyo Olympic on Olympic Day. DD News is telecasting a series on players profile in all News shows, **Road to Tokyo** in Hindi and **Countdown to Tokyo** in English is being telecast daily. NSD:AIR broadcast a **Special Series India@TokyoOlympics** on profiles of national athletes and India's preparations/ medal prospects, in prime time bulletins and Sports Scan.

6.2 An **extensive media campaign** was conducted by BOC to showcase the spirit of Olympism to highlight the achievements of Indian athletes through Social Media by sharing songs, slogans, videos, quizzes etc.

6.3 A **special article** by Member, Mission Olympic Cell and CEO of Olympic Gold Quest was facilitated by PIB and published in newspapers pan-India.

## 7. **Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021**

7.1 Information from approx. **1800 publishers** has been received against the public notice dated 26.05.2021 seeking information about their entity.

7.2 **Four national and regional webinars** have been conducted in June, 2021 with a direct participation of **650 stakeholders** to create awareness about the Rules.

8. DD News and NSD:AIR provided live coverage and wide publicity to the **Hon'ble President's journey to Kanpur & Lucknow** on a special Presidential train and his address at the **foundation stone laying of Dr. Bhimrao Ambedkar Memorial and Cultural Centre** in Lucknow, Hon'ble PM's Address at **G7 Summit**, his addresses at **5<sup>th</sup> Edition of VIVATECH** and **World Environment Day** event, his **meeting with political leaders of J&K** and his interactions with participants of **Toycathon 2021** and with Class 12 Students and their parents in view of the cancellation of the CBSE Class 12 board exams.

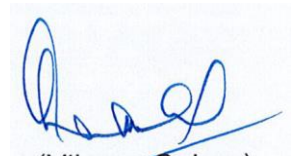
9. **Outdoor Campaign on PMGKY:** Hoardings, Banners and Standees were printed and displayed in the prominent and densely populated public residential areas in Delhi and across the country by BOC and its FOBs/ ROBs to create awareness of **Pradhan Mantri Garib Kalyan Yojana**.

10. Indian Institute of Mass Communication (IIMC) Research Journals '**Sanchar Madhyam**' in Hindi and '**Communicator**' in English was relaunched by the Hon'ble Minister of Information and Broadcasting on 25.06.2021. IIMC has also been ranked No. 1 Institute among top 10 Mass Communication Institutes in India by India Today Group.

11. Films Division organized '**Oasis of Hope**', an online festival of films on environment on 5<sup>th</sup> and 6<sup>th</sup> June, 2021 on its website and YouTube channel to mark **World Environment Day** on 05.06.2021, which recorded **2504** online viewership. National Film Development Corporation (NFDC) showcased 5 films on its OTT platform [www.cinemasofindia.com](http://www.cinemasofindia.com).

## 12. I&B Initiatives on Minimum Government Maximum Governance –

- Prasar Bharati Audience Research released **NewsOnAir Radio Livestream Rankings** on 11.06.2021. 240 Radio Services of All India Radio are livestreamed on NewsOnAir App, which have listeners in over 90 countries.
- **Prasar Bharati** has gone paperless with **100% adoption of e-Office**, saving organization's expenditure on paper by 45% between August 2019 and June 2021. Apart from reducing Carbon footprint, paperless work also enhanced the COVID safety during the pandemic through remote working, work from home, etc. thus reducing the chances of infections.
- An **online workshop** was organized by the Film Facilitation Office (FFO), NFDC with the Animal Welfare Board of India (AWBI) and the representatives of various Trade Associations and The Film Chambers of Commerce from across India on 30.06.2021 to address various issues.
- **Community Radio Stations (CRS):** The Ministry signed 5 new Grant of Permission Agreements (GOPAs) and renewed 15 GOPAs during the month.
- **Channel Licensing:** Ministry has issued permission to 04 non-news and 01 news TV channels during the month. The Ministry has cancelled the permission in r/o 03 TV Channels. The total number of private satellite TV channels for up-linking and downlinking in India **as on 30.06.2021** is **904**.
- **Registrar of Newspapers for India (RNI):** **533** Title verification letters and **119** Certificates of registration (new & revised) were issued in June 2021.
- **Press Council of India (PCI):** **111 complaints** (21 under Section 13 & 90 under Section 14) were processed, **07 suo-moto cases** under Section 14 & 1 under Section 13 were registered and **07 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 **72K followers**, Facebook page has **1.36M followers**, YouTube has **177K subscribers** and Instagram has **191K followers** as on 02.07.2021.



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