

File No. P-11015/1/2022-PPC  
Government of India  
Ministry of Information & Broadcasting  
(Policy Planning Cell)

New Delhi the 29<sup>th</sup> July, 2022

Sub.: Summary (No.- 6) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of June 2022.

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

1. The books and ebooks titled '**The Republican Ethic (Volume IV)**' and '**Loktantra Ke Swar (Khand IV)**' featuring the compilation of selected speeches of Hon'ble President of India in the fourth year of his presidency was released on 08.06.2022 by the Hon'ble Minister of Education and Skill Development & Entrepreneurship Shri Dharmendra Pradhan and Hon'ble Minister of Information & Broadcasting Shri Anurag Singh Thakur. The first copies of the books were also presented to the Hon'ble President of India Shri Ram Nath Kovind.

2. **Campaign on initiatives & achievements of Government in 8 Years**

This Ministry initiated a comprehensive publicity campaign on completion of 8 years of '*Seva, Sushashan aur Gareeb Kalyan*'. The sharing of the details by the Hon'ble PM on the measures taken to strengthen the various sector during the last 8 years was publicized widely.

2.1 Hon'ble Minister of Information & Broadcasting Shri Anurag Singh Thakur inaugurated **Doordarshan News Conclave on 8 years of Government** on 03.06.2022 and participated in the inaugural session on the activities undertaken by the Government in the last 8 years. A total of 47 panelists participated in 11 panel discussions organized from 3<sup>rd</sup> - 11<sup>th</sup> June, 2022 titled '**आठ साल मोदी सरकार: सपने कितने हुए साकार**' involving one-on-one interactions with Union Cabinet Ministers and domain experts on themes such as Social Empowerment, Health for All, Infrastructure Development, Defence Indigenization, Internal Security, India as Vishwaguru and others.

2.2 A **Public Service Announcement (PSA) film** titled "**AKAM Bharat Ka Naya Daur**" was screened in Cinema Halls across the country to celebrate Azadi Ka Amrit Mahotsav and commemorate eight years of Government to spread awareness regarding various flagship schemes and welfare initiatives of the government.

2.3 **Multimedia campaigns** on completion of 8 years of Central Government were continued up to 14.06.2022 through Print, Radio, Television, Outdoor and New Media by Central Bureau of Communication (CBC). **07 Print Advertisements** were issued, **20 second Video Spots** were run through YouTube and folk communication wing carried out **370 programmes** on different themes including '8 Saal Seva, Sushasan, Garib Kalyan' and International Day of Yoga.

- 2.4 The June 2022 fortnightly editions of **New India Samachar (NIS)** with the cover stories **“How different schemes classified into 14 sectors has propelled the pace of progress in India”** and **“India's rising global stature in boosting bilateral ties with other countries and connecting with Indian diaspora”** were printed in 13 languages & distributed across the country by CBC. E-versions of NIS were sent to over 70.5 million readers via emails using E-Sampark platform of MyGov India.
- 2.5 A series of **68 Graphics/ images** and **videos** were shared on Social Media platforms by New Media Wing (NMW) under the hashtags **#8YearsOfSeva**, **#8YearsofGareebKalyann**, etc. Over **8 Special articles** on various themes of 8 Years of Seva written by Union Ministers and Experts have been commissioned by PIB and published in newspapers nation-wide.
3. The Ministry has developed the **May, 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 platform and also been uploaded on the websites of Ministry of I&B, MyGov, PM India and the media units of this Ministry. The booklet has also been shared by Hon'ble PM on Twitter on 25.06.2022. 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. **Observation of 8<sup>th</sup> International Day of Yoga (IDY) 2022 (21.06.2022)**

The Ministry of I&B including all its Media Units/organizations took a series of unique initiatives to celebrate 8<sup>th</sup> International Day of Yoga, in addition to organization of **yoga demonstrations/ workshops/** activities.

- 4.1 IDY was observed at **75 iconic locations** across the country, out of which Ministry of I&B organized yoga demonstrations at two such iconic places. Hon'ble Minister of Information & Broadcasting and Youth Affairs & Sports Shri Anurag Singh Thakur led the gathering at Tihra Sujanpur (Katoch Palace) in Hamirpur, Himachal Pradesh and inspected a photo exhibition with theme 'Seva-Sushasan-Garib Kalyan' put up by CBC, Shimla. MLA Ghumarwin, Gram Pradhan, members Sujanpur Tihra and key officers from District Administration, PIB, CBC and NYKS accompanied the Minister in the IDY celebrations. The Hon'ble Minister of State for I&B and Fisheries & Dairy Development Dr. L. Murugan led approx. 3500 participants at Beach Promenade, Puducherry and performed yoga along with Lt. Governor of Puducherry and senior Government officials.
- 4.2 DD India undertook extensive arrangements for the **one-of-a-kind 'Guardian Ring for Yoga'** programme on 21.06.2022 which celebrated the movement of the Sun, underlining the concept of **'One Sun, One Earth'**, with live telecast of people of different nationalities coming together to celebrate Yoga at the crack of the dawn. The seamless streaming of 80 yoga events from world over was ensured in a marathon broadcast from 3 AM to 10 PM IST, in collaboration with over 80 Indian Missions and Embassies of External Affairs Ministry which

organized Yoga Events on a grand scale at iconic locations in their respective countries.

- 4.3 The **yoga practices from 75 iconic places** in the country to celebrate 75 years of Independence was widely covered by DD News, including live telecast focused on participation of Hon'ble President, Hon'ble Vice President, Hon'ble Prime Minister and Hon'ble Union Ministers. **Special Countdown Bug** was introduced before 25<sup>th</sup> Day on DD News to show remaining days of IDY 2022 and special section '**Yoga Sutra**' was telecast daily in Naya Savera from 23<sup>rd</sup> May - 26<sup>th</sup> June, 2022. **Exclusive interview of Hon'ble Ayush Minister** was broadcast in 'Spotlight' by NSD:AIR on 15.06.2022. Films Division organized **special screening of 6 documentary films** on 21.06.2022 on its website and YouTube channel.
- 4.4 A series of **45 graphics/images** and **videos** were shared on Social Media platforms of MIB by NMW under the hashtags **#YogaForHumanity, #IDY2022, #YogaDay2022**.
5. The Hon'ble Minister of Information & Broadcasting Shri Anurag Singh Thakur attended and delivered the key note address at the **National Conference on 'Changing Landscape of Media & Entertainment 2022'** organized by the Symbiosis Skill & Professional University in Pune. The Minister stated that the size of the Media & Entertainment Industry is set to touch Rs. 4 lakh crores by 2025 and India is well set to become the global hub of content creation and post production. The Minister also called for strengthening start-up culture in the M&E sector.
6. Campaign on **Shri Amarnath Ji Yatra 2022**.

The Media Units of this Ministry have been undertaking extensive coverage of Shri Amarnathji Yatra 2022.

- 6.1 An **exclusive interview** of Hon'ble Lt. Governor of J&K, Sh. Manoj Sinha was telecast by DD News and amplified through bytes in news bulletins starting from 22.06.2022. '**Pratham Puja**' performed by CEO, Shri Amarnathji Shrine Board at the Amarnath temple, launch of online **helicopter booking service portal** by Hon'ble LG of J&K and **flagging off of first batch of Amarnath pilgrims** from Bhagwati Nagar Base Camp, Jammu by Hon'ble LG were covered extensively by DD News and NSD:AIR.
- 6.2 All **Primetime news shows** and regular bulletins on DD News and DD India extensively covered the developmental and preparedness works in relation to the Yatra through **Ground reports, Special Interviews, Infographics, Social Media Engagement** etc. and special programmes such as '**Shri Amarnath Yatra: Naye Ayam**', '**Shri Amarnath Yatra: Rozgar Aur Sahkar**', '**Swasth Aur Surkshit Shri Amarnath Yatra 2022**' etc. were telecast. AIR established an **FM transmission facility and studio facility at Baltal** and began the **Amarnathji Yatra Special Broadcast** from 30.06.2022 daily from 7 AM to 10 PM.

- 6.3 PIB commissioned and published **two special authored articles** from Srinagar. Developments are being shared on timely basis via **Press Releases** and **Feedback reports**. **Information plates** on various facets of Yatra were made and posted via various social media platforms. **Graphics/ images** and **videos** were posted on social media platforms of MIB using the hashtag **#AmarnathYatra** and **#AmarnathYatra2022**.
7. **Azadi ka Amrit Mahotsav: 75 Years of Independence of India**
- 7.1 Four new videos, as part of the **'Azadi Ki Amrit Kahaniyan'** short video series created in collaboration with Netflix, were released to bring out beautiful stories of inspirational Women Changemakers from across the country who share their experiences in breaking the glass ceiling. Showcasing the unique diversity of India, these two minute short films were shot in locations across the country and are narrated by acclaimed actor Ms. Neena Gupta. The videos were produced in Hindi/English, and dubbed in Gujarati, Marathi, Bengali, Tamil, Malayalam and English. These Videos are being shared on social media accounts of Ministry of I&B and its media units, and those of Netflix and have also been broadcast on Doordarshan network.
- 7.2 30 episodes of special segments **'Azadi ka Safar'** and **'Saga of Freedom'** were telecast on DD News and DD India. **'Azadi ka Amrit Mahotsav Quiz'** on India's freedom movement and its glorious history, special daily programme **'Azadi ka Safar'** and weekly programmes – **Dharohar; Aparajita; Nishaan; The Unsung Heroes (Veergatha); Azadi Ke Tarane; Prasang and Imprint** have been telecast by NSD:AIR.
- 7.3 Regional and Field offices of CBC organized **03 Integrated Communication and Outreach Programmes (ICOPs)**, **02 Exhibitions** and **42 field programmes** on the theme during the month.
8. Campaign on **Agnipath Scheme 2022**: DD News extensively covered all the aspects of Agnipath scheme 2022 since the launch i.e. 14.06.2022, to create **awareness of the scheme, dispel myths, bring the voice of the youth, ex-servicemen, experts** from across the country and highlight the politics behind the violence and disruptions. All the **Defence Services press conferences** were telecast live and special series **'Agnipath: Bhram Banam Sach'** and special programme **'Agnipath Yojna: Sena Ko Milenge Yuva Agniveer'** were telecast. **Regional News Units** of DD News recorded **bytes of eminent people as well as youth** across the country, appreciating the scheme which was telecast both by DD News as well as its regional channels and tweets were done from Social Media Handles of DD News, NMW and MyGov. **One spot on the Scheme was produced** by DD News for Ministry of Defence (MoD), which along with three more spots provided by MoD, were dubbed in nine regional languages and telecast across the DD News network.
9. **Novel Coronavirus Pandemic (COVID-19) and COVID-19 Vaccination Drives Awareness**: Public Broadcaster **Prasar Bharati** through **DD News, News Services Division (NSD) of AIR** and their Regional News Units (RNUs) have undertaken extensive campaign to create awareness of the Covid-19 Vaccination drive. DD News telecast **'Arogya Bharat'** & **'Total Health'**

programmes which covered all aspects of Vaccination with panel of experts. Prime time news shows '**News Night**', '**Mid-Day Prime**' also discussed the Vaccination effort with live **Ground Reports**.

10. DD News and NSD:AIR provided **live coverage** and **wide publicity** to the Hon'ble Prime Minister's tour of **Germany** for participation in **G7 Summit**, participation in **Mass Yoga Demonstration** at Mysuru, inauguration and laying foundation stone of multiple **rail and road infrastructure projects** in Bengaluru, inauguration of HQ of **IN-SPACE** in Ahmedabad, development initiatives during '**Gujarat Gaurav Abhiyan**' in Navsari, release of special series of coins with the logo of **Azadi Ka Amrit Mahotsav**, interaction with champion **women boxers** from World Boxing Championship and participation virtually at the **14<sup>th</sup> BRICS Summit** etc. **Special programmes** were telecast by DD News and DD India such as #FitIndiaFreedomRider Ki Shuruat, Khelo India Youth Games 2021 etc. A new segment '**Dateline India**' in 'Parikrama' was broadcast by NSD:AIR.

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

- In the spirit of **ease of doing business** at Prasar Bharati, for the first time a procurement policy was released on 15.06.2022. The **Prasar Bharati Procurement Policy**, is a directive to all procurement entities in all Prasar Bharati verticals, including All India Radio (AIR) and Doordarshan (DD), to procure materials, services, and work of the specified quality at the most competitive prices in a fair, just, and transparent manner.
- **Digital DD, AIR News register unshakeable trust:** The survey of the Indian News brands by the Reuters Institute shows that continued trust '*Sabka Vishwas*' on the authenticity and accuracy of News by All India Radio and DD News stands at 72% and 71% respectively. India registered a small increase in news trust, improving its overall position among the 46 markets.
- The Ministry organized a **special screening** of the film '**Rocketry: The Nambi Effect**' at Siri Fort Auditorium, New Delhi on 27.06.2022 which was attended by team Rocketry led by the writer, producer, director Shri R. Madhavan, who is also playing the titular lead role and has made a directorial debut with this movie. The screening was also attended by former Director CBI Shri D. R. Karthikeyan, former IG CBI Shri P.M. Nair, senior officials in the Government and stakeholders from the film industry. The World Premiere of the film was held during the 75th Cannes Film Festival, which received a standing ovation. The film was released worldwide in theatres on 1<sup>st</sup> July, 2022.
- **Digital Media:**
  - Based on reference received from Survey of India regarding **wrong depiction of Indian Map**, action was taken on the film depicting wrong Indian Map on Amazon Prime OTT Platform. The producer of the film complied with the directions of the Ministry and made necessary changes in Indian map.
  - In accordance with Rule 3(1)(d) of the IT Rules, 2021, the Ministry has notified the concerned intermediary platforms not to host the posts containing the videos on the advertisement, found to be objectionable causing injury to the

dignity and modesty of women, related to a body spray named **Layer's shot** circulated on various social media platforms.

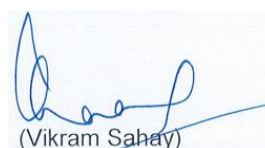
- An **Advisory** dated 13.06.2022 has been issued by the Ministry advising print and electronic media and publishers of news and current affairs on digital media to refrain from publishing advertisements of **online betting platforms**.
- This Ministry has requested Ministry of Electronics & Information Technology (MeitY) for blocking of 23 YouTube URLs, 31 Twitter URLs and 16 Facebook URLs under section 69A of the IT Act, 2000.
- **Channel Licensing:** The Ministry of I&B issued 02 new permissions and accepted surrender request/ cancelled 06 TV channel during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 30.06.2022** is **893**.
- **Community Radio Stations (CRS):** The Ministry has **signed thirteen (13) new Grant of Permission Agreements (GOPAs) & renewed three (03) GOPAs** and **Grant-in-Aid** has been released to **two CRS** during the month.
- Press Information Bureau (PIB) and its Regional offices have issued **7341 Press Releases** in English, Hindi and other regional languages, organized **7 Press Conferences, 3 Vartalaap, 14 webinars** and commissioned **49 articles** on 8 Years of Seva, International Day of Yoga, Digital India etc. PIB Fact Check Unit **busted 36 fake news** and posted 45 tweets.
- The Regional/Field Outreach Bureaus (ROB/FOB) of CBC conducted awareness on the themes Azadi Ka Amrit Mahotsav, Ek Bharat Shrestha Bharat, Yoga Mahotsav 2022, 8 years of Seva Sushasan 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
25257 (238158)	9506	6381	20864

- **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 **250 graphics, videos, images, posts** etc.

**Azadi Ka Amrit Mahotsav, 8 Years of Seva** and other flagship campaigns were highlighted through infographics, reels, audio and video content for campaigns, such as International Day of Yoga, Agnipath Scheme, Amarnath Yatra, etc.

COVID-19 messaging through creative videos/infographics (nearly **204 tweets**) focusing on Vaccination, Preventive Measures/ Guidelines, etc. have also been shared through the **dedicated Twitter handle @COVIDNewsByMIB**.



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