

File No. P-11015/1/2023-PPC  
Government of India  
Ministry of Information & Broadcasting  
(Policy Planning Cell)

New Delhi the 20<sup>th</sup> July, 2023

Sub.: Summary (No.- 6) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of June 2023.

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

**1. 9 Years of Seva, Sushasan, Garib Kalyan**

- 1.1 The Hon'ble Minister for Information & Broadcasting and Youth Affairs & Sports, Shri Anurag Singh Thakur on 20.06.2023 interacted with well-known Marathi & Hindi film and theatre actress Ms. Vandana Gupte and Sangeet Natak Akademi Chair, Dr. Sandhya Purecha at their residences in Mumbai. The Minister gifted them a **booklet** elucidating the works done by the Central Government and spoke about the successful completion of **9-year** tenure of the Government, dedicated to service, good governance and the welfare of the poor.
  - 1.2 A **series of articles** were commissioned in the National and Regional Newspaper on the occasion of 9 Years - Seva Sushasan, Garib Kalyan **from eminent personalities and experts** such as Dr. Naresh Trihan, Ms. Kiran Mazumdar Shaw, Lt. Gen. Syed Ata Hasnain (Retd.), etc.
  - 1.3 Two **Multimedia Mobile exhibition vans** organized by Central Bureau of Communication (CBC Regional Office, Pune) were flagged off on 11.06.2023 by Shri Chandrakant Patil, Hon'ble Higher and Technical Education Minister of Maharashtra. The vans showcased the 9 years work and flagship schemes of the Central Government during Pandharpur/ Ashadi Wari.
  - 1.4 CBC printed and distributed regional language versions of **9 Years Booklets** (Big, Small and Flyers). Regional/ Field Offices of CBC conducted awareness activities on the theme of 9 Years of Seva, Sushasan and Garib Kalyan.
  - 1.5 DD News telecast **Interviews** with various Union Ministers on completion of 9 years of Modi Government. NMW undertook extensive Social Media publicity including video bites, Graphics etc. both in Hindi/ English shared using the hashtags **#9YearsOfSeva**. An **innovative flipbook** was curated in Hindi and social media outreach was carried out in the form of **Quiz**, with **Graphics** shared using the hashtag **#QuizContest #MiBQuizverse #9YearsofSeva**.
- 2. Celebration of 9<sup>th</sup> International Day of Yoga (IDY) 2023 on 21.06.2023**
- 2.1 To acknowledge the instrumental role that the media plays in disseminating the outreach of yoga, the Ministry of Information & Broadcasting announced the **2<sup>nd</sup> Edition of Antarashtriya Yoga Diwas Media Samman (AYDMS) 2023** on

09.06.2023, the guidelines for which are placed on the website of the Ministry of I&B and Press Information Bureau (PIB). A total of 33 Sammans in 3 categories viz. Print, Television and Radio will be conferred.

- 2.2 The Ministry of I&B and its Media Units/ organization conducted **Yoga Workshops/ Demonstrations/ Sessions** as per Common Yoga Protocol on International Day of Yoga on 21.06.2023. The Ministry of I&B in coordination with Prajapita Brahma Kumaris Ishwariya Vishwa Vidyalaya (PBKIVV) also conducted a **special session on 'Benefits and Technique of Rajyoga'** for its officers/ staff on 19.06.2023.
- 2.3 DD News extensively covered the IDY celebrations across the world including Yoga performed by **Hon'ble President at Rashtrapati Bhawan**, main national event led by the **Hon'ble Vice President at Jabalpur (MP)**, celebration of IDY 2023 at the **UN HQ led by Hon'ble Prime Minister of India** along with Guinness record for people of 135 nationalities participating in it, celebration from the **North Pole to the South Pole** (India's research stations Himadri at Arctic and Bharati at Antarctic), Indian Army's **Bharatmala**, Indian Navy's **'Ocean Ring of Yoga'** etc. DD News telecast **special programmes** such as **Yoga Samvad, Yoga Yatra, Total Health**, special interviews, Ground Reports, special theme songs etc. and a special program was also telecast on DD India titled **'Yoga for Vasudhaiva Kutumbakam'**. News Services Division, All India Radio (NSD, AIR) broadcast an **exclusive interview** on 15.06.2023 and a **discussion** on 20.06.2023 with Secretary, Ministry of Ayush, Govt. of India.
- 2.4 New Media Wing (NMW) conducted an effective outreach by curating a **special reel** in Hindi/ English and a **Podcast** (in Hindi) across the Social Media accounts of the Ministry using hashtags **#HarAnganYoga #YogaDay** etc. Publications Division (DPD) ran a **countdown starting 31.05.2023 with daily videos on Yogasanas** on Social Media platforms and promoted its books 'Yoga Illustrated', 'Yog Sachitra' and 'Yog Vigyan'.
- 2.5 Regional and Field offices of Central Bureau of Communication (CBC) organized **117 Integrated Communication & Outreach Programmes (ICOPs), 06 Special Programmes, 117 Yoga Demonstration Session and 35 field programmes** on the theme across the country. ROs/FOs also organised Poster/Drawing & Painting/ Essay Writing Competitions, Quiz, Seminar & Symposium Group Discussion, Distribution of Books & T-shirts, Debate and Seminars etc. to promote Yoga in daily life.
3. India participated at **'The Annecy International Animation Festival'**, which was held in France between 11<sup>th</sup> to 17<sup>th</sup> June, 2023. The Secretary, Ministry of I&B on 13.06.2023 inaugurated the **Indian Pavilion** designed on the theme of the **'Saraswati Yantra'** and interacted with the Indian creative community winners in the Annecy festival competition 2023 and with foreign delegates from other countries. The Indian delegation highlighted India's creative economy, India's prowess in creating Animation & VFX content for global audiences and the incentives given by the Indian Government for ease of business in the AVGC sector. A reception session was also organized to facilitate networking between India and the global industry players.

#### 4. **India's Strategic Partnerships:**

- 4.1 DD News and DD India Network extensively covered the **State Visit of Hon'ble Prime Minister Sh. Narendra Modi to the USA** including Joint Press meet, State Dinner, address of PM Modi to the National Science Foundation, address to Indian Diaspora at Washington, address to joint session of the US Congress, etc. DD News did special special coverage including Panel Discussion and exclusive interviews on important topics with many eminent guests and a special program titled 'PM Modi's USA Visit' was telecast on DD India.
- 4.2 DD News and DD India network extensively covered the **first State Visit of Hon'ble Prime Minister to Egypt** including welcome by Members of Indian diaspora, roundtable meeting in Cairo, interview with Indian Ambassador to Egypt, conferring of highest civilian honor of Egypt 'Order of the Nile' etc. DD News did special special coverage including Panel Discussion and exclusive interviews on important topics with many eminent guests and a series of special program was telecast on DD India.
- 4.3 New Media Wing (NMW) conducted an effective outreach of the historic visit of Hon'ble Prime Minister to the U.S., Egypt, Papua New Guinea and others via a **Special Podcast on 'India's Strategic Partnership'**, which was curated in Hindi language across the social media accounts of the Ministry using the hashtag **#MIBPodcast**.

#### 5. **Azadi Ka Amrit Mahotsav**

- 5.1 Publications Division (DPD) celebrated the **75<sup>th</sup> Year of children magazine 'Bal Bharti'** by publishing '**Amrit Varsh Visheshank**' coinciding with **Azadi Ka Amrit Kaal**. The combined June and July 2023 issue of this Children's Magazine gives a flavor of writings of older famous authors like Vidyadhar Shukla, Ismat Chughtai, Manmath Nath Gupta, classic authors like Leo Tolstoy and newer famous authors such as Madhu Pant, Yatish Agrawal, Anurag Sharma etc. The specialty of this issue has been that most of the illustrations have been done by specially abled students/ person.
- 5.2 The co-production agreement incorporating the studio agreement of the Animation series film '**Bharti aur Bibo (Bharti and her Magical Worm)**' under the aegis of Azadi Ka Amrit Mahotsav has been completed on 28.06.2023. The Pilot episode of the series is now under production in National Film Development Corporation.

#### 6. **Preparations for Cyclone 'Biparjoy'**

- 6.1 The Ministry of I&B has **issued an advisory** on 15.06.2023 expressing deep concern over the safety and security of various reporters, cameramen and other personnel of the various media organizations covering the cyclone 'Biparjoy'. It has been strongly recommended to undertake abundant precaution and media organizations have been urged not to compromise on safety and security of deployed personnel. The Ministry has reassured people that Central

Government along with the State Governments is making all efforts to mitigate the impact of the Cyclone.

- 6.2 A 90-meter-high Guy rope supported steel **Akashvani tower in Dwarka, Gujarat has been dismantled** as a precautionary measure in view of the impending cyclone Biparjoy on 14.06.2023. Akashvani is working on restoration of services from Dwarka by using the available resources.

## 7. **Publicity Campaign on G-20 Summit**

- 7.1 DD News network has telecast all major events related to G20 Presidency of India held across the country including G20 Development Ministers' meeting in Varanasi, G20 Agriculture Ministerial meeting in Hyderabad, G20 Education Ministers' meeting in Pune, G20 Tourism Ministers' Meeting in Goa etc. 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 mounted on DD News.

- 7.2 Press Information Bureau (PIB) provided **all round publicity** through Print, Electronic, Digital and Social Media to all the events organized so far and published **an exclusive G-20 article in at least 41 newspapers** across the country. **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.

8. The Ministry has published a **May 2023 edition of PM's Mann ki Baat booklet** featuring '**Yuva Sangam – Ek Bharat Shrestha Bharat**' 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.

9. The June 2023 fortnightly editions of **New India Samachar (NIS)** with the cover stories "*Senior citizens' secured, dignified and creative life*" and "*Inauguration of the new Parliament House, which will see the fulfillment of the resolutions of a developed India*" 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.

## 10. **Special Coverages**

- 10.1 **World Environment Day – Mission Life:** Regional and Field Offices of CBC conducted awareness campaign on Mission Life on World Environment Day on 05.06.2023. 46 Integrated Communication & Outreach Programmes (ICOPs), 08 Special Outreach Programmes, 05 field programmes and 01 webinar were organized on the occasion to encourage mass mobilization.

- 10.2 **Yuva Utsava – India@2047:** Regional and Field Offices of CBC organised 15 field programmes on "Yuva Shakti se Jan Bhagidari" during the month.

10.3 DD News and NSD:AIR accorded coverage to decoration of Hon'ble President of India with highest civilian honour of Suriname. DD News provided live coverage and wide publicity to Hon'ble Prime Minister's inauguration of first-ever **National Training Conclave** in New Delhi; address to **new recruits at Rozgar Mela** via VC, address to the **UN Headquarters on the occasion of International Day of Yoga**, the **joint session of the US Congress**; **US State Department luncheon**, PM Modi and US President Biden's **Hi-tech Handshake event**, **US-India Strategic Partnership Forum** in Washington DC, **Indian Diaspora community** at Ronald Reagan Building and Interaction with Nation in the 102<sup>nd</sup> episode of '**Mann Ki Baat**', etc.

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

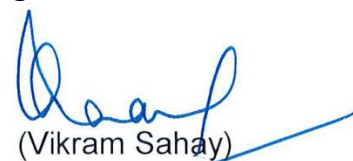
- **'Mujib – The Making of a Nation' (Bangla):** The final stage of VFX post-production of the film is under process. The budget proposal for the film has been submitted to the Bangladesh Film Development Corporation for review and discussion.
- **Initiatives in Regional News:** NSD:AIR started news bulletins in Kumaoni in Uttarakhand and Pochury dialect in Nagaland during the month.
- **DD Robocon 2023:** The domestic competition of ABU Robocon 2023 was successfully completed on 17<sup>th</sup> – 18<sup>th</sup> June, 2023 by IIT-Delhi in collaboration with Prasar Bharati under the ambit of the MoU between the two sides. The winner team i.e. Gujarat Technical University (GTU) will represent India at the international level in the ABU Robocon 2023 in August, 2023. The produced programme on Robocon has been telecast on DD National and DD Bharati on 25.06.2023.
- **Digital Media:**
  - Issuance of directions for **blocking of 43 social media posts** under the provisions of Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 for carrying content covered under Section 69A of IT Act, 2000.
  - A **notice has been issued** vide communication dated 19.06.2023 to an OTT Platform for obscene and vulgar content.
  - **Publishers of news and current affairs** who have not furnished their information so far, **have been requested** vide letter dated 22th June, 2023 to furnish information under Rule 18 of the IT (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.
- **CBFC statement on the issue of 'Bahattar Hoorain' trailer:** Central Board of Film Certification (CBFC) has clarified on 29.06.2023 that contrary to the reports, the film "Bahattar Hoorain (72 Hoorain)" was granted 'A' certification and the certificate was issued on 4-10-2019. Now, the trailer of said film is under due process which was applied to CBFC on 19-6-2023 and examined in accordance with the Guidelines issued under Section 5B(2) of the Cinematograph Act, 1952.

CBFC has urged that any misleading reports may not be entertained or circulated hereinafter when the matter is under due process.

- **Channel Licensing:** The Ministry of I&B has not issued any new permissions and has accepted the surrender request/ cancellation of 08 channels during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 30.06.2023** is **902**.
- **Community Radio Stations (CRS):** **5 new CRSs were commissioned** during the month. The Ministry has signed **Five (05) new Grant of Permission Agreements (GOPAs)** and **renewed Nine (09) GOPAs** during the month.
- Press Information Bureau (PIB) and its Regional offices have issued **6317 Press Releases** in English, Hindi and 14 regional languages, organized **36 Formal Press Conferences**, and commissioned **16 articles** on India's G20 Presidency, etc. PIB Fact Check Unit **busted 24 fake news** and posted 30 tweets. The **Research Unit of PIB published 41 documents** and has started producing factsheets on various sectors highlighting the achievements made during the last 9 years, with 37 factsheets issued so far.
- 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
16172 (222015)	5829	3018	16087

- **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 **231 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 **9 years Seva, Sushasan, Garib Kalyan** through **Quiz, India's Strategic Partnership, International Day of Yoga 2023** etc.

  
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