

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

New Delhi the 21st May, 2020

Sub.: Summary (No.-3) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of March 2020.

The significant activities / events relating to this Ministry for the month of March 2020 are outlined below:-

1. Action taken by the Ministry of Information and Broadcasting relating to COVID-19.

The Ministry of Information and Broadcasting has been taking various proactive steps for reaching out to the people at large through the various media platforms (print, electronic and social media) in informing in quick time about the decisions taken by the Government of India on various matters relating to COVID 19. The Ministry facilitated an interaction of the Hon'ble Prime Minister with Print Media journalists on 24.03.2020; with TV journalists on 25.03.2020; and with Radio Jockeys on 27.03.2020. In addition to the Public Broadcasters — Doordarshan and All India Radio, the Ministry of I&B is effectively using Social Media and is engaging with private Media — Print, Private Television Channels and Private FM Radio to disseminate information at a large canvas. An Empowered Group on Information Communication and Public Awareness on COVID 19 has been set up by the Government of India of which the Secretary, Ministry of Information and Broadcasting is the Convenor. This Group has held six meetings so far and the decisions taken therein are implemented by the Ministry of Information and Broadcasting

- 1.1 The Press Information Bureau (PIB) has been issuing a daily bulletin on COVID 19 and is also issuing Press Releases on the various decisions of the Central Government. These are also translated in the regional languages for dissemination.
- 1.2 PIB's social media handle has been live streaming the media briefings on the novel Corona Virus and the same is being widely shared through video bites. Further the various measures taken by the Government of India through its various Ministries/Departments is shared by way of infographics and videos. The Social Media handle also does fact checking of misleading information appearing on social media.
- 1.3 PIB organizes daily Press conference at 4 pm in the National Media Centre at New Delhi where the representatives from the Ministry of Health and Family Welfare Ministry of Home Affairs, Indian Council of Medical Research brief the media and answer their questions.
- 1.4 Doordarshan and All India Radio, the official broadcasters of Government of India have been engaging with various eminent medical experts and senior economic experts/ journalists to disseminate information on COVID-19 to the

public since March 2020. 17 eminent Doctors have participated in the TV discussions in Doordarshan News while on All India Radio 20 leading medical experts were connected with the people for live phone-in programmes on CORONA Jagrukta series.

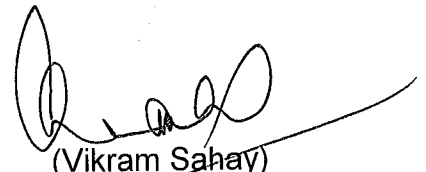
- 1.5 Doordarshan News has been on a daily basis conducting various health awareness programmes such as Doctor's speech, CORONA Par Nazar, Tracking COVID 19, special animated series on social media, good/positive news stories, tracking international developments on COVID 19, special programme "CORONA Virus", Kids Time, Promos and Public Service Announcements (PSAs) including of Shri Amitabh Bachchan.
- 1.6 Regional News Units (RNUs) of Doordarshan have been highlighting in the local languages various efforts of the Central Government and the State Governments including the services rendered by the essential services staff like Doctors, Health Workers, Sanitary Workers, Police, work done by individual NGOs, the Dos' and Don'ts relating to COVID and interface/ bites of doctors and police. Further the social media handle of the Regional News Units are used to reach to the citizens and disseminate short videos from daily telecast.
- 1.7 All India Radio is providing extensive coverage to create awareness on COVID-19. Latest update and daily briefing from government authorities are prominently carried in news bulletins, special programmes and on social media. Expert advices, live phone of experts in response to people's queries, myth busters, fake news alerts, positive news, ground reports, vox pop on how the citizens are utilizing time at Home, celebrity endorsements and useful/important messages etc are also being broadcast at regular intervals in main news bulletins, special programs and social media at Headquarters of All India Radio.
- 1.8 The Ministry of Information and Broadcasting has also developed a special strategy for regional outreach and towards this end, all the Press Releases of PIB and the Advisories of Health Ministry are translated into major regional languages, all regional centres of Doordarshan are regularly broadcasting graphic messages and spots in regional languages. The 46 regional units of All India Radio are broadcasting news and awareness messages in 92 languages/dialects. Further, the Ministry has engaged with Commissioners/Directors of the Department of Information and Public Relations of the States to make use of audio-visual creatives on COVID after translating these in local languages and to share the best practices and the positive stories.
- 1.9 The Ministry has also been proactively engaging with the private channels and besides the national channels, including those having regional outreach, the Ministry is in touch with several of the regional TV channels of the States as also with the print media both (national and regional) for dissemination of information on COVID-19.
- 1.10 Private broadcasters have also taken proactive steps for engaging with people at large and 4 entertainment channels have been made free-to-air to meet the entertainment needs of house-bound people. To meet the educational needs

of school and college students, 32 Swayam Prabha educational TV Channels are on air.

2. **International Women's Day:** The Ministry of Information and Broadcasting undertook a special campaign to commemorate the International Women's Day from 1st March to 8th March in collaboration with Ministry of Women and Child Development. As part of the campaign seven overarching themes were selected which were specially selected keeping in mind the Government's social and developmental commitments towards women. They were: Education, Health & Nutrition, Empowerment of Women, Skill and Entrepreneurship, Special circumstances, Urban Women, Rural women & agriculture, culminating with the International Women's Day (IWD).
 - 2.1 As part of the campaign women centric themes, a special cookery show by Shri Sanjiv Kapoor were aired by Doordarshan on 1st to 8th March. Doordarshan News mounted special women centric programmes, prominently highlighted Government initiatives related to women in its bulletins and telecast 7 documentaries on the themes identified. Success stories of women achievers and ground reports pertaining to Government implemented schemes were also aired. The Press Information Bureau conducted round-table across the country in collaboration with its regional units on women related issues. Press releases and special articles were released.
 - 2.2 All India Radio organised special talk-shows related to women and highlighted women centric issues in its bulletins. AIR and DD News broadcast exclusive interviews with Union Ministers and women achievers. A focussed campaign on social media was undertaken by all media units to highlight women centric issues on different social media.
 - 2.3 The campaign also saw the participation of Private TV and Private FM channels which undertook women centric programmes though specially aired stories on women achievers and schemes provided by the Ministry of Women and Child Development. The private channels also aired women centric advertisements shared by Bureau of Outreach and Communication.
3. To commemorate **70 years of adoption of the Indian Constitution**, DD News comprehensively produced and telecast special programme on 'Hamara Samvidhan' and 'Samvidhan Nirman Mai Mahilao ki Bhoomika'. As part of the **yearlong activities on Citizens' Duties and Fundamental Duties**, a discussion programme on Citizens' Duties was organized on 12th March, 2020 in Satyajit Ray Film and Television Institute (SRFTI) where faculty, officers and staff members took part. Publications Division (DPD) published articles on Dr. B. R. Ambedkar and Constitution of India in Bal Bharti magazine. A Quiz show was conducted by DPD on Dr. B. R. Ambedkar and Constitution of India during first half of March through their Twitter Account.
4. A comprehensive campaign on **Ek Bharat Shrestha Bharat (EBSB)** was carried out during the month by DD News to popularise the theme of **Unity in diversity**. A weekly 30 minutes special programme on the theme EBSB is being telecast covering the stories of partner states on various aspects including cuisine, art and culture, language etc. The stories from partner states were also covered in the bulletins and the campaign was also taken up

across the 31 Regional News Units. DPD also published articles on EBSB in latest issue of Bal Bharti magazine.

5. During the month, BOC released campaign through Television, Radio and Print Media to aware the people about the **Protection of Children from Sexual Offences (POSCO) Act** and print and electronic media campaign on the theme **Poshan Abhiyaan**, on behalf of Ministry of Women and Child Development.
6. Two (02) Pay and Account Offices (PAOs) under the Ministry of I&B received the "**Award for Best Performing PAO**" by the Hon'ble Finance Minister, Government of India on the occasion of the celebrations of 44th Civil Accounts Day on 1st March, 2020 at Ambedkar International Centre, New Delhi.
7. As part of the **Diamond Jubilee year celebrations of FTII**, the annual installation at the Main Gate of FTII on the theme 'PRABHAT TO FTII' capturing the historic journey from Prabhat Film Company to Film and Television Institute of India (FTII) was inaugurated on 14th March, 2020. An FTII era gallery was also put on display which included several academic activities and events that took place over six decades of the Institute.
8. On the occasion of the **anniversary of the Gandhi-Irwin Pact Announcement** which was signed on 5th March, 1931, Children's Films Society, India (CFSI) conducted screening of Film "Bapu Ne Kaha Tha" and "Vaishnav Jan To" benefitting 95 child audiences. CFSI also screened its films on Zero Discriminations Day (1st March) and World Wildlife Day (3rd March) to benefit hundreds of child audiences and organized 100 LCD shows in Odisha to cater to the rural and underprivileged children.
9. **I&B Initiatives on Minimum Government Maximum Governance –**
 - **Community Radio** - To raise awareness about Community Radio Policy and Scheme, Community Radio Awareness Workshops were held in Hyderabad from 2nd - 4th March and in Ranchi from 13th -15th March, 2020. Around 40 organizations willing to set-up CRS consisting of NGOs, Educational Institutions and Krishi Vigyan Kendras attended the workshops and various media organizations also came to cover the workshops in their newspaper.
 - **Channel Licensing** – Ministry of I&B has issued permission to 1 Non-News and Current Affairs Private Satellite TV channel during the month. Hence, the total number of Private Satellite TV channels for Uplinking and Downlinking in India as on 31.03.2020 is 926.



(Vikram Sahay)

JOINT SECRETARY TO THE GOVERNMENT OF INDIA
Tele # 23073775