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Government of India
Ministry of Information & Broadcasting
(Policy Planning Cell)

New Delhi the 10th May, 2021

Sub.: Summary (No.-3) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of March 2021.

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

1. **Commemoration of Azadi ka Amrit Mahotsav: 75 Years of Independence of India**
 - 1.1 The **25 day curtain raiser event of Azadi ka Amrit Mahotsav** inaugurated by the Hon'ble Prime Minister in Gujarat on 12.03.2021 on the anniversary of the launch of *Dandi March* was aired live on Doordarshan News, News Service Division: All India Radio (NSD: AIR) and Social Media platforms of MIB. The **75th Edition of Mann Ki Baat** was also aired live on 28.03.2021 on all networks of DD & AIR. 03 special discussion programmes were mounted by DD News to showcase glimpses of *Dandi Yatra*, besides wide coverage in bulletins.
 - 1.2 The Hon'ble Minister for Information and Broadcasting inaugurated **Photo Exhibitions** on the occasion of Azadi ka Amrit Mahotsav at six places across the country virtually and at National Media Centre, New Delhi physically on 13.03.2021, which was covered live by DD News. The BOC organized **41 Photo Exhibitions** between 12.03.2021 to 17.03.2021 featuring major landmarks of India's struggle for Independence across the nation, which were inaugurated by the Union Ministers/State dignitaries/ Members of Parliament and/or senior officers.
 - 1.3 **#AmritMahotsav** garnered 3.86 Billion impressions and 481 Million reach among 125K mentions and 31.7K users (at 10AM, 13.03.2021). The birth/death anniversaries of India Freedom Fighters were covered in special series using hashtag **#HonouringIndianLegends** by NMW.
 - 1.4 Publications Division (DPD) organized **Book Exhibitions** at Hyderabad for a week from 12.03.2021 and at Bharuch, Gujarat from 25.03.2021 to 27.03.2021 on the occasion and published articles in its journals. PIB facilitated pan-India publication of a **special article** by Hon'ble Culture Minister in over 40 National dailies and 90 regional dailies.
2. **Action taken by the Ministry of I&B relating to Novel Coronavirus Pandemic (COVID-19) and COVID-19 Vaccination Drives**
 - 2.1 The **Hon'ble Prime Minister's interaction** with Chief Ministers on 17.03.2021 to discuss the Covid-19 situation and his address through **Mann Ki Baat** on 28.03.2021 recalling Janata Curfew and his appeal to eligible

countrymen to take Covid vaccine were covered comprehensively on DD, AIR & New Media Wing (NMW).

2.2 **DD News, News Services Division (NSD) of AIR and their Regional News Units (RNUs)** have disseminated the following **Updates and News** on COVID-19 and its Vaccination Drive in **all news bulletins**:

- i) **World's largest COVID-19 Vaccination Drive– Ground Reports**, discussions, interviews, special programmes namely 03 episodes of 'Arogya Bharat', 04 episodes of 'Total Health', 25 episodes of 'Doctors Speak', 'Do Took', 'Corona Jagrukta' series, new opening message of precaution etc. by DD News and NSD: AIR.
- ii) **FAQs on COVID Vaccination/ Covid Warriors/ Good News India**
- iii) **Infobytes/Expert Speak/ Audio Promos/Fake News Alerts/ Positive Stories; Measures by Centre/ States; MoHF/ MHA Advisories**

2.3 PIB issued **Daily Bulletins**, conducted **Press Briefings** and its **Covid-19 Fact Check Units** have kept a check on misinformation. PIB and its Regional offices have issued **6534 Press Releases** in English, Hindi and other regional languages. 763 PIB's Tweets (English) earned 18.98 Million impressions & 17.3K new followers and 739 PIB's Tweets (Hindi) earned 2.51 Million impressions & 4.3K new followers in March 2021.

2.4 BOC launched the awareness campaign "**Dawai Bhi – Kadai Bhi**" through display of Hoardings, Banners, Posters & Standees across Delhi and several States, and announcements through moving vans across the country. The Field/ Regional Outreach Bureaus (FOB/ROB) of BOC conducted **awareness campaign on COVID-19 and COVID-19 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
16344	39491 (477036)	81214	5876

2.5 ROBs/FOBs of BOC have organized 14 Integrated Communication and Outreach Programmes (ICOPs), 21 Cultural programmes, **73 Webinars**, and 33 other activities in March 2021 on issues such as **COVID-19 Vaccination**, Azadi ka Amrit Mahotsav etc. PIB and its Regional/Branch offices also collaborated on **62 webinars** on above mentioned issues.

2.6 **Comprehensive coverage** was provided on Social Media platforms by NMW to the COVID-19 vaccination drive, FAQs on Covid Vaccines, Covid management efforts, etc. using the **dedicated #We4Vaccine hashtag**. Nearly **1031 tweets** were posted in March 2021 from **dedicated Twitter handle @COVIDNewsByMIB** having **130.1K followers**, which has appeared **19.4 Million times** in the timeline of Twitter users.

3. The release event for '**Courts of India - Hindi**' book published by Publications Division (DPD) was held on 06.03.2021 at Jabalpur High Court where Hon'ble President of India was presented the first copy of the book. DPD organized Sales counter cum Exhibition at the event.

4. DD News and DD India extensively covered the two day **visit of Hon'ble Prime Minister of India to Bangladesh** on the occasion of 50 years of India-Bangladesh Ties and the virtual inauguration of 'Maitri Setu' with Hon'ble PM of Bangladesh. Over 50 hours live telecast including special live show 'Bharat-Bangladesh: Swarnim Rishte' in Hindi and 'India Bangladesh Ties Golden Jubilee' in English covering Ground Reports, expert opinions etc. was done. 4 Special programmes in Hindi by DD News and 5 programmes in English by DD India were mounted to cover the visit.
5. **Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021**
 - 5.1 The Hon'ble Minister for Information and Broadcasting Shri Prakash Javadekar held an **interaction with representatives of various OTT platforms** on 04.03.2021 and **with representatives of Digital News Publishers** on 11.03.2021 to dispel apprehension and address their concerns on the Rules. The industry representatives welcomed these Rules and submitted their suggestions.
 - 5.2 The Ministry prepared detailed **infographics** explaining the various aspects of these rules, detailed **Frequently Asked Questions (FAQs)** and placed them on the website of the Ministry for easy access, along with various press releases, media reports and important communications issued with reference to these rules.
 - 5.3 The Ministry of I&B and the Ministry of Electronics and Information Technology (MeitY) jointly did a **Briefing Session organized by Lok Sabha Secretariat for Hon'ble Members of Parliament** on 09.03.2021 and jointly **presented before the Standing Committee on Information Technology** on 15.03.2021 on these Rules.
 - 5.4 The Ministry has also written to all States & UTs on 03.03.2021 clarifying that the powers under Part III of said Rules have not been delegated to State Governments or District Magistrates or Police Commissioners.
6. **Celebration of International Women's Day on 08.03.2021**
 - 6.1 Special Messages of Hon'ble President/ Vice-President/ Prime Minister of India and Women & Child Development (WCD) Minister were telecast. **'Women Will – Google for India Event'** was telecast live by DD News where Hon'ble WCD Minister addressed the webinar. **Special Interview Series** with women war fighters, 02 half-an hour special programmes on Women Army Officers, Ground Reports and success stories on schemes for empowering women, special editions of regular programmes etc. were aired by DD News and NSD:AIR.
 - 6.2 The Ministry of I&B organised various **Competitions** (Essay Writing, Poster Making, Slogan Writing & MCQs) for women officers/ officials on 02.03.2021. Three best entries were announced on 09.03.2021. Various Media Units of the Ministry of I&B **conducted special programs for women** such as quiz,

screening of films, webinars, workshop, seminars, talks, etc. A three days **online film festival** was organized by Films Division which recorded **3537 online viewership**.

- 6.3 NMW created and uploaded a series of **videos and graphics** celebrating the success of Indian Women Achievers. PIB and its Regional/ Branch offices did **703 tweets**, shared **241 Facebook and Instagram posts**, issued **89 Press Releases & 9 Articles** and organised **26 Webinars**. #NariShakti garnered 3.81 Billion impression and 519 Million reach among 116K mentions and 43.7K users.
7. The launch of '**Jai Shakti Abhiyaan: Catch the Rain**' campaign on World Water Day by the Hon'ble Prime Minister, virtual **inauguration of Maritime India Summit 2021** and PM's address at Ceraweeek 2021 were telecast live on DD News. Over 25 bytes of students, teachers and parents on the upcoming **Pariksha Pe Charcha 2021** were aired on DD News. DD News covered all the highlights of Election Campaign in poll bound States/UTs with balanced views, through 18 episodes of special programme '**Janadesh**' and 05 episodes of '**Janmat**'. The Budget Session of Parliament was covered widely with live telecast of Question Hour and other announcements and dedicated bulletins '**Sansad Samachar**' and '**Parliament News**' on DD News and DD India. DD News and DD India also telecast special programmes on Aatmanirbhar Bharat & Self-Reliant India, Startup Champions (4 episodes), Do Took (22 episodes), Rakshak, Charcha Main etc.
8. The Jury for the **67th National Film Awards** announced the winners for the year 2019 on 22.03.2021. *An Engineered Dream* wins *Best Film in Non-Feature Film* category, *Marakkar-Arabikkadalinte-Simham* bags *Best Feature Film* award, *Maharshi* wins *Best Popular Film Providing Wholesome Entertainment* and *Anandi Gopal* wins *Best Film on Social Issues*. Sh. Dhanush and Sh. Manoj Bajpayee share the *Best Actor* award and Ms. Kangana Ranaut wins *Best Actress* award. Sikkim has bagged the award for being *Most Film Friendly State*.
9. The March 2021 fortnightly editions of **New India Samachar (NIS)** on the themes of '**Purvodaya – A new mantra for new India**' and '**Local Toys Global Playground**' were printed in 13 languages & distributed across the country by BOC. E-versions of NIS were sent to over 65.5 million readers via emails using E-Sampark platform of MyGov India. BOC also designed, published and distributed booklets on the speech delivered by Hon'ble Home Minister on Jammu and Kashmir Reorganization Act in Lok Sabha and on Reply of Hon'ble Finance Minister in Parliament to the discussion on Union Budget 2021.
10. In commemoration of **Diamond Jubilee of Film and Television Institute of India (FTII)**, two awardees for **Diamond Jubilee Screen Arts Fellowship Awards** were announced on 20.03.2021. A **special book 'Being FTII'** was **launched** on 24.03.2021 in Mumbai by film dignitaries Sh. Rajkumar Hirani, Sh. Sriram Raghavan, Sh. B. P. Singh and Sh. Biswadeep Chatterjee.

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

- Keeping up a strong growth trajectory, **DD Free Dish base has crossed an estimated 40 million subscribers**, according to the EY FICCI Media Entertainment Report 2021. The growth has been attributed to less expensive television sets, economic issues, launch of the DD Retro Channel and return of big broadcasters to the Free Dish platform.
- The Ministry of I&B has stated that the **Freedom House report titled “Democracy Under Siege”** in which it has been claimed that India’s status as a ‘free’ country has declined to ‘partly free’, **is misleading, incorrect and misplaced**. A Press Release has been issued on 05.03.2021 providing rebuttal to the said Report and its specific points.
- **POSHAN PAKHWADA 2021** was celebrated from 16th – 31st March, 2021. PIB and its Regional/Branch Offices posted 198 tweets, shared 89 Facebook & Instagram posts, 18 Youtube posts, issued 44 Press Releases & 12 Articles and organized 21 Webinars.
- **FM Cell:** Private FM Radio Stations have been informed vide Ministry’s letter dated 16.03.2021 regarding recent upsurge in COVID-19 cases in 8 districts/UTs and have been requested to actively encourage their listeners to avail the COVID vaccination and adopt **COVID Appropriate Behaviour**.
- **Community Radio Stations (CRS) Cell:**
 - 21 cases for issue of **Letters of Intent** for permission to establish CRS were approved in the Inter-Ministerial Committee meeting on 31.03.2021.
 - The Ministry signed **4 new Grant of Permission Agreements (GOPAs)** and renewed 10 GOPAs during the month.
 - A total of Rs. 4 lakhs has been released to 10 CRS who have won **National Community Radio Awards** in various categories.
 - Grant-in-Aid released to 4 new CRSs for purchase of equipment under the scheme ‘**Supporting Community Radio Movement in India**’.
- **Channel Licensing:** Ministry has issued permission to 1 News TV channel and cancelled the permission of 1 Non-News and 2 News TV channels during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 31.03.2021 is 900**.
- **MIB Social Media platforms:** The official MIB English Twitter handle **@MIB_India** has **1.2M followers**, MIB Hindi Twitter handle **@MIB_Hindi** has **68.1K followers**, Facebook page has **1.36M followers**, YouTube has **171K subscribers** and Instagram has **177K followers** as on 05.04.2021.



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