

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

New Delhi the 20<sup>th</sup> April, 2022

Sub.: Summary (No.- 3) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of March 2022.

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

1. The Ministry has developed the **first edition of a new booklet on PM's Mann Ki Baat** address held on 27<sup>th</sup> February, 2022. The Booklet contains stories and testimonials on the special mentions made by the Hon'ble Prime Minister in his address, along with views and reactions to the address which appeared in the media. The Soft copy of the Booklet has been distributed all over the country to more than 6 crore citizens 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 edition of the booklet is being distributed to the Member of Parliaments, Member of Legislative assemblies/councils, Officials of Government of India. The booklet has also been shared by Hon'ble PM on Twitter on 25.03.2022.

2. **Action taken by the Ministry of I&B relating to Novel Coronavirus Pandemic (COVID-19) and COVID-19 Vaccination Drives Awareness**

The Ministry of I&B has been at the forefront of awareness generation during the COVID-19 pandemic, stressing on 'Jan Andolan' Awareness.

2.1 Doordarshan (DD), All India Radio (AIR) & New Media Wing (NMW) **widely covered** the following events:

- i. Hon'ble Prime Minister's high level meeting on 09.03.2022 to review the **Covid pandemic situation and status of vaccination drive** in the country, and
- ii. Hon'ble PM's series of tweets on 16.03.2022 regarding the **eligibility of youngsters in 12-14 age group and all those above 60 for vaccines.**

2.2 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. Special half an hour programme '**Rashtriya Tikakaran Diwas**' telecast on DD News on the **National Vaccination Day 2022** specially focused on **vaccination of 12-14 years children and precautionary dose** to all 60 plus persons. '**Doctors Speak**', '**Arogya Bharat**' and '**Total Health**' programmes also 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.**

- 2.3 Press Information Bureau (PIB) issued **Covid-19 Bulletins**, conducted **Press Briefings** and its **Covid-19 Fact Check Units** have kept a check on misinformation. PIB and its Regional offices have issued **9263 Press Releases** in English, Hindi and other regional languages, organized **3 Press Conferences, 13 Vartalaaps, 22 webinars** and commissioned **20 articles** on **ICOP-Covid**, Ek Bharat Shrestha Bharat, International Women’s Day etc.
- 2.4 The Regional/Field Outreach Bureaus (ROB/FOB) of BOC organized **09 Integrated Communication & Outreach Programmes (ICOPs)** and **conducted awareness campaign** on the themes Novel Coronavirus and Covid-19 Vaccination 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
37475 (99359)	8176	5667	21155

ROB Bengaluru, Hyderabad, Jaipur and Patna of BOC also organized **outreach campaign through mobile vans on Covid Appropriate Behaviour, Vaccination Awareness, Voters Awareness, Jal Jeevan Mission, Azadi Ka Amrit Mahotsav** etc. during the month.

### 3. **Azadi ka Amrit Mahotsav: 75 Years of Independence of India**

A series of initiatives were undertaken to celebrate Azadi ka Amrit Mahotsav (AKAM) under the spirit of ‘*Jan Bhagidari and Jan Andolan*’.

- 3.1 BOC organized a series of **Multimedia Digital Exhibitions** in Himachal Pradesh in March 2022, wherein content on freedom struggle of India as well as post-independence developments were displayed. **Hon’ble Minister of Information & Broadcasting inaugurated the first exhibition** on 15.03.2022 in Sujampur near Hamirpur. The *Dharamshala, Bilaspur, Hamirpur* and *Shimla exhibitions* were organized with a title of ‘**Bharat Ki Yatra: Swaraj se Vikas tak**’. A big Multimedia Exhibition was also organized at Jodhpur, Rajasthan with Hon’ble Union Minister Sh. Gajendra Singh Shekhawat as the Chief Guest.
- 3.2 On the occasion of the reopening of the **National Museum of Indian Cinema (NMIC)** to the public, a beautiful **exhibition of 75 vintage cars and bikes** has been held at the NMIC premises in Films Division complex on 13.03.2022 as part of Azadi Ka Amrit Mahotsav. Actors Sh. Akshay Kumar & Ms. Kriti Sanon graced the exhibition. A **selfie point “Love Cinema”** at the Museum premises has also been inaugurated.
- 3.3 India’s public broadcaster **Prasar Bharati has signed a Memorandum of Understanding (MoU) on 07.03.2022 with ‘Yupp TV’**, an over-the-top (OTT) platform, to expand the global reach of DD India channel, to put forth India’s perspective on various international developments on global platforms and to showcase India’s culture and values to the world. With this, **DD India is now available on the OTT platform of Yupp TV in USA, UK, Europe, Middle East, Singapore, Australia and New Zealand**. Prasar Bharati also signed a **MoU with Special Broadcasting Service (SBS), Australia’s public service**

**broadcaster on 21.03.2022** to boost cooperation in the field of broadcasting and to expand the reach of DD News, DD India and multiple language services of DD News amongst the Indian Diaspora in Australia.

- 3.4 DD News telecast a special programme '**Azadi Ka Amrit Mahotsav: Jashn Pahli Salgirah Ka**' on completion of its one year. Films Division organized special screening of films '*Bhagat Singh*' and '*Maha Mrutyunjaya Bhagat Singh*' on the occasion of **Death Anniversary of Bhagat Singh** on 23.03.2022 on its website and YouTube channel (**1026** viewership). A special screening of 6 films on **World Theatre Day** on 27.03.2022 was also organized (**838** viewership).
- 3.5 17<sup>th</sup> Mumbai International Film Festival (MIFF), the oldest and largest festival for non-feature films in South Asia, is scheduled to be organized by Films Division, Ministry of I&B from 29<sup>th</sup> May to 4<sup>th</sup> June, 2022 at the Films Division complex, Mumbai. As part of Azadi Ka Amrit Mahotsav, the current edition has **instituted a special award for Best Short Film on the theme India@75**.
- 3.6 BOC has been running **infographic series on WhatsApp Groups** across the country. During the month, **32 unsung heroes were remembered** through this infographic series, bringing the **total to 211 unsung heroes till now**. ROBs/ FOBs of BOC organized **106 ICOPs** and **8 exhibitions** on the theme during the month. ROB, Jaipur organized 3 Big ICOPs & 6 Medium ICOPs on the theme '**Naya Bharat Sankalpit Bharat Sashakt Bharat**' and 4 Small ICOPs & 6 Mini ICOPs on the theme Azadi Ka Amrit Mahotsav.
4. **Participation in Dubai Expo:** The **Media and Entertainment Week at India Pavilion at the Dubai Expo** was inaugurated at Dubai on 18.03.2022 in the presence of Bollywood actor Shri R. Madhavan. On the occasion, the movie RRR was launched globally, a Round Table Discussion was organized and Dubai based Channel 2 sought to launch a sports radio station in India. Hon'ble Minister for Information & Broadcasting Shri Anurag Singh Thakur visited Dubai Expo and launched TEJAS (Training for Emirates Jobs And Skills), a Skill India International Project to train overseas Indians, on 27.03.2022. The Minister held a conversation with actor Shri Ranveer Singh on '*The Global Reach of Indian Media and Entertainment Industry*' at the India Pavilion on 28.03.2022. The Minister also held a series of discussions with industry leaders/ personalities from entertainment and film space in India and UAE to discuss investment & collaboration opportunities in tourism and media & entertainment sector. DD News extensively covered the Dubai visit of Hon'ble Minister of I&B and Hon'ble Minister of Industry & Commerce and a special series of programme '**Bharat@Expo2020 Dubai**' covered the event with live reporting from Dubai.
5. The teaser poster of the film '**Mujib – The Making of a Nation**', India-Bangladesh co-produced biopic on the father of the nation of Bangladesh 'Bangabandhu' Sheikh Mujibur Rahman, was released by renowned director Shri Shyam Benegal on 17.03.2022 at National Film Development Corporation (NFDC), Mumbai on the occasion of the 102<sup>nd</sup> Birth Anniversary of Sheikh Mujibur Rahman. The film on '*Bangabandhu*' is being made under an Audio Visual Co-Production Agreement between the Republic of India and the

People's Republic of Bangladesh and is expected to be completed by September 2022.

6. **Observation of International Women's Day (08.03.2022):**

- 6.1 DD News live telecast the conferring of **Nari Shakti Puraskar** by Hon'ble President of India and the virtual Address of Hon'ble Prime Minister at a seminar on International Women's Day in Kutch. The Ministry of I&B and its Media Units organized various *competitions, workshops, felicitations, discussions*, etc. for women officers/officials. In Main Secretariat, 3 best entries were awarded prizes & others were given participation Certificates.
- 6.2 DD News and DD India telecast special programmes '**Celebrating International Women's Day 2022**', discussion '**Aparajita Hu Main**' and a special episode of '**Tejasvini – Vir Nariyan**'. NSD:AIR aired special programmes in '**Spotlight**' and '**Surkhiyon Mein**' on 08.03.2022. AIR provided live broadcast of the commentary of the **ICC Women's Cricket World Cup 2022** on all its primary channels across the country and produced & aired special interactive studio based programmes with experts.
- 6.3 A **package of the Indian Panorama and National Film Awards selected films were screened** on the occasion of **International Women Day 2022 in Bihar** from 8<sup>th</sup> to 10<sup>th</sup> March, 2022 in collaboration with Directorate of Film Festivals (DFF). Films Division screened **7 films** on its website and YouTube channel from 8<sup>th</sup> to 10<sup>th</sup> March, 2022 (**1124** viewership). Children's Films Society, India (CFSI) conducted **7 shows** of film '**Laadli – Women Centric**' in 4 states namely Bihar, Maharashtra, Madhya Pradesh & Tamil Nadu benefiting 351 children. **Women Cinema & Arts International Film Festival (WCAIFF)** organized special screening of 12 Films Division films on 08.03.2022 at Mumbai.
- 6.4 Publications Division (DPD) and Film & Television Institute of India (FTII) released a **special book "Balancing the Wisdom Tree – Anthology of FTII's Women Alumni"** at DPD's stall in the Kolkata International Book Fair. The March 2022 issue of **Ajkal** published by DPD is a special issue on the theme '**Stri-lekhan ki Disha aur Chunoutiyan**' and April 2022 issue of **Kurukshetra** would be on the theme '**Empowering Rural Women**'. The March 2022 fortnightly editions of **New India Samachar (NIS)** with the cover stories '**Women power being the vehicle of prosperity of the nation**' and '**Making water the foundation of good governance**' were printed in 13 languages & distributed across the country by BOC. E-versions of NIS were sent to over 70.4 million readers via emails using E-Sampark platform of MyGov India.
- 6.5 PIB and its Regional/ Branch offices issued **158 Press Releases**, commissioned **7 articles**, organized **6 webinars** and carried out *social media campaign* on this issue. ROBs/ FOBs of BOC organised **21 ICOPs** and **5 webinars** on the theme. Graphics/ images and videos related to Nari Shakti Puraskar were posted across social media platforms of MIB.

7. DD News and NSD:AIR provided extensive coverage and minute to minute updates on the **counting day on 10.03.2022** for the results of the recently held **Assembly Polls in 5 states** of Uttar Pradesh, Uttarakhand, Punjab, Goa and Manipur. DD News organized a **total of 8 DD Conclaves** (Jan. to March 2022) **on UP and Uttarakhand Elections**, including **Varanasi Conclave** held in March 2022 wherein Hon'ble Minister Shri Anurag Singh Thakur participated. DD News also telecast a special day long live programme '**Janamat**' on every polling day, '**Janadesh**' on counting day, special one-hour show '**Is Waqt**', show '**Do Took**' etc. NSD:AIR live broadcast '**Janadesh - 2022**' on Counting Day, aired '**Election Bulletins**' on Trends/ Results and provided coverage to Government formation/ swearing-in ceremonies in these states.
8. **Operation Ganga and Ukraine-Russia crisis:** DD News, DD India & NSD:AIR provided extensive coverage to the Hon'ble PM's CCS meeting to review **India's security preparedness** and the prevailing global scenario in the context of the conflicts in Ukraine, his telephonic conversations with Presidents of Russia, Ukraine, European Council, France & Poland and his virtual interaction with stakeholders involved in Operation Ganga, Govt. of India's measures under Operation Ganga for evacuation of Indian nationals from Ukraine and the Media briefings by the Ministry of External Affairs on the Operation Ganga. DD News telecast special programmes '**Operation Ganga: Lout Rahe Hai Bhartiya Swadesh**', fortnightly defense magazine '**Rakshak**' and Ground Reporting from Poland, Romania, Hungary and Slovakia. DD India telecast special programmes '**Russia-Ukraine Face Off: The Energy Crisis**', '**Russia-Ukraine Crisis Role of Mercenaries**', '**Indian Diplomacy – India**', '**Geopolitics and the Economy**', India This Week, DD Dialogue, Media Scan etc. and **exclusive interviews/ conversations** with Hon'ble Union Minister Sh. Hardeep Singh Puri about #OperationGanga from Hungary, Indian Ambassadors to Ukraine/ Slovakia/ Romania/ Poland and Dutch Ambassador to India.
9. DD News and NSD:AIR provided **live coverage** and **wide publicity** to the Hon'ble President of India's conferring of **Padma Awards**, **3<sup>rd</sup> National Water Awards** and launching of **Jal Shakti Abhiyaan: Catch The Rain** campaign 2022; and to Hon'ble Prime Minister's address at the **post Budget webinars**, participation at the **5th BIMSTEC Summit**, **Summit of Quad leaders**, **2nd India-Australia Summit**, **14<sup>th</sup> India-Japan Annual Summit**, address at the programme **Grih Pravesham of PMAY-G** in Madhya Pradesh, **Gujarat Panchayat Mahasammelan** in Ahmadabad, inauguration of **Pune Metro Rail Project**, **11<sup>th</sup> Khel Mahakumbh** at Ahmedabad and interaction with beneficiaries of **Jan Aushadhi Yojana** and **Nari Shakti Puraskar Awardees**.
10. National Film Archives of India (NFAI) hosted special events on 25<sup>th</sup> & 26<sup>th</sup> March, 2022 in memory of singer **Lata Mangeshkar**. A special screening of Marathi film "**Maze Baal**" featuring Lata Mangeshkar as child actor was screened on 25.03.2022 and an audio-video presentation of Lata Mangeshkar's evergreen Marathi songs was presented on 26.03.2022 at NFAI Main Theatre, Pune.

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

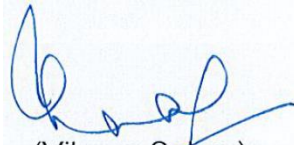
- **Merger of Film Media Units with National Films Development Corporation:** Ministry of I&B through three different orders on 30.03.2022 transferred the mandate of Films Division, Directorate of Film Festivals, National Film Archives of India and Children's Film Society, India viz. the production of documentaries and short films, organization of film festivals and preservation of films to the National Film Development Corporation (NFDC), a PSU working under the Ministry. The ownership of the assets available with these units will remain with the Government of India. The Brand name of 'Films Division' will be retained as the Production Vertical for production of documentaries in the NFDC. The Government of India has made a budgetary allocation of Rs. 1304.52 crore up to 2026 for all these activities, which will be implemented through NFDC.
- The Ministry held consultations with film industry on **proposed amendments to Cinematograph Act 1952** in Mumbai on 04.03.2022 and in Chennai with film fraternity from South India on 03.03.2022. It was assured to the film fraternity that suitable amendments would be proposed to the Cinematograph Act 1952 to combat film piracy.
- **Digital Media:**
  - The case of Rediff.com India Limited was reported to the Enforcement Directorate for non-compliance to the Foreign Exchange Management (Non-Debt Instruments) Rules, 2019 regarding the **FDI policy for entities involved in uploading/ streaming of news and current affairs through Digital Media.**
  - Based on references received from Survey of India regarding wrong depiction of Indian map, action was taken under the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 regarding a news report published by the digital news publisher DNA India, and a web-series on the Netflix OTT platform. The news article has been modified by DNA India to remove the images showing the wrong external boundaries of India, and the web series has been taken down from the platform by Netflix. **Advisories have been issued to DNA India and Netflix for ensuring strict compliance to the IT Rules, 2021.**
- **Language adaptation of video content using Artificial Intelligence/ Machine Learning (AI/ ML) for regional dissemination:** To achieve wider and more effective outreach using social media platforms, 13 videos were translated in 8 Indian languages viz. Kannada, Malayalam, Punjabi, Telugu, Bengali, Marathi, Gujarati and Tamil, which have been viewed over 50 Million times.
- **DD FreeDish with 43 Million Homes announces new channel line-up:** Doordarshan FreeDish has become the largest DTH platform, with a stellar growth of almost 100% from 22 Million households in 2017 to 43 Million in 2022. DD FreeDish hosts a total of 167 TV channels and 48 Radio channels, including 91 Doordarshan channels (comprising of 51 cobranded educational channels) and 76 private TV channels. With effect from 01.04.2022, DD FreeDish private TV channels bouquet comprise of 8 Hindi general entertainment channels, 15 Hindi

Movie channels, 6 Music channels, 22 News channels, 9 Bhojpuri channels, 4 Devotional and 2 foreign channels.

- The **reference annual “India 2022”** was released by DPD on 22.03.2022 and was made available for purchase (offline and online).
- The students of Indian Institute of Mass Communication (IIMC) brought out the **2021-22 edition of the Departmental Magazine “The Baton”** on 10.03.2022, which covers variety of issues related to Advertising, PR and Corporate Communication Industries.
- NFAI received a **huge collection of films** by celebrated filmmaker duo Smt. Sumitra Bhawe and Shri Sunil Sukthankar, which would be digitized soon.
- **Channel Licensing:** The Ministry of I&B has issued permission in respect of 01 News TV Channels and cancelled/ surrendered 01 TV channel during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 31.03.2022 is 902.**
- **Community Radio Stations (CRS):**
  - The Ministry has **signed nine (09) new Grant of Permission Agreements (GOPAs)** and **renewed seven (07) GOPAs** during the month.
  - **Three awareness/ capacity building workshops** have been conducted, through online mode, under scheme namely “Supporting Community Radio Movement in India”.
- **Press Council of India (PCI): 153 complaints** (29 under Section 13 & 124 under Section 14) were processed during the month.
- **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 **400 graphics, videos, images, posts** etc.

**Azadi Ka Amrit Mahotsav** and other flagship campaigns were highlighted through infographics, reels, audio and video content for campaigns, such as Operation Ganga, Women’s Day and Nari Shakti Puraskar, first anniversary of Azadi Ka Amrit Mahotsav, Dubai Expo 2020, Padma Awards 2022, World Water Day and National Water Awards etc.

COVID-19 messaging through creative videos/infographics (nearly **281 tweets**) focusing on COVID Vaccination Drive etc. have also been shared through the **dedicated Twitter handle @COVIDNewsByMIB.**



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