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

New Delhi the 21st April, 2023

Sub.: Summary (No.- 3) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of March 2023.

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

1. As part of **run-up to the upcoming 100th Edition of Mann Ki Baat** programme, All India Radio (AIR) has **launched a Special Series** from 15th March, 2023 to focus on the impact of the program on the transformation of India. The series brings out 100 Identified themes highlighted by Prime Minister in Mann Ki Baat episodes till date and will conclude on 29.04.2023, a day before the momentous 100th Episode. The recollection of 100 thoughts from PM's Mann Ki Baat is being broadcast daily across AIR Network.
2. The **8th National Photography Awards** was presented by the Hon'ble Minister of State for Information & Broadcasting, Dr. L. Murugan in New Delhi on 07.03.2023. **Ms. Sipra Das** was conferred the Lifetime Achievement Award. Professional Photographer of the year Award was given to **Shri Sasi Kumar Ramchandran** while **Shri Arun Saha** won the Amateur Photographer of the Year award. A total of thirteen awards were presented during the ceremony including 6 each in the Professional and Amateur category. The theme for the Professional category was "Life and Water", while in the Amateur category the theme was "Cultural Heritage of India".
3. The Hon'ble Minister of Information & Broadcasting, **Shri Anurag Singh Thakur met the Oscar winning team behind Elephant Whisperers** at his residence on 30.03.2023. Through his interaction, the Minister delivered a message to the wider film fraternity and promised that the government is committed to support film makers through co-production funding, premieres and screenings at international festivals and providing them a platform at Indian film festivals through masterclasses etc.
4. India and Bangladesh have agreed to jointly produce a film on life and works of the Bangabandhu Sheikh Mujibur Rahman titled '**Mujib – The Making of Nation**'. The **screening of the film was held at Dhaka, Bangladesh on 16.03.2023 in the presence of the Hon'ble Prime Minister of Bangladesh and Hon'ble Minister of Information & Broadcasting**. The discussion was also held between National Film Development Corporation (NFDC), Bangladesh Film Development Corporation (BFDC) and the Director for the upcoming Documentary film project 'Bangladesh Liberation War, 1971'.
5. The Hon'ble Minister for Information & Broadcasting, Shri Anurag Singh Thakur visited National Film Development Corporation (NFDC) – National Film Archive

of India (NFAI), Pune on 11.03.2023 and **reviewed the progress made under National Film Heritage Mission (NFHM)**. As part of NFHM, 3 major projects are ongoing at NFDC-NFAI: Digitization of Films, Conservation of Film Reels and Restoration of Films, which have never been attempted on this scale globally.

6. **Communication Strategy:** Secretary, Ministry of I&B convened a meeting on 7th March, 2023 on **Communication Strategy relating to Flagship Programmes of the Government** with the representatives of 14 Departments/ Ministries to discuss various aspects such as Standard Operating Procedures, Templates, and key activities etc. to strengthen the coordinated outreach on flagship schemes.
7. **Government serious on complaint of increasing obscene content on OTT:** During a Press Conference in Nagpur on 19.03.2023, the Hon'ble Minister of Information & Broadcasting, Shri Anurag Singh Thakur spoke to journalists about increasing obscenity and abusive language on the OTT platforms and expressed the Government's seriousness on this issue.
8. Observation of **International Women's Day (08.03.2023)**
 - 8.1 The Main Secretariat and Media Units/ organizations of the Ministry of I&B organized several suitable programmes to observe International Women's Day such as Competitions, women's week celebrations, special Lectures, special Dialogue, women's parade, open session, etc.
 - 8.2 DD News organized a conclave **DD Dialogue – Narishakti @ Naya Bharat** which was telecast on 7th & 8th March, 2023, containing the interviews and panel discussions on women related topics as well as stories of women achievers. The **Hon'ble President of India's video message** for DD Dialogue on International Women's Day and **Interview with Hon'ble Minister of Information & Broadcasting, Sh. Anurag Singh Thakur** focusing on women power were also part of the conclave. **Special programme** on DD India titled '*DD Dialogue – International Women's Day*' on exclusive interaction with Padma Bhushan Awardee & Founder of Infosys Foundation Ms. Sudha Murthy and **special episodes** of weekly flagship programme '*Tejaswini*' and of '*DD Dastavej*' focused on women empowerment were also telecast.
 - 8.3 Regional and Field Offices of Central Bureau of Communication (CBC) organized **14 Integrated Communication & Outreach Programme (ICOPs), 01 Special Outreach Programme (SOP), 01 Webinar, 09 field Programmes** and other suitable programmes on the occasion of International Women's Day to create awareness among the general masses.
 - 8.4 The March, 2023 issue of **Ajkal (Hindi)** published by Publications Division (DPD) was highly focused on the occasion of Women's Day, containing various articles on Women's issues by prominent authors. **Ajkal (Urdu)** was also a special issue on 'Women Writers' feminine writings and other related issues.

8.5 A **week long screening of classics made by women filmmakers** was organized from 6th to 10th March in the Satyajit Ray Film and Television Institute (SRFTI) Main Theatre.

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

Various initiatives are being undertaken to celebrate Azadi ka Amrit Mahotsav (AKAM) under the spirit of '*Jan Bhagidari and Jan Andolan*'.

9.1 Regional Offices (ROs) / Field Offices (FOs) of CBC organized 13 Integrated Communication & Outreach Programmes (ICOPs), 04 Exhibitions, 02 Special Outreach Programmes (SOPs) and 13 field programmes on **Yuva Utsava-India@2047**.

9.2 Publications Division (DPD) organized an **Author's Connect on the theme 'Azadi Ka Amrit Mahotsav'** in the New Delhi World Book Fair 2023 wherein eminent Gandhian Dr. Varsha Das and renowned Author Sh. Rajendra Bhatt were speakers.

9.3 The March 2023 fortnightly editions of **New India Samachar (NIS)** with the cover stories "*Special occasion of the International Women's Day*" and "*The driving force of middle class of New India*" were published in 13 languages and distributed across the country by CBC. E-versions of NIS were sent to over 71 million readers via emails using E-Sampark platform of MyGov India.

9.4 The Ministry has published the February, 2023 edition of **PM's Mann ki Baat booklet on the theme 'e-Sanjeevani (Over 10 Crore Consultations)'**. The e-version was distributed to around 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 and to all Secretaries in the Govt. of India, Chief Secretaries of States/ UTs and regional offices of M/o I&B.

10. The **Valedictory function of IIS Officer Trainees Group 'A' of 2018, 2019 and 2020 Batches** was organized on 31.03.2023 where Hon'ble Minister of Information & Broadcasting and Youth Affairs & Sports, Shri Anurag Singh Thakur presented Certificates to the Officer Trainees. IIS Officer Trainees Group 'A' of 2018, 2019, 2020, 2021 and 2022 Batches led by Secretary, Ministry of I&B also called on the Hon'ble President of India, Smt. Droupadi Murmu on 29.03.2023.

11. **Campaign on G-20 Summit**

11.1 DD News network has telecast all major events related to G20 Presidency of India held across the country including **G20 Foreign Ministers' meeting in New Delhi** etc. A series of special program '**India @G20**' has been telecast daily on weekdays, a Special weekly programme '**A G20 Special: India Calling**' is being telecast and a Special programme '**Bharat@20 : Vasudhaiva Kutumbakam**' on DD news has been mounted weekly.

11.2 Central Bureau of Communication (CBC) carried out **Radio and Outdoor Campaigns** coinciding with the meetings of G-20 Secretariat. Press Information Bureau (PIB) provided **all round publicity** through Print, Electronic, Digital and Social Media to all the events organized so far and published **5 exclusive G-20 articles in over 95 newspapers** across the country. A total of **3 explainers** and **2 podcasts** were released by PIB Research Unit and **PIB G20 Microsite** has been regularly updated as a one stop solution to all G20 related information.

12. **Special Coverages and related Initiatives**

12.1 **International Year of Millets (IYoM) 2023:** DD News & DD India exclusively covered the **Global Millets (Shree Anna) Conference in New Delhi** with live telecast of **inauguration ceremony attended by Hon'ble PM** and other important events/ stories such as Food fair organized at Delhi's Pragati Maidan, Two-day Millet Festival in Bhojpur (Bihar), Indian Army includes Millets in their menu, Millet exhibition in second G-20 Agriculture Deputies Meeting in Chandigarh and Special interview with wrestler Geeta Phogat were telecast. A **special half an hour programme 'Sri Anna Ka Vaishwik Hub Banata Bharat'** was also telecast.

12.2 **Election Coverage:** DD News is telecasting all activities related to election bound states of Tripura, Meghalaya and Nagaland. A special day long live programme **'Janadesh'** was telecast on counting day to cover all trends and results with Graphics and special one hour Mid-Day Prime Time shows **'Is Waqt'**, **'Panch Ki Panchayat'** and evening show **'Do Took'** discussed burning political issues of elections.

12.3 **Campaign on Linking of PAN with Aadhaar:** CBC carried out extensive campaign for Ministry of Finance on the themes "Linking of PAN and Aadhaar is Mandatory", "Pay your 4th Installment of Advance Tax by 15th March 2023", "E-Verification Scheme, 2023", "File updated Income Tax Returns", "GST Composition Scheme for the FY 2023-24 by 31st March, 2023" and "Letter of Undertaking under GST" during the month of March, 2023.

12.4 **Campaign on Mission Life:** CBC, Regional Office Jaipur conducted awareness campaign through 03 Mobile Exhibition Vans which covered 94 places/ villages of 25 districts of Rajasthan from 1st to 19th March, 2023 on the theme Mission Life.

12.5 DD News covered all major events involving participation of Hon'ble President of India, including **Padma Awards 2023** and **Swachh Sujal Shakti Samman 2023** function. Live coverage and wide publicity was given to Hon'ble Prime Minister's **high-level meetings** to assess the **Covid-19 & Influenza situation** in the country and to review preparedness for hot weather in upcoming summer; Address at the **One World TB Summit** in Varanasi; Statement at the Joint Press Meetings with the Hon'ble PM of Australia, Hon'ble PM of Japan and Hon'ble PM of Italy; Virtual inauguration of India-Bangladesh Friendship Pipeline and Address at the Series of webinars on positive impact of Union Budget 2023, among others. A **special interview** of Hon'ble LG of J&K Sh.

Manoj Sinha and Special programmes '**Covid-19 Sankraman Main Tezi, Ehtiyat Jaruri**' and **Yog Mahotsav 2023** were also telecast.

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

- SRFTI, in collaboration with 'Bangla Abar', organized **Bengal International Film Festival 2023**, a four-day film festival from 24th – 27th March, 2023 at its campus, which was inaugurated by Hon'ble Governor of West Bengal, Shri C. V. Ananda Bose. Lifetime Achievement Awards were given to eminent actors from Bengal and the festival screened 10 feature films and 27 short films.
- A workshop was organized at NSD:AIR to provide **training on how to use e-office with screen readers for visually impaired officers** on 15.03.2023. Officers with visual impairment working at NSD:AIR, DD News and PIB attended the workshop.
- A **two-day National Seminar** was organized by Indian Institute of Mass Communication (IIMC) and Bharatiya Bhasha Samiti, Ministry of Education on "**Bharatiya Bhashaon ke Prayog Kshetra ka Vistaar aur Media**" on 20th – 21st March, 2023. Eminent speakers, senior journalists and leading personalities from all spheres shared their valuable experience during the Seminar.
- **Digital Media:**
 - Issuance of directions for blocking of 2 YouTube based news channels, 2 Facebook accounts, 2 websites, 2 YouTube videos, 2 Facebook posts and 12 Tweets 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.
 - The matter regarding objectionable content in a web-series on an OTT platform as observed by Delhi High Court in its Order dated 06.03.2023 in the case of CRL.M.C. 2214/2020 TVF Media Labs Pvt Ltd. vs. Government of NCT of Delhi, was taken up with the concerned platform on 10.03.2023. The Ministry sent a communication to the Platform regarding non-observance of the Code of Ethics, in relation to the said web-series. The platform has intimated on 14.03.2023 that it has suspended the operation of the platform and is in the process of reviewing the content to make it compliant with the rules.
- **Channel Licensing:** The Ministry of I&B has issued 06 new permissions and has accepted the surrender request/ cancellation of 01 TV channel during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 31.03.2023** is **905**.
- **Press Council of India (PCI): 88 complaints** (25 under Section 13 & 63 under Section 14) of Press Council Act, 1978 and **05 Suo-Moto cases** were registered and **06 Press Releases** were issued during the month.
- Press Information Bureau (PIB) and its Regional offices have issued **8392 Press Releases** in English, Hindi and other regional languages, organized **118 Formal**

Press Conferences, 20 Vartalaap and commissioned **23 articles** on India's G20 Presidency, Women issues, etc. PIB Fact Check Unit **busted 27 fake news** and posted 36 tweets. The **Research Unit of PIB published 52 documents** in the series.

- Regional Offices (ROs)/ Field Offices (FOs) of CBC organized **61 Integrated Communication & Outreach Programmes (ICOPs)**, 20 Exhibition and 07 field programmes on the themes Azadi Ka Amrit Mahotsav, 8 Years of Seva Sushasan & Garib Kalyan, India's G20 Presidency and flagship schemes of GOI and **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
29371 (329140)	9140	4351	24247

- 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 **150 graphics/ videos/ images/ posts/ tweets** etc.

Azadi Ka Amrit Mahotsav and other flagship campaigns were highlighted through infographics, reels, audio and video content for campaigns, such as **Padma Awards 2023, Union Budget 2023-24, Operation Dost, TIME Magazine, World Wildlife Day, World Water Day, World Consumer Rights Day, Mann Ki Baat Booklet** etc.



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