

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

New Delhi the 15th June, 2020

Sub.: Summary (No.-5) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of May 2020.

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

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

The Ministry of I&B has played a critical role in the awareness generation related to COVID-19 by undertaking time-bound dissemination of the decisions taken by the Government.

1.1 Doordarshan and All India Radio aired live the Hon'ble Prime Minister **address to the nation** on 12th May, 2020. Hon'ble PM addressed the nation on Buddha Purnima on 07.05.2020 and **Mann Ki Baat** on 31.05.2020 and both events were broadcast on whole network of DD and AIR.

1.2 In a unique outreach initiative, Hon'ble Minister for Information and Broadcasting Shri Prakash Javadekar addressed the **listeners of all Community Radio Stations** in the country simultaneously on 22nd May, 2020 at 7 PM and exhorted people to keep up their fight against Coronavirus. He re-iterated the mantra of "Jaan Bhi Jahaan Bhi".

1.3 **DD News, AIR News and their Regional News Units (RNUs)** are regularly airing **National and International News** on COVID-19 along with updates for its viewers in all news bulletins and **various awareness programmes**. The following special programmes have been telecast:

- i) Lockdown – The Way Forward Special Coverage
- ii) Salute to Corona Warriors - special bilingual show
- iii) Jaan Bhi Jahaan Bhi
- iv) Special live programme on Ayushman Bharat
- v) Special Broadcast on Unlock-1.0
- vi) DD exclusive: Interview with Chief of Defence Staff (CDS)
- vii) Infobytes/ Positive Stories/ Testimonials
- viii) Mythbusters/ Fake News Alerts
- ix) Celebrity Endorsements
- x) Measures by Centre/ States
- xi) MoHF/ MHA Advisories
- xii) Scientific Developments

Apart from above, DD News, AIR News and its RNUs highlighted the resumption of economic activity, government schemes reaching the last mile, essential supplies at ground zero, social distancing, and agricultural activities

resumption among others. DD News also telecast News bulletins for Divyangjan, News bulletins in Sanskrit and Urdu, News bulletins on Youtube, Do's and Don'ts on COVID-19, interviews or bytes of Doctors and police, Good/ Positive news stories, highlighting beneficiaries of various Government Schemes etc.

- 1.4 The Press Information Bureau (PIB) has issued a **daily bulletin** on COVID-19 and **Press Releases** on the various decisions of the Government of India. These are also translated in regional languages for dissemination. Further, **Press Conferences and Press Briefings** of PIB were extensively covered by DD and AIR.
- 1.5 **Special articles** by the Hon'ble Minister of Information and Broadcasting Shri Prakash Javadekar, other Union Ministers and other experts were published in prominent dailies across the country to highlight efforts and initiatives of the Government on COVID-19; Economic Stimulus Package announced under the Aatma Nirbhar Bharat Abhiyaan; and Achievements of the Government.
- 1.6 More than 1800 original tweets were posted from a dedicated twitter handle **@COVIDNewsByMIB (#IndiaFightsCorona)**. @MIB_India (handle of Ministry) and @COVIDNewsbyMIB are top positive influencers on Social Media. Comprehensive coverage of Hon'ble PM's address, Press Conferences by Hon'ble Finance Minister, Union Ministers and government officials was done on Social Media using pictures, video clips, infographics, maps, analytical reports etc. Daily quiz competition on COVID-19 was organized by New Media Wing on Facebook/ Instagram to make people aware of the facts and relief provided by the Govt.
- 1.7 National Film Development Corporation (NFDC) produced a **short film on "Countering stigma against healthcare workers of COVID-19"**. This film showcases healthcare/frontline workers relentlessly serving and sacrificing their own safety, during these trying times of COVID-19 and calls citizens of India to come out and help them. This film is screened on DD(National), DD(Bharati) apart from Social Media platforms.

2. Campaign undertaken by the Ministry of Information and Broadcasting on Aatma Nirbhar Bharat Abhiyaan

Hon'ble Finance Minister's Press Conferences held from 13th – 17th May, 2020 to share the details of the various tranches of the **Economic Stimulus Package** on **Aatma Nirbhar Bharat Abhiyaan** were covered, aired and streamed live on DD News, AIR News and Social Media platforms of the Ministry.

- 2.1 DD News, NSD: AIR and their Regional News Units (RNUs) telecast **special programmes on Aatma Nirbhar Bharat Abhiyaan**, which are as under:-
 - i) Exclusive interview with Hon'ble Finance Minister on 23.05.2020
 - ii) Daily discussion based programme 'Aatma Nirbhar Bharat'
 - iii) Special Analytical Reports on Economic Stimulus Package
 - iv) Special Discussions with Financial Experts
 - v) Government's Strive for Aatma Nirbhar Bharat Abhiyaan

The coverage in the bulletins/ talk shows was amplified through tweets, posts, info-graphics and videos on Social Media platforms.

- 2.2 Bureau of Outreach and Communication (BOC) launched an all India print media campaign to propagate the message of **Aatma Nirbhar Bharat Abhiyaan** among masses in general and stakeholders in particular. The campaign targeted Farmers, Migrants, MSMEs and Shopkeepers. The details of awareness conducted through Social Media is as under:

Total No. of Facebook Posts	Total No. of Tweets and Retweets (with 'Impressions')	Total No. of Posters/ Message /Videos circulated on WhatsApp	Total No. of Instagram Posts
96505	165858 (3929147)	246815	19647

3. **Dissemination of updates on Cyclonic storm 'Amphan'** : The Hon'ble PM's visit to West Bengal and Odisha to review the situation and his announcement of relief packages to both the States were highlighted in all the major bulletins of DD News and AIR News.
- 3.1 DD News /DD India did an **extensive coverage** of Cyclone Amphan including its post disaster restoration work. A comprehensive discussion was held with DGs of National Disaster Response Force (NDRF) and India Meteorological Department (IMD) and full coverage of **Press Briefings done by the IMD and NDRF was exclusively aired** on DD News. Coverage included updated broadcasts of IMD predictions on ground and responses through multiple live inputs from Correspondents and authorities of Odisha and West Bengal.
- 3.2 Over **50 Daily Ground Reports** on the loss of human lives and damage to public property, rescue operations and relief measures announced for the Cyclone Amphan-affected people were aired in the bulletins of NSD, AIR. Situational updates, NDRF response and relief measures by the Centre were covered prominently.
- 3.3 PIB organized **Press Briefings** for IMD and NDRF on Cyclone Amphan.
- 3.4 Faculty, Staff and Students of Satyajit Ray Film & Television Institute (SRFTI), Kolkata undertook a **community initiative** to clear the roads blocked in campus due to fallen trees after Super Cyclone Amphan.
4. **One Year of NDA Government 2.0 :**
- 4.1 The soft version of e-Book **One Year of Modi 2.0** has been circulated through website of all the Ministries/Departments of the Government of India.
- 4.2 Extensive coverage of **Hon'ble PM's Letter to the Nation** and **Union Ministers' Articles** on various subjects, including Government of India's flagship programmes, were broadcast and special analysis programmes were organised by News Units of DD and AIR.
- 4.3 **Bytes of beneficiaries** of various flagship schemes of Government of India including Ayushman Bharat, Jan Aarogya Yojana and Food Grains under Pradhan

Mantri Gareeb Kalyan Yojana from across the Nation were widely publicised by DD News throughout the day. During the month, DD News telecast several **Positive News Stories** and shared them on Social Media platforms to provide wider coverage.

5. **Comprehensive Weather Coverage**

5.1 With summer temperatures rising, **comprehensive weather coverage in news** by DD and AIR from across India has assumed focus. DD News, NSD: AIR and their RNUs have carried weather reports in news bulletins every day. DD Kisan has comprehensive broadcasts dedicated to weather every day, which also include advisories for farmers of different regions, Dos and Don'ts for farming of seasonal crops, and discussions with agriculture experts. All these bulletins are also available on YouTube platforms of DD and AIR.

5.2 DD(News) started airing a special weather bulletin from 7th May, 2020 with graphical representation of the weather conditions and temperatures in major cities of the country. These included Muzaffarabad, Gilgit & Mirpur.

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

• **Community Radio Stations (CRS):**

- Due to COVID pandemic, the Ministry has decided to renew the Grant of Permission Agreements (GOPAs) of all those CR Stations which have already expired or getting expired till 30.06.2020, for an interim period up to 31.10.2020.
- 04 GOPAs have been signed with the new Community Radio Stations in the month of May, 2020.
- One Station received grant for setting up of Community Radio Station.



(Vikram Sahay)

JOINT SECRETARY TO THE GOVERNMENT OF INDIA

Tele # 23073775