

File No. P-11015/1/2021-PPC
Government of India
Ministry of Information & Broadcasting
(Policy Planning Cell)

New Delhi the 17th June, 2021

Sub.: Summary (No.- 5) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of May 2021.

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

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

The Ministry of I&B has been at the forefront of communication and awareness generation during the COVID-19 pandemic, stressing Jan Andolan Awareness with people's participation, appropriate behaviour change communication and coordinated campaign with key stake holders including Central Ministries, States/UTs, Social Media etc.

1.1 DD, AIR & New Media Wing (NMW) **widely covered** the following major events connected with COVID-19:

- (i) **Hon'ble PM's announcement of various measures under PM CARES for Children – Empowerment of Covid affected children and measures to help families who lost their earning member to Covid.**
- (ii) Hon'ble Prime Minister's review of the **Public Health Response to COVID** with Chief Ministers/ LGs of various States/ UTs on 06.05.21, 07.05.21, 09.05.21 & 16.05.21 and his interaction with State/ District officials on 18.05.21 & 20.05.21;
- (iii) **Hon'ble PM's high level meeting on COVID and vaccination related situation with concerned officials on 15.05.2021;**
- (iv) **Hon'ble PM's review** of Gaseous Oxygen for Medical purposes, progress of converting Nitrogen plants to Oxygen Plants, availability of supply of oxygen and medicines, procurement of 1.5 lakh units of OxyCare Systems through PM CARES, his **interactions** with Group of Doctors on 17.05.2021 and with doctors and officials of Varanasi on 21.05.2021 and his address through **Mann Ki Baat** on **Covid relief measures** on 30.05.2021;
- (v) The review of the COVID Status with the Chief/ Health Secretaries of all States/ UTs by the **Cabinet Secretary** on 11.05.2021.

1.2 **Empowered Group-5 on Information, Communication and Public Awareness held eight meetings** in May 2021. The meetings mainly focused on strategies for strengthening communication especially in rural and tribal areas. Activities carried out include awareness generation and dissemination of authentic information on Covid by directly connecting with the public and

preventing panic through tackling disinformation, projecting Government's efforts & preparedness and encouraging Covid Appropriate Behaviour.

1.3 The **Cabinet Secretary chaired the 33rd meeting with the States and UTs on 11.05.2021 to review the COVID situation** in the country, which was attended by Chief Secretaries and Health Secretaries of all States/UTs. Secretary(I&B) emphasized the importance of continuation of COVID appropriate behaviour, and generating awareness about the various guidelines and advisories issued by the Government of India.

1.4 **DD News, News Services Division (NSD) of AIR and their Regional News Units (RNUs)** have disseminated and enhanced Government COVID-19 initiatives through various programmes. National and International News have been telecast with special focus on the **Government's war-level efforts** to manage the second wave of Covid-19, Vaccinations Drive and **restrictions implemented** in various states to break the chain of infection. DD news also focused on **special efforts to reach out and allay fears, address queries and questions** confronting the general public at large. DD News has **live telecast the Press Conferences** of Health and other Ministries on COVID updates and has highlighted important aspects in special programmes and on Social Media, apart from regular updates related to Covid-19 in News Bulletins. Addresses by Prime Minister exhorting citizens to follow **COVID Appropriate Behaviour** are being telecast live and subsequently amplified through special discussions and programmes.

- i) **DD News** continued to telecast and disseminate News with special focus on management of the second wave of Covid-19. The theme of the **special coverages** included Ayurveda, Home Isolation, Prevention and management of COVID-19, Treatment Protocol and Clinical Management of Covid, Black Fungus, E-Sanjeevani OPD, Patients with Comorbidities, Importance of Diet, Exercise and Nutrition, Covid Anxiety etc.

Special programmes and coverages included:

- ii) **DD News has telecast Ground Reports**, updates, discussions, **bytes of people vaccinated** and the doctors/nurses administering the vaccines, **interviews, live phone-ins** with top Medical Experts through **'Doctors Speak'** thrice a day (80 episodes), 04 episodes each of **'Arogya Bharat'** (Saturday) and **'Total Health'** (Saturday and Sunday), 16 episodes of half hour daily programme **'Corona Se Jung Jitenge Hum'** on positive stories, live discussions and initiatives undertaken, targeted campaign **'Mask Up India'** for spreading the message of **'Dawai Bhi Kadai Bhi'** etc., which have been amplified through Social Media using hashtag **#Unite2FightCorona**.
- iii) **NSD AIR** focused coverage on broadcast of PSA messages encouraging COVID Appropriate Behaviour, airing of **National/ State Covid helpline numbers**, MoHFW/ ICMR advisories; Treatment facilities; dispelling fears and allaying doubts on Coronavirus and

Mucormycosis, expert advice of eminent doctors; updates on **delivery of medical oxygen, vaccine doses, vials of Remdesivir & Amphotericin-B** and **foreign aid provided** to States/ UTs; **positive stories** on Covid-19 from India and abroad under section '**Surkhiyon Mein**', 30 live phone-ins of 15+ hours with top Medical Experts in '**Corona Jagrukta**' series, etc.

- iv) **Special COVID-19 Composite News Bulletins; COVID Jan Andolan**
 - v) **Infographics/ Videos/ Myth-busters/ Expert Speak/ Public Speak/ Audio Promos/ Fake News Alerts/ Positive Stories/ FAQs/ Podcasts**
- 1.5 The Hon'ble PM's review of the **COVID related initiatives by the Indian Navy**, his praise of the **role of the armed forces in the fight against COVID-19**, his **telephonic conversations** with the respective Presidents of the European Commission & French Republic and the respective Prime Ministers of Australia & Bhutan to discuss the COVID situation & vaccines and **Virtual Summit** with the Prime Minister of the United Kingdom were widely publicized on all Media platforms.
- 1.6 The Ministry of I&B and Press Information Bureau (PIB) suo-moto **announced a special package** to provide financial assistance to 67 families of journalists who lost their lives to Covid pandemic in 2020 & 2021. Each family would get Rs. 5 lakh under the **Journalist Welfare Scheme (JWS)** of Ministry of I&B and meetings would be held weekly to expeditiously process the applications.
- 1.7 **Workplace Vaccination Drives for COVID-19 were organized** for the officers/ officials of Press Information Bureau (PIB) and Main Secretariat, Ministry of I&B on 07.05.2021, 19.05.2021 & 20.05.2021 at National Media Centre, Delhi and on 31.05.2021 at Shastri Bhawan, New Delhi.
- 1.8 PIB issued **Daily Covid-19 Bulletins and Corona Watch infographics**, conducted **Press Briefings** and its **Covid-19 Fact Check Units** have kept a check on misinformation especially false narratives and quack treatments for COVID-19. The positive action taken by the Govt. on **oxygen supply, import of medicines & equipment** were widely disseminated by PIB HQ and its regional offices. **Special articles** by Hon'ble Minister for Information & Broadcasting and Hon'ble Defence Minister on the second wave of Covid were commissioned by PIB and published in newspapers nation-wide. PIB and its Regional offices have issued **7037 Press Releases** in English, Hindi and other regional languages. 1182 PIB's Tweets (English) earned 50.8 Million impressions & 41.2K new followers and 924 PIB's Tweets (Hindi) earned 4.7 Million impressions & 15.2K new followers in May 2021.
- 1.9 **BOC launched a campaign through Newspapers (strip ad)** for disseminating the information on **Four National Helpline Numbers** - Helpline Number of M/o H&FW, Child Helpline Number, Senior Citizens Helpline Number and Helpline number for psychological support. BOC, Pune used **16 Jagrukta Rath/ Travelling Exhibition cum Audio Announcement vans**

which covered approximately 1200 locations/ villages of Maharashtra and Goa. The Field/ Regional Outreach Bureaus (FOB/ROB) of BOC conducted **awareness campaign on COVID-19 and 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
23893	58377 (1955894)	117519	7656

- 1.10 PIB and its Regional/Branch offices organized **94 Webinars** in May 2021 on issues such as **COVID-19 Appropriate Behaviour and Vaccination, Black Fungus**, Common Yoga Protocol etc. ROB/FOBs of BOC have also collaborated on **77 webinars** on above mentioned issues.
- 1.11 **Comprehensive coverage** was provided by NMW on Social Media to the COVID Vaccination, FAQs on Covid & Mucormycosis, Covid management efforts, statistics etc. using the **dedicated #We4Vaccine and #VaccinationForAll** hashtags. Nearly **1884 tweets** were posted in May 2021 from **dedicated Twitter handle @COVIDNewsByMIB** having **188.4K followers**, which has garnered over **62 Million impressions**, 1.93 Million profile visits, 66.4K mentions and **34.5K new followers**.
- 1.12 The Ministry **issued advisories** to all Private Television Channels, all Private FM Radio Broadcasters and all Community Radio Stations on 30.05.2021 to promote awareness of four national helpline numbers at periodical intervals, especially during prime time. Apna Radio of Indian Institute of Mass Communication (IIMC) aired various special programmes i.e. Yoga and Covid-19, Black Fungus etc.
2. **Commemoration of Azadi ka Amrit Mahotsav: 75 Years of Independence of India**
- 2.1 Hon'ble Prime Minister's Twitter message on the **400th Birth Anniversary (Prakash Purab) of Sri Guru Tegh Bahadur Ji and his visit to Gurudwara Sis Ganj Sahib on 01.05.2021** were widely disseminated on DD News and NSD:AIR.
- 2.2 As part of Amrit Mahotsav, the nation paid tributes to the legendary filmmaker Bharat Ratna **Sh. Satyajit Ray on his Birth Centenary**. The '**Satyajit Ray Lifetime Achievement Award for Excellence in Cinema**' has been instituted to be given at the International Film Festival of India (IFFI) every year, starting from this year.
- 2.3 A **curtain raiser video** was launched on various media platforms on 02.05.2021 on the Birth Anniversary of Sh. Ray, featuring the tribute and message by the Hon'ble Minister of Information and Broadcasting.
- 2.4 A **dedicated website <https://raytoday.in>** was launched on 02.05.2021, which intends to showcase the programmes/ activities of the Govt. of India as

part of the Centenary celebrations. Satyajit Ray Film & Television Institute (SRFTI) prepared a **Logo** which was also launched on 02.05.2021 and **Graphics** were posted on Social Media. Film educationalists and industry practitioners talked about the work and legacy of Sh. Ray in '**Remembering Day**' online event by FTII.

- 2.5 Films Division screened a **biopic 'Satyajit Ray'** by Shyam Benegal on 02.05.2021 followed by a **three days film festival 'Ray Today'** which streamed a curated package of his films from 7th to 9th May, 2021 on its website, which recorded **12,661** online viewership. National Film Development Corporation (NFDC) organized '**Satyajit Ray Film Festival 2021**' between 2nd to 5th May, 2021 on its OTT platform.
- 2.6 Films Division paid a tribute to 'Father of Indian Renaissance' **Raja Ram Mohan Roy on his 249th Birth Anniversary** on 22.05.2021 by streaming films on its website and YouTube (**2259** online viewership). NMW paid tributes on the Birth/Death anniversaries of Indian Freedom Fighters such as Birth Anniversary of Raja Ram Mohan Roy and **160 years of Rabindranath Tagore** and **graphics** related to the **Freedom Struggle** were posted across Social Media platforms of MIB.
3. Disseminations of **News/ Updates on Cyclone 'Tauktae' and 'Yaas'**
 - 3.1 **Hon'ble Prime Minister's High Level meetings** to review the preparedness on cyclone 'Tauktae' on 15.05.2021 and cyclone 'Yaas' on 23.05.2021, his **aerial survey of cyclone 'Tauktae' affected areas** and COVID-19 situation in Gujarat on 19.05.2021, **aerial survey of cyclone 'Yaas' affected areas** in Odisha and West Bengal on 28.05.2021 and **announcements of financial assistance** for immediate relief activities were covered live on all Media platforms.
 - 3.2 **DD News telecast live ground reporting** from affected areas. All preparedness of States and Central Ministries/Agencies concerned to deal with the cyclones were taken prominently in bulletins. All rescue operations, government aid and PM visits in affected areas were covered by all News shows and Bulletins. Special programme '**Toofano se ladne ka hounsala**' was also mounted. NSD:AIR aired Ground Reports & Situation Updates from affected States/UTs.
4. Rule 18 of **Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021** provide for furnishing of information by publishers of news and current affairs content and publishers of online curated content to the Ministry. Accordingly, this Ministry vide **public notice** dated 26.05.2021 has requested all digital media publishers to furnish information about the details of their entity within 15 days i.e. by 10.06.2021.
5. The May 2021 fortnightly editions of **New India Samachar (NIS)** on the themes of '**Turning Dreams into Reality with Ujjwala**' and '**New India Rising**' were printed in 13 languages & distributed across the country by

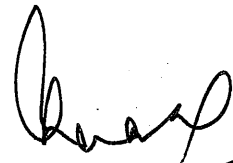
BOC. E-versions of NIS were sent to over 65.3 million readers via emails using E-Sampark platform of MyGov India.

6. **Films Division provided 17 short films** to the O/o The Principal Scientific Adviser to Government of India **for streaming on Manas App**, which stands for Mental Health and Normalcy Augmentation System, endorsed as a **National Program by the Prime Minister's Science, Technology, and Innovation Advisory Council (PM-STIAC)**. Films Division also screened online a **festival of films 'The Eclipse and After'** on women by women from 28th to 30th May, 2021 on its website and YouTube channel, which recorded **2120** online viewership.

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

- As part of **Oral History project** of NFAI, a total of 8000 minutes of audio interviews of yesteryear film artists were uploaded on its website.
- **Community Radio Stations (CRS):** The Grant of Permission Agreements (**GOPA**) of CRS have been extended up to 31.12.2021 as interim measure. A circular in this regard was uploaded on the website of the Ministry. **Three (03) new CRSs** have been commissioned during the month.
- **Channel Licensing:** Ministry has issued permission to 1 News TV channel during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 31.05.2021** is **902**.
- **Registrar of Newspapers for India (RNI):** **127** Title verification letters and **46** Certificates of registration (new & revised) were issued during the month.
- **Press Council of India (PCI):** **65 complaints** (13 under Section 13 & 52 under Section 14) were processed, **01 suo-moto case** under Section 13 was registered and **02 Press Releases** were issued during the month.
- **MIB Social Media platforms:** The official MIB English Twitter handle **@MIB_India** has **1.3M followers**, MIB Hindi Twitter handle **@MIB_Hindi** has **71K followers**, Facebook page has **1.36M followers**, YouTube has **175K subscribers** and Instagram has **186K followers** as on 02.06.2021.

8. **Obituary:** The Ministry of I&B condoles the death of Shri Prakash Kumar Pankaj, Senior Technical Director of National Informatics Centre who passed away during the month due to complications caused by COVID. The officer will be remembered for his professional competence and dedication to public service.



(Vikram Sahay)

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