

File No. P-11015/1/2023-PPC  
Government of India  
Ministry of Information & Broadcasting  
(Policy Planning Cell)

New Delhi, Dated: 27<sup>th</sup> June, 2023

Sub.: Summary (No.- 5) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of May 2023.

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

1. **9 Years of Seva, Sushasan, Garib Kalyan**

1.1 A **National Conclave on 9 Years of Seva Sushasan and Garib Kalyan** was organized by the Ministry of I&B on 27<sup>th</sup> May 2023 to celebrate the 9 years of government under the Hon'ble Prime Minister Shri Narendra Modi. The full day Conclave was organized at Vigyan Bhawan with an inaugural session, three thematic panel discussions "**India: Surging Ahead**", "**Jan Jan Ka Vishwas**" and "**Yuva Shakti: Galvanizing India**" and a valedictory session. The conclave was graced by the presence of Smt. Nirmala Sitharaman – Hon'ble Minister for Finance and Corporate Affairs, Shri Ashwani Vaishnaw – Hon'ble Minister for Railways, Communications, Electronics and Information Technology, Shri Anurag Thakur – Hon'ble Minister for Information & Broadcasting and Youth Affairs & Sports, Dr. L Murugan – Hon'ble Minister of State for Fisheries, Animal Husbandry & Dairying and Information & Broadcasting and prominent personalities such as Shri Sunil Bharti Mittal, chairperson Bharti Enterprises; Ms. Sangita Reddy, Joint Managing Director of Apollo Hospitals; Ms. Cynthia McCaffrey, UNICEF Representative to India; Ms. Debjani Ghosh, President of NASSCOM; Dr. Surjit Bhalla, Former Executive Director for International Monetary Fund, India; Ms. Soumya Kanti Ghosh, Group Chief Economic Advisor, State Bank of India; Ms. Nikhat Zareen, Boxer; Shri Ritesh Agarwal, CEO, OYO Rooms; Shri Nawazuddin Siddiqui, Actor; Shri Rishab Shetty, Actor etc. were among the panelists in the thematic sessions.

Central Bureau of Communication (CBC) organized a **multimedia exhibition on the theme "9 Saal Seva, Sushasan Aur Garib Kalyan"**, which showcased the various works and achievements of Government in 9 years and displayed information about various flagship schemes of the Govt.

1.2 DD News extensively covered the National Conclave and **highlighted achievements in different sectors** on '9 Years of Seva, Sushasan, and Garib Kalyan' as well as interviews of respective Ministers. Special **coverages, stories, discussion programmes, interviews and bytes of the beneficiaries** were carried by all Regional News Units. New Media Wing (NMW) undertook extensive social media publicity including Video bites, Graphics etc. in Hindi & English shared using the hashtags **#9YearsOfSeva** etc.

- 1.3 The May 2023 fortnightly editions of **New India Samachar (NIS)** with the cover stories “*Ensuring a safety net for the public through social welfare schemes that make life easier*” and “**9 years of Sankalp Shakti**” were published in 13 languages and distributed across the country by CBC. E-versions of NIS were sent to over 70.9 million readers via emails using E-Sampark platform of MyGov India.
- 1.4 CBC carried out an **all India Print Campaign** with the theme 9 years of “Seva, Sushasan and Garib Kalyan”. Steps taken by Government for upliftment of last person of the society were showcased across the country through Hindi, English and vernacular publications using three different creatives. Pocket booklets, Long Book & docketts in Hindi and English were printed and distributed across the country.

## 2. **Participation of India in Cannes Film Festival 2023**

- 2.1 The Ministry of Information & Broadcasting participated in Cannes Film Festival 2023. A **three-member Indian Industry delegation** led by Dr. L. Murugan, Hon'ble Minister of State for Information & Broadcasting and featuring Ms. Guneet Monga, Oscar winning producer and Mr. Kangabam Tomba, Award winning actor from Manipur who walked the Red Carpet of the Cannes Film Festival, in the presence of Indian actresses Ms. Esha Gupta and Ms. Manushi Chhillar. An **India Pavilion** was organized on the theme of “Showcasing India’s Creative Economy” which was inaugurated on 17.05.2023 by the Hon'ble Minister of State for I&B, Dr. L. Murugan in presence of H.E. Mr. Jawed Ashraf, Ambassador of India to France and Monaco, senior government officers and Indian film personalities Ms. Khushboo Sundar (Actress), Ms. Guneet Monga (Filmmaker), Mr. Vijay Verma (Actor), Mr. Madhur Bhandarkar (Director) and Ms. Sara Ali Khan (Actress). The Hon'ble Minister of Information & Broadcasting, Shri Anurag Singh Thakur addressed the gathering through a video message.

For the first time, India has sent an official delegation of talented filmmakers from the North Eastern states of India to bring to Cannes the depth and diversity of India’s rich cinematic culture. On the occasion, the digitization of ‘Ishanou’, Manipuri film selected under Classics section at Cannes was also announced and the poster & trailer for 54<sup>th</sup> International Film Festival of India (IFFI) to be organized in Goa in November 2023 were unveiled.

- 2.2 A series of **interactive sessions** were organized throughout the festival at the India Pavilion such as ‘She Shines’ and ‘Connecting together for Tomorrow’s creators’. A powerful session titled ‘**She Shines**’ on the role of women in media and entertainment space was organized on 19.05.2023, wherein actress Esha Gupta, Greek-American director Daphne Schmon, filmmakers Madhur Bhandarkar and Sudhir Mishra participated as speakers and the Hon'ble Minister of State for I&B, Dr. L. Murugan gave the keynote address.
- 2.3 DD News and DD India network extensively covered the Cannes Film Festival. **Special daily shows** were mounted namely **India@Cannes** on DD India and **भारत@कान** on DD News and exclusive conversations with dignitaries and film personalities were telecast.

3. The Ministry of I&B organized a **day long 'Chintan Shivir', a Conclave on 'Citizen Centric Communication as a Tool for Good Governance'** at National Media Centre in New Delhi on 17.05.2023 to brainstorm on issues relevant to Government communication and prepare a roadmap for guiding the communication and outreach activities of the Government of India. The Hon'ble Minister of Information & Broadcasting, Shri Anurag Singh Thakur inaugurated the Chintan Shivir of Indian Information Service (IIS) and addressed the gathering of Officers of the IIS.
4. **100<sup>th</sup> Edition of Mann Ki Baat programme**
  - 4.1 The Ministry has published a **special 100<sup>th</sup> episode, April 2023 edition of PM's Mann ki Baat booklet** containing 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 e-version was distributed to over 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.
  - 4.2 The April-June, 2023 issue of Sanchar Srijan, the quarterly magazine of the Indian Institute of Mass Communication (IIMC), focuses on Hon'ble Prime Minister's Radio Programme "**Mann Ki Baat**" on the theme "**Hundred Episodes of Positive Communication**".
5. **Inauguration of New Parliament House** – DD News and DD India Network extensively covered the **live telecast of the inauguration of newly built Parliament House** by Hon'ble Prime Minister including his address at the inauguration ceremony, **presentation of a special film** telling the story of the construction of the new Parliament House and **presentation of a short film on Holy Sengol** installed in the new Parliament House. A **series of special program** on DD News covering topics like '*New Parliament House: New Identity of New India*', '*New Parliament House: New joy, new prosperity*', '*My Parliament My Pride*' etc. was telecast.
6. The Secretary, Ministry of I&B gave the Inaugural Address at the **23<sup>rd</sup> edition of FICCI FRAMES**, one of the Asia's largest and most definitive annual global convention on the business of entertainment, in Mumbai on 03.05.2023, in the presence of Shri Subhrakant Panda (President, FICCI), senior officers from FICCI, EY & the Government and renowned actor Shri Ayushmann Khurrana. On the occasion, the FICCI-EY Media and Entertainment Report titled '*Windows of Opportunity: India's M&E Sector Maximizing Across Segments*' was also released.
7. **102<sup>nd</sup> Birth Anniversary of Satyajit Ray** - On 2<sup>nd</sup> May, 2023, Satyajit Ray Film and Television Institute (SRFTI) celebrated the 102<sup>nd</sup> Birth Anniversary of Satyajit Ray with a **special screening** of the digitally restored version of 'Shatranj ke Khilari', followed by a **Satyajit Ray Memorial Talk** by Prof. N Manu

Chakravarthy on 'The Cinema of Satyajit Ray and the Realities of the times'. The program ended with a live musical performance called '**Rays of the World**' by Bengali band "Borno Anonyo". The Additional Secretary & Financial Adviser of the Ministry of I&B, Shri Jayant Sinha, paid tribute to the legendary filmmaker by visiting his residence accompanied by the senior officers of SRFTI and paid homage by garlanding the statue of Ray. A **Satyajit Ray film festival** was also organized by NFDC-NFAI wherein his films 'Ganashatru' and 'Jalsaghar' were screened.

## 8. Campaign on G-20 Summit

8.1 DD News network has telecast all major events related to G20 Presidency of India held across the country including 3<sup>rd</sup> Tourism Working Group Meeting in Srinagar, 3<sup>rd</sup> Environment and Climate Sustainability Working Group Meeting in Mumbai etc. A series of special program '**India @G20**' being 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 on DD News.

8.2 Press Information Bureau (PIB) provided **all round publicity** through Print, Electronic, Digital and Social Media to all the events organized so far and published **an exclusive G-20 article in at least 41 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. A dedicated Social media campaign was also undertaken by PIB to ensure free publicity.

## 9. Other Special Coverages

9.1 **Election Coverage:** DD News has been telecasting all activities related to election bound State Karnataka. A special **day long live program 'Janadesh'** to cover all trends and results with graphics and live reporting and a **special program titled 'DD Dialogue – Battle for Karnataka'** were telecast.

9.2 **International Day of Yoga (IDY) 2023:** The Regional/ Field Offices of CBC organized 11 Integrated Communication & Outreach Programmes (ICOPs), 04 Webinars, 05 Special Outreach Programmes (SOPs) and 19 Field Programmes on the theme **IDY Countdown/Yog Utsav**.

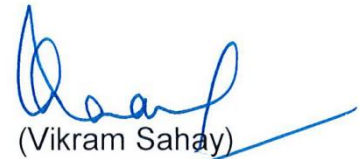
9.3 DD News provided live coverage and wide publicity to Hon'ble Prime Minister's inauguration of the National Technology Day 2023 program, inauguration and laying foundation stone of various projects in Gandhi Nagar, address at 16th Civil Services Day at Vigyan Bhawan in New Delhi, inauguration of International Museum Expo 2023, flagging off the Vande Bharat Express between Puri and Howrah, speech after the unveiling of the statue of Mahatma Gandhi in Hiroshima, address at the 3rd India-Pacific Islands Cooperation (FIPIC) Summit, address at the Community event in Sydney, inauguration of the new Parliament House, etc.

10. Publications Division (DPD) published the June 2023 issue of Yojana on the topic **'INDIA – Gifting Holistic Well-Being to the World'** which showcases the contributions of India towards achieving holistic health for the entire world, with the lead article by Secretary, Ministry of Ayush, Government of India.
11. **I&B Initiatives on Minimum Government Maximum Governance –**
- **'Mujib – The Making of a Nation' (Bangla):** The post-production of the film has been completed and film is ready. Special Screenings of the film were also organized during the month on 09.05.2023 and 10.05.2023.
  - **Initiatives in Regional News:** News Services Division, All India Radio started weekly news bulletin in Gondi dialect in Chhattisgarh on 21.05.2023. Akashvani Dehradun also started broadcasting news in Garhwali daily for 10 minutes from 29.05.2023.
  - **Digital Media:**
    - **Issuance of directions for blocking of 1 Twitter Account** 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.
    - One self-regulating body namely **Digital Media Content Regulatory Council (DMRC), Indian Broadcasting and Digital Foundation registered as a Level II Self-Regulated Body** for publisher of online curated content as per rule 12 of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.
    - Letter sent to Ministry of Housing and Urban Affairs and Press Council of India to **curb advertisements including surrogated advertisements of online betting & gambling platforms.**
  - **Channel Licensing:** The Ministry of I&B has issued 04 new permissions and has not cancelled any permission during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 31.05.2023** is **910**.
  - **Community Radio Stations (CRS):** The Ministry has signed **Five (05) new Grant of Permission Agreements (GOPAs)** and **renewed Four (04) GOPAs** during the month. **4 new CRSs have become operational** in May, 2023.
  - **Press Council of India (PCI): 96 complaints** of Press Council Act, 1978 and **09 Suo-Moto cases** were registered and **04 Press Releases** were issued during the month.
  - **Registrar of Newspapers for India (RNI): 814 Title Verification certificates, 605 Certificate of Registration (Fresh & revised) and 38 Circulation Verification Certificates** were issued; and **33 MP/ Minister/ VIP References, 28 Public Grievances** and **73 RTIs/ RTI First Appeals** were processed during the month.

- Press Information Bureau (PIB) and its Regional offices have issued **6475 Press Releases** in English, Hindi and 12 regional languages, organized **24 Formal Press Conferences**, and commissioned **14 articles** on India's G20 Presidency, etc. PIB Fact Check Unit **busted 14 fake news** and posted 20 tweets. The **Research Unit of PIB published 70 documents** and has started producing factsheets on various sectors highlighting the achievements made during the last 9 years, with 26 factsheets issued so far.
- Regional Offices (ROs)/ Field Offices (FOs) of CBC organized 05 Integrated Communication & Outreach Programmes (ICOPs), 02 Standee Exhibitions and 02 Radio Talk on the themes Azadi Ka Amrit Mahotsav, 9 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
16814 (333238)	6436	2816	25163

- **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 around **87 graphics/ videos/ images/ posts/ tweets** etc. **9 Years of Seva, Sushasan and Garib Kalyan** and other flagship campaigns were highlighted through infographics, reels, audio and video content for campaigns, such as **National Conclave on 9 years Seva, Sushasan, Garib Kalyan, Union Budget 2023-24 through Amrit Kaal Budget series, G20 meeting in Srinagar, J&K** etc.

  
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