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

New Delhi the 23rd December, 2020

Sub.: Summary (No.-11) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of November 2020.

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

1. The e-book versions of books '**The Republican Ethic (Volume III)**' and '**Loktantra Ke Swar (Khand III)**' covering 57 selected speeches of the Hon'ble President of India Shri Ram Nath Kovind during the third year of his presidency (July 2019 to July 2020), including his speeches on country's efforts to fight COVID-19, was unveiled by the Hon'ble Minister for Information and Broadcasting Shri Prakash Javadekar in New Delhi on 19.11.2020. The hard copy versions of the books were unveiled by Hon'ble Defence Minister Shri Rajnath Singh. Subsequently, Hon'ble Minister for I&B called on the Hon'ble President of India and presented him the first copy of the book.

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

The Ministry of I&B has played an important role in the awareness generation and information dissemination related to COVID-19 and the decisions taken by the Government.

2.1 Doordarshan, All India Radio (AIR) and New Media Wing (NMW) provided comprehensive coverage to the **Hon'ble Prime Minister's Visit to Ahmedabad, Hyderabad and Pune** on 28.11.2020 to review the vaccine development and manufacturing process for COVID-19. Hon'ble PM's address through **Mann Ki Baat** on 29.11.2020 on COVID-19 vaccine, his appeal to people to strengthen fight against COVID-19 and the inspiration drawn by the noble ideals of Guru Nanak Dev Ji was broadcast on whole network of DD and AIR.

2.2 **DD News, News Services Division of AIR and their Regional News Units (RNUs)** have disseminated the following **Updates and News** on COVID-19 in all news bulletins and **various awareness programmes**:

- i) Special coverage on **Jan Andolan for COVID-19 Appropriate Behaviour by DD News** and key messages reiterated by all anchors in News Bulletins, programmes, special shows etc.
- ii) Special promos, bytes on '**Mask up India Campaign**' on DD News and DD India to instil behavioural change in citizens.
- iii) **Audio spots** in Hindi, English and regional languages, **sound-bytes of PM and Social Influencers** in bulletins of NSD: AIR.
- iv) Doctor's Speak/ Covid Warriors/Corona Jagrukta Series/Audio Promos/ PSAs/ Special COVID-19 Composite News Bulletins;

- v) Info bytes/ Good News India/ Bioquest programme/ Testimonials/ Mythbusters/Fake News Alerts/Scientific Developments/Fact Checks
- vi) 100+ **Daily Ground Reports** on COVID updates and developments
- vii) Phased Re-opening, Vande Bharat Mission VIII
- viii) Measures by Centre/ States; MoHF/ MHA Advisories

2.3 PIB issued **Daily Bulletins**, conducted **Press Briefings** and their live streaming on COVID-19 for Health and other Ministries. PIB and its Regional Offices' **Covid-19 Fact Check Units** have kept a check on misinformation. PIB in coordination with its Regional offices have issued **7694 Press Releases** in English, Hindi and other regional languages. Moreover, 861 PIB's Tweets (English) earned 24.3 Million impressions & 20.9K new followers and 819 PIB's Tweets (Hindi) earned 3.14 Million impressions & 3.8K new followers in Nov. 2020.

2.4 The Field/ Regional Outreach Bureaus (FOB/ROB) of BOC have conducted **awareness campaign on COVID-19 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
41684	82121 (240269)	143135	11243

2.5 PIB and its Regional/Branch offices have organized **154 Webinars** during the month on various issues such as **COVID-19 Appropriate Behaviour, Prevent COVID-19**, Constitution Day, Vocal for Local, Ek Bharat Shrestha Bharat, etc. ROB/FOBs of BOC also collaborated on **118 webinars** on above mentioned issues.

2.6 Comprehensive coverage was provided on Social Media platforms to **MHA Guidelines on COVID** for surveillance, containment & caution. The **SAMVAD Integrated Dashboard** prepared and shared various **analytical reports** in different formats for various stakeholders. Nearly **975 tweets** were posted in Nov. 2020 from **dedicated Twitter handle @COVIDNewsByMIB** having **118K followers**, which has appeared **18.4 Million times** in the timeline of Twitter users.

3. Comprehensive coverage to **Farmer Issues & Farm Reforms**:

3.1 Hon'ble PM's address through **Mann Ki Baat** on 29.11.2020 explaining the **possibilities opened up for farmers by recent agricultural reforms** was broadcast on whole network of DD and AIR.

3.2 The statements by Hon'ble Agriculture Minister on the **commitment of the Government to the welfare of farmers & agriculture being its top priority** on 14.11.2020 and on **farmer issues** on 26.11.2020 and the **assurance given for deliberations on the demands of the farmer** by the Hon'ble Home Minister on 28.11.2020 were provided wide coverage on DD News and NSD: AIR, apart from **special stories, discussion programmes & highlights of Government's commitment**.

- 3.3 PIB, DD News and NSD: AIR provided comprehensive Social Media coverage to details of Farm Bills including **'Myths and Realities'** related to the Bills. **Infographics** were shared by Social Media platforms of I&B Ministry and PIB, among others. Exclusive **sound-bytes of progressive farmers** and **interviews of agriculture experts in Punjabi** were broadcast by NSD: AIR on Social Media.
- 3.4 BOC released two **advertisements** on 'The Farmers (Empowerment & Protection) Agreement on Price Assurance' & 'Farm Services Act, 2020'.
4. **Commemoration of 71st Constitution Day (Samvidhan Divas) on 26th November, 2020** : The officers and officials of the Ministry and its Media Units/ Organizations read the Preamble of the Constitution.
- 4.1 DD News did live telecast of Hon'ble President of India's visit to Kevadiya, Gujarat on the occasion of **80th All India Presiding Officers' Conference**. A special two-day **Multi-Media Exhibition** titled **'Constitution Day 2020'** was organized by BOC, which was inaugurated on 25.11.2020 by the Hon'ble Speaker of Lok Sabha. **Special Documentaries** on making of the Constitution, curtain raiser, spot news coverage, etc. were aired by DD News and NSD: AIR.
- 4.2 An **e-compendium** of 32 articles by eminent personalities from various walks of life on the Constitution, Fundamental Rights and Fundamental Duties prepared by Press Information Bureau (PIB) was unveiled by the Hon'ble Minister for Information and Broadcasting Shri Prakash Javadekar on 26.11.2020.
- 4.3 Films Division screened **four documentary films** on the adoption of Constitution of India by the Union of India on its website and YouTube channel on 26.11.2020, which witnessed 2272 online viewership.
- 4.4 Publications Division (DPD) **disseminated articles** from Constitution issue of Yojana & highlighted its Constitution books on Social Media.
5. The Hon'ble Minister for Information and Broadcasting Shri Prakash Javadekar released a booklet printed by BOC titled **'PM Modi and his Government's special relationship with Sikhs'** along with the Hon'ble Minister for Civil Aviation and Housing & Urban Affairs on 30.11.2020. The path-breaking decisions taken a year ago for celebrating 550th Birth Anniversary of Guru Nanak Dev Ji comprise this booklet, released in three languages Hindi, Punjabi and English.
6. DD News undertook exclusive and live telecast of events where **Hon'ble PM inaugurated various development projects in Varanasi** through video conferencing and **dedicated two future-ready Ayurveda Institutions to the nation** on the 5th Ayurveda Day. Daily programmes under **'Atmanirbhar Bharat'** series with continued focus on PM's call for **'Vocal for Local'** and **'Kids Time'** were telecast on DD News. A special show on Water Governance titled **'Jal Shakti Samachar'**, was **awarded as the Best TV**

show for Water Conservation under National Water Awards 2020 by Ministry of Jal Shakti. Bytes of over 6000 beneficiaries till date on various schemes of the Govt. have also been widely publicized on DD News network.

7. **Prasar Bharati has entered into a Memorandum of Understanding** with Bhaskaracharya National Institute for Space Applications and Geo-Informatics, Ministry of Electronics and Information Technology on 04.11.2020. Under the ambit of this MoU, **51 DTH education TV channels shall be available as DD co-branded channels free of cost to all DD FreeDish viewers**. This Government initiative will go a long way in achieving Government's goal of providing education to all.
8. The Hon'ble Minister for Information & Broadcasting Shri Prakash Javadekar inaugurated the **Orientation programme** for the students of 2020-21 batch of all PG Diploma courses of Indian Institute of Mass Communication (IIMC), where orientation lectures were organized online from 23rd to 27th Nov., 2020. Hon'ble Health Minister, Hon'ble Minister of State for External Affairs and eminent personalities from Media & other fields shared valuable experiences with the students.
9. BOC printed a booklet named '**Demonetisation - A Multi-Dimensional Success**' enumerating various achievements of historic demonetization decision taken by the Government. E-versions of **New India Samachar** were sent to over 64 million readers in flip book and PDF format in all 13 languages via emails using E-Sampark platform.
10. As part of '**art-outreach**' initiative, Films Division showcased an exclusive bouquet of documentary films on folk art and paintings '**Lok Virasat**' on its website & YouTube channel from 27th – 29th Nov., 2020. A tribute was also paid to the Legend **Soumitra Chatterjee** by streaming biopic titled "**Soumitra Revisited**" and "**Masters Touch**" on 15.11.2020 which recorded **36169** online viewership.
11. **I&B Initiatives on Minimum Government Maximum Governance –**
 - Ministry of Information and Broadcasting has constituted a committee on 04.11.2020 under the Chairmanship of CEO, Prasar Bharati to review "**Guidelines on Television Rating Agencies in India**" notified by the Ministry in 2014. The Committee will study different aspects of the television rating system in India as they have evolved over a period of time and shall carry out an appraisal of the existing system; examine TRAI recommendations notified from time to time, overall industry scenario and addressing the needs of the stakeholders and make recommendations for robust, transparent and accountable rating system through changes, if any, in the existing guidelines.
 - The **delegate registration of the 51st International Film Festival of India (IFFI)** scheduled in January, 2021 has commenced from 17th November, 2020 for physical format of the festival on first come first basis to the limited delegates due to COVID-19. 205 films were screened during the **Preview Screening** for 51st IFFI from 31st Oct. to 13th Nov., 2020.

- Ministry of Information and Broadcasting has issued a **public notice** on 16.11.2020 to facilitate eligible entities involved in uploading/streaming of news and current affairs through digital media, to comply with the decision of Union Government on 18th September 2019, which had permitted 26% FDI under Government approval route.
- **Community Radio Stations (CRS): 08 Grant of Permission Agreement (GOPA)** applications have been signed with new CRS and 04 GOPAs applications have been renewed.
- **Channel Licensing:** Ministry has issued permission to 3 News and 3 Non-news Private Satellite TV channels and cancelled the permission of 2 Non-News & Current Affairs Private Satellite TV channels during the month. The total number of private satellite TV channels for up-linking and downlinking in India as on 30.11.2020 is 916.
- **MIB Social Media platforms:** The Integrated Dashboard has been expanded to incorporate 20 Ministries for Print, 26 for TV and 37 for Online Media coverage. The official MIB English Twitter handle has 1.2M followers, MIB Hindi Twitter handle has 63.4K followers, Facebook page has 1.36M likes, YouTube has 162K subscribers, MIB Blog has 4.85M page views and Instagram has 168K followers as on 03.12.2020.



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