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

New Delhi the 27th December, 2022

Sub.: Summary (No.- 11) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of November 2022.

The significant activities / events relating to this Ministry for the month of November 2022 are outlined below:-

1. Smt. Droupadi Murmu, the Hon'ble President of India on her visit to Mizoram inaugurated (in virtual mode) the **permanent North-East Campus of Indian Institute of Mass Communication (IIMC) at Aizawl, Mizoram** on 03.11.2022. The Campus shall be running the post graduate diploma courses in English Journalism and Digital Media besides short duration media & communication courses. IIMC, an autonomous body under the Ministry of I&B, is a premiere Institute of Journalism in the country and has five regional campuses in Odisha, Mizoram, J&K, Kerala and Maharashtra, with the main Campus in New Delhi.
2. National Film Development Corporation (NFDC), Ministry of I&B in collaboration with Entertainment Society of Goa, Govt. of Goa organized the **53rd edition of the International Film Festival of India (IFFI)** at Panaji, Goa from 20th to 28th November, 2022. The Opening Ceremony and the Closing Ceremony were graced by Hon'ble Minister of Information and Broadcasting, Shri Anurag Singh Thakur, the Hon'ble Chief Minister of Goa, Shri Pramod Sawant and the Hon'ble Minister of State for I&B, Dr. L. Murugan along with senior officers from Govt. of India and Govt. of Goa. The Hon'ble Minister of I&B mentioned during opening ceremony that IFFI's vision and values are rooted in its theme of 'Vasudhaiva Kutumbakam' and India would be made the most sought after destination for film shoots and post-production. Cine celebrities like Mrunal Takhur, Varun Dhawan, Catherine Teresa, Sara Ali Khan, Karthik Aryan and Amritha Khanvilkar graced the opening ceremony. Noted film personalities Asha Parekh, Akshay Kumar, Prasenjit Chatterjee, Ayushmann Khurrana, Esha Gupta, Manushi Chillar and Sharman Joshi were felicitated at the Closing Ceremony, which was also graced by Hon'ble Minister of State Shri Shripad Yesso Naik and veteran director Ramesh Sippy.
- 2.1 53rd IFFI curated the screenings of **282 films** clocking 35,000 minutes of viewing time, featuring 183 international films and 97 Indian films in 65 international and 15 Indian languages from 78 countries worldwide. **France was selected as 'Country of Focus'** reciprocating Cannes' Country of Honour status given to India by France, to mark 75 years of India – France relationship. Actor Producer **Chiranjeevi Konidela received Indian Film Personality of the Year Award 2022**. Celebrated Spanish film director **Carlos Saura was honoured with Satyajit Ray Lifetime Achievement Award**. The Award Ceremony also featured Golden Peacock, Silver Peacock, Special Jury Award, ICFT-UNESCO Gandhi Award, among others.

- 2.2 **New beginnings at IFFI 53:** 53rd IFFI made many new beginnings such as 53-hour challenge to 75 Creative Minds of Tomorrow for producing a short film on India@100, Film Technology Exhibition by FTII and Technological Park that showcased the latest innovations and new frontiers from the world of cinema, a Divyangjan Special Section and special academic sessions, specially curated package for Manipuri cinema on its 50 glorious years, 'Film Bazaar' featuring 42 Pavilions in line with major international markets, over 20 masterclasses including many held in partnership with film schools in Canada, OTT players and Oscar Nominees for the first time, world premiere of first feature film '*Dhabari Quruvi*' in the history of Indian cinema to star only people from indigenous communities, etc.
- 2.3 A **multimedia digital exhibition** on the theme "***Freedom Movement and Cinema***" was organized by the Central Bureau of Communication (CBC) at Campal Football Ground, Panaji, Goa which was inaugurated on 21.11.2022 by the Hon'ble Minister of Information and Broadcasting, Shri Anurag Singh Thakur. The eight-day exhibition narrated the complete story of India's Freedom Struggle using several multimedia components. The Exhibition conceived under the overarching theme of 'Azadi Ka Amrit Mahotsav' sported a facade in the form of camera lens displaying clips of the popular DD series 'Swaraj', rare footages related to Freedom Movement covering 1857 War of Independence, etc. and was open to the public.
- 2.4 **Gala Premieres:** For the first time, IFFI hosted gala premieres of Indian films, foreign films and original series from OTT platforms, with the featured stars coming down to Goa to specially support their films, including Paresh Rawal's The Storyteller, Ajay Devgn and Tabu's Drishyam 2, Varun Dhawan and Kriti Sanon's Bhediya and Yami Gautam's Lost, Telugu film, Raymo, Deepti Naval and Kalki Koechlin's Goldfish and Randeep Hooda and Ileana D'Cruz's Tera Kya Hoga Lovely, along with an episode of OTT shows like Vadhandhi, Khakee and Israeli series Fauda Season 4.
- 2.5 A series of special programme '***IFFI KE Rang, Cinema Ke Sang***' was telecast daily by DD News during the event. Press Information Bureau (PIB) designed and published a **special webpage** <https://pib.gov.in/newsite/iffi53.aspx> and its **in-house e-Newsletter 'IFFILOID'** was prepared and shared on social media daily. PIB also generated a **special YouTube playlist** on IFFI53 with 72 videos and generated over **3.5 million impressions** with almost 900 tweets. New Media Wing (NMW) provided a comprehensive publicity and coverage with a **series of Images/ Graphics** and **Videos/ Reels** under the **hashtags #IFFI53, #IFFIGoa, #IFFI2022**. Live streaming was also done for the opening and closing ceremony.

3. **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*'.

- 3.1 '**Azadi Ki Amrit Kahaniyan**': Second short video series created in collaboration with Netflix was launched in 53rd IFFI inauguration ceremony. The set of videos focused on valiant freedom fighters, namely Rani Lakshmi Bai, Tatya Tope and Kunwar Singh in the second edition. The videos are produced

in Hindi/English, and dubbed in Gujarati, Marathi, Bengali, Tamil, Malayalam and English, being shared on social media accounts of Netflix, M/o I&B and its media units, and also been broadcast on Doordarshan network.

- 3.2 Participation of Publications Division (DPD) in the **41st Sharjah International Book Fair (SIBF) 2022** held in Expo Centre, Sharjah from 2nd - 12th Nov., 2022: SIBF gave a wonderful opportunity to DPD to showcase its reputed and esteemed publications to the new generation of readers in UAE. DPD displayed over 135 books on wide range of **subjects like Azadi Ka Amrit Mahotsav, Art and Culture, Mahatma Gandhi** etc. In addition to this, Azadi Quest Games were promoted by DPD through SIBF.
- 3.3 DD News and DD India undertook a comprehensive publicity campaign on **Guru Nanak Jayanti, Public Service Broadcasting Day, Children's Day, Birth Anniversary of Birsa Munda, Jan Jatiya Gourav Diwas, National Press Day, Constitution Day** etc. Films Division organized special screening of the film '**A Song for Birsa**' on the occasion of **Birth Anniversary of Birsa Munda** on 15.11.2022, film '**Maharani Lakshmibai**' on **Birth Anniversary of Rani Lakshmibai** on 19.11.2022, 8 films on the occasion of '**Communal Harmony/ National Integration Week**' on 23.11.2022 and 4 films on '**Constitution Day**' on 26.11.2022 on its website and YouTube channel.
- 3.4 **Eighteen (18) documentary films** were screened by Central Bureau of Communication (CBC) on '**Freedom Movement and India Cinema**' at Multimedia Digital Exhibition on AKAM on the sidelines of 53rd IFFI 2022.
- 3.5 The November 2022 fortnightly editions of **New India Samachar (NIS)** with the cover stories highlighting "*Government's emphasis on multi-modal infrastructure through Gatishakti National Master Plan*" and "*Potential and empowerment of the women through Deen Dayal Antodaya Yojna- National Livelihood Mission*" were printed in 13 languages & distributed across the country by CBC. E-versions of NIS were sent to over 70.8 million readers via emails using E-Sampark platform of MyGov India.
4. **Guidelines for TV Channels in India & Platform Services offered by MSOs.**
 - 4.1 The Union Cabinet has approved the "**Guidelines for Uplinking and Downlinking of Television Channels in India, 2022**" on 09.11.2022. The consolidated Guidelines shall ease issue of permissions to the companies/LLPs registered in India for Uplinking and Downlinking of TV Channels, setting up of Teleports/ Teleport Hubs, use of Digital Satellite News Gathering (DSNG)/ Satellite News Gathering (SNG)/ Electronic News Gathering (ENG) systems, uplinking by Indian News agencies and temporary uplinking of a live event. The advantages of revised Guidelines include Ease of compliance for the permission holder, Ease of Doing Business, Simplification and Rationalization, among others.
 - 4.2 In accordance to the Rule 6(6) of the Cable Television Networks Rules, 1994, the Ministry of I&B on 30.11.2022 issued **Guidelines for Platform Services (PS) offered by Multi System Operators (MSOs)** in India. These Guidelines provide the definition for the 'Platform Services' and lay down the norms for the MSOs in running the PS. Now, all the MSOs providing PS channel(s) and those

desirous of providing such PS channel(s) are required to apply for registration of their PS channel(s) with MIB on www.new.broadcastseva.gov.in Portal and are to comply with the guidelines within a time period of 12 months.

5. A multimedia exhibition on the theme “**Voter Registration – The First Step of Democracy**” highlighting the significance of participating in the electoral process as a voter and showcasing the grandeur of Indian elections, was inaugurated by the Chief Election Commissioner, Shri Rajiv Kumar and Election Commissioner, Shri Anup Chandra Pandey at Savitribai Phule Pune University in Maharashtra on 09.11.2022. The three-day exhibition, organized by the Central Bureau of Communication (CBC), was a voter awareness building exercise undertaken on the occasion of nation-wide launch of Special Summary Revision 2023. The topic of Indian Elections and Voters Registration were highlighted through CBC’s Virtual Reality kiosks and the song and drama artistes of CBC put up colourful performances on ECI theme of “No Voter To Be Left Behind”.
6. The Press Council of India celebrated the **National Press Day** at SCOPE Convention Centre in New Delhi on 16.11.2022. The Hon’ble Minister of Information & Broadcasting, Shri Anurag Singh Thakur was the chief guest at the event and released the “**Norms of Journalistic Conduct, 2022**”. The Hon’ble Minister of State for I&B, Dr. L. Murugan was the Guest of Honour, Eminent Journalist, Shri Swapan Dasgupta, delivered the keynote lecture and the Hon’ble Chairperson Smt. Ranjana Prakash Desai, presided the function. The dignitaries deliberated on the topic ‘**The Role of Media in Nation Building**’ to appreciate, analyze and ascertain the plausible ways that may pave the way towards preserving the standards of Indian media.
7. Prasar Bharati hosted the **59th Asia Pacific Broadcasting Union (ABU) General Assembly 2022** from 25th to 30th November, 2022 in New Delhi. The theme of this year’s assembly was “Serving the People: Media’s Role in Times of Crisis.” The General Assembly was inaugurated on 29.11.2022 by the Hon’ble Minister of Information and Broadcasting, Shri Anurag Singh Thakur in the presence of Minister of State for I&B, Dr. L. Murugan and other dignitaries from ABU. The Minister stated in his address that accuracy is more important than speed in news communication and should be primary in the minds of communicators and for responsible media organizations, maintaining public trust should be the highest guiding principle.
8. **Exhibitions by CBC** in various Festivals/ Mela/ Yatra:
 - 8.1 CBC (Regional Office, Imphal) participated in **Manipur Sangai Festival 2022** covering various themes like AKAM, Vision@2047, India’s Presidency of G20, good governance etc. and organized a **photo exhibition** which carried display panels, LED Wall, Plasma TV, Backlit and Non Light Board showcasing the freedom struggle and 8 years of Seva, Sushasan and Gareeb Kalyan.
 - 8.2 CBC (RO, Jaipur) participated in the **international Pushkar Mela** by organising **Multimedia Exhibition** 4th to 8th November, 2022 on the theme ‘**Amrit Yatra – towards Kartyva Path (India @ 2047)**’ which was visited by American Ambassador Ms. Elizabeth Jones, Hon’ble MP Ajmer, Shri Bhagirath Chaudhry and other dignitaries.

- 8.3 CBC (RO, Patna) participated in the famous **Cattle Festival/Sonepur Festival** from 13th November to 07th December, 2022 covering various themes like AKAM, Vision @ 2047, good governance etc. The **Photo Exhibition** contained three divisions i.e. story of freedom struggle, freedom struggle of Bihar as well as unsung heroes and creative on 8 years of Seva, Sushasan and Gareeb Kalyan. The exhibition was inaugurated by Hon'ble MP Shri Janardan Singh Sigiwal.
- 8.4 CBC (RO, Bhubaneswar) participated in the Historic **Bali Yatra** by putting up a **9-day Exhibition** from 8th – 16th November, 2022 on the theme AKAM and 8 Years of Seva, Sushasan, Garib Kalyan at Bali Yatra ground in Cuttack. The Exhibition was inaugurated by the Hon'ble MP, Dr. Rajashree Malik.

9. Special Coverages

- 9.1 **Gujarat, Himachal Pradesh and Delhi MCD Elections:** DD News organized **three (03) DD Conclaves – Kitna Badla Gujarat** in Ahmedabad, Rajkot and Navsari on Gujarat Legislative Assembly election. All activities related to **election in Himachal Pradesh** are being telecast, along with public rallies of political leaders in Gujarat and MCD elections being taken live with balanced view. A special program on MCD elections '**MCD Chunav: Kitne Mahatvpurna**' and '**Delhi MCD Ki Chunavi Jung**' were telecast with ground reports and discussions and a series of programme '**Janadesh**' is being telecast in prime time evening slot.
- 9.2 **Kashi Tamil Sangamam:** A month long programme Kashi Tamil Sangamam in Varanasi is being covered by DD News network with live telecast, Ground Reports, Special Programmes, pre-publicity, live inaugural function, special segments and interviews of participants etc. Live coverage of Hon'ble PM's inauguration of **Kashi Tamil Sangamam** in Varanasi, discussion based Special programme '**Kashi Tamil Sangamam: Ek Bharat Sreshth Bharat**', documentary on **Kashi Tamil Sangamam** and a special episode of **Tejaswini** were telecast to showcase the importance and activities of the event. CBC organized a **Digital Multimedia Interactive exhibition** which depicted various themes like Azadi Ka Amrit Mahotsav, rich cultural/ historical linkages between Kashi and Tamil Nadu in various fields, etc.
- 9.3 **G-20 Summit:** DD News did live telecast of Hon'ble Prime Minister's unveiling of **logo, theme and website of India's G-20 Presidency** via video conferencing and his participation in the **17th G20 Leaders' Summit** in Bali, Indonesia where President of Indonesia Joko Widodo handed over the G20 Presidency to India. Two Special discussion based programmes '**Vasudhaiva Kutumbakam Ki Rah Par G20**' and '**G20 : Ek Prithvi Ek Pariwar Ek Bhavishya**' and a special series **Bharat@G20** were telecast in the back drop of the summit. The Research Unit of Press Information Bureau (PIB) started a **Podcast** on India's upcoming G-20 Presidency.
- 9.4 **Constitution Day:** DD News live telecast the addresses of VVIPs during the Constitution Day program in Supreme Court and telecast special episode of programme '**Ek Bharat Shreshth Bharat- Humara Sawindhan Desh Ke Vikas Ka Vidhan**', special discussion based programme '**Bharat, Bhartiya**

Aur Sawindhan' and a historical journey of Indian Constitution '***Hum Bharat Ke Log –Bharat Ka Sawindhan Aur Virasat'***.

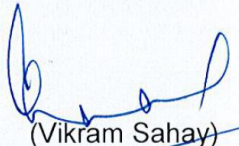
- 9.5 Live coverage and wide publicity to Hon'ble President's inauguration of **7th India Water Week** and **Janjatiya Gaurav Diwas** celebration in Jharkhand and Madhya Pradesh; Hon'ble Vice President's visit to Cambodia to attend **ASEAN-India Summit** and **East Asia Summit**; Hon'ble Prime Minister's address at the end of year-long celebrations of **400th birth anniversary of Ahom General Lachit Borphukan** and addresses on visits to Gujarat, Tamil Nadu, Andhra Pradesh and Telangana. Coverage of **Qatar FIFA World Cup 2022** with daily bulletins, special programmes on important issues like India-Australia trade pact, India-US Economic and Financial Partnership, Public Service Broadcasting Day etc. were also done.
10. The Ministry has published the **October, 2022 edition of PM's Mann ki Baat booklet**. 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, PIB accredited journalists and regional offices of M/o I&B.
11. **I&B Initiatives on Minimum Government Maximum Governance –**
- **Swachhta Campaign 2.0:** The Hon'ble Minister for Information and Broadcasting Shri Anurag Singh Thakur visited and reviewed the functioning of AIR, DD, Films Division and PIB regional offices located in Mumbai on 14.11.2022. The Minister exhorted all officials and staff to sustain the cleanliness campaign that has gained considerable momentum in the country.
 - Dr. L. Murugan, the Hon'ble Minister of State for Information & Broadcasting flagged off the **electric car fleet of the Press Information Bureau (PIB)** on 14.11.2022.
 - The Secretary, Ministry of I&B addressed the **first World Media Congress** at Abu Dhabi, United Arab Emirates on 16.11.2022.
 - **Implementation of Broadcast Air-Time Scheduler (BATS) for all Commercial Operations of All India Radio:** With a view to streamline and automate the commercial operations of Prasar Bharati, a fully integrated Traffic & Billing application software "Broadcast Air-Time Scheduler (BATS)" for all Commercial Operations of All India Radio was inaugurated on 07.11.2022.
 - An **Advisory** was issued on 30.11.2022 to all Private FM Radio channels advising them not to broadcast songs/ content which are in violation of the AIR Programme code.
 - **Digital Media:** Based on a reference received from the Survey of India regarding wrong depiction of Indian Map by the publisher 'The Wire' which operates the website 'thewire.in' **action was taken under the Information Technology (Intermediary Guidelines and Digital Media Ethic Code) Rules, 2021 for depicting wrong Indian map by the news website 'thewire.in'**. The publisher

has informed vide email dated 18.11.2022 that the incorrect map of India has been deleted from 'The Wire Marathi' and all offending material have been removed from their Twitter and Facebook pages.

- **Channel Licensing:** The Ministry of I&B issued 01 new permission and accepted the surrender request/cancellation of 02 TV channels during the month. The total number of private satellite TV channels for up-linking and downlinking in India as on 30.11.2022 is 900.
- **Community Radio Stations (CRS):** The Ministry has signed ten (10) new Grant of Permission Agreements (GOPAs) & renewed four (04) GOPAs and 4 new CRS have been commissioned in November, 2022.
- **Press Council of India (PCI):** 89 complaints (15 under Section 13 & 74 under Section 14) were processed, 04 Suo-motu cases under Section 14 and 01 under Section 13 were registered and a Press Release was issued during the month.
- Press Information Bureau (PIB) and its Regional offices have issued 5340 Press Releases in English, Hindi and other regional languages, organized 37 Formal Press Conferences, 6 Vartalaap, 5 webinars and commissioned 16 articles on India's G20 Presidency, Constitution Day, India Water Week, AKAM, Swachh Bharat, etc. PIB Fact Check Unit busted 17 fake news and posted 27 tweets. The Research Unit of PIB published 29 documents and created State-specific documents to highlight the achievements of various Central Sector/ Sponsored Schemes in different States/ UTs.
- The Regional/Field Offices of CBC conducted awareness on the themes Azadi Ka Amrit Mahotsav, 8 Years of Seva Sushasan and Garib Kalyan, PM's Vision – 2047, PM Jan Dhan Yojana, Aatmnirbhar Bharat, Ek Bharat Shrestha Bharat, Swachh Bharat Abhiyan, Jan Jatiya Gaurav Diwas, Constitution Day, SVEEP, Vigilance Awareness Week and other flagship programmes of GOI 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
29753 (221277)	11178	5353	16990

- **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 300 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 Mission LiFE: Lifestyle for Environment, 53rd IFFI, India's G-20 Presidency and its Logo unveil, 3 years of opening of Kartarpur Sahib Corridor, Constitution Day, Mann Ki Baat Booklet etc.



(Vikram Sahay)

JOINT SECRETARY TO THE GOVERNMENT OF INDIA
Tele # 23073775