

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

New Delhi the 27th December, 2023

Sub.: Summary (No.- 11) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of November 2023.

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

1. National Film Development Corporation (NFDC), Ministry of I&B in collaboration with Entertainment Society of Goa, Govt. of Goa organized the **54th edition of the International Film Festival of India (IFFI)** at Panaji, Goa from 20th to 28th November, 2023.
 - 1.1 The **Opening Ceremony** was graced by Hon'ble Minister of Information and Broadcasting, Shri Anurag Singh Thakur, the Hon'ble Chief Minister of Goa, Dr. Pramod Sawant, Hon'ble Minister of State for Tourism, Shri Shripad Yesso Naik 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. It witnessed performances by filmstars Madhuri Dixit, Shahid Kapoor, Shriya Saran and Nushratt Bharucha. During the ceremony Sunny Deol, Shreya Ghoshal, Pankaj Tripathi, Karan Johar, Vijay Sethupathy, Jisshu Sengupta, Sukhwinder Singh, Sara Ali Khan, Taba Chake and Shantanu Moitra were felicitated. The **Closing ceremony** was graced by the Hon'ble Chief Minister of Goa, Dr. Pramod Sawant and a video message was delivered by the Hon'ble Minister of I&B, Shri Anurag Singh Thakur. Ayushmaan Khurrana, Amit Trivedi and Harmony of Pines (HP Police) performed in the ceremony. Michael Douglas, Catherine Zeta Jones, Rishabh Shetty, Divya Dutta, Esha Gupta, Nilesh Mishra among others were felicitated.
 - 1.2 **Screenings and Awards:** A total of **278 films** were screened, **23 Masterclasses and In-conversation sessions** were held and **over 10,000 delegates** attended 54th IFFI at Goa. Legendary actress **Madhuri Dixit was honoured with 'Special Recognition for Contribution to Bharatiya Cinema'** Award. Legendary Hollywood actor and producer **Michael Douglas received the prestigious Satyajit Ray Lifetime Achievement Award.** *Panchayat Season 2* received the newly introduced award for the Best Web series (OTT). The Award Ceremony also featured Golden Peacock, Silver Peacock, Special Jury Award, ICFT-UNESCO Gandhi Medal Award, among others.
 - 1.3 **New beginnings at 54th IFFI:** The Hon'ble Minister of I&B announced an **increase in incentive for Foreign Film production in India** from 30% to 40% of the expenditure incurred, with a raised limit from Rs. 2.5 Crore to Rs. 30 Crore and an additional 5% bonus for Significant Indian Content (SIC). A **recruitment drive** was held for the first time under **3rd edition of '75 Creative Minds of Tomorrow'** programme. A **new award in the Best Web Series (OTT)** category has been instituted to be given every year. The scope of Film Bazaar has been augmented by introducing a **'VFX & Tech Pavilion'** to

showcase the latest innovations in filmmaking technology in the field of animation, visual effects, virtual reality and CGI. A '**Cine-Mela**' was held for the first time showcasing an extravagant celebration of India's rich diversity through regional films, food, music, culture etc. A **Restored Classics Section** featuring 7 world premieres of the meticulously restored masterpieces under the National Film Heritage Mission (NFHM) has also been introduced. **Inclusivity and Entertainment for all** remained a guiding principle, as all venues for 54th IFFI were equipped with facilities catering to the specially-abled.

- 1.3 The Hon'ble Chief Minister of Goa, Dr. Pramod Sawant at 54th IFFI on 21.11.2023 inaugurated an **immersive Digital Exhibition** organized by Central Bureau of Communication (CBC) at Kala Academy, Panaji, Goa to capture the essence of Indian cinema. The Hon'ble Minister of I&B, Sh. Anurag Singh Thakur visited and appreciated the exhibition. The Exhibition captivated visitors and featured an AR booth for selfie with Hon'ble Prime Minister Shri Narendra Modi, a 360 Degree Robotic Arm, a three Side Led Wall among others.
- 1.4 **Events and Interactions:** Several events were held at 54th IFFI, with some exclusive events such as **Gala Premieres** featuring Salman Khan, Atul Agnihotri, Vijay Sethupathy, AR Rehman etc. and **Masterclasses & In-conversation Sessions** with Karan Johar, Sara Ali Khan, Zoya Akhtar, Rajeev Masand, Sunny Deol, Rajkumar Santoshi, Rahul Rawail, Madhur Bhandarkar, Kay Kay Menon, Pankaj Tripathi, Guneet Monga, Manoj Bajpayee, Rani Mukerjee, cricket legend Muttiah Muralitharan, Gulshan Grover, Vidya Balan, Michael Douglas, David Dhawan etc. Shekhar Kapur was the Chairperson of the International Jury and other Indian film guests such as Mahesh Manjrekar, Kaushik Ganguly, Neena Gupta, Sanjay Mishra, Radhika Madan, Shoojit Sircar, Nana Patekar etc. also attended 54th IFFI.
- 1.5 New Media Wing (NMW) carried out **social media outreach** across the social media accounts of M/o I&B with Graphics, Images, Videos, Banner, Video Bytes and Live Streaming, shared using the hashtag **#IFFI, #IFFI54, #IFFI2023, #iffigoa** etc. IFFI Goa Facebook account witnessed 35,000+ profile visitors, garnering 2.5 Mn+ reach and 13,000+ content interactions; IFFI Goa X(Twitter) account witnessed 10,000+ profile visitors, garnering 1 Mn+ impressions; and IFFI Goa Instagram account witnessed 100,000+ profile visitors, garnering 1.9 Mn impressions and 300,000+ engagement. PIB generated a Special YouTube Playlist on 54th IFFI with **105 videos** and **32 livestreams** & around **639 Press Releases** were published in all languages.
2. **Viksit Bharat Sankalp Yatra:** On the occasion of the **Janjatiya Gaurav Divas**, marking the birth anniversary of tribal icon Birsa Munda, Hon'ble Prime Minister Shri Narendra Modi flagged off the **Viksit Bharat Sankalp Yatra** from Khunti, Jharkhand on 15.11.2023. Five specially designed IEC (Information, Education and Communication) Vans carrying messages of Government's flagship welfare programmes moved to various Gram Panchayats with significant tribal population located in Khunti district and nearby areas. Similar IEC vans were flagged off by important dignitaries like Governors, Chief Ministers, Union Ministers, Ministers of State from **68 districts** across the country with significant tribal population. The focus of the Yatra is on reaching out to people and create

awareness and providing benefits of welfare schemes. Various Jan Bhagidari events formed part of the ground activities.

- 2.1 The Ministry of Information and Broadcasting has taken the **initiative of making available the IEC Vans** for this Special Campaign, including its branding, audio visual clips, print media (pocket booklets, state specific brochures, calendars 2024) in regional languages, standees, selfie booths and enabling the IEC Vans to be geo tagged along with MCs for conducting the activities, prizes (T Shirts/ Caps) for winners of quiz competition.
- 2.2 The Ministry of I&B as a key Ministry in the Viksit Bharat Sankalp Yatra campaign has **carried on various planning, designing and execution of various activities** under the campaign. Ministry along with its media units including regional offices have been carrying out various functions including hiring of implementing agencies, designing of creatives and AV material and carrying out the smooth movement of AV Vans through designated routes.
- 2.3 DD News along with its 30 Regional News Units **extensively covered the Yatra** through special stories, bytes of participants, special packages, ground reports, discussion programs and a **special daily program**. News Services Division, All India Radio (NSD:AIR) broadcast an **exclusive interview** with the Secretary (I&B) on Viksit Bharat Sankalp Yatra on 14.11.2023. NMW carried out social media dissemination through Video Bytes, Graphics, Videos and Live Streaming shared using hashtags **#JanjatiyaGauravDivas, #BirsaMundaJayanti, #ViksitBharatSankalpYatra** etc.
- 2.4 The November 2023 fortnightly editions of **New India Samachar (NIS)** with the cover stories **“Vocal for Local”** on the occasion of **‘Tribal Pride Day’** and **“Constitution becomes the guarantee of development in the New India”** were published in 13 languages and distributed across the country by CBC. PIB commissioned and published an **article titled “Honoring tribal tradition and Pride: Janjatiya Gaurav Divas”** written by the Hon’ble Minister of Tribal Affairs, Sh. Arjun Munda through prominent newspapers pan-India.
- 2.5 **Wide publicity has been coordinated in media** by Press Information Bureau (PIB) with on ground inputs from AIR and DD local state and district teams and daily media feedback report has been shared on VBSY coverage. Apropos the yatra has been accorded wide media coverage across more than **29,000 gram panchayats** and nearly **600 Urban Local Bodies** where approximately **81 lakh citizens** have engaged in first three weeks of the Yatra.
3. The Ministry of I&B approved the **"Digital Advertisement Policy, 2023"** to undertake campaigns in the Digital Media Space by the Central Bureau of Communication (CBC). The Policy has been formulated after wide-ranging discussions with multiple stakeholders. The policy framework will pave the way for wider Government outreach in the Digital Era and will facilitate effective delivery of citizen centric message in a targeted manner, resulting in cost efficiencies in public oriented campaigns. The policy will enable CBC to empanel agencies and organizations in the OTT and Video on Demand Space, leverage the growing number of listeners to Podcasts through empanelment of

Digital Audio platforms and channelize its public service campaign messages through Mobile Applications too.

4. **Major action to curb film piracy:** The Ministry of I&B has established an institutional mechanism of Nodal Officers to receive complaints against film piracy and direct intermediaries to take down pirated content on digital platforms. Officers from the Ministry of I&B and Central Board of Film Certification (CBFC) headquarter in Mumbai and its regional offices have been nominated as Nodal Officers. The newly inserted section 7(1B)(ii) in the Cinematograph (Amendment) Act, 1952 authorize these officers to direct intermediaries to block/ take down of any website/ App/ link carrying pirated filmic content.
5. Press Council of India (PCI) celebrated **National Press Day 2023** at Vigyan Bhawan, New Delhi on 16th November, 2023 by organizing an event on the theme of '**Media in the Era of Artificial Intelligence**'. The function was inaugurated by the Hon'ble Vice-President of India, Shri Jagdeep Dhankhar. The Hon'ble Minister of Information & Broadcasting and Youth Affairs & Sports, Shri Anurag Singh Thakur, and Hon'ble Minister of State for I&B and Fisheries, Animal Husbandry & Dairying, Dr. L. Murugan, graced the occasion as Guests of Honour. Shri Amitabh Kant, G20 Sherpa, delivered the Keynote Address. The event was presided over by Hon'ble Smt. Justice Ranjana Prakash Desai, Chairperson, Press Council of India. To mark the occasion, the Hon'ble Vice President of India released the Souvenir 2023. Various dignitaries, eminent journalists, journalism students and senior government officials attended the event. NSD:AIR broadcast a **discussion programme on 'National Press Day'** with Dr. A. Surya Prakash, Former Chairperson, Prasar Bharati on 16.11.2023.
6. The Ministry of I&B has proposed a **draft Broadcasting Services (Regulation) Bill, 2023** on 10.11.2023 and invited comments from a wide range of stakeholders. The draft Bill provides for a consolidated framework to regulate the broadcasting services in the country and seeks to replace the existing Cable Television Networks (Regulation) Act, 1995 and other Policy Guidelines currently governing the broadcasting sector in the country. The Bill streamlines regulatory processes, extends its purview to cover the Over-the-Top(OTT) content and digital news, and introduces contemporary definitions and provisions for emerging technologies. It seeks to provide for Content Evaluation Committees and a Broadcast Advisory Council for self-regulation, different program and advertisement code for different Broadcasting Network Operators, Accessibility measures for persons with disabilities, and statutory penalties, etc.
7. National Film Development Corporation – National Film Archives of India (NFDC-NFAI) is actively working on film restoration under **National Film Heritage Mission (NFHM)**, the World's Largest Film Restoration Project, with the goal of bringing deteriorating films back to their original glory. Movies like 'Barsāt Ki Rāat', "C. I. D." (1956), "Guide" (1965), "Jewel Thief" (1967), "Johny Mera Naam" (1970), "Bees Saal Baad" (1962), 'Aghaat' (1985), and many more have been brought back to the silver screen in 4K resolution, decades after their theatrical release. Legendary Indian actors, directors and family members of

various great Indian filmmakers have expressed their appreciation for the efforts of the Ministry of I&B to preserve India's cinematic legacy through NFHM.

8. On concluding day of **India's G20 Presidency** period, a **Special Article** titled "**Towards a Brighter Tomorrow: India's G20 Presidency and the Dawn of a New Multilateralism**" was widely published pan-India by PIB in all major national and state language newspapers with Hon'ble Prime Minister, Shri Narendra Modi's byline. The Article generated more than 350 clippings from across the country.
9. **Rescue Operations at Silkyara Tunnel Collapse Site in Uttarkashi**
 - 9.1 The Ministry of I&B on 21.11.2023 issued an **Advisory** to all Private Satellite Television Channels covering the rescue operations at Silkyara, Uttarakhand advising to refrain from sensationalizing the issue and to ensure that the human life saving activity by the various agencies is in no way disrupted or disturbed by the very presence of cameramen, reporters or equipment near or around the operations site.
 - 9.2 Press Information Bureau (PIB) organized **regular press briefings** on Uttarkashi Tunnel Rescue Operation from 12th to 28th November in National Media Centre, New Delhi and **Press Releases** with details were issued to media. **Individual video bytes** were also given by the Secretary, M/o Road Transport & Highways and Member, NDMA.
 - 9.3 DD News and NSD:AIR broadcast **special programmes/ discussions** on 29.11.2023 on the success of relief operation at Silkyara Tunnel and preparedness to deal with such situations with Lt. Gen. Syed Ata Hasnain, Member NDMA & Prof. Surya Prakash, NIDM.
10. The Ministry has published the October 2023 edition of **PM's Mann ki Baat booklet** featuring '**My Yuva Bharat**' as the cover story. 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, all Secretaries and officials of Govt. of India, Chief Secretaries of States/ UTs and regional offices of M/o I&B.
11. A new programme '**Nai Soch Nai Kahani – A Radio Journey with Smriti Irani**' has been started by All India Radio from 15th November, 2023. The Hon'ble Minister for Women and Child Development, Ms. Smriti Z. Irani is hosting the show, which features the incredible tales of empowerment of women with the aid of initiatives of the Government.
12. **Special Coverages:**
 - 12.1 **Coverage of Elections: DD Dialogue (Election Conclave)** was organized on Telangana Elections titled "Telangana Ki Chunavi Bisat". DD News aired various episodes of a **special programme 'Chunav Rath'** to cover ground

stories related to Rajasthan. Another special programme ‘Janadesh’ has covered all updates of Assembly Elections in States.

12.2 Prasar Bharati and Press Information Bureau (PIB) provided **live coverage and wide publicity to all major events** in which the Hon’ble President, Hon’ble Vice President and Hon’ble Prime Minister of India participated such as Asian Para Games 2022, World Food India 2023, Diwali celebrations with security forces in Himachal Pradesh, Janjatiya Gaurav Diwas 2023, virtual G-20 Summit, ‘Drone Didi’ program, 107th edition of Mann Ki Baat, **etc.**

13. I&B Initiatives on Minimum Government Maximum Governance –

- The 12-day **public screening of the 69th National Film Award winning films** of 2021 was held at Siri Fort Auditorium II, Delhi from 14th to 25th November, 2023. The public screenings offered an unparalleled chance for audiences to immerse themselves in the rich tapestry of Indian storytelling and cinematic excellence.
- National Film Development Corporation (NFDC) exhibited the **9th Vibrant India Exhibition** at Pitampura, New Delhi from 3rd to 5th November, 2023 to showcase insights into skill and talent development courses. NFDC also extended invitations for collaboration, seeking applications from potential partners interested in contributing as training providers, master trainers, assessors or other facilitators in the skill and talent domain.
- **Digital Media:**
 - The Ministry issued directions for blocking of 10 URLs under the provisions of IT Rules, 2021 for carrying content covered under Section 69A of IT Act, 2000.
 - The Ministry has taken action against certain OTT platforms showing obscene/vulgar content.
 - The Ministry provided information regarding 48 online betting platforms to I4C for further action for blocking of their websites, apps and social media accounts.
- **Community Radio Stations (CRS): Four (04) new CRSs were commissioned** during the month. **Six (06) new Grant of Permission Agreements (GOPA) and six (06) renewed GOPA** were signed during the month.
- Press Information Bureau (PIB) and its Regional offices have issued over **5566 Press Releases** in English, Hindi and 14 regional languages. PIB Fact Check Unit **busted 13 fake news** and posted 22 tweets. The Research Unit issued explainers highlighting the progress of Viksit Bharat Sankalp Yatra.
- Regional Offices (ROs)/ Field Offices (FOs) of CBC **conducted ICOPs, field programmes and awareness on various themes such as Viksit Bharat Sankalp Yatra, Voters Awareness Programme (SVEEP), Vocal for Local, Constitution Day etc. 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
18230 (95125)	4757	1979	9295

- **Social Media Coverage:** The social media handles of M/o I&B provided comprehensive coverage and publicity to various themes by sharing around **417 unique graphics/ videos/ images/posts/ tweets** etc.

Viksit Bharat Sankalp Yatra and other flagship campaigns were highlighted through infographics, reels, audio and video content for campaigns, such as Janjatiya Gaurav Diwas, 54th International Film Festival of India, Asian Para Games 2022, Vocal for Local, India's UNESCO World Heritage Sites, Cabinet Round-up, MIB Podcast, MIBePositive, Weeknama etc.



(Vikram Sahay)

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