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

New Delhi the 23rd November, 2021

Sub.: Summary (No.- 10) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of October 2021.

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

1. The Hon'ble Vice President of India conferred **67th National Film Awards 2019** in various categories on 25.10.2021, in the presence of Hon'ble Minister for Information & Broadcasting (I&B), Hon'ble Minister of State for I&B, Chairpersons of Jury and other dignitaries. The prestigious **Dadasaheb Phalke Award** was presented to popular actor Shri Rajnikanth. Shri Dhanush and Shri Manoj Bajpayee have both been conferred Best Actor award while Ms. Kangana Ranaut has been awarded Best Actress award. The award for best non-feature film for the year 2019 has been given to An Engineered Dream (Hindi) produced and directed by Shri Hemant Gaba, while the award for best feature film has been accorded to Marakkar-Arabikkadalinte-Simham (Malayalam) directed by Shri Priyadarshan. Tajmahal (Marathi) has been awarded Nargis Dutt Award for Best Feature Film on National Integration. Awards were given in Non-Feature Films Section in 22 categories and in Feature Films Section in 47 categories. The star studded award ceremony also witnessed recognition of power-packed performers like Shri Vijaya Sethupathi, Smt. Pallavi Joshi, Shri B. Praak among others.

2. **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 on Jan Andolan Awareness with people's participation.

2.1 Doordarshan (DD), All India Radio (AIR) & New Media Wing (NMW) **widely covered** the following major events connected with COVID-19:

- (i) The expression of gratitude by the Hon'ble Prime Minister to doctors and nurses on crossing **100 crore vaccinations** on 21.10.2021 and his **Address to the Nation** on 22.10.2021 on achieving this milestone;
- (ii) Hon'ble PM's **interaction with domestic vaccine manufacturers** on 23.10.2021 regarding institutionalisation of best practises learnt during the last one and a half years;
- (iii) Hon'ble Prime Minister dedicates to the nation **35 PSA Oxygen Plants established under PM Cares** across 35 States/ UTs on 07.10.2021;
- (iv) **Hon'ble PM's Address through Mann Ki Baat on 24.10.2021 stating the 'Sabka Prayas' mantra for vaccination drive and lauding the healthcare workers for their contributions; and**

- (v) **Hon'ble Health Minister's launch of a Song by single Kailash Kher and audio-visual film to celebrate the milestone of India achieving the 100 Crore vaccination mark on 21.10.2021 at Red Fort.**

2.2 Public Broadcaster **Prasar Bharati** through **DD News, News Services Division (NSD) of AIR** and their Regional News Units (RNU) have undertaken special programming and telecast Public Service Messages encouraging the public to adhere to **COVID appropriate behaviour**.

- i) DD News celebrated the **100 Crore vaccination milestone** with special live coverages and telecast of special programme '**Corona Par War Tikakaran 100 crore Ke Par**' with live reporting from over 10 locations. 30 live phone-ins of top medical experts and general public in '**Corona Jagrukta**' series and new opening message in bulletins from 12.10.2021 were also broadcast by NSD:AIR.
- ii) **Special COVID-19 Composite News Bulletins; COVID Jan Andolan**
- iii) Expert Speak/ Infobytes/ Fake News Alerts/ Positive Stories/ Audio Promos/ Scientific Developments

2.3 Press Information Bureau (PIB) issued **Daily Covid-19 Bulletins**, conducted **Press Briefings** and its **Covid-19 Fact Check Units** have kept a check on misinformation. PIB and its Regional offices have issued **7558 Press Releases** in English, Hindi and other regional languages, organized **5 Press Conferences** and **36 webinars** on PM Ayushmaan Bharat Health Infrastructure Mission, PM MITRA, Ek Bharat Shrestha Bharat/ Clean India, Back to School etc.

2.4 The Regional/Field Outreach Bureaus (ROB/FOB) of Bureau of Outreach and Communication (BOC) carried out a **massive campaign to mark 100 Crore Vaccination** by putting up **1715** hoardings, banners and standees across the country, including in central government offices in Delhi under the theme "*Lakshya Vishal Uplabdhhi Bemisaal – Bharat dwara 100 Crore tikakaran ka safar*". BOC also collaborated with PSUs for wider dissemination of the message, wherein over **50,000** hoardings/ banners have been displayed. BOC also conducted **awareness campaign** on the themes Covid Appropriate Behaviour, 100 Crore Covid Vaccination and Azadi Ka Amrit Mahotsav 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
5824	138283 (225675)	19387	3271

2.5 **Comprehensive coverage** was provided by NMW **on Social Media** to vital Covid-19 statistics, Covid vaccination drive, 100 Crore Vaccination Campaign, Vaccination awareness, Covid Appropriate Behaviour through Memes etc. **915 tweets** were posted in October 2021 from **dedicated Twitter handle @COVIDNewsByMIB** having **210.7K followers**.

3. **Azadi ka Amrit Mahotsav: 75 Years of Independence of India**

The Ministry of I&B undertook a series of initiatives to celebrate the **Azadi ka Amrit Mahotsav (AKAM)** under the overall spirit of '**Jan Bhagidari and Jan Andolan**'.

- 3.1 As part of **52nd International Film Festival of India (IFFI)** to be held in Goa in November, 2021, it has been announced by the Hon'ble Minister of Information and Broadcasting on 22.10.2021 to confer the **Satyajit Ray Lifetime Achievement Award** to one of the most influential directors of Hollywood **Mr. Martin Scorsese** and to critically acclaimed Hungarian film director **Mr. Istevan Szabo**. For the first time ever, major **OTT players** i.e. Netflix, Amazon Prime, Zee5, Voot and SonyLiv will participate in the 52nd IFFI through exclusive Masterclasses, content launches and previews, curated film package screenings, etc. It was also announced that **75 Creative Minds of Tomorrow** (under 35 years) will be invited to interact with industry leaders and attend Masterclasses at the Festival. Films from five BRICS nations i.e. Brazil, Russia, South Africa, China and India which are also the Focus Countries of the 52nd IFFI will be showcased through the **BRICS Films Festival** alongside IFFI.
- 3.2 As part of Azadi Ka Amrit Mahotsav, DD News organized and telecast **DD News Conclave 'Desh ki baat, DD News ke Saath'** highlighting the achievements and initiatives by the Government in various sectors. During the month, Conclaves were telecast on the topics '*Imaginative Jammu & Kashmir and Ladakh Outreach*', '*Reimagining Disaster Management*', '*Yuva Shakti: From Sports to Startups*', '*Social Empowerment and Care for Divyangjan*', '*Cooperative and Competitive Federalism*' and '*India First Foreign Policy – the making of a Vishwaguru* featuring addresses by Union Ministers, MPs/ Lt. Gov. & subject experts.
- 3.3 On the occasion of **Rashtriya Ekta Diwas**, National Unity Day Pledge was administered by various Media Units to their officials/ officers/ staff. Films Division on its website & YouTube channel and Doordarshan both organized screening/ telecast of a biopic on Sardar Vallabhbhai Patel titled "**Iron Man Sardar Patel**" on his Birth Anniversary on 31.10.2021. AIR's prestigious annual **Sardar Patel Memorial Lecture** was delivered on 31.10.2021 by India's first Chief of Defence Staff General Bipin Rawat on '*Role of Indian Armed Forces in Nation Building*', which was also aired on AIR & DD network and made available on AIR's YouTube channel. Other initiatives which were undertaken are as under:
- a) **52 Integrated Communication & Outreach Programmes (ICOPs)** were organized by ROBs/ FOBs of BOC across the country on the theme '*National Unity Day*'. **7 ICOPs** and **3 webinars** were organized on theme '*Ek Bharat Shrestha Bharat*'.
 - b) DPD organized **book exhibitions** showcasing the titles on Sardar Patel and promoted **Slogan Writing Competition** for National Unity Day on various Social Media platforms.
- 3.4 Films Division organized '**Shat Shat Naman**' film festival paying tribute to Father of the Nation Mahatma Gandhi and former PM Lal Bahadur Shastri on 2nd & 3rd October, 2021 on its website and YouTube Channel (**1179** online viewership). To mark '**Azad Hind Diwas**', Films Division showcased biopics of

Netaji Subhash Chandra Bose and a documentary on a soldier of Rani of Jhansi Regiment of INA on 21.10.2021 (**973** viewership). The Ministry of Culture, New Delhi also organized screening of various films of Films Division on **INA Raising Day** on 21.10.2021.

- 3.5 As part of Azadi Ka Amrit Mahotsav, Film and Television Institute of India (FTII) conducted **04 Amrit Mahotsav Courses** for the Scheduled Tribe participants in Meghalaya (01 course), Ladakh (02 courses) and Tripura (01 course) during October 2021. To commemorate the **Golden Jubilee of India's victory in the 1971 Indo-Pak war** on 18.10.2021, FTII welcomed the Victory Flame and received the Swarnim Vijay Mashaal, in the presence of Chief Guest Maj. Gen. Sandeep Bhargava, renowned actor Nana Patekar, Gallantry Award Winners, Veer Nari besides war veterans.
- 3.6 ROBs/ FOBs of BOC organized **45 ICOPs** and **07 Webinars** as part of Azadi Ka Amrit Mahotsav. The October 2021 fortnightly editions of **New India Samachar (NIS)** on the themes of '**Amrit Yatra of Economy**' and '**The Vaccine becomes the protective Shield of the Nation**' were printed in 13 languages & distributed across the country by BOC. E-versions of NIS were sent to over 65.5 million readers via emails using E-Sampark platform of MyGov India.
- 3.7 NMW provided coverage to the Indian Freedom Fighters on their birth/ death anniversaries using hashtag **#AmritMahotsav**. On the occasion of **Birth Anniversaries, Graphics & Videos** on Iron Man of India *Sardar Patel*, **Motion Graphic** on freedom fighter *Ashfaqullah Khan*, **graphic** on leader *Rani Maa Ila Mitra* etc. were prepared and posted on Social Media.
4. **Seva Samarpan Abhiyan:** DD News mounted a series of 20 episodes of special programme '**Sewa Samarpan Sushashan Ke 20 Saal**' to showcase the 20 years of Good Governance in various sectors. PIB commissioned and published several special articles in newspapers across the country, including an **exclusive article by Hon'ble Prime Minister of India** titled '*Team India – Responding to Adversity with Achievement*' and special articles on respective sectoral achievements written by Union Ministers and experts. A **special October 2021 issue of Kurukshetra** journal was published by DPD on the theme '**Social Transformation in Rural India**'. A full page colour print advertisement was issued by BOC on 07.10.2021. NMW prepared and posted various **Static and Quote Graphics, Videos, Motion Graphics & Reels** on the campaign across Social Media platforms of MIB.
5. DD News and DD India extensively covered Hon'ble PM's official **visit to Italy and the Vatican City to attend the G20 Summit in Rome** on 31.10.2021 with special live coverages, ground reports and discussion based programmes. As part of **celebrations of Navratri marking the beginning of season of festivals**, DD network has telecast Durga Puja, Dussehra Mahotsav, Ramleela, Ramayan films, Ramcharitmanas and Aarti live from various locations across the country, including from Kolkata, Tirupati and Ayodhya. Viewership on DD National rose to as high as 421% for these special programmes. Prasar Bharati network has also undertaken a **360 degree mega coverage of the T20 World Cup tournament**. DD Sports organized multiple shows with public participation, including '**Public Ka Kaptan**' under '**Cricket Live**', '**RJs Ka**

Cricket Funda' etc. which are fine examples of TV & Radio synergy in content innovation. All special shows and live coverages were streamed on NewsOnAir app and YouTube.

6. As part of **Jammu Kashmir Outreach**, DD News extensively covered the J&K visits of Union Ministers, including the interactions of **Hon'ble Minister of Information & Broadcasting (I&B) with Ladakhi youth in Leh** and the **inauguration of the renovated Prasar Bharati Auditorium in Srinagar** on 11.10.2021 by the Hon'ble MoS for I&B. The sector visits of Hon'ble MoS for Home Affairs were also covered in news bulletins.
7. Hon'ble Minister for Information and Broadcasting Shri Anurag Singh Thakur launched a **month-long Clean India Programme** from Prayagraj on 01.10.2021, which was covered widely on various media platforms including on Social Media through a meme prepared and posted by NMW to educate and target young minds. He also launched **MyParkings app** on 14.10.2021 in the presence of Mayor, South Delhi Municipal Corporation (SDMC), Commissioner (SDMC) and CMD, Broadcast Engineering Consultants India Limited (BECIL), with the purpose to digitize all authorized parking under SDMC municipal limits.
8. As part of **Ease of Doing Business in Film Industry**, the Hon'ble Minister of State for Information and Broadcasting Dr. L Murugan **met with the officials of the South Indian Film Chamber of Commerce at Chennai** on 08.10.2021. The Minister received a memorandum from various Film trade associations on various requests and demands of the Film Industry and assured them that every effort will be taken to redress their grievances.
9. DD News and NSD:AIR provided live coverage and wide publicity to the Hon'ble Prime Minister's launch/ inauguration of **Swachh Bharat Mission-Urban 2.0 & AMRUT 2.0** on 01.10.2021, 3-day **Urban Conclave** in Lucknow on 04.10.2021, **Azadi@75 Conference and Expo** in Lucknow on 05.10.2021, **Indian Space Association** on 11.10.2021, **PM Gati Shakti – National Master Plan for multi-modal connectivity** on 13.10.2021, **Kushinagar International Airport** in UP on 20.10.2021 and **PM Ayushmaan Bharat Digital Infrastructure Mission** in Varanasi on 25.10.2021; his participation in **G20 Extraordinary Summit on Afghanistan** on 12.10.2021 and in **16th East Asia Summit** on 27.10.2021; and his interaction with **CEOs and Experts of Global Oil & Gas Sector** on 20.10.2021. Ground Reports and news updates were also aired on DD News and NSD:AIR on rainfall-related loss of lives and damage to public property in Kerala & Uttarakhand, and snowfall in Himachal Pradesh & J&K.
10. **I&B Initiatives on Minimum Government Maximum Governance –**
 - The Ministry has **granted the approval for registration of “Indian Digital Publishers Content Grievance Council (IDPCGC)” as a Level II Self Regulating Body** for publishers of news and current affairs content, as the fourth self-regulating body as per rule 12 of the **Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021**.
 - **Southern Boost to Digital Prasar Bharati growth:** Prasar Bharati's digital platforms from southern region of India have come a long way in just over a couple of years. DD Chandana (Karnataka) has become the first from the region to

achieve 1 Million subscribers milestone on YouTube, while DD Saptagiri (Andhra Pradesh) and DD Yadagiri (Telangana) are swiftly marching towards Half a Million landmark.

- **Broadcast Reforms by Prasar Bharati:** Prasar Bharati has clarified that broadcast reform steps to phase out obsolete analog terrestrial TV transmitters was being misrepresented and has informed that with the exception of around 50 analog terrestrial TV transmitters in strategic locations, Prasar Bharati will be phasing out the rest of the obsolete analog transmitters by 31st March 2022 in both public and national interest as it makes valuable spectrum available for new and emerging technologies such as 5G apart from reducing wasteful expenditure on power.
- **Vigilance Awareness Week** was observed from 26.11.2021 to 01.11.2021 by various Media Units under the Ministry of I&B by administering pledge to their officials/ officers/ staff and organizing suitable competitions, lectures and film screening related to Vigilance.
- **Channel Licensing:** The Ministry of I&B has issued permission in respect of 01 News & 02 Non-News and Current Affairs TV Channels and cancelled the permission of 01 News & 02 Non-news and Current Affairs TV channels during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 31.10.2021** is **909**.
- **Community Radio Stations (CRS):**
 - The Ministry has **signed two (02) Grant of Permission Agreements (GOPAs)** and **renewed seven (07) GOPAs** during the month.
 - **Three (03) awareness/ capacity building workshops** have been conducted through online mode under scheme namely “Supporting Community Radio Movement in India”.
- **Registrar of Newspapers for India (RNI):** **290** Title verification letters and **129** Registration Certificates (new & revised) were issued during the month.
- **Press Council of India (PCI):** **65 complaints** (14 under Section 13 & 51 under Section 14) were processed, **01 suo-moto case** under Section 13 was registered and **01 Press Release** was 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 **76.9K followers**, Facebook page has **1.36M followers**, YouTube has **184K subscribers** and Instagram has **224K followers** as on 05.11.2021.



(Vikram Sahay)

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