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

New Delhi the 23 November, 2022

Sub.: Summary (No.- 10) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of October 2022.

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

1. **Policy Guidelines on 'Expansion of FM Radio Broadcasting services through Private Agencies (Phase-III)'**: In pursuance to the Cabinet decision taken on 28.09.2022, the Government has approved the amendments of the Policy Guidelines on Expansion of FM Radio Broadcasting Services through Private Agencies (Phase-III) referred as **Private FM Phase-III Policy Guidelines**. Vide Order dated 04.10.2022 of the Ministry of I&B, the Government has removed the 3-year window period for restructuring of FM radio permissions within the same management group during the license period of 15 years and accepted the long pending demand of the radio industry to remove the 15% National cap on channel holding. Further with the simplification of financial eligibility norms in FM radio policy, an applicant company can now participate in bidding for 'C' and 'D' category cities with a net worth of just Rs. 1 crore in place of Rs. 1.5 crore earlier. These three amendments together will not only create new employment opportunities but also ensure that music and entertainment over the FTA (Free to Air) radio media is available to the common man in the remotest corners of the country.
2. **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*'.

- 2.1 On the occasion of Gandhi Jayanti 2022, '**Swachh Amrit Mahotsav**' was organized at Sochna Bhawan, New Delhi, wherein various media units participated.
- 2.2 A Special Programme '**Shhraddhanjali**' was telecast by DD News on the Birth Anniversary of Mahatma Gandhi and Lal Bahadur Shastri with live coverages from Parliament & Rajghat. A Special episode of '**DD Dastavej – Mati Ke Lal**' was also telecast on Former PM Lal Bahadur Shastri. Films Division organized **special screenings** of 4 films on the '**Birth Anniversary of Mahatma Gandhi**' on 02.10.2022, 3 films on '**Azad Hind Diwas**' on 21.10.2022

and a film *'People's President'* on the occasion of **'Birth Anniversary of Dr. APJ Abdul Kalam'** on 15.10.2022 on its website and YouTube channel.

- 2.3 A **comprehensive social media coverage of 'Gandhi Jayanti' and 'Lal Bahadur Shastri Jayanti'** was conducted across the social media accounts of MIB using the hashtags #MahatmaGandhiJayanti, #महात्मा_गांधी, #गांधी_जयंती, #LalBahadurShastri, and #लाल_बहादुर_शास्त्री_जयंती. The relevant content of Swachha Bharat Abhiyan from Bal Bharti magazine published by DPD was also posted on social media.
- 2.4 The October 2022 fortnightly editions of ***New India Samachar (NIS)*** with the cover stories highlighting ***"Numerous steps taken by Prime Minister Shri Narendra Modi to remove signs of subjugation with his working style and policies"*** and ***"How Prime Minister Shri Narendra Modi's calls for 'Vocal for Local' and 'Self-Reliance' have promoted the overall development of small-scale industries"*** 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.
3. Chief Election Commissioner Shri Rajiv Kumar along with Election Commissioner Shri Anup Chandra Pandey launched a **yearlong Voter Awareness Program 'Matdata Junction'** during an event organized at Akashvani Rang Bhavan, New Delhi on 03.10.2022. The 'Matdata Junction' is a 52-episode radio series produced by the Election Commission of India (ECI), in collaboration with All India Radio (AIR). Actor and State Icon Shri Pankaj Tripathi joined the launch of the Matdata Junction and was declared ECI's National Icon. 'Matdata Junction' is a 15-minute Interactive programme which is being broadcast in 23 languages every Friday from 07.10.2022 onwards on entire network of AIR.
4. **Swachhta Campaign 2.0 and Special Campaign for Disposal of Pending Matters (SCDPM) 2.0**
 - 4.1 The Ministry of I&B and all its attached & subordinate offices have carried out **Special Campaign 2.0 from 2nd to 31st October, 2022 on pan-India basis** focusing on the disposal of pending matters, weeding out old/ redundant files and the overall cleanliness of the offices and space management. During the campaign, 108298 physical files were reviewed out of which 66938 were weeded out, 2217 e-files were reviewed out of which 1868 were closed, **1,75,447 sq. feet of space was freed and revenue of Rs. 3,71,66,846/-** was generated.

- 4.2 Subsequent to the visit of the Hon'ble Minister of Information and Broadcasting, Shri Anurag Singh Thakur to Doordarshan Kendra, Ahmedabad on 29.09.2022 regarding **Swachhata Campaign 2.0, DDK Ahmedabad reported outstanding achievements** such as disposal of 8558 kg of paper waste, 1250 kg of plastic waste, 1355 kg of wooden waste, 2755 kg of metal waste etc. The total revenue earned through disposal of waste materials was Rs. 20.40 lakhs (till 25.10.2022).
- 4.3 **The progress under Special Campaign 2.0 for Swachhata at Akashwani Bhawan, New Delhi and at Central Bureau of Communication (CBC), Soochna Bhawan, Delhi** was reviewed on 28.10.2022. All India Radio (AIR) highlighted its outstanding achievements under SCDPM 2.0 such as identification and auctioning of 30000 kg of old furniture/waste/equipment, generation of over Rs. 2.5 Crore revenue, freeing of around 10000 sq. feet of indoor space, review of 50000 physical files etc. CBC informed that half the work in listing and earmarking of Records prior to 2017-18 for shredding has been done.
- 4.4 DD News telecast a special programme '**Swachhata Abhiyan 2.0**' on cleanliness drive in offices. Wide publicity was given to 'Special Campaign 2.0 on Swachhta' across the Social Media accounts of MIB with a series of images/ videos of various Government organizations/ departments carrying out cleanliness drives under the hashtags **#SpecialCampaign2.0** and **#Swachhata**. Films Division organized **Special Screening of 7 films on 'Swachhata'** on 27.10.2022 as part of Special Campaign 2.0 on its website & YouTube channel.
5. **Observation of Rashtriya Ekta Diwas (National Unity Day) on 31.10.2022.**
- 5.1 The officers/ officials of the Ministry of I&B and its Media Units/ organizations including their branch/field/subordinate/attached offices undertook '**Rashtriya Ekta Diwas Pledge**' and organized other suitable programmes on 31.10.2022.
- 5.2 The Hon'ble Minister for Information & Broadcasting and Youth Affairs & Sports, Shri Anurag Singh Thakur delivered the **Annual Sardar Patel Memorial Lecture on 'Saksham Bharat Sashakt Bharat'** on 31.10.2022, which was broadcast across the entire network of AIR pan-India and also telecast on DD News. DD News extensively covered live all events of National Unity Day such as Floral Tribute, main event from Statue of Unity, Kevadia, Gujarat, flag off ceremony of Run for Unity, etc.
- 5.3 A special live programme '**Rashtriya Ekta Diwas**', special segment '**Sardar Vallabh Bhai Patel: Ekta Ke Praneta**', special documentary '**Sardar**', special promos on quotes of Sardar Patel etc. were telecast on DD News. A special

programme titled '**Sardar Patel – Rashtriya Ekta Ke Shilpi**' was broadcast on NSD: AIR, which included excerpts from previous editions of this Lecture. Films Division organized **Special Screening of the film 'Iron Man Sardar Patel'** on the occasion of Birth Anniversary of Sardar Patel on 31.10.2022 on its website and YouTube channel.

- 5.4 An Exhibition on theme '**Sardar Patel Ekikaran Ke Shilpikar**' was displayed on the occasion Unity Day i.e. Birth Anniversary of Sardar Vallabhbhai Patel at Soचना bhawan, CGO Complex, New Delhi. Regional & Field Offices of CBC also celebrated birth anniversary of Sardar Vallabhbhai Patel and organised 24 Integrated Communication & Outreach Programmes (ICOPs), 05 Special Programmes, 01 Webinar and 23 field programmes on the theme Unity Day.
- 5.5 A **comprehensive social media publicity of 'National Unity Day 2022'** was provided across the social media accounts of MIB using the hashtags #SardarVallabhbhaiPatel, #NationalUnityDay, #RashtriyaEktaDiwas2022, #RashtriyaEktaDiwas, and #AmritMahotsav. An Article has also been published on "**Remembering Sardar Patel, Unifier – Administrator of India**" in October 2022 issue of Employment News, published by DPD.
6. DD News organized **DD News Conclave 'Kitna Badla Himachal'** on 29.10.2022 in Shimla on Himachal Pradesh Legislative Assembly Election, which gave an open forum to all political parties & leaders to present their views on various issues. Hon`ble Chief Minister Sh. Jairam Thakur and Hon`ble Union Minister Sh. Anurag Singh Thakur, were among the dignitaries who participated. A series of programme '**Janadesh**' is being telecast in prime time evening slot, wherein 04 episodes have been telecast so far on topic '**Himachal Ka Sangram**'. Mid-day prime time show '**Is Waqt**', evening show '**Do Took**' & prime time show '**News Night**' also discussed burning issues of election.
7. The Ministry of Information and Broadcasting on 25.10.2022 approved the **new Policy Guidelines for empanelment of AV Producers with Central Bureau of Communication (CBC)**, keeping in pace with changing times. The new policy aims at encouraging upcoming creative talents with freshness in approach.
8. A **MoU between Prasar Bharati and Pink W Serbia** was signed on 26.10.2022 for Cooperation and Collaboration on Broadcasting programs in the fields of culture, education, science/ entertainment, sports, news as areas of mutual Interest.
9. The Hon`ble Minister of State for Information & Broadcasting, Dr. L. Murugan on 04.10.2022 delivered the keynote address at **Global News Forum 2022** meeting in New Delhi, which is the flagship three-days annual news event of

Asia-Pacific Broadcasting Union (ABU) hosting around 80 foreign participants from the field of Media & Journalism from different broadcasting organizations. The topic of the Global News Forum was '**Truth and Trust at times of Crisis**'.

10. The Ministry has developed the September, 2022 edition of PM's Mann ki Baat booklet. The Booklet contains 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 Soft copy of the Booklet has been distributed all over the country to more than 6 crore citizens through e-sampark and also been uploaded on the websites of Ministry of I&B, MyGov, PM India and media units of the Ministry. The printed edition of the booklet is being distributed to the Members of Parliament, Members of Legislative Assemblies/Councils, Secretaries and officials of Government of India, Chief Secretaries of States/UTs and regional offices of M/o I&B.
11. DD News and NSD:AIR provided **live coverage** and **wide publicity** to the Hon'ble President's conferring of **Swachh Survekshan Awards 2022** and **Swachh Bharat Diwas** function; Hon'ble Vice President's address at the **23rd Lal Bahadur Shastri National Award for Excellence**; Hon'ble Prime Minister's launching of **5G Services** and Phase I of the **Mahakaal Lok Project**, participation in **Kullu Dussehra 2022**, visits to Himachal Pradesh & Gujarat and declaration of **Modhera as India's first 24x7 solar-powered village**, inauguration of **Def Expo22** in Gandhinagar, launching of the **Mission LiFE** at Statue of Unity, and participation in a **bilateral meeting with UN Secretary-General**, H.E. Mr Antonio Guterres. DD News/ DD India extensively covered live the **36th National Games 2022** including Closing Ceremony, updates of Results, Medal tally etc. and a daily special programme '**Rashtriya Khel 2022**' was telecast in English/ Hindi. DD News continued the telecast of '**Jan Ki Baat, Jan Pratinidhi Ke Saath**', **Start-up Champions 2.0**, **Cabinet Ke Bade Faisle** etc.
12. Publications Division (DPD) released a book titled "**Pandit Bhimsen Joshi**" authored by Dr. Kasturi Paigude Rane in Marathi in Pune on 15.10.2022, which is about the life and times of the veteran singer Bhimsen Joshi.
13. The officers/ officials of the Ministry of I&B and its Media Units/ organizations including their branch/field/subordinate/attached offices undertook '**Integrity Pledge**' on 31.10.2022 and observed '**Vigilance Awareness Week**' from 31.10.2022 to 06.11.2022.
14. **I&B Initiatives on Minimum Government Maximum Governance –**

- The Ministry of I&B on 21.10.2022 issued an **Advisory** on issues relating to **Broadcasting and Distribution Services** by Central Government Ministries/ Departments/ State Governments and other Institutions/ bodies. As per the advisory, no Ministry/ Department of the Central Government and State/ UT Governments and entities related to them shall enter into broadcasting/ distribution of broadcasting activities in future.
- The **53rd edition of the International Film Festival of India (IFFI)** is going to be held in Goa from 20th to 28th November, 2022 and the red carpet for media delegates has been officially rolled out by inviting online registrations. Indian Panorama has announced official selection for 53rd IFFI 2022, during which 25 feature films and 20 non-feature films would be screened. 'The One & Only Ray' Poster Design contest was also held as part of IFFI 53, wherein 75 winning entries out of 635 were selected by the Jury. IFFI 53 will showcase a collage of the best of contemporary and classic films from India and around the globe and will welcome media in India and abroad to add to the Beauty and Richness of the Festival.
- **I interacted with diplomats from Embassies and High Commissions** on 14th October, 2022 at India Habitat Centre regarding participation in the upcoming 53rd IFFI which was attended by diplomats from 23 countries. A presentation was also made by MD, NFDC on the upcoming 53rd Edition of IFFI to be held at Goa and India's recently announced Film Incentive Schemes, which aims at better facilitation of foreign filmmakers wanting to make movies in India.
- **Ground Reports on Aspirational Districts:** DD News regularly telecast stories on the ground realities of the executions of welfare schemes specially focused on Aspirational Districts of the country. Approx. **25 ground reports** were prepared and telecast during October 2022 with bites of beneficiaries.
- DPD introduced **new logo** of its **widely read popular magazines Yojana and Kurukshetra** on its social media handles.
- **Digital Media:**
 - The Ministry issued advisories on 3rd October, 2022 to publishers of news and current affairs content on digital media, publishers of online curated content (OTT platforms) and private satellite Television channels to refrain from publishing advertisements of online betting platforms.
 - Based on reference received from Survey of India regarding wrong depiction of the map of India on Netflix (Episode 09, Season 2 of the web series 'History 101') and Amazon Prime (film: 'Jurassic World Dominion') action was taken under the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021.
 - Ministry also issued an order dated 31.10.2022 under Rule 16 of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 for blocking of 2 YouTube Channels and one podcast each on Spotify, JioSaavn and Apple podcast.


- **Channel Licensing:** The Ministry of I&B issued 03 new permissions during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 31.10.2022** is **901**.
- **Community Radio Stations (CRS):** **4 new CRS** have been commissioned in October, 2022 and in addition, **5 new permissions** have been granted.
- **Press Council of India (PCI):** **64 complaints** (15 under Section 13 & 49 under Section 14) were processed during the month. A Suo-moto case was taken under Section 14 of the Act.
- Press Information Bureau (PIB) and its Regional offices have issued **7256 Press Releases** in English, Hindi and other regional languages, organized **28 Formal Press Conferences, 4 Vartalaap, 15 webinars** and commissioned **5 articles** on Swachh Bharat Awareness Campaign, Beyond ODF, Ride for Unity – Unity Day, Interpol, etc. PIB Fact Check Unit **busted 20 fake news** and posted 26 tweets.
- The Regional/Field Offices (ROs/FOs) of CBC conducted awareness on the themes Swachh Bharat Abhiyan, Azadi ka Amrit Mahotsav, Atal Bhujal Yojana, 8 Years of Seva Sushasan and Garib Kalyan, Azadi Quest, Ek Bharat Shrestha Bharat, PM’s Vision – 2047, National Unity Day 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
29030 (299755)	11375	5069	23032

- **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 over **100 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 Gandhi Jayanti, Lal Bahadur Shastri Jayanti, Special Campaign 2.0 on Swachhata, Shri Mahakal Lok, National Unity Day 2022, Nari Shakti, Mann Ki Baat Booklet etc.

COVID-19 messaging through creative videos/infographics (nearly **232 tweets**) focusing on Daily Statistics from MoHFW, etc. have also been shared through the **dedicated Twitter handle @COVIDNewsByMIB**.



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