

File No. P-11015/1/2020-PPC  
Government of India  
Ministry of Information & Broadcasting  
(Policy Planning Cell)

New Delhi the 7<sup>th</sup> December, 2020

Sub.: Summary (No.-10) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of October 2020.

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

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

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

- 1.1 Hon'ble Prime Minister launched a **Jan Andolan campaign 'Unite 2 Fight Corona'** against Covid-19 by way of a tweet on 08.10.2020 and appealed to the nation to follow Covid-19 Appropriate Behaviours. The tweet was telecast by DD News across the bulletins, news and Social Media platforms. The Key Messages of this Low Cost High Intensity campaign are 'Wear Mask, Follow Physical Distancing, Maintain Hand Hygiene' and a concerted Action Plan is being implemented by Central Govt. Ministries/Departments and State Governments/UTs. The campaign has garnered over 10.86 Billion Impressions over a month (8<sup>th</sup> Oct. to 9<sup>th</sup> Nov. 2020) and over 1000 bytes of 30 Union Ministers, 15 Governors and Chief Ministers and around 500 other influencers from various fields were shared across platforms. Doordarshan, All India Radio (AIR) and New Media Wing (NMW) provided comprehensive coverage to the **Hon'ble Prime Minister's Address to the Nation** on 20.10.2020 cautioning citizens to not lower guard until there is a vaccine against COVID-19. Hon'ble PM's appeal to the citizens to exercise restraint during this Corona crisis during upcoming festivals through **Mann Ki Baat** on 25.10.2020 was broadcast on whole network of DD and AIR.
- 1.2 As per the decision of Government of India to reopen cinema halls from 15<sup>th</sup> October, 2020, the Hon'ble Minister for Information and Broadcasting Shri Prakash Javadekar released the **Standard Operating Procedures (SOP) for Film Exhibition** on 06.10.2020.
- 1.3 **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 promos on '**Mask up India Campaign**' on DD News and DD India to instil behavioural change in citizens.
  - ii) **Exclusive Interviews** of Bill Gates, Chairman (National Task Force on COVID), Director (AIIMS) and Chief Epidemiologist (ICMR) on COVID-19 related issues.
  - iii) Sound-Bytes of Social Influencers used for COVID-19 Jan Andolan

- iv) Doctor's Speak/ Covid Warriors/Corona Jagrukta Series/Audio Promos/ PSAs/ Special COVID-19 Composite News Bulletins;
- v) Info bytes/ Covid Good or Positive News Stories/ Testimonials/ Mytbusters/Fake News Alerts/Scientific Developments/Fact Checks
- vi) 100+ Daily Ground Reports on COVID updates and developments
- vii) Phased Re-opening, Vande Bharat Mission VI & VII
- viii) Measures by Centre/ States; MoHF/ MHA Advisories

1.4 PIB issued **Daily Bulletins** on COVID-19 which were translated into local languages by Regional Offices for wide dissemination. **Press Briefings** and their live streaming were organized on COVID-19 for Health and other Ministries. PIB's **Covid-19 Fact Check Unit** and **State Fact Check Units** of PIB's Regional Offices have sent their responses in quick time to keep a check on misinformation. PIB in coordination with its Regional offices have issued 8339 Press Releases in English, Hindi and various other regional languages. Moreover, 951 PIB's Tweets (English) earned 25 Million impressions and 987 PIB's Tweets (Hindi) earned 3.51 Million impressions in Oct. 2020.

1.5 A Special Awareness Campaign was launched by Bureau of Outreach and Communication (BOC) on COVID-19 on 07.10.2020 on the theme '**Jab Tak Dawayi Nahi Tab Tak Dhilayi Nahi**' where hoardings, banners, posters, standees were displayed across the country and announcements were made through moving vans. 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 |
|-----------------------------|--|--|------------------------------|
| 51721                       | 120530 (1025061)                                       | 154700   | 23801                        |

1.6 PIB and its Regional/Branch offices have organized **195 Webinars** during the month on various issues such as **Mental Health and Covid-19, COVID-19 Appropriate Behaviour, Ek Bharat Shrestha Bharat, National Unity Day, New Agricultural Reforms, 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi** etc. ROB/FOBs of BOC also collaborated on **98 webinars** on above mentioned issues.

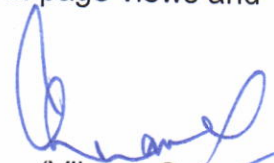
1.7 Several **info-graphics and maps** created by New Media Wing (NMW) were posted on Social Media platforms. The Integrated Dashboard prepared various **analytical reports** in different formats for various stakeholders. Nearly **1,300 tweets** were posted from **dedicated Twitter handle @COVIDNewsByMIB**, which has 114K followers.

1.8 **12 Special Articles** from PIB, New Delhi and **37 articles** from PIB Regional offices written by Union Ministers and subject experts have been commissioned and published in newspapers nation-wide on awareness on COVID-19, new Agriculture Reforms among others.

2. **Observation of Birth Anniversary of Sardar Vallabhbhai Patel as National Unity Day (Rashtriya Ekta Diwas) on 31<sup>st</sup> October, 2020**

- 2.1 DD News and NSD: AIR provided live coverage to the **Floral Tribute and Pledge taking ceremony** at Sardar Patel Chowk on 31.10.2020 by the Hon'ble President of India, Hon'ble Vice President and Hon'ble Home Minister. The Hon'ble Prime Minister paid **Homage** to Sardar Patel at the Statue of Unity (Gujarat) and **inaugurated various projects**, administered **Ekta Pledge** & participated in the **Ekta Diwas Parade** as part of Ekta Diwas celebrations at Kevadia, Gujarat which were covered live and disseminated widely on all Media platforms.
- 2.2 Hon'ble External Affairs Minister Dr. S. Jaishankar delivered the **Sardar Patel Memorial Lecture 2020** organized by Prasar Bharati on 31.10.2020 at J. N. Bhawan, New Delhi. A documentary on Sardar Patel was screened on website and YouTube channel of Films Division & a film 'Bharat Darshan' was screened by CFSI at multiple locations.
- 2.3 Extensive arrangements were made by DD News at Kevadia, Gujarat for **special coverage of Hon'ble PM's event** by deploying 150+ cameras, 5 OB vans, 10 DSNGs and drones for aerial coverage. DD News produced and telecast special documentaries, Prime Time news shows, special stories, Ground Reports, special promos etc. on national integration. 54 episodes of series '**Ek Bharat Shrestha Bharat**' has been telecast so far on DD News. A special programme was also broadcast on 31.10.2020 by NSD: AIR.
- 2.4 BOC printed and provided **100 Brochures** on Sardar Patel with COVID message at the bottom to MHA for distribution. A quarter page colour Print advertisement was issued by BOC in publications across the country. **25 Special Articles** were published in newspapers and **23 Webinars** were organized by PIB on Sardar Patel.
3. **Celebrations of 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi**
- 3.1 Children's Film Society, India (CFSI) and Films Division organized a **week-long 'Mahatma Gandhi Film Festival'** from 26<sup>th</sup> Sept. to 2<sup>nd</sup> Oct. 2020 by screening films on Gandhiji and conducting shows at multiple NGOs thereby reaching out to an audience of over 2400 children and recording 5189 online viewership in a special streaming on Films Division website and YouTube channel.
- 3.2 As part of Special Campaign, DD News telecast 30-60 minute daily special programmes such as '**Mahatma ke pag**', '**Mahatma se prerit**' from 30.09.2020 to 08.10.2020 and NSD: AIR and its 46 RNUs broadcast a special 15 minute programme '**Life and Times of Mahatma Gandhi**' on 02.10.2020. **Bytes and comments of foreign dignitaries** paying tributes to Mahatma were telecast in news bulletins by DD News. Audio bytes '**Bapu Ki Baat**' and '**Vaishnav Jan Te**' were also aired from 25<sup>th</sup> Sept. to 5<sup>th</sup> October, 2020.
- 3.3 BOC issued a quarter page colour **Print Advertisement** in publications across the country on 02.10.2020 to commemorate Gandhi Jayanti and Shastri Jayanti. A **Photo Exhibition** was also organized in the Soochna Bhawan foyer on Mahatma Gandhi. PIB and its Regional/ Branch offices organized **33 webinars** on Mahatma Gandhi on his Birth Anniversary.

4. DD News and NSD:AIR provided live coverage to the inauguration of **Atal Tunnel** in Himachal Pradesh by Hon'ble PM on 05.10.2020 and the **India-US 2+2 Ministerial Dialogue** on 27.10.2020. DD News provided exclusive & live coverage to the inauguration of **RAISE 2020 virtual Summit** on Artificial Intelligence and the release of Rs. 75 Commemorative Coin to mark the **75<sup>th</sup> Anniversary of FAO** by the Hon'ble PM. DD News telecast special programmes such as 'Rajmata Se Lokmata' on the birth anniversary of Rajmata Vijaya Raje Scindia, 5 episodes of a special show 'Tejasvini' on women, Good News – Jazba India Ka, Kids Time, Water Governance etc. A special series on **India-UN Partnership@75** was broadcast on NSD: AIR.
5. Wide and live coverage was provided to the Hon'ble PM's Address at the '**National Conference on Vigilance and Anti-Corruption**' on 27.10.2020 on the theme 'Satark Bharat, Samridh Bharat'. **Vigilance Awareness Week** was observed by the Ministry of I&B and all its Media Units/ organizations from 27<sup>th</sup> Oct. to 2<sup>nd</sup> Nov. 2020.
6. The current issue of **New India Samachar** (16<sup>th</sup> to 31<sup>st</sup> October, 2020) on the theme of '**Vocal for Local**', regarding the opting of local products by the Indians in this season of festivals following the Hon'ble Prime Minister's call, was printed and distributed across the country by BOC, including in 13 languages to over 64.7 Million readers through e-Sampark platform of MyGov India. BOC also printed a booklet named '**India's Women**' based on Government's women centric welfare initiatives and the women achievers of India.
7. **I&B Initiatives on Minimum Government Maximum Governance –**
  - **Community Radio Stations (CRS):** 02 **Grant of Permission Agreement (GOPA)** applications have been signed with new CRS and 10 GOPA applications have been renewed.
  - **FM Cell:** A virtual meeting was convened on 06.10.2020 with private FM broadcasters for an awareness campaign through FM radio in 74 high case load districts.
  - **Channel Licensing:** Ministry has issued permission to 01 News Private Satellite TV channel and cancelled the permission of 01 News & Current Affairs channel during the month. The total number of private satellite TV channels for up-linking and downlinking in India as on 31.10.2020 is 912.
  - **MIB Social Media platforms:** The Integrated Dashboard has been expanded to incorporate 21 Ministries. The official MIB English Twitter handle has 1.2M followers, MIB Hindi Twitter handle has 62.2K followers, Facebook page has 1.36M likes, YouTube has 159K subscribers, MIB Blog has 4.8M page views and Instagram has 165K followers as on 02.11.2020.



(Vikram Sahay)

JOINT SECRETARY TO THE GOVERNMENT OF INDIA  
Tele # 23073775