

New Delhi the 29th October, 2021

Sub.: Summary (No.- 9) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of September 2021.

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

1. **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.

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

- (i) Hon'ble President of India's presentation of the **National Florence Nightingale Awards to the Nursing Personnel** on 15.09.2021 and lauding them for the **milestone of vaccinating One Crore-plus people in a single day** in India;
- (ii) **Hon'ble Prime Minister's interactions with healthcare workers & beneficiaries of Covid vaccination program in Himachal Pradesh (06.09.2021) and Goa (18.09.2021), and citing of the milestone of inoculation of 2.5+ Crore people on 17.09.2021** on his birthday; and
- (iii) Hon'ble PM's Address through **Mann Ki Baat** on 26.09.2021 urging people to follow Covid Appropriate Behaviour during this festive season.

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

- i) **DD News** highlighted the milestone of 75 crore doses of vaccines being administered in the country and telecast several **special programmes** viz. **'Doctors Speak', 'Do Took', Doctor's Chat** etc., all amplified through Social Media hashtag **#Unite2FightCorona**. 30 live phone-ins of top medical experts and general public in **'Corona Jagrukta'** series were 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

1.3 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 **7974 Press Releases** in English, Hindi and other regional languages, organized **13 Press Conferences** and **62 webinars** on Poshan Maah, PM Jan Dhan Yojana etc.

- 1.4 The Regional/ Field Outreach Bureaus (ROB/FOB) of Bureau of Outreach and Communication (BOC) conducted **awareness campaign** on the themes Free Vaccine for all, Covid-19 Appropriate Behaviour and Azadi Ka Amrit Mahotsav. Awareness campaign was also conducted **through Social Media platforms** on COVID-19 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
11837	30765 (1565629)	54407	5286

- 1.5 **Comprehensive coverage** was provided by NMW **on Social Media** to Covid-19 daily statistics, management and vaccination drive, Myth Busters, Preventive Measures/ Guidelines, information through Memes etc. Nearly **791 tweets** were posted in September 2021 from **dedicated Twitter handle @COVIDNewsByMIB** having **210K followers**.

2. **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**'.

- 2.1 As part of Azadi Ka Amrit Mahotsav, the Hon'ble Minister for Information and Broadcasting Shri Anurag Singh Thakur inaugurated the **first Himalayan Film Festival** on 24.09.2021 held at Leh, Ladakh from 24th to 28th September, 2021, which featured active participation from local filmmakers and showcased talent across 12 Himalayan States/ UTs. Director Shri Vishnuvardhan and the lead actor Shri Siddharth Malhotra of the opening feature film 'Shershaah' attended the opening ceremony, in the gracious presence of Hon'ble Lt. Governor of Ladakh and Hon'ble Member of Parliament from Leh. The Film Festival also comprised workshops, masterclasses and in-conversation sessions, competition section, food festival, cultural shows and music fest. Various other initiatives were undertaken which are as under:
- An **Exhibition on Freedom Fighters** of Himalayan States and Best of Indian Cinema with a focus on Himalayan region was also inaugurated by the Hon'ble Minister on 24.09.2021.
 - The Hon'ble Minister **launched DD/ AIR Transmitters** at Hamboting La in Ladakh on 25.09.2021, which are the highest altitude transmitters of Prasar Bharati to cover remote and border areas.
 - It was also announced that the Ladakhi content on DD Kashir will be doubled from 30 minutes to one hour daily from 01.10.2021.
- 2.2 As part of Azadi Ka Amrit Mahotsav, DD News organized and telecast **DD News Conclave 'Desh ki baat, DD News ke Saath'** reflecting policy initiatives undertaken by the Government. The first such Conclave '**Ease of Living**' with CEO, NITI Aayog was aired on 28.09.2021. A special **series 'Azadi ke Rang'** on stories of freedom fighters from various states and a special programme on '**Operation Polo: The Story of Integration of Hyderabad**' was telecast on DD News. Special **segments 'Azadi Ka Safar'** and '**Saga of Freedom**' is being telecast on DD News and DD India to showcase contributions of freedom fighters and '**DD Dastavez**' on archival material covering freedom struggle of India. **Short spots with voice quotes** from speeches of Sardar Patel and

Netaji and **Iconic week celebrations of various ministries** are also being telecast.

- 2.3 BOC started **infographics series on 385 WhatsApp Groups** across the country reaching approx. **8.11 lakh people daily**, through which sixteen unsung heroes of freedom struggle were remembered. A **Booklet** on Azadi Ka Amrit Mahotsav was printed for broader dissemination. ROBs/FOBs of BOC organized **30 Integrated Communication & Outreach Programmes (ICOPs)** and **07 Webinars** on the theme during the month. ROBs/FOBs of BOC also organised Fit India Freedom Run, Elocution Contest, Painting, Rangoli, Quiz competitions etc. which adequately highlighted Freedom Fighters especially the unsung heroes of the region.
- 2.4 Films Division celebrated **Birth Anniversary of Vinoba Bhave** by screening a biopic '**The Man Vinoba Bhave**' on 11.09.2021 (**1527** viewership) and **Birth Anniversary of Shaheed Bhagat Singh** by screening two films on 28.09.2021 (**368** viewership) on its website and YouTube channel. As part of year-long **Satyajit Ray Centenary Celebrations** under AKAM, Films Division organized a webinar titled "**Ray: Ideas, Images and Idioms**" on 27.09.2021 and "**Timeless Ray**" Film Festival from 25th to 27th September, 2021 on Films Division website (**2194** online viewership).
- 2.5 The Hon'ble Finance Minister released the **books** published by Publications Division (DPD) on **Mahakavi Subramania Bharathi** and **V.O. Chidambaram Pillai** at Tamil Nadu. The Hon'ble Minister of State for Information and Broadcasting received their first copy. DPD conducted a **discussion workshop** on 02.09.2021 in Lucknow on the theme '**Azadi Ki Kahani – Kitaabo Ki Zubaani**' and covered a **seminar** on Social Media on the **centenary year of Chauri Chaura movement**. DPD also promoted its **Essay Writing Competition** hosted on MyGov and posted a series of **Jashn-e-Azadi podcast** on Social Media platforms.
- 2.6 The September 2021 fortnightly editions of **New India Samachar (NIS)** on the themes of '**Sabka Prayas becomes the resolve of New India**' and '**Dawn of a New Era – India's Amrit Yatra of Development**' were printed in 13 languages & distributed across the country by BOC. E-versions of NIS were sent to over 65.7 million readers via emails using E-Sampark platform of MyGov India.

3. **Action taken by the Ministry of I&B relating to Seva Samarpan Abhiyan – 20 years of Good Governance**

The Ministry of I&B has been at the forefront of communication during the **Seva Samarpan campaign**, stressing on spreading of awareness around various initiatives taken by Prime Minister Shri Narendra Modi as the Chief Minister of Gujarat and as the PM of India.

- 3.1 **Doordarshan (DD)** widely covered the major events connected with Seva Samarpan: 20 Years of good governance, along with **Discussions, exclusive interviews, shows dedicated to the journey of PM Shri Narendra Modi, special program series- "Seva Samparpan: Sushasan Ke 20 Saal"**. **DD Conclaves: Desh ki baat DD News ke sath** were organised to highlight the achievements and initiative taken in various sectors by the PM in the past years. The network also covered the **FICCI webinars** on topics like: **Achievement in**

water and Sanitation, India's mega healthcare reforms- shifting paradigm. Regional news channels of Doordarshan network ran special programs on various topics like: Yuva Shakti, Digital India, India as Vishwaguru among many others to **reach out to people in their native language**. All programs were shared through **YouTube & other Social Media platforms**.

- 3.2 **News Services Division (NSD) of AIR** and the Regional News Units (RNUs) aired stories and special programmes for 20 days of Seva Samarpan. **“Spotlight – Seva aur Samarpan: 20 Saal Sushasan ke”** covered new themes each day for 20 days, **FM Gold and all primary channels of AIR** in regional languages aired special program **“Karmyogi Narendra Modi”** – a biopic on life and times of PM Modi. **YouTube** and other **social media platforms** were used to reach out to masses.
- 3.3 PIB published **around 20 Special Articles** in **English, Hindi and regional languages** in national & regional newspapers across the country, written by personalities like: Shri Rajeev Chandrashekhar (MoS, MEITY), Shri J.P. Nadda, National President (BJP), Shri Gajendra Singh Shekhawat (Union Minister of Jal Shakti), Shri Arun Goel (Secretary, Ministry of Heavy Industries), Shri Kapil Moreshwar Patil (MoS, Panchayati Raj), Shri G. Kishan. Reddy (Union Minister Culture & Tourism), Shri Sarbanand Sonowal (Union Minister of AYUSH and Port & Shipping), Smt. Anita Karwal, Secretary (School Education), Shri Bhupendar Yadav (Hon'ble Union Minister of Environment Forest and Climate Change), Shri Amitabh Kant & Shri Amit Kapoor (CEO, Niti Aayog), Shri Mansukh Mandaviya (Union Minister for Health and Family Welfare and Chemical fertilizers), Shri Hardeep Singh Puri (Union Minister for Petroleum & Natural Gas and Housing & Urban Affairs), Shri. Narendra Singh Tomar (Union Minister for Agriculture and Farmers Welfare), Shri R.K. Singh (Cabinet Minister for Power & New & Renewable Energy), Shri Nisith Pramanik (Union Minister of State for Youth Affairs and Sports), Smt. Nirmala Sitharaman (Union Minister for Finance and Corporate Affairs), Shri. B. L. Verma (Union Minister of State DONER and Cooperation) and others.
- 3.4 **A comprehensive campaign** was done **on Social Media** for 20 days by various media units, including PIB. Nearly 152 tweets were done in these 20 days from **@MIB_India**, including PM's quotes, highlight videos and interesting **infographics**. **BOC** also used various **Social Media platforms** to reach out to the masses with 6,320 Facebook posts, 6,640 Tweets, and 2,730 Instagram posts. A total of 4,38,044 people were also reached through various WhatsApp groups.
4. **India's achievements in Tokyo Paralympics 2020:** The felicitation of the **medal winners of Tokyo Paralympics 2020** by the Hon'ble PM and the **interactions held with Indian Paralympic Contingent** at his residence were covered widely on DD News and NSD:AIR. He urged **every Olympian and Paralympian to visit at least 75 schools** during Azadi Ka Amrit Mahotsav, which was also covered extensively.
5. DD News and NSD:AIR provided extensive coverage to the **visit of Hon'ble Prime Minister to USA** for attending **Quad Leaders' Summit**, his meeting with **US President** at Oval Office in White House, his interactions with **US Vice President** and his **Australian and Japanese counterparts**, his special interaction with business tycoons in Washington DC and his address at the 76th session of the **United Nations General Assembly**. Special exclusive

programmes and nonstop exclusive coverage were telecast on DD News and DD India from 22nd to 25th September, 2021 and advance team was sent for covering the event. **Eminent guests** appeared in **panel discussion** of special programmes, including an **exclusive interview of Indian Ambassador to USA**.

6. Shri Anurag Singh Thakur, Hon'ble Minister of Information & Broadcasting met with the **Bangladesh delegation** led by H.E. Dr. Hasan Mahmud, Hon'ble Minister of Information & Broadcasting of Bangladesh on 07.09.2021 wherein it was agreed to fast track completion of film "Bangabandhu", expected to release internationally in March 2022 and to explore the framework for special celebrations on the occasion of "Maitri Diwas" on 06.12.2021. It was also agreed to pro-actively pursue production of a documentary film on "**Liberation of Bangladesh in 1971**".
7. The Ministry has **granted the approval for registration of "Web Journalists' Standards Authority (WJSA)"** as a Level II Self Regulating Body for publishers of news and current affairs content, as the third self-regulating body as per rule 12 of the **Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021**.
8. As part of **Celebrations of Hindi Diwas** on 14.09.2021, an **Appeal** from the Hon'ble Minister of Information and Broadcasting was released. Main Secretariat of the Ministry observed **Hindi Pakhwada from 14th to 28th September, 2021** during which noting and drafting, debate, essay writing, dictation, typing and shorthand competitions were organized, which witnessed participation from 65 officials/ officers. Films Division also organized a film festival '**Hindi: Bharat Ki Vani**' from 14th to 15th September, 2021 on its website and YouTube channel (**4021** viewership).
9. DD News and NSD:AIR provided live coverage and wide publicity to the **foundation stone laying ceremony of Uttar Pradesh National Law University and new building complex of Allahabad High Court** at Prayagraj by the Hon'ble President of India, **launch of Sansad TV** jointly by the Hon'ble Vice President, Hon'ble Prime Minister and Hon'ble Speaker of Lok Sabha on 15.09.2021, the **launch of multiple key initiatives in the Education Sector** at the inaugural conclave of **Shikshak Parv** by the Hon'ble PM on 07.09.2021, the launch of **Ayushman Bharat Digital Mission** by the Hon'ble PM on 27.09.2021, his laying of **foundation stone of Raja Mahendra Pratap Singh State University** on 14.09.2021, his **address at 6th Eastern Economic Forum in Russia**, and his on-site inspection and **review of ongoing construction work of the new Parliament Building**. DD News has also telecast **exclusive interviews with Union Ministers regarding Cabinet decisions and reforms**, apart from Ground Reports and regular shows.
10. **4th Rashtriya Poshan Maah (1st to 30th September, 2021)**: A special programme '**Sahi Poshan Desh Roshan**' was telecast and a series of snippets on various nutrition values were included in various news bulletins by DD News. ROBs/ FOBs of BOC organized **41 Webinars** and **127 ICOPs** on the issue of Poshan Maah.
11. **I&B Initiatives on Minimum Government Maximum Governance –**

- **Northeast powers Prasar Bharati's Digital Growth:** Prasar Bharati's digital platforms in the remotest areas of Northeast have registered significant milestones by together clocking more than 220 Million Views and 1 Million+ Subscribers on YouTube. YouTube channel of DD Aizawl has crossed 1 lakh subscribers, while those of DD Mizoram, DD Guwahati, DD Shillong and AIR Northeast service have quite sizeable subscribers base. Multiple Twitter handles of DD and AIR across Northeast region have followers in thousands and many have blue tick verification from Twitter.
- A ten-member Committee headed by Shri Ashok Kumar Tandon, renowned Journalist and Member, Prasar Bharati has been constituted by the Ministry of I&B to **review guidelines of Journalist Welfare Scheme** and submit its report in two months.
- The **Swachhta Pakhwada Awards 2021** for M/o I&B has been presented virtually by Additional Secretary (I&B) to Children's Film Society, India (CFSI), Films Division and Bureau of Outreach and Communication (BOC) on 09.09.2021.
- **Channel Licensing:** The Ministry of I&B has issued permission in respect of 02 News & 03 Non-News and Current Affairs TV Channels and cancelled the permission of 04 News & 04 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 30.09.2021** is **909**.
- **Community Radio Stations (CRS):**
 - The Ministry has **signed Four (04) Grant of Permission Agreements (GOPAs)** and **renewed thirteen (13) GOPAs** during the month.
 - Fourteen **(14) awareness/ capacity building workshops** have been conducted through online mode under scheme namely "Supporting Community Radio Movement in India".
- **FM Cell:** A company which has executed GOPA subsequent to the 2nd Batch of e-auctions for Private FM Radio Phase-III has operationalized one channel at Kargil (Ladakh) w.e.f. 13.09.2021.
- **Registrar of Newspapers for India (RNI):** **808** Title verification letters and **112** Registration Certificates (new & revised) were issued during the month.
- **Press Council of India (PCI):** **110 complaints** (24 under Section 13 & 86 under Section 14) were processed, **02 suo-moto cases** under Section 13 were registered and **02 Press Releases** were issued during the month.
- **MIB Social Media platforms:** The official MIB English Twitter handle **@MIB_India** has **1.33M followers**, MIB Hindi Twitter handle **@MIB_Hindi** has **75.9K followers**, Facebook page has **1.36M followers**, YouTube has **183K subscribers** and Instagram has **218K followers** as on 04.10.2021.



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