

File No. P-11015/1/2022-PPC
Government of India
Ministry of Information & Broadcasting
(Policy Planning Cell)

New Delhi the 25th October, 2022

Sub.: Summary (No.- 9) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of September 2022.

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

1. The Hon'ble President of India, Smt. Droupadi Murmu conferred the **68th National Film Awards** for the year 2020 on 30.09.2022, in the presence of Hon'ble Minister for Information & Broadcasting (I&B), Shri Anurag Singh Thakur and Hon'ble Minister of State for I&B, Dr. L. Murugan. On the occasion, Dadasaheb Phalke Award 2020 was conferred on legendary actress Ms. Asha Parekh. 'Testimony of Ana' was conferred the Best Non-Feature Film and 'Soorarai Pottru' won Best Feature Film. Sh. Suriya and Sh. Ajay Devgn were declared joint winners of Best Actor Award while Ms. Aparna Balamurali won Best Actress. Sh. Sachidanandan KR won Best Director award for Malayalam movie AK Ayyappanum Koshiyum and 'Tanhaji: The Unsung Warrior' received the Award for Best Popular Film Providing Wholesome Entertainment. Madhya Pradesh won Most Film Friendly State award while Uttarakhand and Uttar Pradesh got Special Mention. A series of Graphics/Images and Videos/ Reels on all the winners in various categories along with bytes of the awardees were shared across social media platforms of MIB under the hashtag **#NationalFilmAwards**.

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 The Hon'ble Minister of State for External Affairs and Education, Dr. R. K. Ranjan inaugurated the **first ever three-day "floating" Photo Exhibition** which was organized by the Central Bureau of Communication (CBC) at the Loktak Lake on 21.09.2022 to showcase the achievements of the government in last 8 years as well as **unsung Manipuri freedom fighters**. Around 88 Manipuri language creatives of "Eight years of Seva, Sushasan, Garib Kalyan" and creatives of 11 unsung Manipuri freedom fighters were displayed in the exhibition. It was also mentioned that at least 100 freedom fighters from North-East India would be included in a composite history of the freedom struggle.

2.2 A **special screening of "Swaraj: Bharat Ke Swatantrata Sangram Ki Samagra Gatha"** made by Doordarshan was organized at Indradhanush Auditorium, Panchkula on 27.09.2022 which was attended by Hon'ble Chief Minister of Haryana, Shri Manohar Lal and other senior members of State Cabinet, MPs, MLAs and other senior officers. On the occasion, Chief Minister called upon Educational Institutions and Social Organizations to organize a series of programmes under AKAM.

- 2.3 The artistes of Song & Drama Division, CBC, Ministry of I&B captivated the visitors with their celebration of the **inauguration of Kartavya Path** and **unveiling of the statue of Netaji Subhash Chandra Bose** by offering a bouquet of entertainment cum infotainment programmes with a mesmerizing blend of music, dance, street plays, skits & exhibitions. The events, held on Step Plaza open-air stage, have been made available free of cost to people of all ages after sunset everyday, till 8 PM. CBC also organized special programmes to mark the **Raktadan Amrit Mahotsav (blood donation drive)** on 17.09.2022.
- 2.4 The September 2022 fortnightly editions of **New India Samachar (NIS)** with the cover stories highlighting **“Prime Minister’s vision of Amrit Yatra for the next 25 years to achieve the dream of AatmaNirbhar Bharat”** and **“the 100 decisions that will be the driving force for the nation’s growth as it marches towards the Amrit Yatra of a ‘New India’”** were printed in 13 languages & distributed across the country by CBC. E-versions of NIS were sent to over 70 million readers via emails using E-Sampark platform of MyGov India. NSD:AIR started a **new weekly programme ‘New India Samachar’** on 100.1 FM Gold to create awareness about public welfare measures from 17.09.2022 onwards.
- 2.5 The pilot episode of **Hindi Animation Series ‘Bharti Aur Bibo’** (Bharti and her Magical Worm) is under production under the aegis of Azadi Ka Amrit Mahotsav. The Board of Directors, National Film Development Corporation (NFDC) approved the co-production of this Animation Series in its 189th meeting held on 20.07.2022 and a co-production agreement was signed with the co-producer Puppetica Media Pvt. Ltd. A co-production agreement of **NFDC’s First Animation Feature Film ‘Ped Pe Kamra’** (Hindi) has also been signed with co-producer Paperboat Studio Pvt. Ltd. and the film is under pre-production.
- 2.6 Films Division organized a **special screening** of a film on the **Birth Anniversary of Vinoba Bhave** on 11.09.2022 (**225** viewership) and a film on **‘Teachers Day’** on 05.09.2022 (**3678** viewership) on its website and YouTube channel.
3. The **former Hon’ble Vice President Shri M. Venkaiah Naidu** on 23.09.2022 released the **book “Sabka Saath Sabka Vikas Sabka Vishwas”**, a collection of selected speeches of Hon’ble Prime Minister Shri Narendra Modi, published by Publications Division (DPD), along with Hon’ble Governor of Kerala Shri Arif Mohammed Khan and Hon’ble Minister for Information and Broadcasting Shri Anurag Thakur in a function organized by DPD. The book is a compilation of 86 speeches of the Prime Minister from May 2019 to May 2020 on various subjects.
4. Former Hon’ble President of India, Shri Ram Nath Kovind launched the book **‘Ambedkar and Modi: Reformer’s Ideas Performer’s Implementation’** on 16.09.2022 in presence of Hon’ble Minister of Information and Broadcasting, Shri Anurag Thakur, former Chief Justice of India, Shri K. G. Balakrishnan and Hon’ble Minister of State of I&B, Dr. L. Murugan. The book serves as a milestone in New India’s development journey and analyses how the vision of

personalities like Dr. Ambedkar is finally coming to fruition under the visionary and dynamic leadership of PM Modi. Ahead of the event, Justice K G Balakrishnan and Shri Anurag Thakur inaugurated a three-day Digital Interactive Multimedia Exhibition with focus on the life, teachings and contributions of Dr. B.R. Ambedkar on 'Azadi Ka Amrit Mahotsav' by Central Bureau of Communication (CBC).

5. **Sewa Samarpan Ke 21 years:** On the occasion of Hon'ble PM's birthday, DD News network celebrated 21 years of Good Governance with special research based programmes such as '**Sewa Samarpan Ke 21 Saal**' series telecast from 17.09.2022 with live reports and **Ground Reports** from across the country, special programme on the successful operations to evacuate Indians from crisis-hit countries '**Modi Mantra – Sankat Main Manwata Ki Misal**' telecast on 17.09.2022, etc.
6. The Ministry has published the **August, 2022 edition of PM's Mann ki Baat booklet**. The e-version was distributed to around 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 and to all Secretaries in the Govt. of India, Chief Secretaries of States/ UTs, PIB accredited journalists and regional offices of M/o I&B.
7. CBC launched '**Vikasit Bharat**' **Campaign** to create awareness and highlight the various programmes, policies and schemes run by Central Government, through a series of advertisements. Themes namely, Jai Anusandhan, Antyodaya and Purani Soch se Mukti, were covered during the month. An outdoor campaign was also released for one month on Pan India basis on eight themes using eight creatives highlighting the various programmes, policies and schemes run by Central Government.
8. India has been honored to host the **47th Annual Gathering and 20th General Conference and Associated Meetings of Asia-Pacific Institute for Broadcasting Development (AIBD)** from 19th – 21st September, 2022 in New Delhi, which was graced by the Hon'ble Minister for Information & Broadcasting, Shri Anurag Thakur. The Lifetime Achievement Award for 2022 was conferred on Shri Mayank Agarwal, CEO, Prasar Bharati & President, AIBD. AIBD also unanimously extended India's Presidency for one more year.
9. Hon'ble Minister for Information and Broadcasting Shri Anurag Thakur reviewed the functioning of Doordarshan (DD), All India Radio (AIR), Press Information Bureau (PIB) and CBC in Ahmedabad on 29.09.2022. The Minister exhorted all the media units to conduct a special **Cleanliness Campaign** from 02.10.2022 for a fortnight with a special emphasis on non-serviceable items.
10. The senior officers of the Ministry of I&B participated in the inaugural session of **FICCI Frames Fast Track 2022** held in Mumbai on 27.09.2022. Members of the Film Fraternity including Film Producer Ramesh Sippy, Renowned Film Actor Ranveer Singh, Mayor West Yorkshire, UK, Tracy Brabin, MPs, Members Standing Committee and senior members from FICCI were present at the inauguration ceremony. In his special address, Secretary, Ministry of I&B mentioned that Media and Entertainment sector should grow to over 100 billion

dollars by year 2030. He also announced that Film Facilitation Office would be revamped in collaboration with Invest India to attract more foreign investment into film sector, Government would come out with Model Theatre Policy and Single-window clearance for Theatres to reverse trend of declining theatres and National Centre of Excellence for Animation, Visual Effects, Gaming & Comics (AVGC) would be set in PPP mode.

11. National Film Development Corporation (NFDC), Ministry of I&B participated in the **Toronto International Film Festival (TIFF)** held in Toronto from 8th to 18th September, 2022 by setting up a pavilion in the **TIFF Industry**, which is the film market for the TIFF. The **India Pavilion** was branded with the 'India as a Content Hub' theme and Film Facilitation Office (FFO) branding. FFO also participated in the **Venice Production Bridge**, the **Film Market of the Venice International Film Festival** held from 1st to 6th September, 2022. A session titled 'Italy and India: Building a Common Audience' was held at the Italian Pavilion on 03.09.2022 and a roundtable with Film Commissions on 04.09.2022 & a panel discussion titled 'India as a Content Destination' on 05.09.2022 were also held.
12. DD News/ DD India and NSD:AIR provided **live coverage** and **wide publicity** to the Hon'ble President's conferring of **National Awards on Teachers' Day** and Launch of **Pradhan Mantri TB Mukh Bharat Abhiyaan**; Hon'ble Prime Minister's commissioning of the first indigenous aircraft carrier **INS Vikrant** and unveiling of the new **Naval Ensign**, inauguration of the '**Kartavya Path**' and unveiling of the **statue of Netaji Subhas Chandra Bose** at India Gate; his **visit to Japan** to attend the **State Funeral of former PM of Japan Shinzo Abe** and bilateral meeting with Hon'ble PM of Japan Fumio Kishida, **joint Press Statement** with Hon'ble PM of Bangladesh Sheikh Hasina; Address at the **first Kaushal Dikshant Samaroh**, Address on the occasion of **dedication of Lata Mangeshkar Chowk in Ayodhya** via video message, and Address at the 22nd Meeting of the Council of Heads of State of the **Shanghai Cooperation Organization (SCO)** and bilateral meetings with several world leaders. DD News exclusively covered the **Project Cheetah** campaign to resettle the extinct Cheetahs in India and a **special live programme** was telecast on 17.09.2022 where Hon'ble PM **released eight Cheetahs** brought from Namibia in Kuno National Park, Madhya Pradesh. The telecast of the inauguration of the **36th National Games** in Ahmedabad by Hon'ble PM and the live telecast of Opening ceremony, Results, medal tally etc. is being done by DD News in every bulletin. A **special programme 'Rashtriya Khel 2022'** is being telecast daily in English/ Hindi with interviews, live ground inputs etc.
13. The September 2022 special issue of Yojana journal published by DPD on '**J&K and Ladakh**' provided a glimpse into the picturesque landscapes, culture, heritage, education, literature, digital revolution, & several government initiatives ensuring progress in Jammu, Kashmir & Ladakh region and focused on the growth story of the region after the abrogation of Article 370 and the formation of the new UTs.
14. As part of **Celebrations of Hindi Diwas** on 14.09.2022, a **Message** from the Hon'ble Minister of Information and Broadcasting was released. The Main Secretariat of the Ministry observed **Hindi Pakhwada from 14th to 29th September, 2022** during which noting and drafting, debate, essay writing,

dictation, typing and shorthand competitions were organized. A series of Graphics/ Images & Videos/ Reels on various prominent Hindi writers and poets were shared across Social Media platforms along with a writing & recital contest under the hashtag **#HindiPakhwada**, **#हिंदी_दिवस**. Films Division organized a **special screening of four films on 'Hindi Diwas'** on 13th – 14th Sep., 2022 on its website and YouTube channel.

15. Publications Division (DPD) won **nine awards** in various categories for its titles at the Federation of Indian Publishers' (FIP) 42nd Annual Awards for Excellence in Book Production 2022 held on 30.09.2022 in New Delhi. The Awards included six first prizes, one second prize and two third prizes in various categories.

16. **I&B Initiatives on Minimum Government Maximum Governance –**

- In furtherance of the amended DTH Guidelines issued on 30.12.2020, the Ministry of I&B has issued the **operational guidelines for Direct To Home (DTH) services in India**. These Guidelines provide the operational framework in respect to the payment of license fee, platform services (PS) channels and sharing of infrastructure by DTH operators and have come into effect from the date of issue of the order i.e. 16.09.2022.
- With a view to streamline and strengthen the Internal Financial Control Mechanism, effective financial and risk management; an **Internal Audit Wing has recently been created in Prasar Bharati** with the approval of Prasar Bharati Board in its 169th Meeting. The **first edition of the Internal Audit Manual-2022 of Prasar Bharati** has also been released to provide guidance to all the officials of the newly created Internal Audit Wing (IAW) and all the affiliated field unit level officials of Prasar Bharati to enable them to achieve excellence in their official working.
- The Government-industry interaction discussed strategies for **unleashing potential of Media & Entertainment Sector** at a stakeholder meeting organized by nodal developmental agency National Film Development Corporation (NFDC) in Mumbai on 26.09.2022. The industry was represented by acclaimed filmmakers & industry professionals and the deliberations centered around the strategic initiatives taken by the Government to unleash the potential of the M&E industry. The Industry was urged to leverage the Film Facilitation Office (FFO) ecosystem and their suggestions on the incentives were duly noted.
- A **new segment 'News Lens'** has been introduced in the News Bulletins by DD News which focuses on the big news of the day and goes deep into the facts & brings out the story in the shape of an explainer video. Subjects such as Clean energy scenario, India's Historic role in UNGA, India's big leap into semiconductors, The DART mission of NASA etc. have been covered so far.
- **Poshan Mah:** For creating awareness among general masses and highlighting the importance of Poshan, Regional offices of CBC organized different outreach programmes across the country, which included 60 Integrated Communication & Outreach Programmes (ICOPs), 20 Special Outreach Programmes (SOPs), 03 Webinars and 37 Field programmes.

- **Digital Media:**

- The Ministry **blocked 45 YouTube videos from 10 YouTube channels** under the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021 for violation of Section 69A of the IT Act.
- Based on the reference received from Survey of India regarding **wrong description of the map of India on OTT platforms**, action was taken under the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021 in two cases. In one case, the concerned scene was amended, and in the other, the concerned episode of the web-series was taken down.

- **Channel Licensing:** The Ministry of I&B issued 01 new permissions during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 30.09.2022 is 898.**

- **Community Radio Stations (CRS):** The Ministry has **signed fifteen (15) new Grant of Permission Agreements (GOPAs) & renewed eight (08) GOPAs** and Grant-in-Aid has been released to **03** CRS during the month.

- Press Information Bureau (PIB) and its Regional offices have issued **7258 Press Releases** in English, Hindi and other regional languages, organized **16 Formal Press Conferences, 7 Vartalaap, 13 webinars** and commissioned **13 articles** on Poshan Maah, Fit India, Swachh Bharat, PM Gati Shakti, Indian Fisheries, etc. PIB Fact Check Unit **busted 16 fake news** and posted 32 tweets.

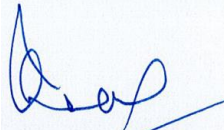
- The Regional/Field Offices (ROs/FOs) of CBC conducted awareness on the themes Swachh Bharat Abhiyan, National Nutrition Mission, Atal Jal Jeevan Mission, Azadi ka Amrit Mahotsav, Ek Bharat Shrestha Bharat, 8 years of Seva, Susashan and Garib Kalyan etc. through **Social Media platforms**, as under:

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
30926 (291327)	11321	5726	68740

- **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 **130 graphics, videos, images, posts** etc.

Azadi Ka Amrit Mahotsav and other flagship campaigns were highlighted through infographics, reels, audio and video content for campaigns, such as National Nutrition Week, Hindi Pakhwada 2022, Azadi Quest Games, National Film Awards etc.

COVID-19 messaging through creative videos/infographics (nearly **251 tweets**) focusing on Vaccination, etc. have also been shared through the **dedicated Twitter handle @COVIDNewsByMIB.**



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