

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

New Delhi the 23rd October, 2023

Sub.: Summary (No.- 9) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of September 2023.

The significant activities / events relating to this Ministry for the month of September 2023 are outlined below:-

1. The Hon'ble Prime Minister of India, Shri Narendra Modi, virtually laid the **foundation stone for Akashvani Dahod FM Relay Station Project in Gujarat** on 27.09.2023, along with other projects at an event in Bodeli in the state. This station is strategically located to cover approximately 55 km radius area, encompassing approximately 75% of the tribal district of Dahod. This transmitter will also partially cover the neighbouring tribal districts of Madhya Pradesh, including Alirajpur and Jhabua, and over 25 lakh residents of Gujarat and Madhya Pradesh will gain access to high-quality FM broadcasts. The initiative enriches the cultural and informational tapestry of the region and facilitates better communication and connectivity for the communities it serves.
2. **Campaign on G-20 Summit and G-20 Presidency**
 - 2.1 The Hon'ble Minister of Information and Broadcasting, Shri Anurag Thakur reviewed arrangements and **preparedness at The International Media Centre (IMC)** in New Delhi on 05.09.2023, ahead of the **G20 Leaders' Summit** held between 9th – 10th September, 2023. The Media Centre was adjacent to the Bharat Mandapam where the Summit was held. Prasar Bharati erected an elaborate set up with over 78 UHD and 4K cameras at various locations from airport to Bharat Mandapam and provided clean feed to other media channels. Special shows/programs were also broadcast by DD from IMC studio and clean feed was provided to all for wider dissemination. Extensive arrangements were made for facilitation of media at the venue.
 - 2.2 **Finalization and implementation of G20 Summit Media Outreach Plan:** The Ministry of I&B had finalized the G20 Summit Media outreach strategy for the main summit of G20 held on 9th and 10th September 2023. The media outreach plan was developed in coordination with all stakeholders such as MEA, G20 Secretariat, Office of Sherpa, Line Ministries and Media Units of the Ministry of I&B. The Outreach plan outlined pre-summit, during summit and post summit activities, timelines and responsibilities of all stakeholders and included all aspects related to media outreach and communications such as media facilitation and various other aspects of multi-media publicity.
 - 2.3 The Ministry of I&B unveiled a **special eBook on India's G20 Presidency titled "People's G20"** in New Delhi on 18.09.2023. The eBook compendium was compiled by Research Unit of Press Information Bureau (PIB). The eBook presents a complete journey of India's G20 Presidency and comprises of three

parts viz. G20 Summit, summary of meetings of the Engagement Groups and a photo essay of the Jan-Bhagidari events held across the country. The eBook is available on www.pib.gov.in.

- 2.4 Press Information Bureau (PIB) coordinated and managed various important activities for G20 Leaders' Summit and provided **all round publicity** through **Print, Electronic, Digital and Social Media** to all the events organized so far, including the visit of Hon'ble PM at Bharat Mandapam on 10.09.2023. **Soft stories** on the G20 Cultural Corridor, Mother of Democracy Exhibition, ODOP, RBI Digital Innovation Pavilion, Digital India Immersive Experience, Tree Plantation, gifts by the Prime Minister to foreign delegates, cuisines, etc., were disseminated by PIB, along with facilitating **translation in several Indian languages for coverage in regional media**. **25 important articles** by dignitaries and experts have been published in leading dailies by PIB during the month. **PIB G20 Microsite** has been regularly updated as a one stop solution to all G20 related information.
- 2.5 Akashvani Delhi celebrated the **successful culmination of India's Presidency of the G-20 summit** and the '**Meri Maati Mera Desh**' initiative with a **grand cultural extravaganza** in Village Mana, the First Village of our country in District Chamoli, Uttarakhand, on 14.09.2023. The cultural folk program featured captivating performances by local artists and various other folk performances by the talented women of Mana Village. A heartwarming program 'Ek Shaam BSF Jawano Ke Naam' was organized at Atari Border and a **G-20 Run** was conducted to raise awareness about India's G-20 Presidency. Participants and attendees also received radio sets, t-shirts, **G-20 kits**, souvenirs, etc.
- 2.6 Prasar Bharati network has telecast all major events related to G20 Presidency of India held across the country, including Hon'ble PM addressing world leaders at G20 Summit, and the launch of Global Biofuel Alliance. DD Network telecast **DD Dialogue on G20** with Hon'ble External Affairs Minister and other Union Ministers. A series of special program '**India @G20**' has been telecast on DD India; special weekly programme '**Bharat@G20 : Vasudhaiva Kutumbakam**' has also been telecast. **Exclusive interviews** with Chief Coordinator for India's G-20 Presidency and India's G20 Special Secretary were broadcast by Akashvani News on 01.09.2023 and 03.09.2023.
- 2.7 New Media Wing carried out **social media outreach for the 'G20 Summit'** across the social media accounts of the Ministry of I&B, with Graphics, Videos, Bytes and Live Streaming, shared using the hashtags **#G20India, #G20Summit & #G20Summit2023**.
- 2.8 Publicity through **full-page advertisements, outdoor publicity** in the form of billboards, digital displays, bus shelters, unipoles, etc., was done in Delhi NCR.
- 2.9 Five issues of **Employment News** have been brought out by Publications Division (DPD) in September 2023 with **main focus** on publishing **articles on G20** such as '*Summarizing India's G20 Presidency: Diplomatic Triumphs and*

Global Leadership, 'G20 Summit: India's Triumph in Fostering Global Trust and Unity', etc.

3. **Meri Maati Mera Desh Campaign**

3.1 The Hon'ble Home Minister and Minister of Cooperation, Shri Amit Shah launched the **Amrit Kalash Yatra** under the '**Meri Maati Mera Desh**' **campaign** in New Delhi on 01.09.2023, in the presence of Hon'ble Minister of Information and Broadcasting, Shri Anurag Thakur, Hon'ble Minister of Law and Justice, Shri Arjun Ram Meghwal and Hon'ble Minister of State for External Affairs, Smt. Meenakshi Lekhi. It was stated that 'Meri Maati - Mera Desh' is not just a programme but a medium to connect oneself with future of country and be a part of the process of making the country greater. The Campaign has been organized nationwide as the closing program of Azadi Ka Amrit Mahotsav festivities.

3.2 The Hon'ble Minister for Information Broadcasting and Youth Affairs & Sports, Shri Anurag Thakur, inaugurated the **Amrit Kalash Yatra organized by Nehru Yuva Kendra, Mumbai** under Meri Mati Mera Desh Abhiyan in Mumbai on 15.09.2023. The Minister stated that this sacred soil collected from across India will shape the Amrit Vatika near the War Memorial in Delhi and appealed to the citizens to dedicate themselves to forging a prosperous India by 2047.

4. The Hon'ble Minister of Information & Broadcasting, Shri Anurag Thakur, on 26.09.2023 announced that **legendary actress Ms. Waheeda Rehman will be honoured with 53rd Dadasaheb Phalke Lifetime Achievement Award** for the year 2021. The award has been presented during the 69th National Film Awards ceremony.

5. The Hon'ble Minister of Information & Broadcasting and Youth Affairs & Sports, Shri Anurag Thakur, unveiled the "**Chal Mann Vrindavan**" **Coffee Table Book** in an event held in Mumbai on 15.09.2023. This publication, supported by the Indian Oil Corporation Limited, was unveiled in the presence of Smt. Hema Malini, Hon'ble Member of Parliament (MP) from Mathura constituency; Sh. Shrikant Madhav Vaidya, Chairman, Indian Oil; Dr. Ashok Bansal, Author & Editor of "Chal Mann Vrindavan"; and Dr. Harivansh Chaturvedi, Director, BIMTECH and publisher of the book. "Chal Mann Vrindavan" offers a glimpse into the rich heritage of the globally renowned temple-town of Vrindavan and celebrates the pivotal figures and historical events that have shaped the region's identity today.

6. **Participation in International Film Festivals**

6.1 The Hon'ble Minister of State for Information & Broadcasting, Dr. L. Murugan, led **Indian delegation** at the opening of the **15th Tashkent International Film Festival** held at Tashkent, Uzbekistan on 29.09.2023. Indian delegation comprising senior film producer and director Shri Umesh Mehra and officials of the National Film Development Corporation (NFDC) participated in the festival held from 29th September to 1st October, 2023. Dr. Murugan met Culture & Tourism Minister of Uzbekistan Mr. Ozodbek Nazarbekov, wherein both sides

agreed upon the need to expand bilateral ties in various fields including in filmmaking and culture. Dr. Murugan also met the Turkish delegation on the sidelines and briefed them about the opportunities for shooting and filmmaking in India.

- 6.2 NFDC, Ministry of I&B participated in the **48th Toronto International Film Festival (TIFF)** from 07.09.2023 to 17.09.2023 and showcased India as a hub of talent, content and entertainment. An **exclusive spotlight session titled, 'Come, Film in India'** was organized to promote the ease of filming in India. A visit of the Indian delegation was also organized to "Sheridan College's Faculty of Animation, Arts and Design" and further cooperation and engagements of the College with the Ministry of I&B were discussed.
- 6.3 Film Facilitation Office, NFDC attended the **79th edition of the Venice Film Festival** at Venice Lido in Italy. The **Venice Production Bridge** was held alongside the festival from 31st August to 6th September, 2023, with a focus on enabling film industries globally to explore new projects to partner with Indian Filmmakers.
7. **'Mujib – The Making of a Nation' (Bangla):** 'Mujib: The Making of a Nation', the much anticipated biopic of Father of the Nation of Bangladesh 'Bangabandhu Sheikh Mujibur Rahman' which has been jointly produced by India and Bangladesh, is all set to have a nationwide release on 27th October, 2023. The film has been released in Bangladesh on 13th October, 2023. A successful screening of the film was done at TIFF, 2023 on 13.09.2023.
8. **National Film Development Corporation (NFDC) ScreenWriters' Lab 2023** on 14.09.2023 unveiled eight dynamic projects of multiple genres written in multiple languages, which have been selected for the 16th edition of NFDC Screenwriters' Lab, an ongoing initiative to develop, nurture, and promote original voices from all over India. The three-part intensive workshop is an annual program that offers emerging and established screenwriters an opportunity to fully develop their screenplays under the guidance of acclaimed script experts from India and around the world.
9. The Ministry of Information and Broadcasting on 27.09.2023 issued a notification introducing **key amendments to the Cable Television Network Rules, 1994**. The features of the amended Rules for Multi-System Operator (MSO) Registrations are:
 - a. MSOs shall apply for the registration or renewal of registration online at the Broadcast Seva Portal of MIB;
 - b. MSO registrations shall be granted or renewed for a period of ten years;
 - c. The processing fee of Rs. One lakh is kept for the renewal of registration also;
 - d. The application for renewal of registration shall be within a window of seven to two months before the expiry of the registration.

The amended Rules allow for the sharing of infrastructure by the Cable Operators with Broadband Service providers to promote internet penetration to the last mile and timely renewal window to ensure service continuity for MSOs.

The renewal procedure is in line with the Government's commitment to ease of doing business.

10. **DD Sports is DD Sports HD now:** Prasar Bharati, the public broadcaster of the country, has added one more High-Definition Channel in its bouquet with DD Sports HD Channel. In recent months, DD Sports has launched several innovative and fresh approaches in terms of the presentation of the content. The channel will become a one-stop destination for major international sporting events and grass-root transformative events like Khelo India Games, winter games and games for divyang amongst others.

11. **Special Coverages and publications:**

11.1 The Ministry has published the August 2023 edition of **PM's Mann ki Baat booklet** featuring '**Chandrayaan – India on the Moon**' as the cover story. The e-version was distributed to over 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, all Secretaries and officials of Govt. of India, Chief Secretaries of States/ UTs and regional offices of M/o I&B.

11.2 The September 2023 fortnightly editions of **New India Samachar (NIS)** with the cover stories "*The Rise of Indianness*" and "*New India's roaring success in space*" were published in 13 languages and distributed across the country by CBC.CBC also finalized design & content and released **print media campaigns** on **Nari Shakti Vandan Adhiniyam** in over 450 prominent newspapers and on **Chandrayaan-3** and **G-20 Summit** in over 100 weekly/fortnightly/monthly newspapers/magazines each across the country.

11.3 Prasar Bharati provided live coverage and wide publicity to Hon'ble President of India's inauguration of the First Global Symposium on Farmers' Rights in New Delhi; Hon'ble Prime Minister's address at the launch of PM Vishwakarma Yojana and the inauguration ceremony of International Convention Centre – Yasho Bhoomi; PM's addresses on the Special Session of Parliament, foundation stone ceremony of International Cricket Stadium in Varanasi, Nari Shakti Abhinandan program in Gujarat, etc.

12. **Celebration of Hindi Diwas on 14.09.2023**

12.1 A **Message** from the Hon'ble Minister of Information and Broadcasting was released on 14.09.2023. The Main Secretariat of the Ministry of I&B observed **Hindi Pakhwada from 14th to 29th September, 2023** during which noting and drafting, debate, essay writing, dictation, typing and shorthand competitions were organized. Various Media Units/ organizations of the Ministry of I&B celebrated Hindi Pakhwada by organizing similar suitable activities and competitions. NMW carried out social media outreach for the 'Hindi Pakhwada' across the social media accounts of M/o I&B, with Motion Graphics, shared using the hashtags **#HindiPakhwada** and **#□□□□□_□□□□□□□□**.

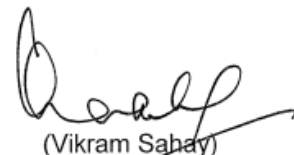
- 12.2 **'Rajbhasha Vimarsh'**, the quarterly magazine of Indian Institute of Mass Communication (IIMC) dedicated to the Official Language Hindi, won the **Rajbhasha Kirti Puraskar (First)** for the year 2022-23 awarded by the Department of Official Language, Ministry of Home Affairs during the 3rd All India Official Language Conference on the occasion of Hindi Day on 14.09.2023 at Pune, Maharashtra.
13. Publications Division (DPD) received **five awards for Excellence in Book Production** in various categories in English and Hindi on 23.09.2023, instituted by Federation of Indian Publishers (FIP). The winning titles are 'Sri Aurobindo Life & Legacy', 'Sabka Saath Sabka Vikas Sabka Vishwas (2021-22)', 'Electing the First Citizen', 'Yojana – April 2023' and 'Aajkal – August 2022'.
14. **I&B Initiatives on Minimum Government Maximum Governance –**
- **Media Outreach and Communication on important campaigns:** The Ministry of I&B has developed the outreach and communication plan of important campaigns during the month such as PM Vishwakarma Scheme; Mera Mati Mera Desh; and Swachhata Hi Sewa. This involved close coordination and planning with stakeholder Ministries and Media Units of I&B.
 - Ministry of Information and Broadcasting along with its attached and subordinate offices have had a huge success post **Special Campaign 2.0**. This campaign has earned a revenue of Rs 25.63 crores by disposing off 4.73 lakh kg of scrap/disposable item. This has also in process freed 11.43 lakh square feet of space during the period from November, 2022 to August, 2023.
 - The Ministry of I&B issued an **advisory to all private Satellite Television channels on 21.09.2023** advising them to refrain from giving any platform to reports/references about the views/ agendas of persons of such background including those against whom there are charges of serious crimes/ terrorism and belonging to organizations which have been proscribed by law.
 - **Inter-Departmental Committee (IDC) setup under the Cable Television Network (Amendment) Rules 2021**, in its meeting held on 13.09.2023 considered 05 cases of violation of Programme and Advertising Codes by Private Satellite TV Channels. Based on the recommendation of the IDC, Ministry of Information & Broadcasting imposed penalty on an erring TV Channel and directed it to go off-air for 72 hours for telecasting programme in violation of Programme Code under CTN Act, 1995 and rules framed thereunder.
 - **Swachhata Hi Seva:** Various Media Units/ organizations of the Ministry of I&B celebrated Swachhata Hi Seva campaign from 15.09.2023 to 02.10.2023 by undertaking cleanliness drives, awareness campaigns and suitable activities. Regional and Field Offices of CBC conducted 14 Integrated Communication & Outreach Programmes (ICOPs), 22 Special Outreach Programmes (SOPs) and 97 field programmes on the theme Swachhata Hi Seva/Swachh Bharat Abhiyan.

- **Digital Media:**
 - Directions for blocking of 1 Facebook post under the provisions of IT Rules, 2021 for carrying content covered under Section 69A of IT Act, 2000 has been issued.
 - Based on reference received from Survey of India, action was taken for removal of wrong depiction of Indian Map on a website 'Easyhindiblogs.com', under the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021. An advisory was also issued to the digital news publisher on 22.09.2023.
 - On the issue of advertisement of betting/ gambling platforms,
 - a) Communications were issued to some prominent sports influencers on social media to refrain from showing advertisement of betting platforms and their surrogate products.
 - b) Matter related to publication of betting/ gambling advertisement by a news website was referred to PCI for appropriate action.
 - The Ministry of I&B, vide letter dated 29.09.2023, has taken up with Department of Revenue for parity between printed newspaper subscriptions and digital/online news subscriptions in application of GST by exempting the online news subscriptions from existing GST of 18%.
- Film and Television Institute of India (FTII) is organizing **Online Weekend Smartphone Filmmaking Course for Deaf and Hard of Hearing individuals** from all across the country from 23rd September to 22nd October, 2023, in coordination with "Yes We Too Can", a charitable organization from Chennai. The course has 20 participants.
- **Channel Licensing:** The Ministry of I&B has granted 06 new permissions and has not accepted the surrender request/ cancellation of any channel during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 30.09.2023** is **911**.
- **Community Radio Stations (CRS): Three (03) new CRSs were commissioned** during the month. **Four (04) new Grant of Permission Agreements (GOPA) and one (01) renewed GOPA** were signed during the month.
- Press Information Bureau (PIB) and its Regional offices have issued **7418 Press Releases** in English, Hindi and 14 regional languages, organized **8 Formal Press Conferences**, and commissioned **38 articles** on various issues. PIB Fact Check Unit **busted 24 fake news** and posted 32 tweets. The **Research Unit of PIB published 16 documents** and has started producing factsheets highlighting the progress of various Central Sector/Sponsored Schemes in different States/UTs.
- Regional Offices (ROs)/ Field Offices (FOs) of CBC **conducted ICOPs, field programmes and awareness on various themes such as Azadi Ka Amrit Mahotsav, PM's Vision – 2047, Meri Mati Mera Desh, Swachhta Hi Sewa, Mission LiFE** etc. **through Social Media** across the country 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
12186 (152712)	3466	621	7165

- **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 around **426 unique graphics/ videos/ images/posts/ tweets** etc.

G20 Summit and other flagship campaigns were highlighted through infographics, reels, audio and video content for campaigns, such as Hindi Pakhwada, Aditya L1, PM Vishwakarma, Swachhata Hi Sewa, The Women's Reservation Bill, Asian Games 2022, Prime Minister's Varanasi Visit etc



(Vikram Sahay)

JOINT SECRETARY TO THE GOVERNMENT OF INDIA
Tele. # 23073775