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

New Delhi the 22nd October, 2020

Sub.: Summary (No.-9) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of September 2020.

The significant activities / events relating to this Ministry for the month of September 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 crucial role in the awareness generation and information dissemination related to COVID-19 and the decisions taken by the Government.

- 1.1 Comprehensive coverage was provided to the **Hon'ble Prime Minister's Address at 75th Anniversary of UN General Assembly** on 26th September, 2020 where he emphasized India's commitment in the united fight against COVID. Hon'ble PM's clarion call to the citizens to follow Covid-19 protocols during upcoming festivals through **Mann Ki Baat** on 27.09.2020 was broadcast on whole network of DD and AIR.
- 1.2 Ministry of I&B made a detailed presentation on the Communication Strategy and proposed roadmap in the virtual meeting held by Cabinet Secretary on 30.09.2020 with Central Ministries/ Departments and on 01.10.2020 with States/ UTs to review the **Communication Preparedness to tackle Covid-19**. It was proposed that an Intensive and Focussed Communication Campaign with People's Participation highlighting the **key messages - properly wear masks, frequently wash hands with soap and maintain safe distance** should be undertaken. It was decided to launch a Low Cost High Intensity Campaign "**Jan Andolan for COVID-19 Appropriate Behaviour**" during October & November, 2020 involving all key stakeholders, in the light of the onset of festive season and approaching winter season.
- 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) **Hon'ble PM's Virtual Meeting** with Chief Ministers of States/ UTs with High Covid Case Load.
 - ii) **Exclusive Interviews** of Chief Scientist of WHO, Health Minister, Chairman (National Task Force on COVID), Director (AIIMS) and Chief Epidemiologist (ICMR) on COVID-19 related issues.
 - iii) Targeted COVID Communication Campaign- 10high case load states

- iv) Total Health/Covid Warriors/ Corona Jagrukta Series/Audio Promos
- v) Info bytes/ Covid Good or Positive News Stories/ Testimonials/ Mythbusters/Fake News Alerts/Scientific Developments/Fact Checks
- vi) Phased Re-opening (UNLOCK 4.0) and REOPENING (UNLOCK 5.0)
- vii) 200+ Daily Ground Reports on COVID updates and developments
- viii) 30+ Daily Ground Reports on Vande Bharat Mission Phase-VI/VII.

NSD: AIR launched '**Employment News**' daily 10 minute programme on employment opportunities on 02.09.2020 and 30 minute programme '**North East Diary**' on 03.09.2020. A Special Series on **Focused Ek Bharat Shreshtha Bharat** from 01-18.09.2020 & a special 15 minute programme '**Karmyogi**' were broadcast on 17.09.20.

1.4 PIB issued Daily Bulletins and Press Briefings on COVID-19 and their live streaming were organized. 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 9844 Press Releases in English, Hindi and various other regional languages. Moreover, 1114 PIB's Tweets (English) earned 30.8 Million impressions and 1039 PIB's Tweets (Hindi) earned 4.08 Million impressions in Sept. 2020.

1.5 The Field/ Regional Outreach Bureaus (FOB/ROB) of Bureau of Outreach and Communication (BOC) have continued their **awareness campaign on COVID-19 through Social Media platforms** conveying the message of Wearing & Making of Masks, Hand Washing and Social Distancing among others 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
62335	146585 (905005)	169293	18943

1.6 PIB and its Regional/Branch offices have organized **194 Webinars** during the month on various issues such as **Covid-19**, National Recruitment Agency, POSHAN Abhiyaan, Aatmanirbhar Bharat Abhiyaan, Ek Bharat Shrestha Bharat, Faceless Assessment of Direct Taxes, Hindi Diwas etc. ROBs/FOBs of BOC also organized **128 Webinars** on above mentioned issues.

1.7 Several **info-graphics** 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 **1,450 tweets** were posted from **dedicated Twitter handle @COVIDNewsByMIB**, which has 111K followers.

1.8 **7 Special Articles** from PIB, New Delhi and **50 articles** from PIB Regional offices written by Union Ministers, subject experts and renowned journalists have been commissioned and published in newspapers nation-wide on fight against COVID-19 among others.

2. **'Shiksha Parva': New National Education Policy (NEP) 2020**

- 2.1 Wide coverage was provided by DD News and NSD: AIR to **'Shiksha Parva'** on 05.09.2020 wherein Hon'ble President of India felicitated teachers and Hon'ble PM lauded National Education Policy. The Addresses by Hon'ble President of India and Hon'ble PM on 07.09.2020 at **Governors' Conference** on 'Role of National Education Policy 2020 in Transforming Higher Education' and the Address by the Hon'ble PM on 11.09.2020 at the **conclave on "School Education in 21st Century"** were aired live on DD News and NSD: AIR.
- 2.2 The Hon'ble Minister for Information and Broadcasting Shri Prakash Javadekar delivered the **key-note address at the Centenary Year Teachers' Day Celebration** of the Parle Tilak Vidyalay Association of Mumbai through video link on 5th September, 2020. The Minister hailed **National Education Policy (NEP) 2020** as a revolutionary reform for the 21st Century.
- 2.3 Two special hour-long discussion-based episodes on **'Transforming Higher Education'** were telecast by DD News. 30 minutes special programmes on Online Education, Shiksha, Shikshak among others were also mounted by DD News.

3. **New initiative: A Government which cares for Farmers**

- 3.1 DD News **live telecast** the Hon'ble PM launching the e-Gopala App for direct use of farmers and several other initiatives in the Fisheries and Animal Husbandry sectors in Bihar on 10.09.2020. DD News telecast **special programmes 'Aatma Nirbhar Bharat'** covering welfare measures to negate the effects of the Lockdown for Farmers and 'Janiye Krishi Kanoon Ke Labh'.
- 3.2 **Special News Stories & Discussions** were organized by NSD: AIR and its 46 RNUs to highlight the positive impact of farm bills passed by the Parliament and continuation of MSP & APMC operations. Sound-bytes of farmers and Fact files were widely disseminated on Social Media.
- 3.3 **11 Special Articles on New Agriculture Laws** written by Hon'ble Home Minister, Hon'ble Defence Minister, Hon'ble Civil Aviation Minister, Hon'ble Agriculture Minister and CEO (NITI Aayog) among other experts were published in prominent dailies across the country.
- 3.4 A **full page print advertisement** was released by BOC in prominent daily newspapers across India on behalf of Ministry of Agriculture highlighting the clarity and affirmation on new agriculture laws.

4. Campaign on Sewa Saptah

4.1 A series of one-hour long special programmes under the title '**Sewa Parmo Dharma**' were telecast on DD News on initiatives taken by the Modi Government. Special packages, promos, and Ground Reports from across the country were also telecast where the people of India were seen appreciating the work of the Prime Minister.

4.2 A **Special Series** on Sewa Saptah based on seven specific themes with focus on pro-people, pro-poor and pro-farmer measures taken by NDA 2.0 was broadcast from 17th – 24th September, 2020 by NSD: AIR.

5. DD News organized live telecast of the **Hon'ble PM's Address at the Parliament House**, as part of special coverage on the Monsoon Session apart from latest updates on Bills introduced and major proceedings. DD News also did **special programmes** on 'Khadi: Vastra Nahi Ek Vichardhara', 'Aatma Nirbhar Bharat – Badalte Gaon' and 'Fire and Fury'.

6. As part of conclusion of two year **Celebrations of 150th Birth Anniversary of Mahatma Gandhi**, NSD: AIR started a Special Series from 25th Sept. to 5th October, 2020 on Gandhi Ji.

6.1 Films Division collaborated with various Universities, Galleries and Centres across the country and organized an online film festival titled '**Gandhi Filmotsav**' on its website and YouTube channel from 26th September to 2nd October, 2020.

6.2 In remembrance of **2nd Round Table Conference attended by Mahatma Gandhi** on 7th Sept. 1931 and the '**Birth of Satyagraha**' on 11th Sept. 1906, Children's Films Society of India (CFSI) conducted special shows of its films for children at NGOs/Organizations in Delhi, Chhattisgarh, Uttar Pradesh, Bihar, Andhra Pradesh and Karnataka.

6.3 Certain suitable films on Gandhi Ji were **streamed on OTT platform www.cinemasofindia.com** for free from 30th Sept. - 5th Oct., 2020.

7. On the occasion of Hindi Diwas on 14th Sept., 2020, M/o I&B observed **Hindi Pakhwada** from 14th – 28th Sept., 2020. The **Appeal of the Hon'ble Minister of Information and Broadcasting** encouraging work in Hindi was circulated in the Main Secretariat and Media Units/ Organizations of the Ministry and initiatives such as competitions, workshops, prize distributions etc. were undertaken. Indian Institute of Mass Communication (IIMC) organized two webinars and Films Division streamed 5 well-researched documentaries on Rajbhasha.

8. Observation of Rashtriya POSHAN Maah in September, 2020

8.1 **POSHAN Mission** was discussed and highlighted by the Hon'ble PM in '**Maan Ki Baat**' which was telecast on whole network of DD and AIR on 27.09.2020. A **special series 'Nutritional Choices'** in morning news programmes during the

month, special hourly programme 'Total Health' on 06.09.2020 and two half an hour programmes 'Kids Time' on 13.09.2020 & 20.09.2020 on Nutrition were telecast on DD News.

8.2 **Pictures, posters and graphics** covering POSHAN Maah were posted across Social Media platforms by NMW. A **bilingual Quiz** was held on Social Media platforms of Publications Division (DPD).

9. Publications Divisions (DPD) has launched a new initiative to list and sell its **Journals (Yojana, Kurukshetra, Aajkal, Bal Bharti) through online portals** like Amazon Kindle, Google Play and Google Books, for availability in digital format with DRM protection. With this initiative, DPD's 14 journals are now available for online sale.

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

- In view of the Covid-19 pandemic and as per the International Film Festival guidelines and protocols, the **51st Edition of the International Film Festival of India (IFFI)** scheduled to be held at Goa from 20th November to 28th November, 2020 has been postponed to 16th to 24th January, 2021.

- **Community Radio Stations (CRS):**

- A meeting of **Screening Committee** was convened via VC on 23rd Sept., 2020. The Screening Committee interacted with the representatives of 10 organizations/institutions interested in setting up CR Stations.
- 06 fresh **Grant of Permission Agreement (GOPA)** applications have been signed and 04 GOPA applications have been renewed.

- **Channel Licensing:** Ministry has issued permission to 01 Non-News Private Satellite TV channel and cancelled the permission of 02 News & Current Affairs channel and 06 Non-News Private Satellite TV channels during the month. The total number of private satellite TV channels for up-linking and downlinking in India as on 30.09.2020 is 912.

- **MIB Social Media platforms:** The Integrated Dashboard has been expanded to incorporate 18 Ministries. The official MIB English Twitter handle has 1.2M followers, MIB Hindi Twitter handle has 61K followers, Facebook page has 1.36M likes, YouTube has 153K subscribers, MIB Blog has 4.8M page views and Instagram has 163K followers as on 01.10.2020.



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