

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

New Delhi the 19th January, 2021

Sub.: Summary (No.-12) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of December 2020.

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

1. The Union Cabinet, chaired by the Hon'ble Prime Minister, has approved the following on 23rd December, 2020 :-

- i) **Merger of four film media units of the Ministry of Information & Broadcasting**, namely **Films Division, Directorate of Film Festivals, National Film Archives of India, and Children's Film Society, India with the National Film Development Corporation (NFDC) Ltd.** through rationalization of Infrastructure, Manpower and other resources, thereby ensuring synergy and efficiency in achieving the mandate of each media unit. This will lead to reduction in duplication of activities and direct savings to the exchequer.
- ii) **Revision in the Guidelines for obtaining license for providing Direct-To-Home (DTH) broadcasting service in India.** DTH license will now be issued for 20 years and renewal will be done in every 10 years. The Ministry has also notified on 30.12.2020 the amendment to the Guidelines for obtaining License for providing Direct-to-Home (DTH) Services in India.

2. **Action taken by the Ministry of Information and Broadcasting relating to Novel 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.

- 2.1 Hon'ble PM's video conferencing on 04.12.2020 to discuss the **COVID-19 Vaccination Strategy** and his address through **Mann Ki Baat** on 27.12.2020 on Aatmanirbharta, Vocal for Local and Single-Use Plastic free India in 2021 was covered comprehensively on DD, AIR & NMW.
- 2.2 The Hon'ble Minister for Information and Broadcasting Shri Prakash Javadekar delivered the keynote address at the **International Coronavirus Short Film Festival** on 14th December, 2020, along with the Hon'ble Minister for Minority Affairs. The festival, organised by Indian Infotainment Media Corporation (iiMC), has witnessed participation of 2,800 films from 108 countries on 'Coronavirus' topic.

2.3 **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) **Preparations for COVID-19 Vaccination administration** – special programme ‘**Arogya Bharat**’, Sound-Bytes, Interviews, FAQs, etc. in Corona Jagrukta Series by DD News and NSD: AIR
- ii) Mantra of “Wear Mask, Wash Hands and Follow Physical Distancing’ under **#Unite2FightCorona** was reiterated by all the anchors of DD News in News bulletins, Programs, Special shows etc.
- iii) **Audio spots** on ‘Mask Nahin to Tokenge’, **sound-bytes of PM** and **Social Influencers** in bulletins of NSD:AIR.
- iv) Covid Warriors/ Good News India/ Bioquest programme
- v) Audio Promos/ PSAs/ Special COVID-19 Composite News Bulletins
- vi) Info bytes/Testimonials/Mythbusters/Fake News Alerts/Fact Checks
- vii) 100+ **Daily Ground Reports** on COVID updates and developments
- viii) Phased Re-opening, Vande Bharat Mission Phase 8+
- ix) Measures by Centre/ States; MoHF/ MHA Advisories

2.4 PIB issued **Daily Bulletins**, conducted **Press Briefings** and their live streaming on COVID-19 for Health and other Ministries. PIB and its Regional Offices’ **Covid-19 Fact Check Units** have kept a check on misinformation. PIB in coordination with its Regional offices have issued **7347 Press Releases** in English, Hindi and other regional languages. Moreover, 850 PIB’s Tweets (English) earned 21.7 Million impressions & 17.1K new followers and 851 PIB’s Tweets (Hindi) earned 3.16 Million impressions & 3.9K new followers in Dec. 2020.

2.5 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 |
|------------------------------------|---|---|-------------------------------------|
| 44294 | 84329 (355684) | 141575 | 13255 |

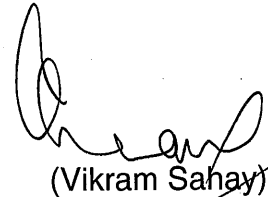
2.6 PIB and its Regional/Branch offices have organized **102 Webinars** during the month on various issues such as **COVID-19 health issues and vaccination**, New Agricultural Laws and Aatma Nirbhar Krishi, Self Reliant India etc. ROBs/FOBs of BOC also collaborated on **78 webinars** on above mentioned issues.

2.7 **Comprehensive coverage** was provided on Social Media platforms to SOP on Preventive Measures in Markets, SOP for Epidemiological Surveillance and Response and **FAQs on COVID-19 Vaccine**. Nearly **1050 tweets** were posted in Dec. 2020 from **dedicated Twitter handle @COVIDNewsByMIB** having **120.2K followers**, which has appeared **18.4 Million times** in the timeline of Twitter users.

3. Comprehensive coverage to **Farmer Issues & Farm Reforms**:
- 3.1 Hon'ble PM releasing **Rs 18,000 Crore to over 9 crore farmers under PM Kisan Samman Nidhi** on 25.12.2020, his **appeal to the Indian industry to increase investments** in various sectors including **agriculture** at ASSOCHAM Foundation Week 2020 on 20.12.2020 and his address through **Mann Ki Baat** on 27.12.2020 **remembering the Sikh Gurus** for their sacrifices and their spirit of compassion was broadcast on whole network of DD and AIR.
- 3.2 BOC printed and distributed among the general masses a **booklet 'Putting Farmers First'** in Hindi, English and 10 other regional languages highlighting the historic reforms in the agriculture sector and disseminating the right information about new farm laws. It gives a detailed account of consultation that had taken place with various stakeholders over a period of time. This booklet along with e-versions of 'New India Samachar' was sent to over 64 million readers via emails using E-Sampark platform.
- 3.3 DD News and NSD: AIR provided extensive coverage to the **appeals** of Central Government to farmers to not fall prey to misconceptions and false propaganda on farm laws and continue Centre-Farmer Unions talks, **assurances** from Hon'ble Agriculture Minister, **support extended** by Haryana farmers to new farm laws and the **agreement** on issues of Environment Ordinance and Electricity Act. The following special programmes were aired :
- i) Live telecast of **Hon'ble PM's address to Kisan Maha Sammelan** in MP, including in 18 Regional languages by various RNUs
 - ii) Hourly special discussion programme **Kisan Kalyan Ke Liye Pratibadh**
 - iii) **Kisan Panchayat** special programme where farmers directly asked questions to Hon'ble Agriculture Minister.
 - iv) 200+ **Ground Reports, beneficiary bytes of Farmers and positive farmers reactions** from across the country.
 - v) **Mythbusters/ News Night Show/ Spot News coverage/ Year Ender prog.**
 - vi) **'Do Took'** discussion programme covering Farmer bills among others
4. Hon'ble Prime Ministers of India and Bangladesh jointly inaugurated the **'Bangabandhu-Bapu Digital Exhibition'** at **India-Bangladesh Virtual Bilateral Summit** on 17.12.2020. Both the countries signed seven MoUs & agreements and India assured that vaccines would be made available to Bangladesh as and when produced in India. Special programmes by DD News on **'Swarnim Vijay Varsh'** for celebrating **50 years of Bangladesh liberation** and **'Remembering Vijay Diwas'** by NSD: AIR on **birth of Bangladesh** were mounted during the month.
5. The Hon'ble Minister for Information and Broadcasting Shri Prakash Javadekar addressed the **Confederation of Indian Industry (CII) Big Picture Summit** on 16.12.2020. The Minister stated that it was time for our Animation, Visual Effects, Gaming and Comic (AVGC) experts to work for Indian films. It was also announced that India will host Global Media and Film Summit in 2021 and a Center for Excellence for AVGC would be established in collaboration with IIT Bombay soon.

6. DD News and NSD: AIR provided live coverage to conferring of **Digital India Awards 2020** by the Hon'ble President of India and **unveiling of key projects in Gujarat** by Hon'ble PM, his address at the **India International Science Festival (IISF) 2020** on 22.12.2020, launch of **Ayushman Bharat PM-JAY SEHAT** to extend coverage to J&K, laying of **Foundation Stone of the New Parliament Building** on 10.12.2020 and flagging-off of **India's first ever driver-less train operations** on 28.12.2020. 10 episodes of special programme '**Sant Kahin - vocal for local**' on outlook and inputs from eminent spiritual gurus, '**WOMEN UP! Reclaim the Cyber World**' on cyber violence against women, 10 episodes on Good News – '**Jazba India Ka**', 09 episodes of '**Aapda Ka Samna**', coverage on **96th Birth Anniversary of Shri Atal Bihari Vajpayee** and bytes of over 6500 beneficiaries till date of various schemes of Govt. of India were telecast on DD News.
7. 23 Feature Films and 20 Non-feature Films selected for **Indian Panorama Section of 51st International Film Festival of India (IFFI)** by Feature Film and Non-feature Film Juries were announced on 19.12.2020. Registrations have also been held for media delegates for 51st IFFI, which is scheduled to be held in a 'hybrid manner' from 16th – 24th January, 2021 at Goa (physically) & virtually.
8. Satyajit Ray Film and Television Institute (SRFTI), in collaboration with Consulate General of Italy in Kolkata and an Italian institution 'Centro Nazionale del Cortometraggio', conducted a **Short Film Festival** from 21st – 22nd December, 2020. To mark the '**International Day of People with Disabilities**', Films Division streamed 4 documentary films on its website and YouTube channel on 03.12.2020, recording 1338 online viewership.
9. **I&B Initiatives on Minimum Government Maximum Governance –**
 - Consequent to members voting in India's favour in the elections held virtually on 16.12.2020 during the General Assembly of the Asia Pacific Broadcasting Union (ABU), CEO, Prasar Bharati, Shri Shashi Shekhar Vempati has been elected as the **Vice President of Asia Pacific Broadcasting Union (ABU)**, the professional association of broadcasting organizations with over 286 members in 57 countries and regions, reaching about three billion people globally.
 - The Ministry of I&B issued an **advisory on Online Gaming, Fantasy Sports** etc. on 04.12.2020 advising all private Satellite TV channels to adhere to the Guidelines issued by Advertising Standards Council of India and not to promote any activity prohibited by statute or law.
 - Indian Institute of Mass Communication (IIMC) started a new initiative '**Friday Dialogue**' (**Facebook Live**) from 11.12.2020 on various topics related to Journalism and Mass Communication. IIMC also organized a special webinar programme '**Remembering Warrior Journalists: Pandit Madan Mohan Malaviya and Shri Atal Bihari Vajpayee**' on the eve of their birth anniversary on 24.12.2020.

- **Community Radio Stations (CRS):** Under the scheme “**Supporting Community Radio Movement in India**”, financial support in form of grant was given for purchase of equipment to 02 CRS to the tune of 10.53 Lakh. 07 application of fresh **Grant of Permission Agreement (GOPA)** have been signed with new CRS and 11 GOPA applications have been renewed.
- **Channel Licensing:** Ministry has issued permission to 2 News and 1 Non-news Private Satellite TV channels and cancelled the permission of 3 News and 5 Non-News & Current Affairs Private Satellite TV channels during the month. The total number of private satellite TV channels for up-linking and downlinking in India as on 31.12.2020 is 911.
- **MIB Social Media platforms:** The Integrated Dashboard has been expanded to incorporate over 20 Ministries/ Departments for Print & TV and over 35 Ministries/ Departments for Online and Social Media coverage. The official MIB English Twitter handle has 1.2M followers, MIB Hindi Twitter handle has 64.6K followers, Facebook page has 1.36M followers, YouTube has 164K subscribers and Instagram has 171K followers as on 04.01.2021.



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