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

New Delhi the 22nd September, 2022

Sub.: Summary (No.- 8) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of August 2022.

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

1. **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*'.

- 1.1 Hon'ble Minister of Home Affairs and Cooperation, Shri Amit Shah and Hon'ble Minister for Information and Broadcasting (I&B), Shri Anurag Singh Thakur launched a serial "**Swaraj – Bharat Ke Swatantrata Sangram ki Samagra Gatha**" at Akashwani Bhawan on 05.08.2022 in presence of Hon'ble Minister of State for I&B, Dr. L. Murugan. *Swaraj* is a 75-episode serial produced in 4K/HD quality and presents a rich saga of the heroes of this land, including many unsung heroes. *Swaraj* is being dubbed in nine regional languages along with English and being aired every Sunday from 9 to 10 pm on DD National from August 14 and on DD's regional channels from August 20. A **special screening of the serial, 'Swaraj'** was organized for Hon'ble Prime Minister by Ministry of I&B on 17.08.2022 in Parliament House Library. It was attended by Hon'ble Lok Sabha Speaker Shri Om Birla, Hon'ble Home Minister Shri Amit Shah and a number of Union Ministers, Members of Parliament, Secretaries of various Central Ministries/Departments and other senior officers of Government of India.
- 1.2 Inspired by the Hon'ble PM's call to 'Engage, Entertain and Educate' the people through toys and games, the Hon'ble Minister for Information and Broadcasting Shri Anurag Thakur on 24.08.2022 launched '**Azadi Quest**', a series of online educational mobile games developed in collaboration with Zynga India. Publications Division (DPD), Ministry of I&B and Zynga India signed a Memorandum of Understanding (MoU) to mark year-long partnership to develop a series of mobile games under the ongoing 'Azadi Ka Amrit Mahotsav'. These two games titled '**Azadi Quest: Match 3 Puzzle**' and '**Azadi Quest: Heroes of Bharat**' have been launched in English and Hindi for Android and iOS devices in India and will be available globally in September 2022. A series of Graphics/Images and Videos/ Reels related to the event were posted across social media platforms of M/o I&B using the hashtag **#AzadiQuest**.
- 1.3 All India Radio (AIR) started a unique initiative titled "**Azad Bharat Ki Baat – Akashvani Ke Saath**" from 15.08.2022. The 90 second series is being broadcast on 100.1FM GOLD channel, prime time news Bulletins and across all of AIR platforms including social media and showcasing the journey of India

since Independence in various walks of life. An **ebook** titled 'Azadi Ka Safar, with AIR News' was also released on AIR website.

- 1.4 DD News started a new series called "**Jan Ki Baat, Jan Pratinidhi Ke Saath**" focused on development journey of the Government and vision for next 25 years (**Amrit Kaal**), wherein interviews of Union Ministers and MPs are being telecast. Several special programmes were telecast by DD News on Hon'ble President's Address to the Nation on the eve of 76th Independence Day titled "**Rashtrapati Ke Sambodhan Ki Pramukh Baten**", on Hon'ble PM's address on Independence Day "**Amrit Kaal Ke Panch Pran**" & "**Swatantrata Ke 75 Saal**" and on PM's address in Goa "**Amrit Kaal Ke Teen Padaav**", on Govt. priorities for next 25 years on health "**Amrit Kaal: Swasth Kshetra Ki Prathamiktaen**", on labour sector "**Amrit Kaal Mein Shram Shakti**" and on women Freedom fighters "**Tejaswini: Viranganaye Swatantrata Sangram Ki**".
- 1.5 As part of AKAM and **Har Ghar Tiranga** campaign, Central Bureau of Communication (CBC) organized Photo Exhibitions, Integrated communication & Outreach Programmes (ICOPs), Jagrukta Rallies, Webinars and Radio Talks during the month. A big **Multi Media Exhibition** was organized at Sochna Bhawan on '**Partition Horror**' which also carried the details on developmental activities done by Central Government during the last eight years. Regional/ Field offices of CBC organized 169 ICOPs, 02 Exhibitions, 11 Rallies, 02 Webinar and 45 Field programmes. DD News amplified the spirit of "Har Ghar Tiranga" with '**Har Ghar Tiranga Bug**' and telecast of special programmes, Ground Reports etc. A special programme on history of National Flag "**Yatra Tirange Ki**" and a special episode of "**DD Dastavej – Rashtriya Dhwaj Tirange Ki Kahani**" were also telecast. A series of **33** graphics/ images, videos and podcast episodes were shared using the hashtag **#MomentwithTiranga** and **#HarGharTiranga** across the social media platforms of M/o I&B.
- 1.6 The August 2022 fortnightly editions of **New India Samachar (NIS)** with the cover stories highlighting "**The grand success of Amrit Mahotsav in making it a movement of public participation and organizing over 50 thousand programmes in the country and abroad during these 75 weeks**" and "**Hon'ble President's journey as a beacon of hope for people of all segments of society**" 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. NIS September 2022 issue would also be based on the themes of PM's Independence Day 2022 speech from Red Fort and Amrit Yatra of New India.
- 1.7 The August 2022 special issue of '**Yojana**' journal published by DPD on '**Literature and Azadi**' celebrated Azadi Ka Amrit Mahotsav and had a section on 'Har Ghar Tiranga' disseminating the importance of Flag Code of India. The August 2022 issue of children's magazine '**Bal Bharti**' was also devoted to Azadi Ka Amrit Mahotsav and published articles, stories and Chitra Katha on this topic.

- 1.8 A series of **documents titled “Amrit Yatra: Azadi Se Ab Tak”** has been created by Research Unit of Press Information Bureau (PIB) as part of Factsheets to illustrate India’s journey spanning across decades since Independence. These factsheets are used extensively by the media for developing positive stories and their content is utilized for making Infographics and videos for amplification on social media. These documents are available on https://pib.gov.in/akam_factsheet.aspx
- 1.9 Indian Institute of Mass Communication (IIMC) in collaboration with Indira Gandhi National Centre for Arts organized a **special discussion on “The Horrors of Partition”** on 10.08.2022 where eminent speakers and senior journalists from all spheres shared their valuable experience.
2. The Ministry has published the **July, 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 and PIB accredited journalists.
3. The Hon’ble Minister of State for Information and Broadcasting held a **review meeting with media units of the Ministry of I&B at Jammu** on 28.08.2022. The Minister inter-alia directed all the media units of the Ministry at Jammu to promote the use of khadi and discourage the use of single use plastic. The Media Units were also instructed to further promote PM Modi’s Mann Ki Baat program.
4. **PubliCon 2022**, the FICCI Publishing Awards, was organized by DPD in collaboration with FICCI on 05.08.2022, wherein DPD was also felicitated with three awards in various categories for its publications. DPD also published 1000 copies of book **‘Interacting Involving Inspiring – Shri M. Venkaiah Naidu, Vice President of India (2017-22)’** in English during the month.
5. Prasar Bharati successfully completed the hosting of the **ABU Robocon 2022** on 21.08.2022 at Thyagraj Stadium wherein 13 teams from 12 countries including India participated virtually. Senior officers from the Ministry of I&B and Prasar Bharati graced the event and delivered motivational speeches to the students.
6. A **Memorandum of Understanding (MoU)** has been signed between Prasar Bharati and Thai Public Broadcasting Service (PBS) on 17.08.2022 in the field of content exchange, training and capacity building.
7. **Commonwealth Games 2022** were covered extensively by DD News and DD India with special news bulletins, packages, stories, interviews of players etc. Special CWG bulletins **‘Rashtramandal Khel 2022: Josh Jazba Junoon’** on DD News and special English bulletin **‘CWG 2022: Road to Glory’** on DD India were telecast. A series of **21** Graphics/Images and Videos/Reels on sportspersons’ performance and India’s medal tally were shared under the

hashtag **#IndiaTaiyaarHai**, **#India4CWG2022** across the social media platforms of M/o I&B.


8. DD News and DD India started second season of the programme “**Startup Champions 2.0**” and telecast 03 episodes in Hindi and English during this month which were focused on Education and Skill Development, Health & Wellness and Transport sector.
9. DD News and NSD:AIR provided **live coverage** and **wide publicity** to the Hon’ble President’s **Address to the Nation on the eve of the 76th Independence Day** and administering the **oath of office to Hon’ble Vice President Sh. Jagdeep Dhankhar**, Hon’ble Prime Minister’s Address to the Nation from the **ramparts of the Red Fort on the 76th Independence Day**, urging citizens to change their social media DP to Tricolour during **Har Ghar Tiranga Abhiyan**, Address at the **Tiranga Rally** in Surat via VC, Address at the **Khadi Utsav** in Ahmedabad, Address at the **Har Ghar Jal Utsav** under Jal Jeevan Mission, **Tributes to former PM Atal Bihari Vajpayee** on his death anniversary, **Grand Finale of Smart India Hackathon 2022** via VC, Inauguration of **2nd Generation (2G) Ethanol Plant** in Haryana, State-of-the-art **Amrita Hospital** at Faridabad and **Homi Bhabha Cancer Hospital & Research Center** in Mohali and Felicitation of the Indian contingent for the **Commonwealth Games (CWG) 2022** in New Delhi. DD News extensively covered the Monsoon Session of Parliament with live telecast of Question Hour and Parliament Bulletins ‘**Sansad Samachar**’ and ‘**Parliament News**’.
10. **I&B Initiatives on Minimum Government Maximum Governance –**
 - An advisory dated 12.08.2022 was issued to all the private satellite TV channels, interested in carrying the live telecast of the Independence Ceremony/ Commentary, may like to carry signals of DD News/ DD National and DD Bharati with **sign language interpretation** for the benefit of differently abled person and make the event accessible to them.
 - **Digital Media:**
 - The Ministry **blocked eight YouTube based news channels, one Facebook account and two Facebook posts** under the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021 for violation of Section 69A of the IT Act.
 - Based on reference received from Survey of India regarding **wrong depiction of Indian Map** by the publisher DB Corp Limited which operates the website 'bhaskar.com', action was taken under the Information Technology (Intermediary Guidelines and Digital Media Ethic Code) Rules, 2021. The publisher has informed vide letter dated 09.08.2022 that all offending material has been removed from all the social platforms of Dainik Bhaskar.
 - The Ministry issued an **advisory** requesting publishers of online curated content and self-regulatory bodies of publishers of online curated content (OTT Platforms) to exercise due caution and discretion in relation to content which affects the sovereignty and integrity of India, or threatens, endangers or jeopardizes the security of the State; or is detrimental to India's friendly

relations with foreign countries; or is likely to incite violence or disturb the maintenance of public order.

- **Channel Licensing:** The Ministry of I&B issued 03 new permissions and accepted surrender request/ cancelled 01 TV channel during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 31.08.2022** is **897**.
- **Community Radio Stations (CRS):** The Ministry has **signed seventeen (17) new Grant of Permission Agreements (GOPAs) & renewed nine (09) GOPAs** during the month.
- **Press Council of India (PCI): 63 complaints** (13 under Section 13 & 50 under Section 14) were processed during the month.
- Press Information Bureau (PIB) and its Regional offices have issued **7946 Press Releases** in English, Hindi and other regional languages, organized **4 Press Conferences, 4 Vartalaap, 29 webinars** and commissioned **35 articles** on Har Ghar Tiranga, Digital Revolution, Handloom, etc. PIB Fact Check Unit **busted 25 fake news** and posted 32 tweets.
- The Regional/Field Outreach Bureaus (ROB/FOB) of CBC conducted awareness on the themes 200 Crore COVID Vaccination, COVID Appropriate Behavior, COVID Vaccination Amrit Mahotsav, 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
29947 (305337)	11503	5361	34612

- **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 **60 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 Har Ghar Tiranga, Commonwealth Games 2022, Azadi Quest Games, 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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