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

New Delhi the 21st May, 2021

Sub.: Summary (No.- 4) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of April 2021.

The significant activities / events relating to this Ministry for the month of April 2021 are outlined below:-

1. **Action taken by the Ministry of I&B relating to Novel Coronavirus Pandemic (COVID-19) and COVID-19 Vaccination Drives**

The Ministry of I&B has been at the forefront of communication and awareness generation during the COVID-19 pandemic, stressing Jan Andolan Awareness with people's participation, appropriate behaviour change communication and coordinated campaign with key stake holders including Central Ministries, States/UTs, Social Media etc.

1.1 DD, AIR & New Media Wing (NMW) **widely covered** the following major events connected with COVID-19:

- (i) The **Hon'ble Vice President and Hon'ble Prime Minister's interaction** with Governors & LGs on 14.04.2021;
- (ii) **Hon'ble PM's interaction with Chief Ministers on 08.04.2021** urging them to focus on **Test, Track, Treat, COVID appropriate behaviour and vaccination**;
- (iii) **Hon'ble PM's** call for mass vaccination against Corona from 11th to 14th April observing it as '**Tika Utsav**';
- (iv) **Hon'ble PM's** interactions with pharma industries, vaccine manufacturers, oxygen producers and medical experts, his address to Nation on 20.04.2021 and through **Mann Ki Baat** on 25.04.2021,
- (v) **Hon'ble PM's** review meeting on COVID-19 situation with **Empowered Groups (EG)** on 27.04.2021;
- (vi) The review of the COVID Status with the Chief Secretaries, DG Police and Health Secretaries of all States/ UTs **by the Cabinet Secretary on 02.04.2021.**

1.2 Hon'ble Prime Minister held a **review meeting with convenors of all Empowered Groups** on 27th April, 2021 for assessing the measures taken to tackle the current Covid-19 situation. Secretary (I&B) made a brief presentation on the various activities taken up by the Group for strengthening communication activities.

1.3 **Empowered Group-5 held three meetings in April 2021.** The meetings mainly focused on strategies on strengthening communication in the wake of Covid -19 second wave in the country. The meetings also discussed on dissemination of the latest decisions taken by the Government, providing real

time information on hospital beds and oxygen, awareness on treatment protocols and curbing fake news in the media. It emphasised the need to promote and disseminate stories on positive efforts being undertaken by the government and citizens in different parts of the country.

- 1.4 Cabinet Secretary held a **review meeting with Committee of Secretaries and State Chief secretaries** on 02.04.2021 on Public health response to Covid-19. The meeting was held in the context of sharp surge in Covid case load in the country since June 2020. Secretary (I&B) emphasized the need to change communication strategy to address aspects related to laxity observed in Covid appropriate behaviour, vaccine hesitancy and a communication fatigue on the part of the media, in the meeting.
- 1.5 **DD News, News Services Division (NSD) of AIR and their Regional News Units (RNUs)** have disseminated and enhanced Government COVID-19 initiatives through various programmes. **DD News, NSD of AIR and their RNUs** focussed programmes on Government of India's measures with regard to boosting availability of oxygen to hospitals to cope up with rising demand, **Railway Special Oxygen Express** trains through green corridors for transport of liquid medical oxygen to and from States/UTs, coverage of Govt's landmark decision to open vaccination for all above 18 years of age from 1st May under **Liberalised and Accelerated Phase 3 Strategy** of Covid 19 vaccination, Phase-3 of COVID 19 vaccination drive as part of the **World's largest inoculation** programme: Administering of two Made-in India Vaccines to Indian Citizens, Broadcast of Health Advisories issued by Ministry of Health and Family Welfare, Situation updates and ground reports on vaccination, lockdown/curfew in States/UTs, Raising awareness on Covid19 –symptoms, precautions and vaccinations through all the bulletins and special programmes etc.
 - i) **DD News** continued to telecast and disseminate News with special focus on management of the second wave of Covid-19. **DD News** undertook special coverages for extensive campaign to create awareness of the COVID-19 pandemic, required protocols to be followed, the preventive and safety measures, as well as the vaccination drive launched by the Government. Covid related Press Conferences of the Ministry of Health and Family Welfare were telecast Live on DD News for effective information dissemination. Addresses by the Prime Minister exhorting citizens to follow Covid appropriate behaviour are being telecast live and subsequently amplified through special discussions and programmes. Ground Reports of people following Covid suitable behaviour were telecast along with bytes, in news Bulletins.
 - Other Initiatives include**
 - ii) **World's largest COVID-19 Vaccination Drive and Tika Utsav – Ground Reports**, updates, discussions, bytes of people vaccinated and the doctors/nurses administering the vaccines, interviews, live phone-in special programmes namely 38 episodes of special show '**Doctors Speak**', 04 of '**Arogya Bharat**', 04 episodes of '**Total**

Health', 375 episodes of **'Corona Jagrukta'** series, message of **'Dawai Bhi Kadai Bhi'** under **'Mask up India'** campaign, new opening message of precaution etc. by DD News and NSD: AIR.

- iii) **NSD AIR** focused coverage on measures taken by the Govt. to boost availability of oxygen to hospitals, running of special **'Oxygen Express'** trains by Railways, registration for open vaccination Phase 3 for all 18+ citizens, **COVID appropriate behaviour**, etc.
 - iv) **Special COVID-19 Composite News Bulletins; COVID Jan Andolan**
 - v) Infographics/Videos/Expert Speak/ Audio Promos/Fake News Alerts/ Positive Stories; Measures by Centre/ States; MoHF/ MHA Advisories
- 1.6 The Hon'ble PM's meeting with the Chief of Defence Staff to review the **preparations being undertaken by the Armed Forces** to deal with the pandemic, his appeal to saints and seers in Haridwar to **keep Kumbh Mela symbolic**, his message on the occasion of **World Health Day** and his **telephonic conversations** with the respective Presidents of USA and Russia and the Prime Minister of Japan to discuss the COVID situation were widely publicized on DD, AIR and NMW.
- 1.7 The Ministry of I&B issued an advisory to all Private Television Channels on 06.04.2021 urging them to generate greater awareness on the message of **'Dawai Bhi Kadai Bhi'** by disseminating messages for COVID-appropriate behaviour and vaccination of eligible persons. All the Community Radio Stations (CRS) were also requested to carry messages regarding COVID appropriate behaviour during and in-between the CRS broadcast in public interests. A **special programme** was done by Apna Radio of Indian Institute of Mass Communication (IIMC) and 21 shows of a **film were screened** by Children's Film Society, India across the country on the occasion of **World Health Day** on 07.04.2021.
- 1.8 PIB issued **Daily Bulletins**, conducted **Press Briefings** and its **Covid-19 Fact Check Units** have kept a check on false narratives and quack treatments for COVID-19. **Common Treatment Protocol for COVID, Graphics issued** were translated and publicized by Regional PIB in local languages and the regular briefings by Health and other Ministries, positive action taken by the Govt. on **oxygen supply, import of medicines & equipment** were widely disseminated. PIB and its Regional offices have issued **5701 Press Releases** in English, Hindi and other regional languages. 583 PIB's Tweets (English) earned 27.9 Million impressions & 32.2K new followers and 542 PIB's Tweets (Hindi) earned 2.7 Million impressions & 9.1K new followers in April 2021.
- 1.9 BOC launched another awareness campaign **"Safai-Dawai Aur Kadai: Jeetenge Corona se Ladai"** through display of Hoardings, Banners, Posters & Standees across the country. The Field/ Regional Outreach Bureaus (FOB/ROB) of BOC conducted **awareness campaign on COVID-19 and Vaccination Drives 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 |
|-----------------------------|--|--|------------------------------|
| 15864 | 34976 (564881) | 58498 | 5360 |

- 1.10 ROBs/FOBs of BOC have organized Travelling Exhibition cum Audio Announcement/ Jagrukta Rath, **78 Webinars** and 94 other activities in April 2021 on issues such as **COVID-19 Appropriate Behaviour, Vaccination Roll Out, Importance of Vaccination**, Common Yoga Protocol etc. PIB and its Regional/Branch offices also collaborated on **43 webinars** on above mentioned issues.
- 1.11 **Comprehensive coverage** was provided by NMW on Social Media to the COVID Vaccination, FAQs on Covid, Covid management efforts, statistics etc. using the **dedicated #We4Vaccine** and **#VaccinationForAll** hashtags. Nearly **983 tweets** were posted in April 2021 from **dedicated Twitter handle @COVIDNewsByMIB** having **154.9K followers**, which has appeared **35.1 Million times** in the timeline of Twitter users.
2. **Commemoration of Azadi ka Amrit Mahotsav: 75 Years of Independence of India**
- 2.1 The **closing ceremony of the 25-day long ceremonial 'Dandi March'** graced by the Hon'ble Vice President of India on 06.04.2021 was covered/streamed live on DD, AIR and Social Media platforms. A publicity campaign was undertaken by DD News and DD India through News Bulletins, special shows, Packages, Stories, Ground Reports, Social Media engagement etc. on 'Azadi ka Amrit Mahotsav'.
- 2.2 Hon'ble Prime Minister's meeting of High Level Committee to commemorate **400th Birth Anniversary (Prakash Purab) of Sri Guru Tegh Bahadur Ji** was telecast live on DD News and NSD: AIR. Various graphics prepared by NMW on Sri Guru Tegh Bahadur Ji and Jallianwala Bagh massacre were posted on Social Media platforms.
- 2.3 NMW provided coverage to Indian Freedom Fighters on their birth/ death anniversaries using hashtag **#HonouringIndianLegends**. Thirteen (13) films of Films Division were screened as part of 'India@75' by The Embassy of India, Brasilia, Brazil.
3. **130th Birth Anniversary of Bharat Ratna Dr. B. R. Ambedkar**
- 3.1 The Hon'ble President's greetings on the Birth Anniversary of Dr. B. R. Ambedkar on 14.04.2021 was telecast live on DD News. Various **graphics** were posted by NMW on Social Media platforms of MIB.
- 3.2 A **special lecture** was organized by IIMC, Amravati on 13.04.2021 on 'Role of Babasaheb Ambedkar in the making of Indian Constitution'. Films Division

screened online a **documentary film** on 14.04.2021 on its website and Youtube channel (**1611** viewership).

- 3.3 A rare short film in Marathi titled '**Mahapurush Dr. Ambedkar**' produced by the Govt. of Maharashtra in July 1968 has been acquired by National Film Archive of India (NFAI), which would be digitized soon for public access.
4. The first schedule of the shooting of the **biographical feature film on Sheikh Mujibur Rehman 'Bangabandhu'**, directed by Shri Shyam Benegal, has been completed in India. The film is being produced by National Film Development Corporation Ltd. (NFDC), Ministry of I&B, Govt. of India and Film Development Corporation, Bangladesh. The second schedule will commence in September 2021 in Bangladesh. The Co-Production of the biopic film had earlier been announced by the Hon'ble Prime Ministers of both the countries.
5. Ministry of Information and Broadcasting has decided to organise year-long celebrations across India and abroad to mark the **100th Birth Anniversary of the legendary filmmaker Sh. Satyajit Ray**. To oversee the activities, an **Implementation Committee** under the chairmanship of Secretary (I&B) has been set up. The committee includes senior Filmmaker Shri Dhritiman Chatterji as the nominated member. As part of the celebrations, Ministry of Information and Broadcasting will, inter-alia, be **organizing Satyajit Ray Film Festivals** in India and abroad through Indian Missions; a Special Retrospective at the International Film Festival of India (IFFI), 2021; creating a dedicated Satyajit Ray section at the National Museum of Indian Cinema, Mumbai; Restoration and Digitization of all the available films and publicity material of Shri Ray; **organize a film festival on its OTT platform**.
6. DD News telecast live the Hon'ble Prime Minister's interaction with students, teachers and parents at the **4th Edition of Pariksha Pe Charcha 2021** in virtual mode. A special show was mounted to discuss the benefits of the programme with experts and students. The reactions of participants were telecast later in news bulletins and prime time shows.
7. The Hon'ble Prime Minister of India's **virtual summit** with Prime Minister of Netherlands and his **virtual addresses** at the **6th Raisina Dialogue and Leaders' Summit on Climate** were telecast live on DD News and NSD: AIR. DD News covered all the highlights of Election Campaign in poll bound States/UTs with balanced views, through 8 episodes of special programme '**Janadesh**' and 2 episodes of '**Janmat**' and NSD: AIR broadcast special programmes '**Spotlight**' and '**Surkhiyon Mein**' in the run-up to assembly elections/ counting. DD News and DD India also telecast special programmes namely 29 episodes on Aatmanirbhar Bharat & Self-Reliant India, Do Took (09 episodes), Startup Champions, Rakshak, Charcha Main etc.
8. The Ministry announced on 01.04.2021 that the **51st Dadasaheb Phalke Award 2019** will be conferred to the legendary actor **Shri Rajinikanth**, as per the unanimous choice made by the members of the Jury. On the occasion of **151st Birth Anniversary of Dadasaheb Phalke**, Films Division paid tribute to

him by streaming five films on him on its Website and YouTube channel (4577 online viewership).

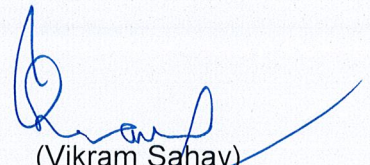
9. The April 2021 fortnightly editions of **New India Samachar (NIS)** on the themes of '**Paving the way for a New India**' and '**Unified Testing for Better Selection**' were printed in 13 languages & distributed across the country by BOC. E-versions of NIS were sent to over 65.5 million readers via emails using E-Sampark platform of MyGov India.

10. Films Division celebrated '**World Heritage Day**' on 18th and 19th April, 2021 by **streaming 16 films** on its Website and YouTube channel, which recorded **23354** online viewership. Various Ministries/ Film Societies/ Organizations/ Institutes/ Colleges collaborated by streaming these films on their website.

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

- To commemorate the **100th Anniversary of Media Education in India**, IIMC has sought research papers from the eminent media professionals, communicators, academicians for publication in its **special issue of Communicator and Madhyam Journals of April – June 2021**.
- **Channel Licensing:** Ministry has issued permission to 1 Non-News TV channel during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 30.04.2021** is **901**.
- **MIB Social Media platforms:** The official MIB English Twitter handle **@MIB_India** has **1.3M followers**, MIB Hindi Twitter handle **@MIB_Hindi** has **68.8K followers**, Facebook page has **1.36M followers**, YouTube has **173K subscribers** and Instagram has **179K followers** as on 03.05.2021.

12. **Obituary:** The Ministry of I&B condoles the death of four senior IIS Officers Sh. Narendra Kaushal (ADG, PIB), Sh. Manikant Thakur (Media Chief, Ministry of Health and Family Welfare), Sh. Pushpavant Sharma (APR, RNI) and Sh. Sanjay Kumar (Deputy Director, PIB) who succumbed to COVID-19 complications during the month. The officers will be remembered for their professional competence and dedication to public service.



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