

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

New Delhi the 21st March, 2024

Sub.: Summary (No.- 2) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of February 2024.

The significant activities / events relating to this Ministry for the month of February 2024 are outlined below:-

1. **“Mera Pehla Vote Desh Ke Liye” campaign**

- 1.1 The "Mera Pehla Vote Desh Ke Liye" campaign, initiated by the Election Commission of India (ECI), aimed to encourage young, especially first-time voters to exercise their democratic right. The Hon'ble Prime Minister Shri Narendra Modi mentioned the campaign in his **Mann Ki Baat** address on All India Radio on 25.02.2024. To encourage young voters, the Hon'ble Minister of Information & Broadcasting Shri Anurag Thakur launched the **#MeraPehlaVoteDeshKeLiye Anthem** through a social media post on 27.02.2024. On the same day, the Hon'ble Prime Minister invited people from all walks of life to spread the message of **“Mera Pehla Vote Desh Ke Liye” campaign among first time voters**, via a post on X (Twitter).
- 1.2 The campaign, being undertaken in coordination with the Ministry of Education and MyGov, has now taken the form of a **‘Jan Andolan’**. **Extensive coverage** has been provided to the physical events, such as workshops, seminars, flash mobs, voter pledge drives, competition and quizzes, being organized in higher education institutions across the country.
- 1.3 With effective coordination, the campaign has seen extensive **participation of prominent persons** from the field of sports, entertainment, business, etc. and online engagement with **social media outreach** by the New Media Wing (NMW) and Press Information Bureau (PIB) using reels, videos, images, and graphics, all under the hashtag **#MeraPehlaVoteDeshKeLiye**.
- 1.4 To raise awareness and foster active participation of voters in the democratic process, a new programme titled **“Bharat Vikas Diary”** has been initiated by News Services Division, All India Radio (NSD:AIR). The programme provides insights into each constituency's demographic composition, including voter demographics, total voter turnout in previous elections, etc.

2. **Viksit Bharat @ 2047 and Viksit Bharat Sankalp Yatra (VBSY)**

- 2.1 The Ministry of I&B facilitated organization of a national conclave **“Viksit Bharat @2047- Viksit Bharat and Industry”** as an industry-led initiative organized by FICCI on 27.02.2024. The Conclave endorsed the call for building an inclusive and developed Viksit Bharat by 2047, and featured key areas such

as 'Farmers First', 'Financially Inclusive and Empowered', 'Women-Led Development', and 'Make In India: Atmanirbhar Bharat'. Inaugurated by the Hon'ble Finance Minister Ms. Nirmala Sitharaman in the presence of Hon'ble Minister of Information and Broadcasting Shri Anurag Thakur, the conclave was attended by other Union Ministers, senior officials, and industry leaders.

- 2.2 On 17.02.2024, the Hon'ble Minister for Information and Broadcasting Shri Anurag Thakur virtually inaugurated the **4th edition of the IMC-YLF Youth Conclave**. The Hon'ble Minister, in his inaugural address, emphasized the pivotal role of youth in the '**Vision Viksit Bharat@2047**' in positioning India as a global leader, and urged the youth to seize opportunities and leverage technology for national development.
- 2.3 The **interactions of the Hon'ble Prime Minister with citizens** in various state-level Viksit Bharat programs were effectively amplified through media coverage. Notable programs in the month of February 2024 included those held with citizens in Goa, Gujarat, Rajasthan, Uttar Pradesh, and Chhattisgarh.
- 2.4 In alignment with the 'Viksit Bharat' initiative, a multimedia campaign was launched under the banner "**Modi Sarkar Ki Guarantee**". The campaign focused on themes such as Nari Shakti, Farmers Welfare, Garib Kalyan, Ease of Living for the Middle Class, Upliftment of Deprived Sections, and Youth Empowerment. Creative content was disseminated across various media platforms including radio, TV, and social media.
- 2.5 NMW played a pivotal role in social media dissemination of the **Viksit Bharat Sankalp Yatra (VBSY) and 'Transformational Decade'**. Video bytes, images, reels, and graphics were posted using hashtags such as **#HamaraSankalpViksitBharat**, **#ViksitBharatSankalpYatra**, **#DigitalTransformation**, and **#JaiJeevanMission** by NMW to highlight government schemes and progress achieved over the last decade.

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

- 3.1 Hon'ble Minister for Information & Broadcasting, Shri Anurag Thakur, unveiled **four transformative portals** on 22.02.2024, aiming to modernize the media landscape and facilitate ease of doing business in India:
 - a. **Press Sewa Portal**: Developed under the Press and Registration of Periodicals Act, 2023 (PRP Act, 2023) by the Press Registrar General of India (PRGI - erstwhile RNI), this portal will bring a paradigm shift in the registration process for periodicals and newspapers.
 - b. **Transparent Empanelment, Media Planning and eBilling System** for Central Bureau of Communication (CBC) to enhance efficiency in 360 degree communication of the Government.

- c. **NaViGate Bharat Portal:** Developed by NMW, this unified bilingual platform, also known as the National Video Gateway of Bharat, serves as a comprehensive repository with public access for Government videos related to development and citizen welfare measures.
 - d. **National Register for Local Cable Operators (LCOs):** Available on the Broadcast Sewa Portal, this registry aims to streamline regulatory processes in the cable television sector by bringing LCOs under a National Registration System.
- 3.2 **Community Radio Stations (CRS):** The Ministry has **commissioned four (04) new CRSs** and **signed one (01) new Grant of Permission Agreements (GOPA) & five (05) renewed GOPA** during the month. **Community Radio Workshops** were also organized during the month in North East Region i.e. from 1st to 2nd Feb., 2024 in Guwahati, Assam and from 20th to 21st Feb., 2024 in Shillong, Meghalaya.
- 3.3 **Channel Licensing:** The Ministry of I&B has granted 03 new permissions and has accepted the surrender request/cancellation of 04 channels during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 29.02.2024** is **910**.
4. During the closing ceremony of the Chitra Bharati Film Festival in Chandigarh on 25.02.2024, the Hon'ble Minister of Information and Broadcasting, Shri Anurag Thakur, announced the **establishment of a regional facilitation office of the Central Board of Film Certification (CBFC) in Chandigarh**. The Minister emphasized that the CBFC facilitation office will streamline the certification process for regional films, particularly benefiting the Punjabi film industry.
5. On the occasion of **'World Radio Day'** on **13.02.2024**, Ministry of Information & Broadcasting, in collaboration with the Indian Institute of Mass Communication (IIMC) organized a two-day **Regional Community Radio Sammelan (South)** in Chennai. The Sammelan was conducted under the theme 'Celebrating 20 Years of Community Radio in India' and drew participation of 104 Community Radio Stations (CRSs). During the Sammelan, the Hon'ble Minister for Information & Broadcasting, Shri Anurag Thakur unveiled the **'Revised Policy Guidelines for setting up Community Radio Stations in India'**. Additionally, a **workshop** for lead community stations was organized on 12.02.2024, along with a **Radio Festival celebration** on 13.02.2024 in Delhi.
6. On 15.02.2024, Shri Anurag Thakur inaugurated the **28th International Conference and Exhibition on Broadcast and Media Technology at Broadcast Engineering Society (BES) Expo 2024** in New Delhi. During his addresses, the Hon'ble Minister emphasized the Ministry of I&B's commitment to promote India's broadcasting industry, and Prasar Bharati's efforts to adapt to evolving technology.
7. **Farmers Welfare:** DD News covered **ground reports**, updates, and **discussions shows with experts** highlighting various efforts of the

Government for farmer welfare, talks between the Government and agitating farmer organizations, and societal impacts of protests, including the difficulties faced by different sections of the society due to protest. NMW utilized social media to showcase farmers' welfare using video reels, explainer videos, graphics, etc. shared using the hashtags **#FarmersFirst**, **#EmpoweringAnnadatas** and **#FarmersWelfare**. Publications Division published the March 2024 issue of **Kurukshetra journal**, focusing on "**Profitable Farming**", featuring eight articles with relevant visuals and infographics.

8. Coverage of **Union Budget 2024-25** and **Budget Session of Parliament**: DD News covered various aspects of the Budget Session and Union Budget, including speeches by the Hon'ble President and Prime Minister, as well as **interview with the Finance Minister**, and other special programmes. Akashvani and NSD:AIR broadcast **discussions/commentaries** and **exclusive interviews** with subject experts. PIB issued **multilingual Press Releases** to facilitate reach across all states while NMW led the social media campaign, sharing videos, graphics, and live updates with relevant hashtags like **#UnionBudget2024** and **#InterimBudget** to engage the audience.
9. During the **Berlin International Film Festival (Berlinale) 2024**, a delegation from the National Film Development Corporation (NFDC) represented India. The event featured an '**India Pavilion**' inaugurated by the Ambassador of India in Germany, H.E. Parvathaneni Harish, alongside Actor Manoj Bajpayee and other dignitaries at European Film Market. The pavilion hosted various meetings and activities, including a Breakfast Networking Session attended by international film delegates, with film star Allu Arjun as a special guest.
10. Awareness Generation on **New Criminal Laws (NCL)**: Publicity materials, such as **flyers and posters**, provided by the Bureau of Police Research and Development (BPR&D), Ministry of Home Affairs, were utilized and promoted through NSD:AIR and DD News, including social media platforms. Events and activities related to the New Criminal Laws (NCL) were extensively covered through **news bulletins and special discussion programs**. Press releases from the PIB were disseminated to media outlets and regional offices, along with **explainers and creatives**, to raise awareness about the significant provisions of NCL.
11. During the **New Delhi World Book Fair 2024** at Pragati Maidan, New Delhi, Publications Division (DPD) unveiled the '**India 2024**' **Annual Reference** book and '**Career Calling**' book on 10th February 2024. Additionally, a **panel discussion** with distinguished authors was held on 15th February 2024, bringing together contributors of the 'Career Calling' book, students, and job aspirants. DPD showcased a diverse range of books in English, Hindi, Urdu, Sanskrit, and other Indian languages, aligning with the theme of 'Multilingual India'.
12. **Publications/ Booklets**
 - 12.1 The Ministry has released the January 2024 edition of the **PM's Mann ki Baat booklet** with '**Dev se Desh**' as the cover story. It includes stories and testimonials on topics mentioned by the Hon'ble Prime Minister, along with media reactions. The e-version reached over 6 crore citizens via e-sampark,

and is available on websites of Ministry of I&B, MyGov, PM India, etc. The printed booklet is distributed to all Hon'ble MPs and MLAs, senior officials of the Government of India and Governments of States/UTs, and regional offices of M/o I&B.

12.2 The February 2024 fortnightly editions of **New India Samachar (NIS)** featured cover stories on "*Ramraj – Construction of grand-divine Ram temple in Ayodhya*" and "*Developed India's Chaturbhuj*". Published in 13 languages, NIS was distributed nationwide by CBC, while the e-versions were shared with the readers via email through e-Sampark.

13. **Special Coverage/Articles:**

13.1 The **article on Sant Shiromani Acharya Shri 108 Vidhyasagar ji Maharaj**, penned as a tribute by the Hon'ble Prime Minister, was published in **380 editions** of national and regional newspapers.

13.2 Prasar Bharati and PIB provided **live coverage and extensive publicity to significant events** attended by the Hon'ble President, Vice President, and Prime Minister of India, including Udyan Mahotsav, World Governments Summit 2024, inauguration of BAPS Hindu Temple in Abu Dhabi, launch of UPI services in Sri Lanka and Mauritius, etc.

13.3 DD News initiated special shows '**Rajya Niti**' and '**24 Ki Chunauti**' ahead of the 2024 general elections, providing insights into the political landscape across various states through detailed discussions with experts.

14. The Indian Institute of Mass Communication (IIMC), acting as the Chair Office of Nagar Rajbhasha Karyanvayan Samiti, South Delhi-03, collaborated with other institutions organized the **Rajbhasha Sammelan** on 23.02.2024. The event saw participation from 104 attendees with the Secretary, Official Language, Ministry of Home Affairs as the Chief Guest, alongside eminent speakers and senior journalists. Additionally, a **workshop on "Anuvadini"** was conducted for IIMC employees on the same day.

15. **Content Regulation**

15.1 A meeting of Inter Departmental Committee, setup under Cable Television Network (Amendment) Rule 2021, was held on 06.02.2024 to consider six cases of violation of Programme Code by Private Satellite TV Channels.

15.2 **Blocking of Content:** The Ministry issued directions for blocking of 2 Facebook accounts, 2 Instagram accounts, 1 YouTube channel, 6 Facebook URLs, 1 Meta URL, 8 Twitters URLs, 4 YouTube URLs, 1 Instagram URL and 1 Website URL under the provisions of IT Rules, 2021 for carrying content covered under Section 69A of IT Act, 2000.

16. **Summary of Activities of Media Units**

16.1 Press Information Bureau (PIB): PIB and its Regional offices issued over **8,282 Press Releases** in English, Hindi, and 14 regional languages, and conducted **7 Vartalaps**. In an effort to spread awareness about various Central Government Schemes and initiatives among citizens, about **56 significant articles** under '**Special Themes**' were published, garnering about **530**

clippings across the country. The PIB Fact Check Unit **debunked 28 fake news items** and posted 39 tweets.

- 16.2 Central Bureau of Communication (CBC): During the month, CBC accomplished a comprehensive outreach strategy, releasing **58 strip advertisements** (2 per day) in leading newspapers and two print advertisements in various magazines, each highlighting crucial themes of the **Government's flagship schemes**. Integrated Communication & Outreach Programmes (ICOPs), field programmes, and awareness campaigns were conducted by Regional Offices (ROs)/ Field Offices (FOs) of CBC across the country on themes such as Hamara Sankalp Viksit Bharat, Viksit Bharat Sankalp Yatra, Ayushman Bharat, Ujjwala Scheme, PM Vision 2047 etc.
- 16.3 **Social Media Coverage:** The social media handles of the Ministry offered extensive coverage and publicity to various themes by disseminating around **556 unique graphics, videos, reels, images**, posts, tweets, etc. These efforts aimed to engage and inform the public about key initiatives and events, fostering broader awareness and participation across digital platforms. **Mera Pehla Vote Desh Ke Liye** and other flagship campaigns such as Viksit Bharat Sankalp Yatra, Transformational Decade, Union Budget 2024, Farmers Welfare, UNESCO World Heritage Sites, Blue Flag Beaches, MIB Podcast, MIBePositive, Weeknama, etc. were highlighted through infographics, reels, audio and video content.



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