

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

New Delhi the 26<sup>th</sup> February, 2024

Sub.: Summary (No.- 1) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of January 2024.

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

1. **The Pran Pratishtha Ceremony of the Shri Ram Lalla Temple in Ayodhya Dham** was meticulously organized to ensure smooth conduct and extensive coverage. The Hon'ble Prime Minister, Shri Narendra Modi, performed the ceremony on 22.01.2024. The event was **broadcast live in 4K quality by DD News and DD National channels**, ensuring wide-reaching coverage. Furthermore, the **Aarti and the opening of the Shri Ram Temple** to the public on 23.01.2024 were also broadcast live.
  - 1.1 The Ministry of Information and Broadcasting established a **Media Centre**, equipped with state-of-the-art facilities, at the Ram Katha Sangrahalaya in Ayodhya Dham. Operational since 21.01.2024, the Media Centre spanned 13,000 square feet, with the main campus measuring 40 meters in length and 25 meters in width. It featured 340 workstations and had the capacity to accommodate 1,000 media personnel. Doordarshan facilitated the dissemination of a **clean feed of the event** in Ayodhya on 22.01.2024 to ANI TV, PTI Video, and their subscribers, while a YouTube link of the clean feed was generated for other broadcasters. Additionally, Doordarshan aired a **Special News Bulletin titled 'Ram Ki Paidi'** from 1st to 15th January 2024. A **live program titled "Shri Ram Ayodhya Aaye Hain"** was also broadcast, featuring Ayodhya round-up, guest discussions, special stories, and vox-pop segments.
  - 1.2 To curb the dissemination of unverified, provocative, and fake messages surrounding the Ram Lalla Pran Pratishtha in Ayodhya, the M/o I&B, on 20.01.2024, issued an **Advisory** to newspapers, television channels, digital news publishers, and social media platforms, urging them to refrain from disseminating any content that could be false, manipulated, or has the potential to disrupt communal harmony or public order in the nation. The advisory draws attention to the pertinent provisions outlined in the Programme Code under the Cable Television Networks Regulation Act, 1995, as well as the Norms of Journalistic Conduct prescribed by the Press Council of India under the Press Council Act, 1978.
  - 1.3 DD News aired a **Special Ayodhya Bulletin** from 04.01.2024 to 21.01.2024, covering diverse topics such as Ayodhya Mahatmyam, Ram Lalla (Ramanand Sagar), Shri Ram Janmbhoomi Ayodhya, Shri Ram – Kailash Kher (Song), Ram Ki Kahaniyan, and more. On 20.01.2024, **DD Guwahati** featured **special programs** 'Jai Shri Ram – Purushuttam Ram' and 'Ram Bandana', while on 21.01.2024, '**Ram Katha**' (folklore of Assam) was showcased.

- 1.4 The External Services of Akashvani broadcast **discussions and commentaries** on 'Unveiling the Spiritual Essence: The Pran Pratishtha Ceremony of Shri Ram Lalla in Ayodhya'. Special programs aired across the Akashvani network included an exclusive **interview** with Shri Ram Janmbhoomi Teerth Kshetra General Secretary **Shri Champat Rai** on 05.01.2024, a **musical drama based on 'Ram Ki Shakti Pooja'** composed by the renowned poet Suryakant Tripathi 'Nirala' on 18.01.2024, and **Dastaan-E-Ram (poetic drama in Urdu)** on 19.01.2024, among others.
- 1.5 The New Media Wing (NMW) conducted social media outreach to highlight the **development and infrastructure progress in 'Ayodhya Dham'**. Through the social media accounts of the Ministry, NMW shared Video Reels and Montages, employing hashtags such as **#AyodhyaDham, #AyodhyaTemple, and #RamMandirAyodhya** to amplify the reach and engagement of the content.
2. The **Viksit Bharat Sankalp Yatra (VBSY)**, initiated on 15.11.2023, has been instrumental in facilitating **direct engagements between the Hon'ble Prime Minister and beneficiaries** across the nation. This initiative has ensured the comprehensive implementation of flagship government schemes, guaranteeing timely benefits to the populace. Remarkably, within a mere two months since its inception, VBSY has witnessed the active **participation of over 15 crore** individuals, spanning **2.21 lakh Gram Panchayats (GPs) and 9541 urban locations**. Notably, the total number of VBSY beneficiaries surpassed the **18 crore** milestone during the month.
- 2.1 The Hon'ble Minister of Information & Broadcasting, **Shri Anurag Singh Thakur, inaugurated the Viksit Bharat Sankalp Yatra Vans** in Byculla, Mumbai on 11.01.2024. During the event, the Minister emphasized the Yatra's objective of reaching vulnerable sections and eligible beneficiaries of Government schemes, enhancing awareness about various Government initiatives.
- 2.2 The Central Bureau of Communication (CBC) finalized designs and content for 58 strip advertisements (**2 Advt. per day for 29 days**) under the theme '**Modi Sarkar Ki Guarantee**', encompassing major flagship schemes/programs/initiatives of the Government of India. Additionally, CBC released two print advertisements focusing on '**2023 in Focus (Hamara Sankalp Viksit Bharat)**' and '**Empowerment of GYAN**' (Garib, Yuva, Annadata, Nari Shakti) for Weekly, Fortnightly, and Monthly magazines. **Television campaigns** were also conducted by CBC to disseminate information on Central Government Schemes through Private C&S TV Channels and Doordarshan, covering initiatives such as Awas, Ayushman Bharat, Har Ghar Nal Se Jal, Ujjwala, Garibi Mukta Bharat, Kisan, and Ration.
- 2.3 NSD:AIR broadcasted an **exclusive interview with former Chief Minister of Himachal Pradesh, Sh. Jairam Thakur**, discussing VBSY and its role in ensuring access to government schemes on 09.01.2024. Additionally, the Press Information Bureau (PIB) conducted **2 Vartalaps and 22 specific VBSY Press Tours** during the month. PIB Research Unit's Explainers highlighting the progress of VBSY garnered significant media attention

- 2.4 The New Media Wing (NMW) conducted social media dissemination of **VBSY and the 'Transformational Decade'**, showcasing schemes launched and progress made by the government in the last 10 years through Video Bytes, Live Streaming, scheme-specific Reels, Graphics, Motion Graphics, etc. This content was shared using hashtags such as **#HamaraSankalpViksitBharat, #ViksitBharatSankalpYatra, #GST, #KheloIndia, #AyushmanBharat**, etc.
3. **Pariksha Pe Charcha (PPC) 2024** garnered immense coverage across print and television media.
- 3.1 The Ministry of I&B facilitated extensive outreach during the event through close coordination and planning with stakeholder Ministries and Media units under its purview. The address was **broadcasted across private TV channels and OTT platforms**. Furthermore, a comprehensive publicity campaign was launched on private FM, featuring **RJ mentions in multiple languages** on stations nationwide.
- 3.2 The Press Information Bureau (PIB) facilitated the publication of **12 Special Articles authored by Union Ministers and experts** on PPC 2024, with 5 articles being in regional languages such as Telugu, Kannada, Odia, Gujarati, and Marathi. These articles garnered extensive coverage, resulting in over 200 clippings.
- 3.3 The External Services of Akashvani broadcast **discussions and commentaries** on the 7th edition of Pariksha Pe Charcha. These discussions covered topics such as preparations before Pariksha Pe Charcha by the PM on 27.01.2024, and major takeaways from PPC 2024 on 29.01.2024, which were aired by NSD:AIR.
- 3.4 The New Media Wing (NMW) spearheaded the **social media dissemination** of PPC 2024 through Video Bytes, live streams, and Graphics, shared using hashtags such as **#PPC2024, #ParikshaPeCharcha2024, and #ExamWarriors**.
4. **Indian Institute of Mass Communication (IIMC)**
- 4.1 Indian Institute of Mass Communication (IIMC) has been accorded the **status of a deemed university** under the Distinct Category by the Ministry of Education on 31.01.2024. This declaration encompasses IIMC New Delhi and its five regional campuses situated in Jammu (Jammu & Kashmir), Amravati (Maharashtra), Aizawl (Mizoram), Kottayam (Kerala), and Dhenkanal (Odisha). With this elevated status, IIMC is **empowered to confer degrees, including doctoral degrees**.
- 4.2 The **55th convocation ceremony** of the Indian Institute of Mass Communication (IIMC) took place at Bharat Mandapam, Pragati Maidan, New Delhi on 10.01.2024. The esteemed Former President of India, Shri Ram Nath Kovind, graced the occasion as the Chief Guest and delivered the Convocation Address. Chairman of IIMC, Shri Raghavan Jagannathan, was also in attendance. Over **700 students** from IIMC Delhi, IIMC Dhenkanal, IIMC Aizawl, IIMC Amravati, IIMC Kottayam, and IIMC Jammu, belonging to the batches of 2021–22 and 2022–23, were conferred postgraduate diplomas at the

convocation ceremony. Additionally, 65 students from these batches were honored with various awards.

- 4.3 IIMC organized a one-day **Workshop on Artificial Intelligence in Media and Academics** for the faculty members of IIMC on 31.01.2024. Furthermore, a Workshop was conducted for the students on the same day focusing on the '**Changing Dynamics of Newsroom**'.

## 5. **Celebrations of 75<sup>th</sup> Republic Day of India**

- 5.1 Live coverage was extended on AIR to the inaugural function of '**Hamara Samvidhan: Hamara Samman**' organized by the Ministry of Law & Justice to commemorate India's 75th year as a Republic. The event took place at Dr. Ambedkar International Centre, New Delhi, graced by the esteemed presence of the Hon'ble Vice President, Sh. Jagdeep Dhankar, on 24.01.2024. The Hon'ble Prime Minister of India participated in the celebrations of India's 75th Republic Day, extending greetings to citizens on this special occasion and congratulating recipients of the **Padma Awards**. The Press Information Bureau (PIB) emphasized these events through Press Releases, while respective Regional Offices disseminated information about the unsung heroes honored with Padma Awards.

- 5.2 The Hon'ble Minister of Information and Broadcasting, **Shri Anurag Thakur, met and felicitated over 450 special invitees** of the Hon'ble Prime Minister, Shri Narendra Modi, at the 75th Republic Day parade at Kartavya Path on 26.01.2024. This event was graced by the presence of the Hon'ble Minister of Labour & Employment and Environment, Forest, and Climate Change, Shri Bhupender Yadav. The invitees, including Padma Awardees, have made significant contributions in various fields and were recognized by the Hon'ble PM in his **Mann Ki Baat** episodes.

- 5.3 The Ministry issued an **Advisory** dated 25.01.2024 to all Private Satellite TV Channels, urging them to carry the signals of DD Bharti/ DD News with **sign language interpretation and English/Hindi closed captions** of Republic Day commentary/ceremony for the benefit of differently-abled individuals.

- 5.4 The New Media Wing (NMW) conducted social media outreach for 'Republic Day' with Video Reels and Montages shared using hashtags such as **#RepublicDay2024, #75thRepublicDay**, etc.

6. The **National Museum of Indian Cinema (NMIC)** commemorated its 5th anniversary on 19.01.2024 with a series of captivating events and esteemed guests. Notably, a special guided tour was organized for students from the 'Happy Homes' blind school, fostering inclusivity and accessibility. A thought-provoking conversation ensued on '**Cinema vs OTT: The Battle for Audiences' Attention**', featuring esteemed guest speaker and renowned filmmaker, **Shri R. Balki**. The event attracted keen participation and insightful discussions. Subsequently, the **screening of the film 'Ghoomer'** drew a full house audience, adding vibrancy to the celebration. Additionally, the '**Cinema Mahotsav**' provided a platform for participants to showcase their talents, offering an enriching experience to attendees and rewarding them with goodies and gift hampers.

## 7. Publications/ Booklets

- 7.1 The Ministry has released the December 2023 edition of **PM's Mann ki Baat booklet, featuring 'Body & Mind: The power of a Holistic Approach'** as the cover story. The electronic version was disseminated to over 6 crore citizens nationwide through e-sampark and has been uploaded on the websites of the Ministry of Information & Broadcasting, MyGov, PM India, and the media units under the Ministry. The printed copies of the booklet have been distributed to all Members of Parliament (MPs) and Members of Legislative Assemblies (MLAs) across the country, as well as to all Secretaries and officials of the Government of India. Additionally, copies have been provided to the Chief Secretaries of States/ Union Territories (UTs) and regional offices of the Ministry of Information & Broadcasting.
- 7.2 The January 2024 fortnightly editions of **New India Samachar (NIS)** featured cover stories titled "**A Decade of Resolutions- coming true**" and "**North East - A gateway to New India's growth story**". Published in 13 languages, these editions were distributed nationwide by the Central Bureau of Communication (CBC), reaching audiences across the length and breadth of the country.

## 8. Special Coverages/ Article:

- 8.1 Wide media coverage was orchestrated for the Hon'ble President of India, Smt. Droupadi Murmu, as she conferred the **Sports and Adventure Awards 2023** at Rashtrapati Bhawan and the '**Pradhan Mantri Rashtriya Bal Puraskar 2024**' at Vigyan Bhawan, New Delhi.
- 8.2 The Hon'ble Prime Minister, Shri Narendra Modi, penned **Tribute Articles** commemorating the Birth Centenary of **Shri Karpooi Thakur**, former Chief Minister of Bihar, and the demise of **Thiru Vijayakanth Ji**, Tamil actor and DMDK founder. These articles, bearing the Hon'ble PM's byline, were published in all major national and state language newspapers. Notably, the article on Shri Thakur garnered over 330 clippings from across the country.
- 8.3 Prasar Bharati and the Press Information Bureau (PIB) provided **live coverage and extensive publicity to all major events** graced by the Hon'ble President, Hon'ble Vice President, and Hon'ble Prime Minister of India. These events included the 10th Vibrant Gujarat Summit 2024, 27th National Youth Festival, Parakram Diwas, Bharat Parv, National Voters' Day 2024, the 109th episode of Mann Ki Baat, among others.

## 9. I&B Initiatives on Minimum Government Maximum Governance –

- 9.1 **Ease of Doing Business:** The January 2024 edition of the flagship journal Yojana, published by Publications Division (DPD), presents a collectible issue focusing on the significance of the **Jan Vishwas Amendment of Provisions Act 2023**. This issue sheds light on how the amendment reduces the compliance burden on businesses, enhances investment attractiveness, and promotes trust-based governance. It features insights from subject experts and stakeholders, enriching readers' understanding of Ease of Doing Business and the nation's entrepreneurial spirit.

- 9.2 **Swachhta Pakhwada 2024:** The Ministry of Information & Broadcasting, along with its Media Units/organizations, observed Swachhta Pakhwada 2024 from 16th to 31st January 2024. Various activities, including the display of banners and the identification and disposal of Single-Use Plastic, were undertaken to promote cleanliness and hygiene.
- 9.3 **Azadi Ka Amrit Mahotsav:** As part of the 'Azadi Ka Amrit Mahotsav', the Film and Television Institute of India (FTII) organized a **Documentary Film Competition**. The Director of FTII presented certificates of achievement and cash prizes of ₹1 lakh each to the winners of the top 3 best documentary films.
- 9.4 **Blocking of Content:** 7 URLs were blocked for publishing content falling under the grounds referred to in section 69A of the IT Act.
- 9.5 **Community Radio Stations (CRS):** Two new CRSs were commissioned, and three new Grant of Permission Agreements (GoPA) were signed during the month, with nine GOPAs renewed. Additionally, a Capacity Building Workshop for CRS was conducted on 10th – 11th January 2024 in Patna, Bihar.
- 9.6 **Press Information Bureau (PIB):** PIB and its Regional offices issued over **6963 Press Releases** in English, Hindi, and 14 regional languages. **Seven significant newspaper articles** were published on various issues, generating approximately 350 clippings. The PIB Fact Check Unit **debunked 22 fake news items** and posted 26 tweets.
- 9.7 **Regional Offices (ROs)/ Field Offices (FOs) of CBC:** Integrated Communication & Outreach Programmes (ICOPs), field programmes, and awareness campaigns were conducted across the country on themes such as Hamara Sankalp Viksit Bharat, Viksit Bharat Sankalp Yatra, PM Awas Yojana, Ujwala Scheme, etc., through Social Media.

No. of Tweets and Retweets (with 'Impressions')	No. of Facebook Posts	No. of Instagram Posts	No. of Posters/ Message /Videos circulated on WhatsApp
16006 (92119)	3188	2013	7657

- 9.8 **Social Media Coverage:** The social media handles of the Ministry of Information & Broadcasting (M/o I&B) offered extensive coverage and publicity to various themes by disseminating around **728 unique graphics, videos, 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. **Viksit Bharat Sankalp Yatra** and other flagship campaigns were highlighted through infographics, reels, audio and video content for campaigns, such as Ayodhya Dham, Transformational Decade, National Youth Festival, National Sports Awards, Startup India, Republic Day, Pariksha Pe Charcha 2024, MIB Podcast, MIBePositive, Weeknama, etc.



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