

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

New Delhi the 23rd July, 2024

Sub.: Summary (No.- 6) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of June 2024.

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

1. **18th EDITION OF MUMBAI INTERNATIONAL FILM FESTIVAL (MIFF)**
 - 1.1 The **18th Edition of Mumbai International Film Festival (MIFF) for Documentary, Short Fiction and Animation films** was organized by National Film Development Corporation (NFDC), Ministry of Information & Broadcasting from 15th June to 21st June, 2024 in Mumbai. For the first time, film screenings were also organized in Delhi (Sirifort Auditorium), Chennai (Tagore Film Centre), Pune (NFAI auditorium) and Kolkata (SRFTI Auditorium) during the festival.
 - 1.2 **Opening and Closing Ceremonies:** The Opening Ceremony of 18th MIFF 2024 was inaugurated on 15.06.2024 by the Hon'ble Minister of State for Information & Broadcasting, Dr. L. Murugan, in the presence of Shri Sudhir Mungantiwar, Hon'ble Culture Minister, Government of Maharashtra at National Centre for Performing Arts (NCPA), Mumbai. Celebrities like Madhur Bhandarkar, Richie Mehta, Anand L Rai, Divya Dutta, Randeep Hooda, Abhishek Bannerjee, Sonali Kulkarni, Divyendu, and Sharad Kelkar, among others graced the inauguration ceremony. The trailer of '*Azadi ki Amrit Kahaniyan*', a public service awareness film made by Netflix to tell the story of India's social innovators, was released at the opening ceremony. Shri Sudhir Mungantiwar, Hon'ble Culture Minister, Government of Maharashtra delivered the keynote address at the closing ceremony, which was attended by the celebrities and filmmakers from the film industry.
 - 1.3 **Special initiatives at 18th MIFF:** For the first time, the **National Institute of Design (NID)** created MIFF's visual identity and branding, designing various creative and design collateral. A **Documentary Film Bazaar** was organized for the first time alongside the festival to help boost the film production by providing a platform for filmmakers to find buyers, sponsors and collaborators for their projects. The first Doc Film Bazaar attracted nearly 200 projects from 10 countries, spanning 27 languages. Competition films on the special theme of '*India in Amrit Kaal*' showcased the country's growth, development and prosperity. **Accessibility** was a key focus at the 18th MIFF and ensuring participation of Persons with Disabilities was prioritized through accessible

venue arrangements in partnership with NGO Svayam, along with the organization of special film screenings. A **workshop on Animation and VFX pipeline**, led by a senior animator from Warner Bros, captivated participants with its in-depth exploration of cutting-edge techniques.

- 1.4 **Film Diversity and Events:** The 18th MIFF showcased a diverse array of 314 films from 59 countries presented in 61 languages and featured 8 world premieres, 5 international premieres, 18 Asia premieres & 21 India premieres. The festival selected 34 documentaries, 37 short fiction films, 15 animations and 6 films exploring '*India in Amrit Kaal*', offering a compelling mix of narratives. Masterclasses, panel discussions and Open Forums engaged the participants and the festival welcomed over 12,000 delegates who explored new facets of filmmaking, promotion and distribution at the festival.
- 1.5 **Awards and Recognitions:** The coveted V. Shantaram Lifetime Achievement Award for this year was conferred upon renowned wildlife filmmaker Shri Subbiah Nallamuthu. In the International Competition category, the prestigious Golden Conch award for the Best Documentary Film was awarded to the Indian film 'The Golden Thread' directed by Nistha Jain. Additionally, the Silver Conch award was bestowed across various categories along with other accolades. Under the National Competition category and Technical Awards category, several other awards were also conferred.
- 1.6 **Social Media Buzz:** New Media Wing (NMW) carried out extensive social media outreach across social media accounts of M/o I&B with graphics, video bytes, reels and live coverage shared using the hashtags **#MIFF2024**, **#FilmFestival** and **#MIFF**.

2. **10th INTERNATIONAL DAY OF YOGA (IDY) 2024 (21.06.2024)**

- 2.1 **Celebration of Yoga:** On the International Day of Yoga (IDY) on 21.06.2024, the Hon'ble Minister for Information & Broadcasting, Shri Ashwani Vaishnav led the celebrations at Lodhi Garden, New Delhi and the Hon'ble Minister of State for I&B, Dr. L. Murugan participated in a program held in Nilgiris parliamentary constituency, Tamil Nadu. The Ministry of I&B and its Media Units/ organizations conducted **Yoga Workshops/ Demonstrations/ Sessions** as per Common Yoga Protocol on 21.06.2024, including one Yoga Session at National Media Centre, New Delhi for well-being of their officers/ staff of the Ministry.
- 2.2 **3rd Edition of Antarashtriya Yoga Diwas Media Samman (AYDMS) 2024:** To acknowledge the positive role and responsibility of media in disseminating the message of Yoga in India and abroad, the Ministry has announced the **third edition of Antarashtriya Yoga Diwas Media Samman (AYDMS) 2024** on

11.06.2024. A total of 33 Sammans in 3 categories viz. Print, Television and Radio will be conferred. To encourage participation in AYDMS 2024, **3,893 SMSes** were sent to empanelled newspapers, TV & FM channels.

2.3 Yoga as a Jan Andolan

- The video '**Yoga Geet IDY24**' was shared with **cinema theatres and several Private Satellite TV channels** for screening the video as Public Service Announcement (PSA) from 18th to 21st June, 2024.
- The Ministry issued an advisory on 19.06.2024 to all **Private FM Broadcasters** requesting them to create awareness about IDY 2024 mentioning IDY and Yoga benefits in various popular radio programmes.
- DD Kendras and AIR Stations nationwide have aired programmes on Yoga in English/ Hindi/ regional/ vernacular languages in various formats. DD News telecast special packages, different Yoga asanas, special discussion with experts, *Yoga Geet* and included a special yoga segment in major bulletins. External Services of Akashvani broadcast discussion and commentaries on '*Yoga – A Powerful Agent of Global Good*'.
- On social media, the New Media Wing (NMW) posted over **615 posts** across social media platforms of M/o I&B between 28th May to 22nd June, 2024 using video bytes, photos, graphics and illustrations, explainer videos of yoga asanas shared using the hashtags **#InternationalYogaDay**, **#YogaEveryday** and **#YogaForSelfandSociety**, which garnered over 235.9 Million impressions/ views.
- Central Bureau of Communication (CBC), in consultation with Ministry of AYUSH, prepared a **video of 90 seconds** for circulating on social and mainstream media. A **quarter-page print ad** was published on 20.06.2024.
- Apna Radio 96.9 FM, the **community radio** operated by the Indian Institute of Mass Communication (IIMC), aired a series of programmes on yoga from 10th April to 21st June, 2024.
- **Employment News/Rozgar Samachar** 15th – 17th June, 2024 issue published by Publications Division (DPD) was a **Yoga Special issue** containing special articles.
- Regional/ Field offices of CBC organized **120 Integrated Communication and Outreach Programmes (ICOPs)**, **02 Exhibitions** and **48 field programmes** across the country, alongside hosting events such as rallies, paintings, quizzes, essay writing, Rangoli, and drawing competitions to promote awareness about the benefits of Yoga.

3. AWARENESS GENERATION ON THREE NEW CRIMINAL LAWS (NCLs)

- 3.1 **Production of Creatives:** In coordination with the Bureau of Police Research & Development (BPR&D), Ministry of Home Affairs (MHA), Central Bureau of

Communication (CBC) produced **13 videos** and **38 Infographics** for the publicity and awareness campaign on three New Criminal Laws (NCLs).

- 3.2 **Vartalaps:** Press Information Bureau (PIB) has conducted **13 'Vartalaps'** (Media workshops focused on regional media) nationwide, garnering about **50 clippings** in national & regional newspapers. The Vartalaps created awareness among media about significant provisions and benefits of the implementation of three NCLs.
- 3.3 **Publicity of NCRB Mobile App:** DD News has started running the scroll since 13.06.2024 on the text provided for publicity of NCRB Mobile App '*NCRB Sankalan of Criminal Laws*'. Starting from 14.06.2024, All India Radio (AIR) has displayed the text provided on external display board outside the Broadcasting House on Parliament Street. The shared Hindi and English text has also been used for RJ Intervention on FM stations of AIR.
- 3.4 **Outreach initiatives:** DD News, DD India and their Regional News Units (RNUs) extensively covered all the relevant news and updates along with telecast of special **in-depth discussions with subject experts, explainer videos** on NCLs, publicity material received from BPR&D and amplification on Social Media. News Services Division: AIR (NSD:AIR) and its RNUs covered events/ activities on NCLs through **news bulletins, news programmes/ discussion, talks & discussions** and social media outreach.
- 3.5 **Social Media Campaign:** New Media Wing (NMW) conducted an extensive campaign on social media platforms of M/o I&B using graphics, explainer videos and more, shared using the hashtags **#NewCriminalLaws, #BNSS** and **#BSA** which garnered over **30 Million impressions/** views. PIB and its regional offices carried out a social media campaign using **infographics** including in regional languages. NSD:AIR amplified the campaign through social media posts on **Busting the myth, Countering fake narratives**, Quizzes/ Polls and utilizing Reels & Infographics towards awareness building on NCLs.

4. CONTENT REGULATION & LICENSING

- 4.1 **Supreme Court Directions on Advertisers in India:** In compliance with the Hon'ble Supreme Court's directives dated May 7, 2024 in WPC No. 645/2022, advertisers and advertising agencies are now required to submit a **Self-declaration** on a designated portal certifying that their advertisements do not violate the Advertising Code under CTN Rules 1994 before being printed, aired, or displayed. This proof of Self-declaration must be provided to the relevant broadcaster, publisher, etc. for their records. Consequently, a new feature has been introduced on the Broadcast Seva Portal for TV and Radio and the Press Council of India's portal for print, digital, and internet media advertisements.

The certificate, signed by an authorized representative of the advertiser or advertising agency, needs to be submitted through these portals. The facility for uploading of self-certificate on these portals has been **launched on 04.06.2024 and w.e.f. 18.06.2024 no advertisement is permitted to be run without uploading the self-declaration on these portals.**

- 4.2 **Advisory to refrain from live coverage of anti-terrorist operations:** In the context of the ongoing security situation in Jammu & Kashmir, an Advisory was issued on 12.06.2024 to private Satellite TV channels to refrain from showing live coverage of anti-terrorist operations by security forces.
- 4.3 **Blocking under section 69A of IT Act:** The Ministry issued directions to block 1 Facebook account and 2 Twitter URLs under the provisions of IT Act, 2000 read with IT Rules, 2021.
- 4.4 **PIB Fact Check Unit:** The PIB Fact Check Unit **debunked 181 fake news items and posted 186 tweets**, earning **1 Million** impressions. On 13.06.2024, the Unit **fact checked 134 videos of 12 YouTube channels**. The matter was taken up with YouTube, as a result of which 5 channels were terminated, 33 videos of 1 channel were removed, and 2 channels were demonetized.
- 4.5 **Channel Licensing:** During the month, the Ministry granted permissions for one new channel and accepted the surrender request/cancellation of five channels. As of June 30, 2024, the total number of **private satellite TV channels** authorized for up-linking and downlinking in India stands at **910**.
- 4.6 **Community Radio Stations (CRS):** The Ministry issued two new Grant of Permission Agreements (GOPAs), while renewing three GOPAs for CRS during the month.
- 4.7 **Enhancing Accountability under Cable Television Network (Amendment) Rules 2021:** The Cable Television Networks (Amendment) Rules 2021, notified on 17.06.2021, introduces a statutory three tier Grievance Redressal Mechanism to address grievances and complaints from citizens regarding the content broadcast by television channels. As 17th June, 2024 marks the third anniversary of this grievance redressal mechanism's establishment, an Advisory dated 14.06.2024 was issued to all private television channels advising them to run awareness scrolls during their broadcasts.

5. INITIATIVES AND ACHIEVEMENTS

- 5.1 **Release of a special book 'Gateways to the Sea':** The Hon'ble Governor of Maharashtra, Shri Ramesh Bais released a book published by Publications Division (DPD) titled '**Gateways to the Sea: Historic Ports and Docks of Mumbai Region**' at Raj Bhavan, Mumbai on 22nd June, 2024. The book

comprises of 18 articles by renowned authors, compiled by the Maritime Mumbai Museum Society.

5.2 **India's Participation in Annecy International Animation Film Festival/ MIFA 2024:** The Association of Bangalore Animation Industry facilitated the Indian delegation's participation from the Ministry of I&B, organizing an exhibition space to highlight **India's animation and VFX sector**. Key activities included the inauguration of the Indian exhibition space, visits to prominent industry booths and pavilions, and an India panel at the main conference. Additionally, a networking session was arranged for Indian delegates.

5.3 **IIMC ranked number 1:** Indian Institute of Mass Communication (IIMC) has been ranked No. 1 Institute both amongst India's Best Mass Communication Colleges by "The Week - Hansa Research Survey 2024" in the latest issue of 'The Week' and amongst top 10 Mass Communication Colleges 2024 in India under the 'Best College Survey' by India Today Group.

6. **INITIATIVES ON MINIMUM GOVERNMENT MAXIMUM GOVERNANCE**

6.1 **Film Facilitation Office (FFO):** The **Phase 1 enhancement of the FFO portal** has been successfully completed and the **revamped portal has been released on 28.06.2024**. The paperless permission process for shooting films on the revamped portal are being facilitated by live and fully functional application modules namely National Permission for International Projects, Grant of Official Co-Production Status, Common Application Form for States for International and Domestic Applicants, ASI Permission Form, Railways Permission Form, and the Incentives Approval Module. During the month, FFO facilitated permission from the Ministry of I&B for 5 International projects, 1 domestic project, and processed 3 Incentive applications.

6.2 **Dashboard for Four-Week Rolling Media Plan:** To streamline Government communication and outreach, a dashboard with calendar-wise list of events with proposed media plans has been designed and launched to ease the process of media planning and coordination. The dashboard at any time shows a 'Four Week Rolling Media Plan' on its main page. Upcoming and past events are also available for the officers to view. All concerned PIB officers have been given login IDs for the same.

7. **OTHER SIGNIFICANT ACTIVITIES**

7.1 **IIS Officer Trainees meet with Hon'ble Vice President of India:** Indian Information Service (IIS) Officer Trainees Group 'A' of 2022 and 2023 Batches of Indian Institute of Mass Communication (IIMC) led by Shri Sanjay Jaju,

Secretary, Ministry of I&B and other senior officers of the Ministry of I&B called on the Hon'ble Vice President of India, Shri Jagdeep Dhankhar on 18.06.2024.

- 7.2 **Launch of 'Jazba' Anthem and Promo for T20 World Cup 2024:** T20 World Cup 2024 matches were telecast by Prasar Bharati on Doordarshan Free Dish platform. On 3rd June, 2024, Shri Sanjay Jaju, Secretary, Ministry of I&B along with Chairman, Prasar Bharati, Shri Navneet Kumar Sehgal **launched a special Anthem 'Jazba' for T20 World Cup sung by Shri Sukhwinder Singh.** A **promo of the gala T20 event** narrated in the voice of famous storyteller Shri Neelesh Misra was also launched. On the occasion, it was announced that Doordarshan would telecast major global international sporting events including Paris Olympics Games 2024 and Wimbledon 2024. Subsequently, the T20 World Cup 2024 won by India was also covered widely across Prasar Bharati network.
- 7.3 **An Inter-Ministerial meeting regarding concerns related to imbalance in bargaining power between big technology companies and digital news publishers** was held under the chairmanship of Shri Sanjay Jaju, Secretary, Ministry of I&B on 12th June 2024 with representatives of D/o Economic Affairs, DPIIT, MeitY, D/o Legal Affairs, D/o Consumer Affairs, Competition Commission of India and M/o Corporate Affairs.

8. **SUMMARY OF MEDIA COVERAGE BY MEDIA UNITS**

- 8.1 **General Elections 2024:** A comprehensive special program '**Janadesh**' was mounted through the day by DD News on the counting day of General Elections viz. 4th June 2024, with augmented graphics, expert inputs, reaction bytes and reporting from the ground. A special programme '**India Decides 2024**' was also telecast by DD India. The June 2024 fortnightly edition of **New India Samachar (NIS)** featured cover story on "**Triveni of Resolutions**". Published in 13 languages, NIS was printed and distributed nationwide by CBC.
- 8.2 **Live Coverage and Publicity by Prasar Bharati and PIB:** Prasar Bharati and PIB provided live coverage and extensive publicity for **significant events attended by VVIPs**, including the Hon'ble President, Vice President, and Prime Minister of India. Media coverage was ensured for **oath administration ceremony of Prime Minister and Union Council of Ministers**, oath taking by Chief Ministers of Sikkim, Andhra Pradesh, Arunachal Pradesh & Odisha, 50th **G7 Summit** in Italy, launch of '**Ek Ped Maa Ke Naam**' campaign, inauguration of new campus of Nalanda University in Bihar, '**Empowering Youth, Transforming J&K**' and **International Day of Yoga** events at Srinagar (J&K), release of 3 books on former Vice President Shri M. Venkaiah Naidu, launch of Air-Pravah app, National Stakeholder Workshop on Safe, Trusted & Ethical AI and address of **111th episode of Mann Ki Baat**.

- 8.3 **Press Releases and Publications:** PIB and its regional offices issued **6,204 press releases** in English, Hindi, and 14 regional languages. To disseminate information about the Government of India's initiatives, **seven significant articles** were published, resulting in about 507 clippings nationwide.
- 8.4 **Social Media Coverage** The Ministry's social media handles provided extensive coverage and publicity across various themes by disseminating around **347 unique graphics, videos, reels, images, posts, tweets**, and more. These efforts aimed to engage and inform the public about key initiatives and events, fostering broader awareness and participation across digital platforms. Notable campaigns included the Mumbai International Film Festival, New Criminal Laws, International Day of Yoga, Beat the Heat, UNESCO World Heritage Sites, MIBePositive, MIB Podcast and Weeknama, highlighted through infographics, reels, audio, and video content.



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