

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

New Delhi the 24th June, 2024

Sub.: Summary (No.- 5) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of May 2024.

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

1. INDIA'S PARTICIPATION IN THE 77th CANNES FILM FESTIVAL

- 1.1 **India at Cannes:** India made a significant impact at the 77th Cannes Film Festival held in France from 14th to 25th May, 2024. The '**Bharat Pavilion**', designed by the National Institute of Design, Ahmedabad, was inspired by 'The Sutradhara' to represent this year's theme, '**Create in India**'. The pavilion was inaugurated on 15th May by Shri Sanjay Jaju, Secretary, Ministry of I&B and Shri Jawed Ashraf, Ambassador of India to France, in the presence of esteemed dignitaries. States such as **Karnataka, Goa, Maharashtra, and, for the first time, Jammu & Kashmir**, also represented India at the festival.
- 1.2 **Bharat Parv:** For the first time, India hosted 'Bharat Parv' at Cannes, showcasing **Indian culture, cuisine, and cinema** to over 250 dignitaries and delegates. The event featured the unveiling of the **official poster for the 55th India International Film Festival (IFFI)** in Goa, and the '**Save the Date**' poster for the inaugural **World Audio-Visual & Entertainment Summit (WAVES)**, planned on the sidelines of the 55th IFFI. The menu for Bharat Parv was curated by Celebrity Chef Varun Totlani, and the event was graced by luminaries such as actresses Shobhita Dhulipala and Amie Baruah, film critic Anupama Chopra, and singer Sunanda Sharma.
- 1.3 **Incentives and Sessions:** The Film Facilitation Office (FFO) participated in Cannes, facilitating incentives applications for three films. Various sessions were organized, including an **Industry Conference Session** titled 'Abundant Incentives and Seamless Facilitation – Come, Create in India,' moderated by Anupama Chopra at the Main Stage of Marche du Film. Other sessions included a **co-production panel** moderated by producer Samir Sarkar, and a discussion on '**India: The Complete Filming Destination**' moderated by Michael Rosser, editor of Screen International. Meetings were held with heads of film commissions and international representatives to discuss filming in India.
- 1.4 **India's Historic Performance:** India had a historic performance at Cannes, with Indian filmmakers, actors, and cinematographers winning top awards. Payal Kapadia (a FTII alumnus) became the **first Indian to win the Grand Prix Award** for her film 'All We Imagine as Light'. FTII student Chidanand S. Naik's film 'Sunflowers were the first ones to know' won the **La Cined Award** for Best Short. Renowned cinematographer Santosh Sivan became the **first Asian to receive the Pierre Angénieux Tribute award**, and Anasuya Sengupta won Best Actress for her role in 'The Shameless.'

- 1.5 **Media Coverage** DD India broadcast exclusive interviews with dignitaries and senior ministry officials, covering reactions from international representatives visiting the Bharat Pavilion. The Press Information Bureau (PIB) ensured extensive outreach through social media, including video bytes, infographics, and press releases. The New Media Wing (NMW) also conducted social media outreach for festival events and activities, using hashtags such as **#BharatAtCannes**, **#CreateInBharat**, and **#CannesFilmFestival**.
2. **GENERAL ELECTIONS 2024 AND "MERA PEHLA VOTE DESH KE LIYE" CAMPAIGN**
- 2.1 **Field Programs on Voter Awareness:** The Central Bureau of Communication (CBC) organized voter awareness activities through its Field Offices (FOs) and Regional Offices (ROs). These included **09 Integrated Communication & Outreach Programmes (ICOPs)**, **1 Exhibition**, and **102 Field Programs** focused on voter awareness. **195 folk programs** were organized on themes such as "Chunav Ka Parv-Desh Ka Garv" utilizing Staff Artistes and Private Registered Troupes across Ahmedabad, Jammu, Pune, Chandigarh, Patna, and Lucknow.
- 2.2 **Broadcast Initiatives:** DD News and DD India aired **special shows like 'Rajya Niti', 'Janadesh', 'Kya Bole Bharat', '24 Ki Chunauti', 'Chunavi Chakkalass', 'Sangram ke Senapati', 'Janwani', and 'The Great Indian Election 2024'**. These programs covered the political landscape across states through expert discussions and ground reports. Additionally, the News Services Division of All India Radio (NSD, AIR) broadcast a discussion on 'Voter Turnout in the First Two Phases of General Elections 2024 and Voter Awareness Campaign by Election Commission of India' with Former DG, ECI on May 1, 2024.
- 2.3 **Awareness on Voting from Home:** The Press Information Bureau (PIB) created widespread awareness on the facility for voting from home for senior citizens above 85 years of age and persons with disabilities through print, electronic, and digital media.
- 2.4 **Apna Radio 96.9 FM** of Indian Institute of Mass Communication (IIMC) has aired a series of programmes on "**Chunav ka Parv, Desh ka Garv**".
- 2.5 **Competitions and MyGov Collaboration:** A Screening Committee was established to select winners of competitions organized in collaboration with MyGov under the "Mera Pehla Vote Desh ke Liye" campaign.
3. **'BEAT THE HEAT' CAMPAIGN: AWARENESS GENERATION ON HEAT WAVE ACROSS THE COUNTRY**
- 3.1 **Social Media Outreach by PIB:** The Press Information Bureau (PIB) has actively utilized social media to disseminate vital information on preventative measures for the ongoing heat wave affecting several parts of the country. **Informative infographics and detailed videos** outlining the 'Do's and Don'ts' have been shared on social media, advising people on the necessary steps to **#BeatTheHeat** and stay safe during the summer.

3.2 **Broadcast Initiatives by AIR and DD:** AIR Stations and DD Kendras nationwide have launched programs focused on heat wave preparedness. The News Services Division of All India Radio (NSD: AIR) aired **special discussions** on heat wave conditions, necessary precautions, and the progress of the Monsoon onset **with experts from the India Meteorological Department** on May 6, May 18, and May 29, 2024. Additionally, the External Services of Akashvani broadcast discussions and commentaries titled 'Addressing the Scorching Reality: Climate Action Against the Impact of Heat Waves'. DD News has carried **special packages on heat wave** and aired discussion shows featuring exclusive **interactions with experts**.

4. **INITIATING USE OF ARTIFICIAL INTELLIGENCE IN COMMUNICATION**

4.1 **Launch of AI Anchors by DD Kisan:** Embracing the era of AI, DD Kisan introduced two AI news anchors, **AI Krish and AI Bhoomi**, on May 26, 2024. These AI anchors can speak in **fifty languages** and are capable of **delivering news 24X7**. The launch received extensive media coverage.

4.2 **Strategic Meeting on AI in Government Communication:** On May 6, 2024, a meeting was held under the chairmanship of Shri Sanjay Jaju, Secretary, Ministry of I&B to discuss the role of AI-based technology in citizen-centric Government communication. The meeting included representatives from the Media Units of the Ministry of I&B, Bhashini (an AI-based language translation tool), and the Ministry of Electronics and Information Technology (MeitY). To advance the outcomes of this discussion, a Sub-Committee has been constituted to further explore and implement the potential applications of AI in government communication.

5. **CONTENT REGULATION & LICENSING**

5.1 **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 added to 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.

5.2 **Action against promotion of online betting and gambling:** On May 14, 2024, a notification under Section 79(3)(b) was issued to social media intermediaries to disable access to over **100 social media accounts of offshore online betting and gambling platforms, and over 60 accounts of endorsers/influencers** promoting such platforms on social media.

5.3 **Blocking under section 69A of IT Act:** The Ministry of I&B issued directions to **block one URL** under the provisions of the IT Act, 2000, and IT Rules, 2021.

- 5.4 **Removal of Derogatory Content:** Based on a **reference from the National Commission for Women** regarding a derogatory video circulating on social media, the Ministry of I&B coordinated with social media platforms and the Indian Cybercrime Coordination Centre (I4C) to ensure the removal of the video.
- 5.5 The PIB Fact Check Unit **debunked 22 fake news items and posted 33 tweets.**
- 5.6 **Channel Licensing:** During the month, the Ministry of I&B granted permissions for three new channels and accepted the surrender request/cancellation of one channel. As of May 31, 2024, the total number of **private satellite TV channels** authorized for up-linking and downlinking in India stands at **914.**
- 5.7 **Community Radio Stations (CRS):** The Ministry commissioned **four new CRSs** and issued seven new Grant of Permission Agreements (GOPAs) while renewing ten GOPAs for CRS during the month.

6. **OTHER SIGNIFICANT INITIATIVES**

- 6.1 **IIMC as a Deemed University:** Following its declaration as a Deemed University, the Indian Institute of Mass Communication (IIMC) commenced the admission process for its first-ever M.A. (PG Degree) programs in Media Business Studies and Strategic Communication, each of two years' duration.
- 6.2 **Strengthening International Ties:** The National Film Development Corporation (NFDC) organized the '**Belarus & NFDC Film Festival**', held from May 11th to 16th, and the '**Argentina & NFDC Film Festival**', held from May 27th to June 1st, aimed to promote cultural exchange and enhance global appreciation of Indian cinema and the respective countries' cinematic heritage.
- 6.3 **International Museum Day at NMIC:** The National Museum of Indian Cinema (NMIC) celebrated International Museum Day on May 18, 2024, with a series of engaging events. The celebrations began with a '**Curator Walkthrough of the Museum**' for visitors, followed by the **screening of the NFDC classic 'Mammo,' graced by veteran actress Ms. Farida Jalal.** The day continued with 'Filmy Karwaan,' an open-air theatre act titled 'Sirf Tumhare Liye' by Artistic Archives, and concluded with the screening of the documentary 'Kamala,' providing visitors with an immersive experience of old projection techniques.
- 6.4 **Satyajit Ray Birth Anniversary** On the birth anniversary of Satyajit Ray on May 2, 2024, the Satyajit Ray Film & Television Institute (SRFTI) held its **12th Convocation** at the main theatre. The ceremony featured a musical performance by students, an insightful Ray Memorial Lecture by Shri Samik Bandopadhyay, and a motivational valedictory speech by Shri Sushant Mishra, celebrating the legacy of the legendary filmmaker.

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

- 7.1 **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 also ensured for presentation of **Padma Awards 2024**, 'Beat the Heat' campaign, celebrations leading up to International Day of Yoga 2024, the **launch of PRAGATI-2024** to advance Ayurveda, the ONDC Startup Mahotsav, and the meeting to review preparedness for Cyclone 'Remal'.

7.2 **Press Releases and Publications:** PIB and its regional offices issued **1,919 press releases** in English, Hindi, and 14 regional languages. To disseminate information about the Government of India's initiatives, **two significant articles** were published, resulting in about 50 clippings nationwide. To raise **awareness of new criminal justice laws**, PIB organized **eight 'Vartalaaps'** across the country, receiving wide newspaper coverage and garnering approximately 100 clippings.

7.3 **Social Media Coverage** The Ministry's social media handles provided extensive coverage and publicity across various themes by disseminating around **219 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 Cannes Film Festival, Padma Awards, UNESCO World Heritage Sites, Popular Cuisines of India, Paintings of India, Classical Dance Forms of India, MIBePositive, and Weeknama, highlighted through infographics, reels, audio, and video content.



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