

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

New Delhi the 17th November, 2023

Sub.: Summary (No.- 10) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of October 2023.

The significant activities / events relating to this Ministry for the month of October 2023 are outlined below:-

1. The Hon'ble President of India Smt. Droupadi Murmu conferred the **69th National Film Awards** for the year 2021 on 17.10.2023, in the presence of Hon'ble Minister for Information & Broadcasting (I&B) Shri Anurag Singh Thakur, Hon'ble Minister of State for I&B Dr. L. Murugan and other dignitaries. On the occasion, Dadasaheb Phalke Award was conferred to legendary actress Ms. Waheeda Rehman. 'Rocketry: The Nambi Effect' won Best Feature Film and 'Ek Tha Gaon' won Best Non-Feature Film. Sh. Allu Arjun was declared winner of Best Actor Award for his performance in the movie 'Pushpa (The Rise Part I)' while Ms. Alia Bhatt and Ms. Kriti Sanon jointly won Best Actress for 'Gangubai Kathiawadi' and 'Mimi' respectively. Sh. Pankaj Tripathi won Best Supporting Actor while Ms. Pallavi Joshi won Best Supporting Actress Award. New Media Wing (NMW) carried out social media outreach across the social media accounts of M/o I&B with graphics, videos and live streaming, shared using the hashtags **#NationalFilmAwards, #69thNationalFilmAwards**, etc.
2. With an aim to make the Cable Television Networks (Regulation) Act, 1995 more business-friendly and to boost the investor confidence in the sector, punishments specified under Section 16 of the Act has been decriminalized through the Jan Vishwas (Amendment of Provision) Act, 2023. Accordingly, necessary **amendments have been carried out in the Cable Television Networks Rules, 1994** and the same has been notified on 03.10.2023. The imprisonment provisions have been now replaced with monetary penalty and other non-monetary measures like Advisory, Warning and Censure.
3. The Hon'ble Minister of Information and Broadcasting, Shri Anurag Thakur on 11.10.2023 launched the **animated series Krish, Trish and Baltiboy – Bharat Hain Hum**, produced by Central Bureau of Communication (CBC) and Graphiti Studios. The series consists of two seasons of total 52 episodes, 11 minutes each, featuring stories from Indian Freedom struggle from 1500s to 1947 and is hosted by the iconic animated characters Krish, Trish and Baltiboy. Releasing in 19 languages including foreign languages, the series will transcend language barrier to reach a world audience. Starting from 15.10.2023, Doordarshan, Netflix and Amazon Prime are telecasting this animated series at the same time. New Media Wing (NMW) carried out social media outreach across the social media accounts of M/o I&B with pictures, videos and live streaming, shared using the hashtags **#BharatHainHum, #Doordarshan**, etc.

4. **‘Mujib – The Making of a Nation’ (Bangla):** ‘Mujib: The Making of a Nation’, the much anticipated biopic of Father of the Nation of Bangladesh ‘Bangabandhu Sheikh Mujibur Rahman’ which has been jointly produced by India and Bangladesh, was released nationwide on 27.10.2023. It was released in Bangladesh on 13.10.2023 and received a great response breaking all box office records of the country. A special screening of the film was held at National Museum of Indian Cinema in Mumbai on 25.10.2023, which was attended by lead actor Sh. Arifin Shuvoo, cast & crew of the film, noted film personalities and industry people amongst others. Film Director Shri Shyam Benegal received standing ovation at this special screening.
5. The Hon’ble Minister of Information and Broadcasting, Shri Anurag Thakur announced on 13.10.2023 that the prestigious **Satyajit Ray Lifetime Achievement Award** will be bestowed upon the renowned Hollywood actor and producer **Mr. Michael Douglas** at the upcoming 54th International Film Festival of India (IFFI) scheduled to be held from 20th to 28th November, 2023 in Goa. In this context, **Indian Panorama 2023** announced its official selection of 25 feature films and 20 non-feature films to be screened at the 54th IFFI 2023. National Film Development Corporation (NFDC) India also announced the selected 20 projects originating from 11 countries for the Co-Production Market Feature length projects and the 12 Non-feature films (documentary) projects for Documentary Co-Production Market of **Film Bazaar 2023**, to be held alongside IFFI between 20th to 24th November, 2023 in Goa, providing an opportunity to selected projects to pitch, connect and collaborate with industry professionals at the Bazaar.
6. **India has been re-elected as President of Asia-Pacific Institute for Broadcasting Development (AIBD) for a third successive term.** India has already served two terms as President, AIBD General Conference from 2018 – 2021 and 2021-2023. This milestone which has happened for the first time in the history of AIBD, a 50 years old organization, shows the confidence of the broadcasting organization across the Asia Pacific on India and reflects the strong trust of the international media on India.
7. As part of the ongoing efforts to ensure a fair and sustainable pricing framework, the Ministry of I&B, Government of India has in September, 2023 approved **new rates for advertisements to be issued on Private FM radio stations** for the Government policies and programmes, based on the recommendations of the Rate Structure Committee set up for this purpose. The advertisement rates revised by the Ministry after 7 years includes a 43 percent increase in the base rate, taking into account the rising cost dynamics for the period December 2015 to March 2023.
8. **Campaign on G-20 Presidency**
 - 8.1 The Ministry has published the September 2023 edition of **PM's Mann ki Baat booklet** featuring ‘**G20**’ as the cover story. The e-version was distributed to over 6 crore citizens all over the country through e-sampark and also been uploaded on the websites of Ministry of I&B, MyGov, PM India and the media units of Ministry. The printed booklet is distributed to all MPs and MLAs of the

country, all Secretaries and officials of Govt. of India, Chief Secretaries of States/ UTs and regional offices of M/o I&B.

- 8.2 The October 2023 fortnightly editions of ***New India Samachar (NIS)*** with the cover stories “*Year-long journey leading up to the G-20 summit under India’s chairmanship*” and “*Nari Shakti Vandan Act*” were published in 13 languages and distributed across the country by CBC. E-versions of NIS were sent to over 70.6 million readers via emails using E-Sampark platform of MyGov India.
- 8.3 Publications Division (DPD) prepared and published the November 2023 **special issue of Yojana on the topic ‘One Earth. One Family. One Future’**, underscoring the multifaceted impact of India’s G20 Presidency across various sectors, emphasizing inclusive development, digital infrastructure, sustainability and gender equality. The lead article of this issue is by Shri Amitabh Kant, India’s G20 Sherpa and features important articles by India’s G20 Chief Coordinator and other experts.
- 8.4 Prasar Bharati network and PIB has provided coverage and wide publicity to the inauguration of **9th G20 Parliamentary Speakers’ Summit (P20)** by Hon’ble PM. NMW undertook social media dissemination across the social media accounts of M/o I&B including video bytes and graphics shared using hashtags **#G20, #G20India, #G20Presidency**, etc.
9. The Ministry of I&B, Government of India led by Additional Secretary, Ms. Neerja Sekhar along with eminent industry personalities participated in the **68th edition of Valladolid or SEMINCI International Film Festival** held from 21st to 28th October, 2023 in Spain. **India was designated as the Guest Country** at the festival. Sixteen (16) Indian films were screened during the festival and two short films were selected for the Meeting Point competition.
 - 9.1 A **celebration of ‘India Day’** was held for distinguished guests on 26th October, which witnessed the launch of the 1st bilingual (English & Spanish) book titled ‘Indian Cinema: Traditions, Ruptures & Dissidence’ which is a compilation of writings by leading specialists highlighting the most historical moments in Indian cinema. On the occasion, a round table to discuss the territorial and cultural diversity of the films from India was also organized.
 - 9.2 An **exhibition on “Indian Film Posters”** was inaugurated at Casa de la India in Spain, reflecting the diversity of the Indian film industry through iconic posters. NFDC India also participated in the Shooting Locations Market organized by Spanish Film Commission and Association of Film Commissioners International (AFCI) to promote the incentive schemes of the Government of India for foreign and official co-productions.
10. Publications Division (DPD) participated in one of the most acclaimed book fairs of the world, the **75th Frankfurt Book Fair** held from 18th to 22nd October, 2023 at Frankfurt, Germany. The DPD stall as well as the INDIA National Stand was inaugurated by Sh. Vinod Kumar, Consulate Commerce, Indian Consulate, Frankfurt on 18.10.2023. Presenting its timeless literary treasures, DPD

brought its rich collection of books on wide array of topics and also presented its premium books on Rashtrapati Bhavan and speeches of Prime Minister.

11. **Special Campaign 3.0:** The Ministry of I&B and its Media Units/ organizations has enthusiastically undertaken Special Campaign 3.0 from 2nd to 31st October, 2023. During the campaign, the Ministry of I&B conducted **633 outdoor campaigns, cleaned 1197 spots, identified 44834 kg scrap items for disposal, weeded out 20110 physical files** and **earned Rs. 41.8 lakh in revenue**. Further, the Ministry disposed of 363 Public Grievances, 84 PG appeals, 21 MP references, 2 PMO references and 7 Parliamentary references. Sh. R. K. Jena, Senior Economic Advisor in the Ministry of I&B reviewed the progress of the Campaign during a visit to Satyajit Ray Film and Television Institute (SRFTI), Kolkata on 16.10.2023 and Dr. Ashwani Kumar, Addl. Economic Advisor inspected various Media Units as part of the Campaign during a visit to Leh on 25.10.2023. NMW carried out social media publicity across the social media accounts of M/o I&B shared using hashtags **#SpecialCampaign3, #Swachhta3.0**, etc.
12. **Special Coverages and publications:**
 - 12.1 **Coverage of Elections: DD Dialogue (Election Conclave)** was organized in election bound states of Madhya Pradesh, Rajasthan and Chhatisgarh, wherein prominent political leaders and experts participated. DD News introduced a **special programme 'Chunav Rath'** to cover ground stories related to elections. Chunav Rath travelled to these three states with the title '*Kya Bole Rajasthan*', '*Kya Bole Chhattisgarh*' and '*Kya Bole Madhya Pradesh*'. Another special programme '**Janadesh**' is covering all updates of Assembly Elections in States.
 - 12.2 **Coverage of Rashtriya Ekta Diwas:** DD News and Press Information Bureau (PIB) has undertaken live coverage and wide publicity of **Rashtriya Ekta Diwas Parade** and paying homage to Sardar Patel's 148th Jayanti by Hon'ble PM at Kevadia, Gujarat, including launch of 'Mera Yuva Bharat (MY Bharat)' platform. Akashvani's annual **Sardar Patel Memorial Lecture** was delivered by Former President Sh. Ram Nath Kovind. NMW carried out social media outreach across the social media accounts of M/o I&B with pictures, videos and live streaming, shared using hashtags **#RashtriyaEktaDiwas, #राष्ट्रीय_एकता_दिवस, #SardarPatelJayanti, #NationalUnityDay2023**, etc.
 - 12.3 Prasar Bharati and Press Information Bureau (PIB) provided live coverage and wide publicity to Hon'ble Prime Minister's laying of foundation stone of **Amrit Vatika** in culmination programme of **Meri Maati Mera Desh** campaign and **Amrit Kalash Yatra**, PM's inauguration of the 3rd Global Maritime India Summit 2023 via VC, PM's inauguration of India's 1st Regional Rapid Transit System Corridor & flagging off of Namo Bharat Train, PM's inauguration of the 7th Edition of the India Mobile Congress (IMC) 2023, PM's inauguration of 37th National Games in Goa, PM's distribution of over 51,000 appointment letters to newly inducted recruits during National Rozgar Mela, PM shares his thoughts in the monthly radio program Mann Ki Baat, etc.

13. I&B Initiatives on Minimum Government Maximum Governance –

- **Media Outreach and Communication on important campaigns:** The Ministry of I&B in coordination with the Ministry of Agriculture, and its media units has prepared a **plan for a nationwide on ground IEC campaign** to raise awareness in the citizens to achieve saturation of schemes. The campaign involves movement of IEC vans in rural, tribal and urban areas, outdoor creatives, etc. and is to be implemented under whole of government approach in coordination with State government, district authorities and Local bodies.
- **Action taken against TV channels for violation of Advertising Code:** Complaints/ References were received against telecast of alleged objectionable/ misleading advertisements by Private Satellite TV channels. The matters were considered by Inter-Departmental Committee (IDC) in its meeting held on 13.09.2023. Based on the recommendation of the IDC, the Ministry vide Order dated 10.10.2023 directed a TV channel to run an 'Apology Scroll' three times a day for five minutes each for five days for telecasting advertisements in violation of the Advertising Code under CTN Act, 1995 and rules framed thereunder. Further, the Ministry vide Order dated 27.10.2023 also directed another TV channel to go off-air for 7 days for telecasting advertisement in violation of the Advertising Code under CTN Act, 1995 and rules framed thereunder.
- **Digital Media:**
 - The Ministry issued directions for blocking of 2 YouTube channel and 36 Social Media Posts under the provisions of IT Rules, 2021 for carrying content covered under Section 69A of IT Act, 2000.
 - A meeting was held with the self regulatory bodies for OTT platforms, namely Digital Publishers Content Grievance Council (DPCGC) and Digital Media Content Regulatory Council (DMCRC), on the various aspects of implementation of IT Rules, 2021.
- **Channel Licensing:** The Ministry of I&B has granted 02 new permissions and has not accepted the surrender request/ cancellation of any channel during the month. The total number of private satellite TV channels for up-linking and downlinking in India **as on 31.10.2023** is **913**.
- **Community Radio Stations (CRS):** **Two (02) new CRSs were commissioned** during the month. **Two (02) new Grant of Permission Agreements (GOPA)** and **one (01) renewed GOPA** were signed during the month. **Two awareness workshops** for CRSs were held at Kevadia, Gujarat and Guwahati, Assam.
- Press Information Bureau (PIB) and its Regional offices have issued over **9500 Press Releases** in English, Hindi and 14 regional languages, and commissioned **9 Articles** on various issues, including a **Special Article** on MS Swaminathan written by Hon'ble PM Narendra Modi which was published in 332 newspapers countrywide. PIB Fact Check Unit **busted 21 fake news** and posted 24 tweets. Inputs from Research Unit were provided for national, state and district level data updation on 23 Central Public Welfare Schemes and People's G20 booklet.

- CBC finalized designs & content and released **print media campaigns** on the occasion of Gandhi Jayanti and National Unity Day across the country. Regional Offices (ROs)/ Field Offices (FOs) of CBC **conducted ICOPs, field programmes and awareness on various themes such as Swachhata Special Campaign 3.0, Meri Mati Mera Desh, Swachhta Hi Sewa, Ek Tareekh Ek Ghanta, Vishwakarma Yojana** etc. **through Social Media** across the country as under:

Total No. of Tweets and Retweets (with 'Impressions')	Total No. of Facebook Posts	Total No. of Instagram Posts	Total No. of Posters/ Message /Videos circulated on WhatsApp
19118 (210231)	5315	2481	12166

- **Social Media Coverage:** The social media handles of M/o I&B provided comprehensive coverage and publicity to various themes during the month across platforms by sharing around **362 unique graphics/ videos/ images/ posts/ tweets** etc.

Meri Maati Mera Desh and other flagship campaigns were highlighted through infographics, reels, audio and video content for campaigns, such as Special Campaign 3.0, Swachhta Hi Seva, Asian Games 2022, P20 Summit, G20 Summit, Mission Gaganyaan, Operation Ajay, India's UNESCO World Heritage Sites, National Film Awards, Asian Para Games 2022, National Unity Day, Vigilance Awareness Week, Cabinet Round-up, MIB Podcast, MIBePositive, Weeknama etc.



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