

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

New Delhi the 20th August, 2024

Sub.: Summary (No.- 7) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of July 2024.

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

1. **WORLD AUDIO VISUAL AND ENTERTAINMENT SUMMIT (WAVES) 2024**
 - 1.1 **Global Media and Entertainment Summit to Empower India's Film Industry:** At a curtain raiser event in New Delhi held on 13th July, 2024, it was announced that India will host World Audio Visual and Entertainment Summit (WAVES), a landmark event for the Media and Entertainment industry world over, in Goa from 20th to 24th November, 2024. The announcement was made by the Hon'ble Minister of Information and Broadcasting (I&B), Shri Ashwani Vaishnav, in the presence of the Hon'ble Chief Minister of Goa, Shri Pramod Sawant and the Hon'ble Minister of State for I&B, Dr. L. Murugan along with Ambassadors and representatives from 30 countries.
 - 1.2 **Launch of Website and Brochure:** The Hon'ble Minister of I&B along with other dignitaries launched the website of WAVES 2024 (<https://wavesindia.org/>) and unveiled the brochure of the Summit, at the curtain raiser event. The event was followed by a CEO Roundtable, which witnessed participation of representatives of 60 leading media organizations across various sectors.
 - 1.3 **Social Media amplification:** New Media Wing (NMW) carried out extensive outreach across the social media platforms of the Ministry of I&B through video bytes, photos, graphics and live coverage, shared using the hashtags **#WAVES**, **#WAVESummitIndia** & **#WAVESCurtainRaiser**, which garnered 8.3+ million total views/ impressions.
2. **INITIATIVES AND ACHIEVEMENTS**
 - 2.1 **Launch of 500th Community Radio Station to empower Mizoram:** The Hon'ble Minister of Information and Broadcasting (I&B), Shri Ashwani Vaishnav inaugurated Mizoram's first and India's 500th Community Radio Station on 25th July, 2024 through online mode, in the presence of Hon'ble Minister of State for I&B, Dr. L. Murugan and Hon'ble Chief Minister of Mizoram, Shri Lalduhoma. Indian Institute of Mass Communication's '**Apna Radio 90.0 FM**' at Aizawl aims to amplify local voices on citizen centric topics. The Hon'ble Minister also announced the **winners of 10th National Community Radio Awards** on the same day in four categories, conferring three prizes under each category. These awards are conferred to encourage innovation and healthy competition amongst Community Radio Stations (CRSs).

- 2.2 **Release of books on Hon'ble President of India and Rashtrapati Bhawan:** On 18th July, 2024 in New Delhi, the Hon'ble Minister for Agriculture and Farmers Welfare, Shri Shivraj Singh Chouhan, along with Hon'ble Minister of State for Information and Broadcasting (I&B), Dr. L. Murugan, released four notable books published by Publications Division (DPD):
- a) ***Wings to Our Hopes- Volume 1 (English and Hindi)*** containing the Hon'ble President Droupadi Murmu's speeches delivered on various occasions in the first year of her presidency ,
 - b) ***Rashtrapati Bhavan: Heritage Meets the Present*** which is an in-depth exploration of the Rashtrapati Bhavan, tracing its history, legacy, and architectural splendor, and
 - c) ***Kahani Rashtrapati Bhavan Ki*** containing information related to the President and Rashtrapati Bhavan for children.
- 2.3 **Awards won by FTII films at International and National film festivals:** Film and Television Institute of India (FTII)'s films won a Student Jury Prize at Tbilisi International Student Film Festival, Georgia; and Best Short Fiction as well as Jury Award at 16th International and Short Film Festival of Kerala.
- 2.4 **Facilitating visit of Specially Abled Kids from SRCC:** A guided tour was conducted by National Film Development Corporation – National Museum of Indian Cinema (NFDC-NMIC) on 24th July, 2024 for a group of 13 specially abled children from the **Society for the Rehabilitation of Crippled Children (SRCC)**. The children were engaged in a series of curated activities including a workshop on various topics and aimed to provide an inclusive and enriching experience, tailored to accommodate the unique needs of the participants.
- 2.5 **Dedicated program 'Bharat@7' for regional news:** DD News started a new special program Bharat@7 at 7 PM on weekdays to cover important events and stories from all States and UTs, enabling it to provide dedicated platform for the regional news content.

3. **COVERAGE OF SPECIAL EVENTS/ INITIATIVES OF GOVERNMENT**

3.1 **UNION BUDGET 2024-25**

- 3.1.1 **Outreach initiatives:** Extensive coverage of the budget was undertaken by Prasar Bharati on the day of the announcement through live coverage, explainers, bytes and reactions from political leaders, industry experts and the public. An **exclusive interview with the Hon'ble Finance Minister** was telecast on the entire DD network and special discussion programmes were mounted with the Secretaries of the Ministry of Finance. A **dedicated series** titled '**Budget 2024: Tisari Arthik Mahashakti Ki Aur**' was telecast on DD News, covering all aspects of Budget and Economic Survey with focus on India emerging as third largest economy of the world. External Services Division of Akashvani also broadcast discussions/commentaries on 'Union Budget 2024-25: Growth with Equity'.
- 3.1.2 **Social Media coverage:** Press Information Bureau (PIB) organized live broadcasts, supplemented with infographics and tweets. New Media Wing (NMW) carried out extensive outreach across the social media accounts of the

Ministry of I&B from 23rd to 31st July, 2024 through infographics, explainer videos, video bytes, reels, live coverage etc. shared using the hashtags **#UnionBudget2024**, **#Budget2024** and **#ViksitBharatBudget**, garnering over **82.5 million** total impressions/views.

3.2 PARIS OLYMPICS

3.2.1 **Outreach initiatives:** DD News and its Regional News Units (RNUs) provided extensive coverage to the celebration of Paris Olympics 2024 through live coverage, news bulletins, special Shows, interviews, packages, stories, and ground reports in Hindi, English and other regional languages. Special daily programs '**चीयर4 भारत @ पेरिस ओलंपिक**' on DD News and '**Cheer4Bharat**' on DD India were mounted till 25th July, 2024. A special show '**Bharat Ke Champion @ Paris Olympic 2024**' on DD News has been covering Indian contingents' performance highlighting all aspects. External Services of Akashvani also broadcast discussions/ commentaries on 'Paris Olympic Games 2024'.

3.2.2 **Social media amplification:** PIB covered Paris Olympics by issuing Press Releases, amplified through social media and infographics. New Media Wing (NMW) carried out extensive outreach across the social media accounts of the Ministry of I&B through video bytes, graphics and more shared using the hashtags **#ParisOlympics** and **#Cheer4Bharat**, garnering over **68.8 million** total impressions/ views.

3.3 NEW CRIMINAL LAWS (NCLs)

3.3.1 **Outreach initiatives:** Extensive Media coverage was ensured for the Press Conference of the Hon'ble Home Minister and Minister of Cooperation, Shri Amit Shah in New Delhi on July 1, 2024, marking the notification of three New Criminal Laws (NCLs). Press Information Bureau (PIB) issued Press Releases, carried out a social media campaign and organized Vartalaps at regional and block level to create awareness among the people on three NCLs.

3.3.2 **New India Samachar (NIS):** The July 2024 fortnightly editions of New India Samachar (NIS) featured the themes of "**New Laws of New India**" and "A Decade of Tax Reforms, Special Story on Income Tax". Published in 13 languages, NIS was printed and distributed nationwide by Central Bureau of Communication (CBC). Additionally, Regional and Field Offices of CBC organized **13 Integrated Communication and Outreach Programmes (ICOPs)** and **03 Field Programmes** on the theme during the month.

3.3.3 **Social media amplification:** New Media Wing (NMW) carried out outreach across the social media accounts of the Ministry of I&B through infographics, explainer videos, etc. using the hashtags **#NewCriminalLaws**, **#BNSS** and **#BSA**.

3.4 SILVER JUBILEE OF 'KARGIL VIJAY DIWAS'

3.4.1 On the occasion of the 25th '*Kargil Vijay Diwas*', a six-day **Photo Exhibition** titled "**Kargil Vijay Diwas: Rajat Jayanti**" was inaugurated on 26th July, 2024 at Siri Fort Auditorium, New Delhi, in the presence of large number of school

students along with other visitors. Regional and Field Offices of Central Bureau of Communication (CBC) have organized **40 Integrated Communication and Outreach Programmes (ICOPs), 38 Exhibitions, 01 Radio Talk** and **10 field programmes** on the theme during the month, apart from various activities such as Seminars, Group Discussions, Expert lectures, Rallies, Paintings, Quizzes, Essay writings, Rangoli and Drawing Competitions. Additionally, NFDC-NMIC also screened '*LOC: Kargil*' on 27.07.2024.

4. **CONTENT REGULATION & LICENSING**

4.1 **Supreme Court Directions on Advertisers in India:**

- a) In compliance with the Supreme Court's directives dated May 7, 2024, advertisers and advertising agencies must now submit a **Self-Declaration** on a designated portal certifying that their advertisements comply with the Advertising Code under the CTN Rules 1994 before being printed, aired, or displayed. Superseding previous advisories from June 2024, a **new advisory dated July 3, 2024** has been issued by the Ministry of I&B, advising advertisers/agencies to upload an annual self-declaration certificate related to products and services from the 'Food and Health Sectors' on the Broadcast Seva Portal and Press Council of India Portal, thereby providing proof to media stakeholders before issuing such advertisements.
- b) In pursuance of Hon'ble Supreme Court's Order dated 09.07.2024, another stakeholders consultation meeting was held on 19.07.2024 for discussing issues related to Self-Declaration Certificate.

4.2 **Meeting with YouTube representative to tackle fake news and harmful content:** A meeting was co-chaired by the Secretary, I&B and Secretary, MeitY on 30.07.2024 with global representative of YouTube on various issues like fake news, use of AI for proactively identifying illegal and harmful content, etc.

4.3 **Blocking under section 69A of IT Act:** The Ministry issued directions to block 5 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 29 fake news items and posted 38 tweets**, earning **657.4K** impressions.

4.5 **Channel Licensing:** During the month, the Ministry granted permissions for two new channels and accepted the surrender request/cancellation of one channel. As of July 31, 2024, the total number of **private satellite TV channels** authorized for up-linking and downlinking in India stands at **911**.

4.6 **Community Radio Stations (CRS):** The Ministry issued **thirteen** new Grant of Permission Agreements (GOPAs), while renewing seven GOPAs for CRS during the month.

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

5.1 **Launch of an upskilling program 'The Voicebox' for voice-over Artists in India:** A Memorandum of Understanding (MoU) was signed between the National Film Development Corporation (NFDC), Ministry of I&B and Netflix

India on 18th July, 2024 to jointly launch an upskilling program titled "The Voicebox" aimed at voice-over artists in India. The 'Voicebox' program, sponsored by the Netflix Fund for Creative Equity, will offer Recognition of Prior Learning (RPL) training for voice-over artists in seven cities across India through workshops conducted by training partner Pearl Academy.

5.2 **Film Facilitation Office (FFO):** During the month, FFO facilitated permission from the Ministry of I&B for 8 International projects and processed 4 Incentive applications. FFO also participated in the Malaysian International Film Festival to promote its services and the Ministry's incentive scheme for foreign production and official co-production.

6. OTHER SIGNIFICANT ACTIVITIES

6.1 **Mann Ki Baat Booklet:** The Ministry of I&B developed the June, 2024 edition of PM's *Mann ki Baat* booklet, featuring '**Loktantrika Mahaparva**' as the cover story. It contains stories and testimonials with special mentions by the Hon'ble Prime Minister, alongside media reactions. The e-version reached over 6 crore citizens via e-sampark and is accessible on websites of the Ministry of I&B, MyGov, PM India, etc. Printed copies were 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.

6.2 **Strengthening International Ties:** The National Film Development Corporation (NFDC) organized the '**Indonesia & NFDC Film Festival**', held from 1st to 6th July, 2024, which aimed to promote cultural exchange between the two countries. The celebrations concluded with a cultural programme organized by the Consulate of Indonesia at NMIC auditorium on 7th July, 2024, showcasing the traditional Indonesian Kecak Dance, based on the epic Ramayana.

6.3 **First Anniversary of Chronicles of Timeless Treasures:** To mark the First Year Anniversary of National Museum of Indian Cinema (NMIC)'s Chronicles of Timeless Treasures, classic movie 'Pyasa' was screened on 13th July, 2024.

6.4 **Birth Anniversary of Premchand:** To mark the Birth Anniversary of Premchand, one of the greatest literary figure of Hindi literature, Publications Division (DPD) published the *Ajkal* (Hindi and Urdu editions) July 2024 issue with articles reflecting his personality and creativity. The *Ajkal* (Urdu) July 2024 issue also included two articles on Premchand.

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 of the Government of India**, attended by high dignitaries, including the Hon'ble President, Vice President, and Prime Minister of India. Media coverage was also ensured for **Sampoornata Abhiyan, New Criminal Laws**, presentation of Gallantry Awards, conferring of Russia's highest national award on Hon'ble PM Shri Narendra Modi, homage paid to martyrs on **25th Kargil Vijay Diwas**, declaration of 25th June as **Samvidhaan Hatya Diwas, 46th Session of World**

Heritage Committee, completion of **10 years of MyGov** platform, **Global India AI Summit 2024**, 102nd International Day of Cooperatives, 7th Apex Level Meeting of Narco-Coordination Center (NCORD) and address of 112th episode of **Mann Ki Baat**.

- 7.2 **Press Releases and Publications:** PIB and its regional offices issued **9,122 press releases** in English, Hindi, and 14 regional languages. To disseminate information about the Government of India's initiatives, **five significant articles** including an article written by Hon'ble PM titled '*Venkaiah Garu – life in service of Bharat*' were published, resulting in about **586** clippings nationwide. Additionally, important explainers on Budget Series and Paris Olympics series were published by Research Unit of PIB during the month.
- 7.3 **Social Media Coverage:** The Ministry's social media handles provided extensive coverage and publicity across various themes by disseminating around **218 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 **Union Budget, New Criminal Laws, WAVES, Paris Olympics**, UNESCO World Heritage Sites, MIBePositive, MIB Podcast and Weeknama, highlighted through infographics, reels, audio, and video content.



(C. Senthil Rajan)

Joint Secretary to the Government of India
Tel. # 23382597