

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

New Delhi the 24th October, 2024

Sub.: Summary (No.- 9) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of September 2024.

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

1. **INITIATIVES TO BOOST INDIA'S MEDIA & ENTERTAINMENT SECTOR AND CREATOR ECONOMY**
- 1.1 **Establishment of National Centre of Excellence (NCoE) for AVGC-XR:** On September 18, 2024, the Union Cabinet, chaired by Hon'ble Prime Minister Shri Narendra Modi, approved the establishment of the National Centre of Excellence (NCoE) for Animation, Visual Effects, Gaming, Comics, and Extended Reality (AVGC-XR) in Mumbai. Formed as a Section 8 Company under the Companies Act, 2013, the NCoE will be established in partnership with FICCI and CII to anchor the AVGC-XR ecosystem. This initiative aims to position India as a global content hub, enhance its soft power, and attract foreign investment into the Media & Entertainment sector, in line with the AVGC Task Force's recommendations outlined in the Budget 2022-23 speech of the Hon'ble Finance Minister.
- 1.2 **India to host World Audio Visual & Entertainment Summit (WAVES):** The Ministry will host the World Audio Visual & Entertainment Summit (WAVES) from February 5-9, 2025, at Bharat Mandapam, New Delhi. Announced on September 20, 2024 during a roadshow in Hyderabad, WAVES will gather global industry leaders to explore new opportunities, address challenges, and promote India's growing influence in the Media & Entertainment sector.
- 1.3 **Create In India Challenge Season-I:** In the 114th edition of **Mann Ki Baat** on September 29, 2024, Hon'ble Prime Minister Shri Narendra Modi encouraged creators to participate in the Create in India Challenge. Launched by Hon'ble Minister Shri Ashwini Vaishnaw on August 22, 2024, this initiative features 25 challenges aimed at gaming, animation, film-making, and other creative sectors, highlighting opportunities for growth in music, education, and anti-piracy.
- 1.4 **Launch of WAVES Anime & Manga Contest (WAM!):** As a precursor to the upcoming WAVES Summit, the Ministry of I&B in collaboration with the Media & Entertainment Association of India (MEA!) officially launched the **WAVES Anime & Manga Contest (WAM!)** on 24.09.2024 to promote anime and manga culture in India, as part of 'Create in India Challenge'. The initiative aligns with the Hon'ble Prime Minister's vision of 'Design in India, Design for the World' articulated during the 78th Independence Day address. The participation for WAM! is available free of charge on its website www.meai.in/wam.

2. INITIATIVES, ANNOUNCEMENTS AND ACHIEVEMENTS OF MINISTRY

- 2.1 **65 Years of Doordarshan:** India's Public Service Broadcaster Doordarshan has played a crucial role in the socio-cultural development of India and has proudly completed its 65th Anniversary this month. To commemorate this milestone, a special programme titled "**Dil Se Doordarshan, DD@65**" was telecast by DD National on 15.09.2024 at 10 AM and repeat telecast at 08 PM. **DD@65** was a grand gala event hosted by renowned Master Jaiveer Bansal & Anil Singh, Ventriloquist and featured performances by eminent artists like Shri Pramod Kumar, International Magician & Mentalist and Ms. Manisha Swarnkar, Sand Artist. The star performer for the show was **Padma Shri awardee Sh. Kailash Kher** and the voiceover for DD show reel was done by **legendary actor Sh. Manoj Bajpayee**. A social media campaign **#DilseDD@65** was also conducted to share the mission & vision of DD with the audiences through video.
- 2.2 **Announcement of Dadasaheb Phalke Lifetime Achievement Award 2022:** The Hon'ble Minister of Information and Broadcasting, Shri Ashwini Vaishnaw announced on September 30, 2024 that legendary actor Shri Mithun Chakraborty would be honoured with the Dadasaheb Phalke Lifetime Achievement Award for the year 2022, in recognition of his remarkable contributions to Indian cinema.
- 2.3 **New Section to celebrate Debutant Indian Films at 55th IFFI 2024:** A new section has been instituted for the young Indian filmmaker called 'Best Debut Indian Film Section 2024', as part of 55th International Film Festival of India (IFFI) scheduled to be held in Goa from 20th to 28th November, 2024. Additionally, a Best Debut Director of Indian Feature Film Award will also be presented at 55th IFFI 2024. The initiative underscores the Government's commitment to foster new talent and encourage the next generation of cinematic storytellers.
- 2.4 **Deployment of 'Accessibility Standards' in E-Cinepramaan:** The "**Accessibility Standards**" module in E-Cinepramaan portal has been successfully deployed as per the scheduled timeline i.e. 15.09.2024, enabling applicants to apply/submit their films with the required accessibility features for the hearing and visually impaired. This is in alignment with 'Accessibility Standards in the Public Exhibition of Feature Films in Cinema Theatres for Persons with Hearing & Visual Impairment' notified by the Ministry of I&B on 15.03.2024.
- 2.5 **Film Facilitation Office (FFO):** During the month, FFO participated in the **Toronto International Film Festival** with an objective to organize & manage India Booth at the festival and promote incentive schemes & co-production projects. FFO also facilitated permission from the Ministry of I&B for 7 International projects and processed 7 Incentive applications.

3. COVERAGE OF SPECIAL EVENTS/INITIATIVES OF GOVERNMENT

- 3.1 **ACHIEVEMENTS OF 100 DAYS OF HON'BLE PRIME MINISTER'S THIRD TERM**

- 3.1.1 **Press Conference by Union Home Minister:** The Hon'ble Home Minister and Minister of Cooperation, Shri Amit Shah in the presence of the Hon'ble Minister of Information & Broadcasting (I&B), Shri Ashwini Vaishnaw addressed a Press Conference in New Delhi on September 17, 2024 on the important initiatives, decisions and achievements of the first 100 days of the third term of Hon'ble Prime Minister Shri Narendra Modi. The Hon'ble Minister of State for I&B, Dr. L. Murugan also addressed the media in New Delhi on September 18, 2024 on 100 days of Government 3.0.
- 3.1.2 Central Bureau of Communication (CBC) launched an intensive **campaign on YouTube, TV & Google Display Network** (over 7000 websites) for 10 days on the theme 100 days of Government; finalized & printed the 100 days of Government **booklet** and released **11 strip advertisements** in prominent newspapers on various themes/ achievements/ decisions of the Government to inform citizens.
- 3.1.3 DD News network telecast programmes on key initiatives of the Government and Press Information Bureau (PIB) extensively promoted 100 Days of Modi through Press Conferences, Press Releases and daily Social Media posts.
- 3.2 **'SWACHHATA HI SEVA' (SHS) 2024**
- 3.2.1 **Cleanliness and plantation drive under SHS 2024:** The Hon'ble Minister for Information & Broadcasting (I&B), Shri Ashwini Vaishnaw accompanied by the Hon'ble Minister of State for I&B. Dr. L. Murugan participated in 'Swachhata Hi Seva' (SHS) 2024 campaign hosted by Central Bureau of Communication (CBC) at Sochna Bhawan, New Delhi and administered oath to the officers and staff of the Ministry. In continuation of the 'Ek Ped Maa Ke Naam' campaign, a sapling plantation drive was also initiated by the Ministers to highlight the dual objective of cleanliness and environmental conservation.
- 3.2.2 The Ministry and its Media Units/ organizations successfully participated in fortnight drive Swachhata Hi Seva (SHS) and conducted **4839 events** with a total **participation of over 2 Lakh persons** under the three pillars of SHS 2024, namely 'Swachhata Mein Jan Bhaagidari', 'Sampoorna Swachhata' including 'Swachhata Lakshit Ekayi' or Cleanliness Target Units and 'Safai Mitra Suraksha Shivir'. Various competition, quizzes, theatre and drama, cultural workshops, marathons, storytelling and literature events, 'Swachhata Chaupal', 'Swachhata Samvad', film screenings etc. were conducted to celebrate the SHS campaign. Activities conducted were widely published through social media posts across platforms.
- 3.2.3 **Campaign for Media Outreach and Communication:** The Ministry of I&B developed a media campaign for the *Swachhata Hi Seva* 2024 to highlight the 15 days action through engaging content and interactive campaigns across digital and traditional platforms to maximize visibility and participation in the campaign.
- 3.2.4 **Outreach initiatives:** Regional/Field offices of CBC conducted **19 Integrated Communication & Outreach Programmes (ICOPs) and 72 field programmes** on the theme. DD News along with its 30 Regional News Units (RNUs) provided extensive publicity and coverage to the SHS campaign

through **live coverage, News Bulletins, Special Shows, Special Interviews, Packages, Stories, Ground Reports** in Hindi, English and other regional languages. News Services Division, All India Radio (NSD: AIR) broadcast special discussion programmes with experts and senior government officials on Swachh Bharat Mission and SHS themes. PIB's Regional and Branch office amplified the message by distributing **press releases and articles** to local media outlets. Publications Division (DPD) prepared the **October 2024 special issue of Yojana journal** to highlight the Swachh Bharat Mission's decade-long transformative progress.

- 3.2.5 **Social Media amplification:** New Media Wing (NMW) carried out extensive outreach across the social media accounts of the Ministry of I&B from 13th to 30th September, 2024 with graphics, explainer videos, video bytes, reels, live coverage and more shared using the hashtags **#SwachhataHiSeva2024, #SHS2024** and **#SwabhavSwachhata**, garnering over **61.1** million total impressions/ views. PIB launched a social media campaign, with daily updates on 'X' and various other handles and amplification through Regional & Branch offices.
- 3.3 **PARIS PARALYMPICS 2024:** India's para-athletes delivered best-ever performance earning 29 medals and finishing 18th place in medal tally. DD News has telecast a **special program** on Paris Paralympics titled '**Cheer 4 Bharat @ Paris Paralympics**'. DD India has telecast **exclusive interviews** with Gold Medalist Para-Shuttler Nitesh Kumar, Indian para shuttler Nithya Sre Sivan, Indian trap shooter Rajeshwari Kumari, para-badminton coach Gaurav Khanna, silver medalist Pranav Soorma, Deaf Shooter Mahit Sandhu, Gold Medal winner in Para-badminton, Avani Lekhara and Suma Shirur etc. PIB carried out extensive publicity through Press Releases, Social media posts and infographics.
- 3.4 **ASSEMBLY ELECTIONS:** Ahead of the J&K Assembly elections, DD News organized the "**DD Dialogue: Khilta Kashmir**" conclave in Srinagar, featuring participation of key figures such as the Hon'ble Lieutenant Governor of J&K, Hon'ble Union Minister Sh. Jitender Singh, Vice President of the National Conference Sh. Omar Abdullah, among other esteemed participants. This conclave aimed to address crucial issues related to the elections and engage with the local community. Special programmes '**Kya Bole Haryana**' and '**Kya Bole Jammu-Kashmir**' were also mounted to catch the pulse of these poll-bound states with ground reports and interactions with locals.
- 3.5 **NATIONAL SPORTS DAY 2024:** To commemorate the Birth Anniversary of Major Dhyanchand, the Ministry of I&B organized '**Khel Utsav 2024**' from 27th to 30th August, 2024 by conducting tournaments in four sports viz. Cricket, Hockey, Badminton and Table Tennis, with participation of over 200 officials and staff. A **ceremony for distribution of Major Dhyanchand trophies** was held on 4th September, 2024 at PIB Conference Hall, Shastri Bhawan, New Delhi.
- 3.6 **7th RASHTRIYA POSHAN MAAH:** Regional/ Field offices of CBC conducted **58 ICOPs** and **11** field programmes on the theme. PIB ensured widespread awareness through Press Releases, Social media posts, infographics and informative videos at national and regional levels. New Media Wing (NMW) carried out extensive outreach across the social media accounts of M/o I&B

during the month in the form of informative graphics, explainer videos & more shared using the hashtags **#RashtriyaPoshanMaah**, **#EatRight** and **#SuposhitBharat**, garnering over **82.4 million** total impressions/ views.

4. CONTENT REGULATION & LICENSING

- 4.1 **Blocking under Section 69A of IT Act:** The Ministry issued directions for blocking of 3 Twitter (X) accounts under the provisions of IT Act, 2000 and IT Rules, 2021.
- 4.2 **Action against obscene content:** The Ministry issued notices to Netflix, MUBI and ALTT platforms regarding allegedly obscene content. Content in question has been removed by MUBI.
- 4.3 **Disclaimer of OTT series modified:** Disclaimer of web series 'IC-814: The Kandahar Hijack' streaming on Netflix was modified to include the real names of hijackers of the IC-814 flight in 1999.
- 4.4 **PIB Fact Check Unit:** The PIB Fact Check Unit **debunked 68 fake news items and posted 63 tweets**, earning **416.7K** impressions. The content fact checked by PIB Fact Check Unit was followed up with YouTube, leading to removal of multiple videos/posts & termination of certain channels on YouTube.
- 4.5 **Channel Licensing:** During the month, the Ministry granted permissions for five new channels. As of September 30, 2024, the total number of **private satellite TV channels** authorized for up-linking and downlinking in India stands at **917**.
- 4.6 **Community Radio Stations (CRS):** The Ministry issued three new Grant of Permission Agreements (GOPAs), while renewing five GOPAs for CRS during the month. Additionally, **revision of Central Sector Scheme "Supporting Community Radio Movement in India"** was done during the month.

5. OTHER SIGNIFICANT ACTIVITIES & ACHIEVEMENTS

- 5.1 **Mann Ki Baat Booklet:** The Ministry of I&B developed the August, 2024 edition of PM's *Mann ki Baat* booklet, featuring '**India's Space Sector: New Frontier**' 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.
- 5.2 **New India Samachar (NIS):** The September 2024 fortnightly editions of New India Samachar (NIS) featured the themes of "**Address from Red Fort for the 11th time – Symbol of purity and a new beginning for the nation**" and "**A decade of Make in India**". Published in 13 languages, NIS was printed and distributed nationwide by Central Bureau of Communication (CBC).
- 5.3 **First Batch at Film and Television Institute (FTI), Arunachal Pradesh:** Orientation and interview session were conducted during the month at Satyajit

Ray Film & Television Institute (SRFTI) for the first batch of students at Film and Television Institute (FTI), Arunachal Pradesh.

- 5.4 **Strengthening International Ties:** National Film Development Corporation (NFDC) organized a four-day **'Thailand & NFDC film festival'** from 12th to 15th September, 2024, which aimed to promote the culture of India and other countries globally.
- 5.5 **Celebration of Hindi Pakhwada: A Message** from the Hon'ble Minister of Information and Broadcasting was released on 14.09.2024. The Main Secretariat of the Ministry of I&B observed **Hindi Pakhwada from 14th to 28th September, 2024** during which noting and drafting, debate, essay writing, dictation, typing and shorthand competitions were organized. Various Media Units/ organizations of the Ministry of I&B celebrated Hindi Pakhwada by organizing similar suitable activities and competitions. NMW carried out outreach across the social media accounts of M/o I&B from 14th to 30th September, 2024, through daily quizzes & graphics, shared using the hashtag **#हिन्दी_पखवाड़ा_2024**. Film and Television Institute of India (FTII) published a special Hindi edition of its half-yearly magazine 'Lensight' on 27.09.2024 as part of Hindi Pakhwada. SRFTI's first in-house Rajbhasha magazine 'Cine Hans' was awarded first prize by Town Official Language Implementation Committee-2 (TOLIC-2) on 03.09.2024.
- 5.6 **Review of Key Film Sector Institutions in Mumbai:** The Hon'ble Minister for Information & Broadcasting, Shri Ashwini Vaishnaw visited the National Film Development Corporation (NFDC) campus in Mumbai on September 23, 2024 and conducted an extensive review of the activities of the Central Board of Film Certification (CBFC) and the NFDC. CBFC Chairperson, Shri Prasoon Joshi briefed the Hon'ble Minister on the latest initiatives in the certification process and the film industry. The Minister also visited the National Museum of Indian Cinema (NMIC) including the heritage building of Gulshan Mahal. He also reviewed the progress of the NCoE and emphasized on complete industry orientation for the AVGC Sector.

6. SUMMARY OF MEDIA COVERAGE BY MEDIA UNITS

- 6.1 **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 the first **Bharatiya Kala Mahotsav**, Safai Mitra Sammelan, 8th **India Water Week 2024**, **National Teachers' Awards**, sixth **Quad Leaders' Summit** in Wilmington, **Summit of the Future** at the United Nations in New York, National PM Vishwakarma Program, 4th Global **Renewable Energy Investor's Meet and Expo** (RE-INVEST), **SEMICON India 2024**, **World Food India 2024** and address of 114th episode of **Mann Ki Baat**.
- 6.2 **Press Releases and Publications:** PIB and its regional offices issued **8,491 press releases** in English, Hindi, and 14 regional languages. To disseminate information about the Government of India's initiatives, **seventeen significant articles** were published, resulting in about **977** clippings nationwide.

Additionally, important **explainers** on 100 days of Modi 3.0, Paris Paralympics, Poshan Maah, Ayushman Bharat, Swachh Bharat Mission were published and **six e-books** on Election, President's Oath Ceremony, Walking with Gandhi – A photographic tribute, Swearing in Prime Ministers of India, The Iron Man of India – A tribute to Sardar Patel, Republic Day were prepared by Research Unit of PIB during the month.

- 6.3 **Social Media Coverage:** The Ministry's social media handles provided extensive coverage and publicity across various themes by disseminating around **197 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 **Swachhata Hi Seva, Poshan Maah**, Cabinet Decisions, **Hindi Pakhwada**, MIBePositive and Weeknama, highlighted through infographics, reels, audio, and video content.



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