

**Report of the**

**Group of Ministers**

**on**

**Government Communication**

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## **1. Executive Summary**

A Committee of Group of Ministers (GoM) comprising of six Ministers was constituted to submit the report on “Government Communication”. The GoM made its 1<sup>st</sup> presentation to the Hon’ble Prime Minister who guided the GoM with his insights and gave vital inputs. Thereafter, the GoM was expanded with the inclusion of three senior Ministers – Shri Ravi Shankar Prasad, Smt. Smriti Irani and Dr. S. Jaishankar. The list of members of the GoM comprising 9 (nine) ministers is enclosed as Annexure-1. The GoM met six times on 14/06, 20/06, 22/06, 26/06, 28/06 & 09/07/2020. A meeting with prominent personalities was also held at the residence of Shri Kiren Rijju on 26/06/2020. A list of participants of this meeting is enclosed as Annexure-2.

For obtaining a wider perspective on the issue, the GoM held interactions over VC with separate groups including:

1. Comprising of prominent persons from the media field on 23/062020 (Annexure-3) and 24.06.2020 (Annexure-4).
2. with members of the industry / business chambers on 30/062020 (Annexure-5).

After detailed deliberations, it was decided to identify 10 big narratives of the Government. These narratives are reflective of the good work / initiatives taken by the Government for the welfare of the people. It was agreed to identify the strategies that can be adopted to take these messages to the people and to suggest the specific action points by which it can be done. In the process, the shortcomings and

gaps in engagements with various stakeholders of media at both domestic and international levels was also identified so that these can be bridged for effective dissemination of the messages.

The deliberations of the GoM focussed on evolving multi-pronged strategy to take these 10 big narratives to the people by various means including direct connect by elected representatives and state & district level representatives, engaging with media houses and academia at national and international level, utilizing all types of media, feeding them with positive stories and testimonials, developing institutional mechanisms for structured engagements, developing DD International on lines of best international public broadcasters and strengthening a resource pool of domain experts. It was decided that every ministry should identify two major public outreach programs in a year along with one day of pre-event publicity and one day of post-event coverage. This way, for around 300 days in a year, there will be coverage of one or the other government program. It was also agreed to establish a new communication wing for effectively disseminating information & taking feedbacks. It was also agreed to establish a strong Fact Check Unit and to more effectively use the social media for targeted communication. A research unit shall also be set up to collate all information in proper formats for easy and timely retrieval. An Integrated dashboard should also be developed.

The GoM has identified and suggested strategies and action points to achieve these targets, together with identification of responsibility –

issue-wise, ministry-wise and Group of Secretaries-wise –for effective and timely action.

## **2. Vision**

2.1 Effective dissemination of Government policies, programs and achievement.

2.2 Strengthening Communication strategy with focus on last mile and front line communication.

2.3 Timely dissemination of authentic/factual news and curbing fake news.

2.4 Projecting India's international image

## **3. Positive Initiatives in Vogue**

3.1 **Fact check unit by PIB / Rejoinders** – The Ministry of Information & Broadcasting has set up a Fact Check Unit under PIB which is headed by a DG level officer. This unit collects the news from various sources like print, electronic, online and social media. It identifies the fake news and the false narratives. In collaboration with the concerned ministries, it verifies the veracity of the news and, if found fake / incorrect, the said news is marked as “FAKE” and circulated. It has been successfully working for last four months.

- 3.2 **Press releases in all languages** – All the press releases by the PIB is now released in all the major regional languages. This ensures that the desired message is properly sent across and the essence of its meaning is not lost / twisted during translation.
- 3.3 **Integrated and Theme based communication** – All the communications now are theme based instead of being ministry-wise. Common themes based on the focused target segments are being formulated and the initiatives of various ministries are clubbed so as to give complete information to people.
- 3.4 **Integrated Dash board and EMMC** – Electronic Media Monitoring Cell (EMMC) is a unit under MIB that monitors around 800 TV channels round the clock. It identifies the programmes which violate the programme code and other guidelines of the Ministry and flags them. Based on these reports, further appropriate actions are taken by the concerned.
- 3.5 **Massive push to publication of articles by experts/ministers** – In the last few months a concerted effort has been undertaken to publish the articles by the domain experts and Ministers. More than 60 articles have been published so far. This is to ensure that the government's point of view is put in right perspective and the false narratives are effectively countered.
- 3.6 **Positive news, testimonials and Fake news busted** – This is a new initiative by MIB wherein the positive news and testimonials are

collected from the ground level by DD, AIR and PIB. Till now more than 10,000 positive news and testimonials have been collected. These are disseminated through DD and AIR network. Further, every day, two positive news, two testimonials and fake news busts are circulated through the WhatsApp group of all the Ministers and their social media coordinators.

- 3.7 **Dedicated education channels** – During this time of pandemic, for the benefit of the students, dedicated educational channels have been promoted. The DD has given the timeslots to relay the educational contents of the various states in the regional DD channels. Swayam Prabha channels are coordinated by the Ministry of Human Resource Development. In addition, the private DTH service providers were also roped in and they have provided three dedicated channels through their platform services.
- 3.8 **Social media advertisement policy** – Social media is very relevant in the present times and so, a dedicated social media advertisement policy has been released to be operated by the Bureau of Outreach Communication (BOC), MIB. It will provide the framework through which the advertisement would be released on the social media.
- 3.9 **Digital news media** – Steps have been taken to ensure that the news reporting on digital media is not biased primarily due to its foreign investment component. It has been decided to cap the

foreign investment to 26% and the process to implement the same is under way.

## **4. Details of Interactions and Feedback**

### **4.1. Interactions**

4.1.1 6 (SIX) Meetings of GoM were held on –14/06, 20/06, 22/06, 26/06, 28/06 & 09/07/2020.

4.1.2 A meeting with prominent personalities on 26/06/2020 at the residence of Shri Kiren Rijju.

4.1.3 A VC with the prominent media persons on 23/062020 and 24.06.2020.

4.1.4 A VC with the representatives of industry chambers on 30.06.2020.

**4.2** The following were the observations / comments of the Hon'ble Members of GoM who participated in the meetings:

#### **4.2.1 Shri Ravi Shankar Prasad**

(Minister of Law & Justice and Communications, Information & Technology and Electronics)

- Focussed media strategy need to be evolved.
- Focus should be on setting the narrative.
- Contemporary issues should be highlighted.
- While we get insightful suggestions, it is not explained how despite being in Government, there is still a gap in the



online media like Wire, Scroll and some regional media. Our core media intervention is not getting enlarged.

- Concept of “Pokhran effect” is good and should be used in other messaging also.
- We should evolve a strategy for effective communication in the evolving geo-political situation.
- Some of our most successful schemes like Ujjwala, etc., are not getting coverage in the media.
- Frequent interactions with media are good but they all ask for some extra information. How that can be provided?
- Our embassies should be more pro-active.
- A list of media personnel and prominent persons, who are pro our line of thought – both nationally and globally, should be prepared.
- Few eminent academicians, VCs, retired IFS officers etc should be identified who can write our achievements and project out view point.

#### 4.2.2 **Smt. Smriti Irani**

(Minister of Textiles and Women & Child Development)

- We should partner with the social media platforms like Facebook, Youtube, Twitter etc. They need to be engaged informally also.
- The content should be developed in all the languages.
- We should track 50 negative and 50 positive influencers.

- The Webinars should be organized in various colleges and high schools on different topics.
- Webinars can be organised in various international forums.
- Team of content creators in local languages should be developed.
- List of eminent persons from various fields / twitter influencers should be prepared.
- List of bloggers should be prepared mainly to write on international platforms.
- IICR should be made more active.
- We should identify the themes on which Government is attacked and prepare proper and timely response.
- The medium of radio should be properly and effectively used.

#### 4.2.3 **Shri Prakash Javadekar**

(Minister of Environment, Forests & Climate Change and Information & Broadcasting and Heavy Industries & Public Enterprises)

- The narrative is fuelled by around 20-30 people. The lines keep changing many times on a single day.
- The challenge is to set positive narratives regularly.
- It is very important to counter the false narratives in both national and international media.
- We should efficiently use the existing resources for better communication and outreach.
- Bold decisions should be made.

- Strategize on how perception is to be built – adopt decentralised approach at Tehsil, district level and state levels also.
- Every MP / MLA of party should be involved to disseminate information to public
- We should learn from how PM communicates with the common man and include it in our strategy.
- Issues to be raised strongly on positive and negative points.

#### 4.2.4 **Dr. S. Jaishankar** (Minister of External Affairs)

- Our messaging should be clear including the focus on narratives.
- We need to identify 10 big narratives and then work on how to take the messages regarding these to the common people.
- We should prepare separate, appropriate and different narrative for International media.
- The people in age group of 25-35 should be targeted through all languages digital media.

#### 4.2.5 **Shri Mukhtar Abbas Naqvi** (Minister of Minority Affairs)

- We need to establish our own system of social media, regional media, press etc.

- Domain experts should be identified and their views should be taken on important issues.
- The Doordarshan should be strengthened with more efficient human resources. The credibility of DD and DD International should be established.
- Embassies should play more active role in reaching out to international media and people globally.
- We should have a strategy to neutralise the people who are writing against the Government without facts and set false narratives / spread fake news.

#### 4.2.6 **Shri Kiren Rijju** (MoS (IC) for Youth Affairs & Sports)

- We need to find how and in what manner communication should be supported between people to people, organisation to organisation with the right messages.
- The messages should focus on the issues of national interest.
- The focus should be on both the national and international media.
- We should focus on institutional means of communication so that communication is institutionalised.
- We should focus on the good works done by Government and disseminate it globally to build global image.
- Success stories need to be amplified.

- We need to create a media platform and a panel of eminent media spokespersons.
- A good team to handle social media should be developed.

#### 4.2.7 **Shri Hardeep Singh Puri** (MoS (IC) for Urban Affairs and Civil Aviation)

- We need to set narrative.
- We need to take bold decisions that are forward looking.
- We are in confrontation situation with political interest and commercially backed interests.
- There is a need to highlight the achievements of Government. Whether PIB / DD / AIR are equipped enough to handle it?
- Productive and supportive journalists who are not working now can be roped in.
- A strong narrative should be projected on how we handled COVID / lockdown situation.
- There is a strong need to deal with the international media and to shape the global narrative.

#### 4.2.8 **Shri Anurag Thakur** (MoS for Finance and Corporate Affairs)

- We need to identify top ideas and they have to be projected effectively.

- The right wing parties of other countries need to be roped in so that some common ground could be found.

#### 4.2.9 **Shri Babul Supriyo**

(MoS for Environment, Forests & Climate Change)

- Separate teams may be prepared state wise to deal with the local / state specific issues since they would be more effective in coordinating with / controlling regional media.
- Media interactions at both official and ministerial level should be organised in all the ministries.
- We should build our own narrative rather than it being set by the other parties.
- We should have a system to counter the people who are wrongly / baselessly targeting the Government.

**4.3** A meeting was held on 26<sup>th</sup> June 2020 at the residence of Shri Kiren Rijju along with Shri Mukhtar Abbas Naqvi wherein the following persons from media attended it:

- (1) Shri Alok Mehta
- (2) Shri Jayant Ghoshal
- (3) Shri Shishir Gupta
- (4) Shri Praful Ketkar
- (5) Smt. Mahua Chatterjee
- (6) Smt. Nistula Haibar
- (7) Shri Amitabh Sinha

- (8) Shri Ashutosh
- (9) Shri Ram Narain
- (10) Shri Ravish Tiwari
- (11) Shri Himanshu Mishra
- (12) Shri Ravindra

During the interactions, following observations were made by the participants:

- Around 75% of media persons are impressed by the leadership of Shri Narendra Modi and are ideologically with the party.
- We should form different groups of these persons and communicate with them on a regular basis.
- Lack of communication has resulted in the positive things not being put in an influential manner.
- Government should give the supporting background material to the supportive media before the launch of any big programme and also during the follow-up for its better publicity.
- A group of media friendly representatives from the government (Ministers) and the party should be formed to give regular information of the government programmes.
- There should not be any contradictions in the messages of the Government. All the Ministries should speak in one voice.
- The press releases of government and party should be in all the major regional languages also.

- The PIB is handling the social media, online media, etc., also with the same staff strength.
- Groups should be formed of supportive editors, columnists, journalists and commentators and they should be regularly engaged.
- The government resources should be effectively used to ensure that the information reaches to the last person.
- The differences between the government and the media have increased and it should be taken care of.
- The interactions with the foreign media should stop as it is turning out to be counter-productive.

**4.4** The following were the observations / comments of the prominent personalities who participated in the VC meeting held by **Shri Prakash Javadekar**, Hon'ble Minister of Environment, Forests & CC and Information & Broadcasting and Heavy Industries & Public Enterprises at his residence on 23.06.2020:

#### 4.4.1 **Shri S. Gurumurthy**

- Distinguish between mass communication and elite communication: both require different approaches. If the present situation is to be portrayed as a rivalry of power, this is elite communication.
- News to carry mixture of truth and untruth.
- Important to select and identify persons who can effectively raise various points / issues.



- Since many issues are global, involve people from international field also.
- It is necessary to contextualise issue, for example, COVID spread, lockdown issue, economic issue, China aggression, Nepal humiliation, etc.
- We have done fantastic work in J&K, which has not been highlighted. Excellent work is done in agriculture, attracting FDI. These should be properly projected with regular reinforcements and should not remain as one-day news.
- Try out different approaches viz., 10 questions to leaders of opposition parties from the former Army Generals to turn the narratives.
- PM, HM, and senior Ministers should talk to the proprietors in media houses/editors to build confidence.
- How to change the eco-system like Pokhran, how to handle media hostility, how to bother about main-line media? All these should be focussed upon.
- This is the best time because media is in crisis and we should help them.
- Planned communication is good for normal times but to create Pokhran effect, let Shri Nitish Kumar or Shri Naveen Patnaik say something about it. This is being done by Republic, but Republic is seen as a pariah. Therefore, we need a Pokhran to turn the narrative.
- On Indo-China trade, the current account deficit started during the time of Shri Anand Sharma as Commerce

Minister and zero tax on imports from China. These and such similar stories should be highlighted to the media.

#### 4.4.2 **Shri Swapan Dasgupta**

- After 2014, there was a change. It was marginalization of stalwarts. Mr. Modi won despite them. He chose to ignore them. He met people directly through social media. It is this eco-system which is hitting back to remain relevant.
- While the emphasis should remain on reaching out to people, the power of persuasion should be used behind the scenes. These back-channel communications should start on priority by giving journalists a little bit extra in a calibrated approach. The discussions on TV have become joke as people shout at each other. Therefore, it is necessary to add to power of persuasion.
- While social media is important, the print media should get a larger share of narrative.
- Many global journalists do not know whom to talk to. Therefore, they should be provided information through need based back channel communication.
- Need to look beyond spokesmen and to get people who can present good arguments and are professionally trained.

#### 4.4.3 **Shri Kanchan Gupta**

- A mechanism should be in place so that sensitive political statements are vetted. It should not be left to PIB officers or

bureaucrats of ministries because political communication is a skill and an art.

- Deep throat briefing by individuals. Handpick people who brief them well, draw boundaries, as a tightly knit group with single command and control for such briefings.
- Contact should be maintained with the representatives of foreign media and Indian media.
- A list of influencers from the party should be given to such journalists who could be regularly contacted.
- We need spokespersons who do not get personal but focus on delivering stories of the day with preparations and stories should be repeated and again.
- Doordarshan can be used to tell the story from Government's perspective convincingly.
- The Twitter is a bit of detraction. But WhatsApp and other social media should be used. A unit / cell to work 24x7 in a planned way to create audio-visual contents and stories for the social media should be created.
- Online news is important because young people under 20 watch it extensively. We should know how to influence the online media or we should have our own On-online portal with global content.
- Google promotes content on Print, Wire, Scroll, Hindu, etc. which are online news platforms. How to handle this needs a separate discussion and should be looked into.
- Digital media and online media generates much heat and that usually gets transferred to main national media and

international media. Media has also become tech-savvy. The Communist Party of China's donation to Rajiv Gandhi Foundation can be used to build a story.

#### 4.4.4 **Shri Nitin Gokhale**

- The strategic communication is a planned communication. Theme-wise categorization of subject and the periodicity with which the issue populates the media is an important aspect and needs to be effectively handled.
- Government's achievements are fact-based but what necessitated such decisions should be explained for better understanding of the common man.
- There should be a point person in every Ministry to provide background briefing thoroughly. For example, People do not know China much and the difference between McMahon Line and LAC.
- Journalists can be colour coded: Green – fence sitters; Black – against; and White – who support. We should support and promote favourable journalists.
- Do not under-estimate the role of regional language media. Hence, the engagement with big language newspapers should be planned and we should speak to the senior editors, bureau chiefs, etc.
- When crisis erupts, be prepared to take a big blow to the chin. Give out facts quickly so that fiction does not appear. For example, if it were clarified that 10 Army men went missing, who came back later, the fiction about their being

caught by Chinese would not have been there. Therefore, there is a planned communication as well as crisis communication and we should prepare for both.

- Make use of Government media and digital media. Have spokespersons specialized in different areas, for example, world trade, China, environment, etc.

#### 4.4.5 **Shri Shekhar Iyer**

- The relationship between editor and government encourages adversarial approach adopted by the reporters.
- Some of such reporters are advisors of opposition.
- There is a need to have a system whereby the reporter can explain the build-up leading to major decisions as to why such decision was taken. This would lead to reporting based on facts and not on adversarial reporting.
- Involving regional editors, reporters, district reporters, newspaper management and print media in districts; engaging in dialogue with them to build confidence.

#### 4.4.6 **Shri Surya Prakash**

- Pseudo-secularists were marginalised earlier. The problem is starting from them. Indian Government has enormous power to utilise the position to control them.
- In the last six years, we have not enlarged the list of media friends by having new allies. We need to introspect this.
- We need party spokespersons and good government spokespersons. We should train them properly. They can be

Ministers, top bureaucrats or anybody else who is trained properly and effectively.

- We should create army of specialists who specialise in different sectors – Domain Experts.
- The party spokespersons or bureaucrats should be trained to handle media to create counter to the digital media narrative. We need separate platform particularly to engage with the literate class. Therefore, social media/digital platforms should be taken on priority.

#### 4.4.7 **Shri Ashok Tandon**

- For the last six years, the opposition was marginalized. APP realised and stopped attacking PM. Congress Party realised and in place of Rahul Gandhi it brought Mr. Manmohan Singh, Shri P. Chidambaram, and Smt. Sonia Gandhi. Our rival camp is highly active.
- Set up WhatsApp group to provide lines on issues.
- The management of media during election time is superbly done by the party. Why it is not possible to do so during non-election time?
- PM has been telling MPs to do media interactions so that they become lighthouse of information in districts and for lower level media. MPs should speak at the local level and regional level. For this coordination between party and government should be streamlined.

#### 4.4.8 **Shri Ashok Malik**

- Do not start another WhatsApp group.

- Stop Op-Ed by Ministers, top bureaucrats because it has become an epidemic and it is counterproductive, because it sounds like propaganda and it is not being read.
- Foreign media started commenting against China. Because they suspect China more. The problem of Indo-China issue is domestic.
- So called social issues are becoming problems in support the foreign media. Take cues from Print, Wire, etc. Therefore, there is a need to tackle both together.
- Have spokespersons for clusters of Ministries to provide background information to spin the stories. For example, outward looking Ministries like MEA, Commerce etc; social sector Ministries like Health and Family Welfare, Education etc; Economic clusters: Political narratives like CAA, NRC, environment, and green energy. These clusters should have spokespersons who can be anyone, viz., Ministers, Advisors, Academicians, Bureaucrats and they should be working 24x7.

#### 4.4.9 **Shri Shashi Shekhar Vempati**

- On mass communication, Prasar Bharati has done well by giving hard data and government has dominated the electronic media.
- Gap is in terms of influencers in social media and print media, etc. We need to build ability to engage with foreign media providing background briefings.

- We need to have a global brand to spread our influence, particularly by commenting on the global issues. We should be more active globally.

**4.5** The following were the observations / comments of the participants in the VC held with prominent personalities organised from residence of Smt. Smriti Irani on 24.06.2020:

**4.5.1 Mr. Anand Ranganathan**

- We lack historical narrative like Tipu's manifesto talked about annihilation of Hindus.
- The history books should be more objective.

**4.5.2 Mr. Anant Vijay**

- We do not create narrative and only respond to current narratives.
- PIB is not updated on Left ideology.
- PIB releases need to be improved.

**4.5.3 Mr. Sunil Raman**

- We should neither be complacent nor show complacency.
- We have lack of clarity in our approach.
- The text books should be changed to include proper narratives.
- The works of Shri Shyama Prasad Mukherjee should be digitised.



#### 4.5.4 Ms. Nupur Sharma

- We should promote government's work more effectively.
- The online portals like Op-India should be promoted.

#### 4.5.5 Mr. Abhijit Majumdar

- The Twitter trends usually shadow our narratives.
- We must use Instagram more and less of Google.
- We should have contact with Western media.
- Lot of outside money is spent on OTT platform for diluting the nationalism and denigrating Indian culture.
- ALT News propaganda is vicious.
- We should back the journalists/people supportive to us.
- Positive stories should be promoted.
- Strategic and economic communication should be strengthened.
- Wikipedia is trying to re-write history. It has clear bias. Serious note and action on the same should be taken.
- Help Op-India and re-tweet Op-India tweets.
- Watch WhatsApp groups of various communities.
- Track the articles in the international media and give proper and timely response.
- Flow of information should be smooth and uninterrupted.
- A new theme "Jo Kaha, Woh Kiya" should be implemented.

**4.6** The following were the observations / comments of the participants in the meeting held with representatives of chambers of industries / business on 30.06.2020:

#### **4.6.1 Mrs. Sangita Reddy, FICCI**

- There should be clarity on future road map and its communication. There are instances of ministers saying contrary things. There is a need to evolve a joint strategy between government and industry.
- There must be consistent and continuous messages.
- Fear factor is hampering things getting to normal. There is a need to convey messages effectively to the people so that they can take precautions and go on.
- AIR/DD faces technical challenges on use of Zoom/Skype. Every ministry can use AIR for disseminating their messages.
- The disconnect between Centre and state results in contradictory messages and causes confusion.

#### **4.6.2 Mr. Rajan Navani**

- Prioritize key messages to different stakeholders and deliver them timely and effectively.
- We can use digital communication to impact every individual by developing a framework and evaluation.
- There should be sustained, consistent and long-standing communication.
- Develop core themes and methodology to ensure participation of all the stakeholders.

#### **4.6.3 Mr. Niranjan Hiranandani, ASSOCHAM**

- There is a lack of clarity due to so many guidelines that are interpreted differently in the grass root level.

- We should tell people through DD/AIR how we managed to address COVID-19 situation.
- Labour issues still persists and labours are not returning to work even though jobs are there. We need a road map on how to restart economy.
- While we support Aatmanirbhar Bharat, it is not clear how it will be implemented. Raw materials from China cannot be substituted overnight, and it requires long term work on import substitution.
- Balance between Jaan and Jahaan: we need more clarity - how we are trying to balance both because media portrays failures only. We should tell what Government is doing form mitigation. Let DD take the lead, and we will cooperate.
- While civil aviation has opened, other transport like railways are confusing. We should communicate why trains are being cancelled with reasons.

#### 4.6.4 **Mr. Rakesh Bharti Mittal**

- There is need to introspect how to move economy and protect jobs and livelihood.
- Liquidity and cash flow are the key issues presently.
- SMEs are not getting paid or getting loans.CPSUs can borrow from bank and make payments to SMEs so that economic cycle improves.
- On migrant labour issue, government and industry should partner to sort it out.

- One portal to have all policies, guidelines, orders at one place.
- Centre-State communication problematic, as every state interprets guidelines differently. Hence, better coordination required.
- On China, government should make a road map with industry through open discussion otherwise economic revival would get delayed.

#### 4.6.5 **Mr. Sanjay Aggarwal, PHDCII**

- More push to infrastructure spending by government is the need of the hour.
- Improve delivery of broadband services.
- PHDCII media committee can interact with the Government to publicize it.

#### 4.6.6 **Mr. Sandip Somany, FICCI**

- There is Centre – State – grass root dissonance. Hence, integrated communication strategy required.
- Communication strategies should be designed for the mobile platforms also.
- Obtain people's preference through mobile phones.
- Government should consolidate all the information at one place / platform for easy accessibility.

#### 4.6.7 **Mr. Harshpati Singhania**

- There should be unified messages on how to live with COVID-19 to give confidence to people.

- Confidence building measures with business community should be undertaken.
- Explain the issues / messages through digital media to influence young people.
- Government can evolve a strategy to align overseas Indians with our agenda-bringing economy back on track, helping deprived and distressed sections.
- Different stakeholders should be engaged.
- Before any decision, please take us into confidence so that we can tell which will work better.

#### 4.6.8 **Mr. Marut Sen Gupta, CII**

- Industry association can be used to communicate to the concerned stakeholders.
- Have dialogue with MSMEs, big industries, group of past presidents of CII/FICCI.
- Focus group discussion around a problem can be organised to generate new ideas.
- Select targets of communication - young, old, large/small industries and communicate appropriately.
- Use TV/Print, social media, VC meetings (no travel required) for communication.
- There should be a common portal for different notifications.
- Ensure information flow up to district level where we have most problems.
- Communication plan on how to reach MSME clusters through industry associations.

#### 4.6.9 **Mr. Mukesh Gupta**

- Use media committees under industry bodies to advertise achievements: indirect will work better.
- PM's message not reaching interior villages.
- Use social media if not traditional media to advertise.

#### 4.6.10 **Mr. Vinit Agarwal**

- Use catchy slogans for giving messages.
- School competitions can be organised on different topics.
- Different approach should be adopted in rural areas.
- On China, we should bring out information on our soft power for audience abroad.

#### 4.6.11 **Mr. Rajan Bharti Mittal**

- COVID-19 stigma needs to be broken.
- Allow service economy to get back to its feet. Control fear factor.

## 5. 10 Big Initiatives

### 5.1 India @ 75 (year 2022) Republic @ 75 (year 2025)

5.1.1 Poverty to Prosperity

5.1.2 Political Democracy

5.1.3 Economic Powerhouse

5.1.4 Leader in Global Diplomacy

5.1.5 Cooperative Federalism

As India enters its 75<sup>th</sup> year as an independent nation, there is much cause for celebration and pride. India has moved millions of its people **from poverty to prosperity** through concerted action by the Government and the citizens. India's democracy has thrived despite myriad factors which make for a highly heterogeneous and stratified society. India's unity in diversity is her pride and object of awe for the rest of the world and merits celebration on her diamond jubilee. The **Ek Bharat Shrestha Bharat** campaign by the government has taken off with great popular support and is gaining momentum year after year. India has also emerged as an economic powerhouse over the years. Its economy is one of the largest in GDP terms in the world. It is playing a leading role in all major global fora for economic development such as the BRICS and the G-20. India has also secured a membership in the UNSC and is looked upto by the global South and other nations as a leader in global

affairs and diplomacy. All of this has been made possible by a partnership between the Centre and the States in the spirit of cooperative federalism. New initiatives such the **GST, the One Nation One Ration Card, Unifying Agricultural Markets** are all flagship measures taken by the Government to promote cooperative federalism and would benefit greatly from a communication thrust.

**Messages / Content that could be communicated:**

- Instilling **national pride** amongst various sections, especially the youth.
- Scaling up the Ek Bharat Shreshta Bharat campaign.
- Foster spirit of **cooperative federalism** amongst Union and state governments.
- Increase **efficacy of delivery of schemes** such as One Nation One Ration card.
- Take India's foreign policy stance to the people and garner their support for key decisions.
- Build a "**New India**", free from the clutches of casteism, communalism, and corruption.

**5.2 \$5 T Economy - Way ahead**

5.2.1 Make in India

5.2.2 Invest in India

5.2.3 Ease of Doing Business

5.2.4 Better Infrastructure

5.2.5 Increased Value Addition and Job Creation



Hon'ble PM Modi has called for a focussed effort to make India a **Five Trillion-dollar economy**. He stated that this is based on the strengths of the Indian economy and requires a can-do spirit in the society. The communication of this clarion call by the PM is indispensable for India to achieve this national developmental objective. A slew of schemes and policies have been taken by the Government in this direction. These can greatly be enriched by a focused, targeted and concerted communication architecture guided by the centre and adapted and innovated upon by the states. **Make In India** initiative can be further popularized by involving the key stakeholders – **industry, MSME sector, entrepreneurs and labour**. The Government's **reforms of land and labour** in the country can be better communicated effectively to increase support base amongst people. **Major infrastructure projects** can be communicated to global and local audiences to highlight the government measures and achievements in this key sector of the economy. **Skill India Mission, PM MUDRA Yojana** and the recently announced initiatives to make India a manufacturing world leader can benefit from a communication thrust.

**Messages / Content that could be communicated:**

- Increased awareness of job opportunities.
- MSMEs and individual entrepreneurs to benefit from increased credit flow.

- Greater acceptance to policy decisions such as labour reform in society.
- Complements ground level implementation of schemes especially in rural areas.
- Greater public participation and support for infrastructure projects.

### 5.3 **Aatmanirbhar Bharat**

5.3.1 “Self-Reliant India” & integration with global economy

5.3.2 “Vocal for Local”

5.3.3 Strong Small Scale Industries (MSMEs)

5.3.4 Revamp of Agriculture Economy

5.3.5 Space Technology – new avenues

The Aatmanirbhar Bharat Abhiyaan was envisaged by the Hon’ble Prime Minister as a multi-pronged package to put India on a growth trajectory propelled by the **theme of self-reliance**. The package is comprehensive and seeks to develop all **key areas of Indian economy – agriculture, manufacturing, MSME, housing, migrant labour, Animal husbandry, Fisheries** etc. Each of these sectors have distinct target audiences for the promotion of the ensuing schemes in them. The objective is not just to make India self-reliant in these sectors but also be a **key member in the global supply chain**, rather than an isolationist economy. So the campaign has both an internal and external focus and the communication has to be tailored accordingly. The **MSME**

**sector is the prime mover** of an Aatmanirbhar Bharat and requires extensive communication campaigns at individual, community and national levels. Prolific use of broadcast, print and social media is envisaged to provide a thrust to this flagship campaign. Advances in space technology must be communicated to the common man. Also, “**Vocal For Local**” campaign seeks to instill pride in local produce thereby enhancing aggregate demand for these products.

**Messages / Content that could be communicated:**

- **Pride in local produce**, stimulate demand and revitalize the economy.
- **Benefits to the farmers and rural economy** with increased market awareness and digital literacy.
- Greater awareness of **credit schemes for local entrepreneurs, MSMEs.**
- Benefits **migrant labour** through access to **affordable housing, credit and ration.**
- Communicate market opportunities for global and domestic investors.
- Integrate Indian products with global supply chain.
- Take space and other technologies from **lab to homes.**

5.4 **Sabka Saath, Sabka Vikas, Sabka Vishwas**

5.4.1 “PM Garib Kalyan Yojana”

5.4.2 Unity in Diversity and Social Harmony

5.4.3 Inclusivity of Bharat through “Ek Bharat Shreshta Bharat”

The Government has focused on **inclusive development** to alleviate the concerns of all sections of society and take the nation together on the path of sustainable development. Various initiatives like “**PM Garib Kalyan Yojana**”, “**PM Awas Yojana**”, etc. aim to empower the marginalized sections and lead to social development of all. The government is striving to uphold the **unity in diversity** of the country while instilling a feeling of **brotherhood** among all the citizens of the country, such as envisaged under **Ek Bharat Shresth Bharat**. The common progress of all is the ultimate goal of the government.

**Messages / Content that could be communicated:**

- **Inclusive development:** Special focus on those who need the maximum support like the weaker sections (SC, ST, OBC, minorities, women & children).
- Affordable housing, food (**One Nation, One Ration**), livelihood (Garib Kalyan Rozgar Abhiyaan) for the **poor** and **migrant workers**.
- **Skill development:** Ensuring that the workforce is ready for the future and demographic dividend of the country is adequately utilized.
- Promoting entrepreneurship (**Startup India**) to make the youth “job creators” rather than “job seekers”.

## 5.5 Digital India

### 5.5.1 Digital Inclusion and Bridging Digital Divide

### 5.5.2 JAM and E-Services

### 5.5.3 Promoting Digital Content and Application

### 5.5.4 Effective Digital Connect with people

### 5.5.5 Digital Literacy and Community Services

The objective of “Digital India” is to ensure **digital inclusion** by bridging the digital divide (rural-urban) and improving the **digital infrastructure** in the country. The government aims to transform India into a **digitally empowered society and knowledge economy**. Promoting digital content and application for effective **Digital Connect** with people & achieving digital literacy among the population is important for the growth of the country.

#### **Messages / Content that could be communicated:**

- E-governance through **Common Service Centres, DBT** and e-Services.
- Provision of **e-learning/tele-education & tele-medicine** facilities.
- **Participatory democracy** through digital means (digital communication).
- **Financial inclusion** for inclusive growth leading to the culture of saving (utilizing the JAM trinity).
- **Technological Advancement** leading to efficient Manufacturing, modern Agriculture.

## 5.6 Swachh Bharat Swasth Bharat

### 5.6.1 Swachh Bharat Mission

### 5.6.2 Ayushman Bharat

### 5.6.3 AYUSH, YOGA and Fit India - Lifestyle

The complementary goals of hygiene and health have been an important objective of the government. To improve the healthcare situation of the country, the initiatives like **Ayushman Bharat-PM Jan Arogya Yojana (PMJAY)**, **PM Bhartiya Janaushadhi Pariyojana**, etc. have been successfully launched. **Under PMJAY, about 12,54,59,184 E-Cards** have been issued and **1,08,99,888 hospital admissions** have been made till date from the launch of the scheme. PM Modi has declared that the whole country is **Open Defecation Free (ODF)** with complete access to toilets. The overall awareness around sanitation and hygiene has immensely improved over the last few years through the **Swachh Bharat Abhiyaan**. **On October 2, 2014 only 38.70% of India was ODF and by October 2, 2019, ODF status of India reached 100%**. About **10,28,67,271 household toilets** have been constructed under **Swachh Bharat Abhiyaan (G)** and **61,65,413 toilets** have been constructed under **Swachh Bharat Abhiyaan (U)**.

#### **Messages / Content that could be communicated:**

- Fitness & well-being of the population – **AYUSH, YOGA and Fit India – Lifestyle**.

- **Social awareness** about hygiene and associated issues – **Jan Andolan**.
- **Healthy workforce** is important for economic development.
- During **COVID-19, India has been able to handle the situation well** because of the increased focus on healthcare by the government.
- Improved **accessibility, availability and affordability to quality healthcare** for all.

## 5.7 Naari Shakti

5.7.1 Beti Bachao Beti Padhao

5.7.2 Women Safety

5.7.3 Projection of women as:

Receivers  $\Rightarrow$  Decision makers

Care takers  $\Rightarrow$  Economic contributors

Victims  $\Rightarrow$  Agents of change

5.7.4 Gender Inclusivity in politics, economy and society

5.7.5 Women as Entrepreneurs, SHGs

**Women led development** is the clarion call of the government. The objective is to promote **gender inclusivity in politics, economy and society** and encourage women to take up **leadership roles** and become entrepreneurs, people's representatives, Ministers, sportspersons, scientists, etc. The projection of women has to be not as Receivers but **Decision makers**, not as Caretakers but

**Economic contributors** and not as Victims but as **Agents of change**.

**Messages / Content that could be communicated:**

- To save the girl child and improve female literacy rates (**Beti Bachao Beti Padhao**).
- Encouraging women as entrepreneurs through **Stand Up India, PM MUDRA Yojana**.
- **Triple Talaq Act** to protect the rights of married Muslim women.
- Women Safety (**181 women helpline, NIRBHAYA Fund, Criminal Law Amendment of 2013, Prevention of Sexual Harassment of Women at Workplace Act, 2013**).
- Protection of Women & children from several respiratory diseases/ disorders through **PM Ujjwala Yojana**.

## 5.8 Skill India

5.8.1 Skilling to be Aspirational

5.8.2 Promoting the idea of Entrepreneurship

5.8.3 Skilling, Re-Skilling and Up-Skilling at all levels

5.8.4 Skill Gap – match demand and supply for Aatmanirbhar Bharat

5.8.5 Soft Skill for Employment Abroad

Prime Minister Narendra Modi has emphasized the need to provide India's youthful manpower with skills and the ability to tackle global challenges. Given that India will have a



surplus manpower of 4 to 5 crore over the next decade, it is imperative to harness this **demographic dividend**. The National Skill Development Mission, the National Policy for Skill Development and Entrepreneurship, 2015 and the Pradhan Mantri Kaushal Vikas Yojana are all steps in this direction. **Skilling, Re-Skilling and Up-Skilling** at all levels form the basis of Skill India. While Short Term Training and Recognition of Prior Learning are some of the key components of the **Pradhan Mantri Kaushal Vikas Yojana (PMKVY)**, Promoting the idea of Entrepreneurship is also given utmost importance. In order to bridge the huge skill-gap, the government has been running 40 schemes and programmes for skill development in the country through 20 ministries and departments. At the same time, it has been recognised that India can become the world's largest provider of skilled workforce for the world by providing Soft Skills for Employment Abroad.

**Messages / Content that could be communicated:**

- Skill India Mission has led to creation of a **vast infrastructure for skilling, reskilling and upskilling** and enhancing opportunities to access employment locally and globally. Hundreds of **PM Kaushal Kendras** have been set up across India and increased the capacity of the **ITI ecosystem**.
- Over **69 lakh youth** have been trained in the last four years under the Skill India programme to boost employment in

the country. The Ministry of Skill Development and Entrepreneurship has also trained 69.3 lakh youth under the flagship PMKVY in the last four years (December 2019).

- Skilling through PMKVY Training Centres (TCs) also benefits **school/college dropouts or unemployed**. Apart from providing training according to the National Skills Qualification Framework, they impart training in Soft Skills, Entrepreneurship, Financial and Digital Literacy.
- The evaluation study of PMKVY 2.0 by NSDC indicates that individuals trained and certified under Short Term Training (STT) are 1.8 times more likely to get employed and there is an increase in employment and average monthly income of skilled youth.
- The **recognition of prior learning (RPL) certification** has benefited individuals in terms of increase in self-confidence, improvement in technical knowledge, soft-skills and average monthly income.
- More than five crore youth have been skilled in the last five years.
- The **ASEEM portal** launched recently for mapping skilled employees and employers seek to help skilled workers, including migrant workers who have returned home, to access jobs easily and the employers to contact skilled employees at the click of a mouse. The skills of migrant workers would also help in changing the local economy.

## 5.9 Sustainable Development

### 5.9.1 Green Energy and Clean Energy

### 5.9.2 India's Global Leadership for Climate Justice

### 5.9.3 Indicators of Sustainable Development

### 5.9.4 Balancing Policy with Ecological needs and constraints

India is endowed with rich biodiversity having several species of animals and plants and hosts four of the 35 global biodiversity hotspots containing several endemic species. This makes India uniquely aware of the importance of **sustainable development as a core principle of governance**. Prime Minister Narendra Modi also reiterated the pledge to preserve the planet's rich biodiversity on World Environment Day earlier this year. He had also propounded the concept of six Rs for sustainable development: **Reduce, Reuse, Recycle, Recover, Redesign and Remanufacture**. Some of the major initiatives in this direction include **Swachh Bharat Abhiyan** and the launch of a **mass movement against plastic use**. Recognising the cultural and environmental importance of the river Ganga, the '**Namami Gange Programme**' was also approved. The **Compensatory Afforestation Fund Act (CAMPA)** was also introduced in pursuing a Green India. Not only has India consistently balanced policy with ecological needs and constraints, it has assumed natural leadership in the international arena, especially for climate justice. It is among the few countries which have substantial pledges

under the **Nationally Determined Contributions (NDCs)**. Similarly, over a hundred nations affirmed their participation in the **International Solar Alliance** to dedicate efforts for promotion of solar energy.

**Messages / Content that could be communicated:**

- India is focused on **Ease of living** – through Good Governance, Sustainable Livelihood and through Cleaner Environment. For instance, Ganga river projects have involved people living on the banks and help them attain **sustainable livelihoods**.
- About five lakh people are estimated to be employed through Green Skill Development Programme by 2021.
- **CAMPA** will increase green cover.
- Recent inauguration of Asia's largest 750 MW solar power project at Rewa (MP) will provide cheap and clean electricity.
- India's focus on the UN Sustainable Development Goals put it on the path of **equality, equity and climate justice**-especially for vulnerable populations.

## 5.10 Projecting India's Soft Power Globally

5.10.1 Spiritual & Cultural outreach

5.10.2 YOGA

5.10.3 Heritage & Tourism

5.10.4 Indian Cinema

As India gravitates towards a global leadership role, it is vital that the Government of India direct its **communication and outreach** to more foreign audiences. India's greatest offering to the world, Yoga has already accrued vast gains, including the United Nations proclaiming 21st June as the **International Day of Yoga**. Further, Indian spirituality, cultural exports like Classical Music and Dance, popularised through Cultural Centres abroad, have helped define **India as a brand**. Soft power enables the country to control the narrative built around it. This has been further aided by the promotion of Indian heritage and Tourism, cultural and student's exchanges and the use of cinema, such as through co-production agreements with other countries.

**Messages / Content that could be communicated:**

- Soft Power, by itself may not achieve Foreign Policy Goals, but it helps build a **favourable perception**. In a vibrant democracy like India, using soft power holds immense potential to realise national objectives in the global milieu.
- Incoming **tourism** helps promote local economies.
- Film production activities affect both **employment and investment** favourably.
- Exchange of knowledge and resources at individual levels.

## 6. Strategy

### 6.1 Projecting Aatmanirbhar Bharat / Make In India

6.1.1 **Attitudinal change to instil pride in locally manufactured products** – There is a need to promote the spirit of Aatmanirbhar Bharat and “Vocal for Local”. The local products need to be suitably branded and effectively marketed. This will create the “Brand India” image.

6.1.2 **Indigenous Innovations** – We are instrumental in innovations worldwide but do not own them. Local talents need to be recognised, promoted and given a proper platform to give wide publicity. It will promote the culture of innovation.

6.1.3 **Take Scientific advancements from Lab to Ground** – There are many success stories in the advancements in various fields which must be taken to people with pride to showcase India’s capabilities and technological prowess.

6.1.4 **Promoting Electronics, Medical Equipment, Space Technology, etc.** – India is in the forefront in Space technology, manufacturing of electronic goods, medical equipment, software and IT and nuclear technology. These need to be highlighted to the people.

## **6.2 Digital and Last Mile Communication**

### **6.2.1 Digital & Physical Exhibition on –**

**“Makers and Heroes of India”** -

**“New and Transforming India”**

The exhibitions on the above themes shall be prepared by the concerned Ministries and the actual exhibitions shall be done by M/o I&B. These will be shown on the various digital platforms for the wider reach as well as the physical exhibition will be done in various cities, towns and villages for the last mile communication. These exhibitions will help to better showcase and effectively deliver the desired messages in more popular ways.

**6.2.2 Digital Communication – Promote Digital Literacy** – India is a pioneer in digital technology and has achieved extensive penetration even in the remote areas. The importance and benefits of digital communication will be highlighted. Digital literacy must be spread in a big way with the help of youth volunteers.

**6.2.3 Village Level Outreach - volunteers of NSS, NCC, NYK and party leaders** – The village level outreach is an important component in spreading the information and establishing direct communication with the public. The various initiatives and schemes of Government shall be taken to the

people through these volunteers who would take the messages to all the people.

**6.2.4 Direct Communication to Panchayat Pramukh, ASHA, Anganwadi workers, Teachers, etc.** – All the elected representatives at the Panchayat level as well as the field level functionaries like ASHA and Anganwadi workers shall be provided with the information to be shared with the people. Since they are in direct touch with the public, this will be very effective.

**6.2.5 Common Service Centres** – Many people go to these centres to avail various services. These centres can be effectively used to convey the desired messages directly to the people.

### **6.3 Projecting India Abroad**

**6.3.1 DDInternational / AIR World** – To disseminate the information on the government's schemes/initiatives and to convey its point of view in the right perspective, the international presence of public broadcaster needs to be increased (on the lines of BBC, Aljazeera). Strong international presence would also help to project India's image abroad and to counter false narratives.

**6.3.2 Strengthen Indian Missions w.r.t. media outreach** – The Indian Missions abroad play an important role in



communicating with the foreign governments and the people of the respective country. The outreach in the other countries can be made more effective by making media unit in the Indian Missions more active.

**6.3.3 Research Unit** – A new unit needs to be established which will collate all information subject-wise in proper format for use as and when required. This unit will provide consolidated material with past references / precedents to understand the issue holistically. Accordingly, a proper response could be prepared by the government.

**6.3.4 Use of Films, Cinematic Heritage and Film Festivals** – India is endowed with rich heritage which is vividly reflected in its films. These are important components of India's soft power and can be effectively used for international outreach.

## **6.4 Projecting Best Practices**

**6.4.1 Promoting culture of Sports and Fitness** – Individual and public health as well as fitness has been extensively promoted by the government. This message needs to be clearly and unambiguously taken to the people, especially the youths. This will promote "Fit India" campaign and stress upon the need of both physical and mental fitness.

**6.4.2 Mainstreaming & promoting Innovative practices – Hackathons** – New ideas need to be promoted and a platform will be created where all such innovative ideas can be invited. Problem statements could also be given and the solutions could be invited. This will not only recognise the potential talent but also engage with the creative minds. Some creative ideas could also be incubated and developed. These could be recognised and given wide publicity.

## **6.5 Engagement with Institutions**

**6.5.1 Coordination with schools of journalism** – Present students are the future journalists. As a part of long-term strategy, the engagement with schools of journalism should be increased. The officers from PIB can go to take guest lectures etc. The programme of internship for students of these schools in the government set up could be organised. This will ensure that they understand and appreciate the government's perspective.

**6.5.2 Identify, Nurture and Promote supportive journalists** – There are many journalists with positive outlook who are also supportive of government's view point. These journalists need to be engaged and promoted. This will create a pool of journalists who would better understand and appreciate the stand of Government. They will not only give positive stories but also counter the false narratives.

**6.5.3 Engagement with Media Houses and Academia** – These are the opinion makers and therefore regular engagement is necessary with media houses and other prominent personalities to ensure goodwill for Government. Prominent personalities from academia with domain knowledge / experts could be roped in to buttress the government’s stand on various issues.

## **7. Action Points**

**7.1 Two major public outreach programme by each Ministry:**  
Every Ministry should identify two major themes / initiatives / schemes and organise the public outreach programmes in a big way. By this initiative, the major programmes of the respective Ministries will be taken to the people. This way if 100 outreach programmes are organised then with one day of pre-event publicity and one day of post-event publicity, for the entire year there will be coverage of some event throughout the year.

**7.2 Direct connect with people -**

- **Wednesday – Cabinet Briefing**
- **Thursday – PC / Sammelan at State Level**
- **Friday – PC / Sammelan by District Presidents**
- **Saturday/Sunday – Jan Sampark by MPs & MLAs**

These actions would ensure that decisions and initiatives of Government reach the ground level. Through this, whole

party machinery and elected representatives will remain in active contact with people. The major decisions of the government and how these are going to affect them could be directly communicated to the people. This will also be beneficial in developing the mutual trust.

- 7.3 Mass Circulation of Positive stories, Success stories & Testimonials** – There are many good works done by various organisations and NGOs etc., that are praiseworthy and reflective of selfless service. In addition, the schemes / initiatives of Government have benefitted many people whose life has been positively impacted. Dissemination of such positive & success stories and testimonials would showcase how the good works of Government has made differences in the lives of the people and improved their living standards.
- 7.4 Curbing fake news through Fact Check Unit** – Fake news and false narratives create lot of confusion & misconception and these need to be countered. This unit has been established in PIB and is working in tandem with all Ministries to counter fake news / false narratives. This way the immediate rebuttal of negative stories is possible. The public needs to be given correct information and made aware of false news. Correct narratives need to be given and false narratives should be countered with all the facts and figures.

- 7.5 **Focus on regional media and regional languages** – All the advertisements and outreach programmes should be in the regional languages for better connect with local people. Not only the content but the dialect should also be in regional languages. The regional media should be effectively utilised to communicate the messages. They should be regularly provided with all the relevant materials.
- 7.6 **Constant tracking of 50 negative influencers** – Some negative influencers give false narratives and discredit the Government. These need to be constantly tracked so that proper and timely response can be given.
- 7.7 **Regular engagement with 50 positive influencers** – Few influencers in social media who project Government's work positively and in right perspective should be encouraged and provided with requisite information. This will help to put the Government's view point in the right perspective.
- 7.8 **Identify persons with ability to give good arguments** – Same fact can be presented with different narratives. So, a pool of Spin Doctors who can do it for the Government should be identified and utilised.
- 7.9 **Engaging with Journalists – both working and non-working** – During recent times many journalists have lost their jobs.

Among these there are many journalists who are supportive of Government or are neutral. These journalists should be identified and engaged in various ministries so that their services could be utilised in projecting government's image positively.

**7.10 Engagement with Foreign Media** – International outreach is an important component in putting Government's stand properly in international forum. Regular interaction with foreign media journalists would help disseminate correct information and perspective of the Government, especially on the sensitive issues.

#### **7.11 Miscellaneous**

- The social media presence of Ministers should be increased. The workshop can be organised by PIB for the PSs and the social media handlers of the Ministers.
- Refresher training should be organised for all the PIB officers attached to the various Ministries (PIOs).
- All the authors in different regional languages who are sympathetic to the government should be listed.
- Workshop for videographers and photographers should be organised.
- All the Ministries should recruit "Young Professionals" to handle social media.
- Promote "soft stories" – Yoga, Tiger, etc.

- Every Ministry should prepare a list of their success stories and make videos of the same to be disseminated through various media.
- PIB should collate good positive stories at the district levels.
- An audio bridge with all the spokespersons of the party at a fixed time (say, 1:00 PM) should be done so that the party line could be properly explained to them and all are on the same page.
- The Press Council of India (PCI) should tie up with their counterparts in the other countries.
- There should be proper government – party coordination of social media management.
- Tours of journalists should be organised focussing on targeted areas of development.
- An effective system of communication with the NRI community should be established and they should be supported so that they can also raise their voice against negative stories/narratives in the foreign countries.

## 8. Responsibility – Issue-wise

S.No.	Recommendation on Issues	Concerned Ministry/ Department	Sectoral Group of Secretaries
8.1	<p><b>Two major public outreach programme by each Ministry:</b> Every Ministry should identify two major themes / initiatives / schemes and organise the public outreach programmes in a big way. By this initiative, the major programmes of the respective Ministries will be taken to the people. This way if 100 outreach programmes are organised then with one day of pre-event publicity and one day of post-event publicity, for the entire year there will be coverage of some event throughout the year.</p>	All Ministries	All Groups
8.2	<p><b>Attitudinal change to instil pride in locally manufactured products</b>  This will promote spirit of Aatmanirbhar Bharat and “Vocal for Local”.</p>	<p>M/o Commerce &amp; Industry (C&amp;I)  M/o Information &amp; Broadcasting (I&amp;B)</p>	<p>Group – 7  Group – 9</p>



8.3	<p><b>Indigenous Innovations – give wide publicity</b></p> <p>To promote the culture of innovation, its publicity is necessary</p>	<p>M/o C&amp;I</p> <p>M/o Information &amp; Technology (IT)</p> <p>M/o I&amp;B</p>	<p>Group – 7</p> <p>Group – 8</p> <p>Group – 9</p>
8.4	<p><b>Take Scientific advancements from Lab to Ground</b></p> <p>There are many success stories in innovation which must be taken to its logical end and given wide publicity.</p>	<p>M/o HRD</p> <p>M/o IT</p> <p>M/o I&amp;B</p>	<p>Group – 4</p> <p>Group – 8</p> <p>Group – 9</p>
8.5	<p><b>Promoting Electronics, Medical Equipment, Space Technology</b></p> <p>The success &amp; advancements in these areas need to be highlighted to the people.</p>	<p>M/o IT</p> <p>M/o I&amp;B</p>	<p>Group – 8</p> <p>Group – 9</p>
8.6	<p><b>Digital &amp; Physical Exhibition on –</b></p> <p><b>“Makers and Heroes of India”</b></p> <p><b>“New and Transforming India”</b></p> <p>The exhibitions on the above themes shall be prepared by the concerned Ministries and distributed by M/o I&amp;B.</p>	<p>M/o HRD</p> <p>M/o Culture</p> <p>M/o IT</p> <p>M/o I&amp;B</p>	<p>Group – 4</p> <p>Group – 4</p> <p>Group – 8</p> <p>Group – 9</p>

8.7	<p><b>Digital Communication – Promote Digital Literacy</b></p> <p>The importance and benefits of digital communication need to be highlighted. Digital literacy must be spread in a big way with help of youth volunteers.</p>	<p>M/o HRD</p> <p>M/o Youth Affairs &amp; Sports</p> <p>M/o IT</p>	<p>Group – 4</p> <p>Group – 4</p> <p>Group – 8</p>
8.8	<p><b>Village Level Outreach - volunteers of NSS, NCC, NYK &amp; party leaders</b></p> <p>The various initiatives and schemes of Government shall be taken to the people through these volunteers.</p>	<p>M/o HRD</p> <p>M/o Youth Affairs &amp; Sports</p>	<p>Group – 4</p> <p>Group – 4</p>
8.9	<p><b>Direct Communication to Panchayat Pramukh, ASHA, Anganwadi workers</b></p> <p>Direct communication to the field level functionaries to disseminate information.</p>	<p>M/o Panchayati Raj</p> <p>M/o Rural Development</p> <p>M/o HRD</p> <p>M/o Women &amp; Child</p>	<p>Group – 1</p> <p>Group – 1</p> <p>Group – 4</p> <p>Group – 5</p>
8.10	<p><b>Common Service Centres</b></p> <p>Since many people go to these centres, it can be effectively used to convey the desired messages.</p>	<p>M/o IT</p>	<p>Group – 8</p>

8.11	<p><b>DD International / AIR World</b></p> <p>The international presence of public broadcaster needs to be increased by strengthening these units.</p>	<p>M/o I &amp; B</p> <p>M/o External Affairs</p>	<p>Group – 9</p> <p>Group – 10</p>
8.12	<p><b>Strengthen Indian Missions w.r.t. media outreach</b></p> <p>The outreach in the other countries can be made more effective by making media unit in the Indian Missions more active.</p>	<p>M/o External Affairs</p>	<p>Group – 10</p>
8.13	<p><b>Research Unit</b></p> <p>A new unit needs to be established which will collate all information subject-wise in proper format for the use when required.</p>	<p>M/o I&amp;B</p>	<p>Group – 9</p>
8.14	<p><b>Use of Films, Cinematic Heritage and Film Festivals</b></p> <p>These are important components of India’s soft power and can be effectively used for international outreach.</p>	<p>M/o I&amp;B</p>	<p>Group – 9</p>

8.15	<p><b>Promoting culture of Sports and Fitness</b></p> <p>This will promote “Fit India” campaign and stress upon the need of both physical and mental fitness.</p>	M/o Youth Affairs & Sports	Group – 4
8.16	<p><b>Mainstreaming &amp; promoting Innovative practices – Hackathons</b></p> <p>New ideas need to be promoted and a platform will be created where all such innovative ideas can be invited including for given problem statement.</p>	M/o HRD M/o IT	Group – 4 Group – 8
8.17	<p><b>Coordination with schools of journalism</b></p> <p>Present students are the future journalists. As a part of long-term strategy, the engagement with schools of journalism should be increased.</p>	M/o I&B	Group – 9

8.18	<p><b>Identify, Nurture &amp; Promote journalists</b></p> <p>This will create a pool of journalists who would better understand and appreciate the stand of Government.</p>	M/o I&B	Group – 9
8.19	<p><b>Engagement with Academia and Media</b></p> <p>These are the opinion makers and therefore regular engagement is necessary with media houses and other prominent personalities.</p>	M/o HRD M/o I&B	Group – 4 Group – 9
8.20	<p><b>(i) Wednesday – Cabinet Briefing</b></p> <p><b>(ii) Thursday – PC / Sammelan at State Level</b></p> <p><b>(iii) Friday – PC / Sammelan at District Level</b></p> <p><b>(iv) Saturday/Sunday – Jan Sampark by MPs &amp; MLAs</b></p> <p>These initiatives would ensure that decisions and initiatives of Government reach the ground level and elected representatives remain in active contact with people.</p>	M/o I&B	Group – 9

8.21	<p><b>Mass Circulation of Positive stories, Success stories &amp; Testimonials</b></p> <p>Disseminating positive &amp; success stories and testimonials would showcase how the good works of Government has benefitted people.</p>	M/o I&B (PIB/DD/AIR)	Group – 9
8.22	<p><b>Curbing fake news through Fact Check Unit</b></p> <p>Fake news and false narratives create lot of confusion &amp; misconception and these needs to be countered. This unit has been established in PIB and is working in tandem with all Ministries to counter fake news / false narratives.</p>	M/o I&B (PIB)	Group – 9
8.23	<p><b>Focus on regional media and regional languages</b></p> <p>All the advertisements and outreach programmes should be in the regional languages for better connect with local people. The regional media should be effectively utilised.</p>	M/o I&B (PIB/DD/AIR)	Group – 9

8.24	<p><b>Constant tracking of 50 negative influencers</b></p> <p>Some negative influencers give false narratives and discredit the Government. These need to be constantly tracked so that proper and timely response can be given.</p>	M/o I&B (EMMC/PB)	Group – 9
8.25	<p><b>Regular engagement with 50 positive influencers</b></p> <p>Few influencers in social media who project Government’s work positively and in right perspective should be encouraged and provided with requisite information.</p>	M/o I&B	Group – 9
8.26	<p><b>Persons with ability to present good arguments –</b></p> <p>Same fact can be presented with different narratives. So, a pool of Spin Doctors who can do it for the Government should be identified and utilised.</p>	M/o I&B	Group – 9

8.27	<p><b>Engaging Journalists who are not working now –</b></p> <p>Many journalists who are supportive or are even neutral should be identified and engaged in various Ministries.</p>	<p>All Ministries (Coordination by M/o I&amp;B)</p>	All Groups
8.28	<p><b>Engagement with Foreign Media</b></p> <p>Regular interaction with foreign media journalists would help disseminate correct information and perspective of the Government.</p>	<p>M/o I&amp;B M/o External Affairs</p>	<p>Group – 9 Group – 10</p>
8.29	<p><b>Promote Online Portals</b></p> <p>It is needed to promote and support online portals (like Op India) as most of the existing online portals are critical of Government.</p>	M/o I&B	Group – 9
8.30	<p><b>Collaborate with Google, Facebook, Twitter, Wikipedia, etc. –</b> These platforms are widely used by people and can be used to increase the outreach positively.</p>	M/o I&B	Group – 9



8.31	<p><b>Facilitation of Digital news and OTT</b></p> <p>New mechanism need to be involved to ensure that OTT platform become more responsible.</p>	<p>M/o IT</p> <p>M/o I&amp;B</p>	<p>Group – 8</p> <p>Group – 9</p>
8.32	<p><b>Develop “News Agency”</b></p> <p>Prasar Bharati News Service can be enlarged to become a main line news agency.</p>	<p>M/o I&amp;B</p>	<p>Group – 9</p>
8.33	<p><b>Development of India oriented Think Tanks</b></p> <p>Identify prominent groups of people &amp; organisations whose opinions are recognized nationally and internationally.</p>	<p>M/o HRD</p> <p>M/o External Affairs</p>	<p>Group – 4</p> <p>Group – 10</p>
8.34	<p><b>Briefing of Spokespersons at different levels (official / others)</b></p> <p>Spokespersons need to be identified Ministry/ domain-wise and they should be properly briefed and provided with all requisite information.</p>	<p>M/o I&amp;B</p>	<p>Group – 9</p>

8.35	<p><b>Develop Integrated Dashboard</b></p> <p>It can track and collate all the news in different media – print, electronic, online &amp; social. It would generate reports and analysis on various trending news items.</p>	M/o I&B	Group – 9
8.36	<p><b>Increased use of Radio/FM</b></p> <p>It is very effective media for various target groups wherein messages can be disseminated widely. It is also cost effective.</p>	All Ministries (Coordination by M/o I&B)	All Groups
8.37	<p><b>Start new Communication Wing</b></p> <p>A broader communication needs can be met through a new unit which will ensure better coordination for effective dissemination of information.</p>	M/o I&B	Group – 9
8.38	<p><b>New India Samachar (from 15/08/2020)</b></p> <p>A new magazine containing details of Hon. PM's messages, Cabinet decisions,</p>	M/o I&B	Group – 9

	Government initiatives & schemes, etc., and physical copies will be sent to more than 6 lakh people and electronically to around 8 crore people.		
8.39	<b>Social Media presence of Ministers</b> – The social media presence of Ministers should be increased. The workshop can be organised by PIB for the PSs and the social media handlers of the Ministers.	All Ministries M/o I&B to coordinate	All Groups
8.40	<b>Training PIB officers who are PIOs</b> - Refresher training should be organised for all the PIB officers attached to the various Ministries (PIOs).	M/o I&B	Group – 9
8.41	<b>Utilising authors of regional languages</b> – All the authors in different regional languages who are sympathetic to the government should be listed.	M/o HRD M/o I&B	Group – 4 Group – 9

8.42	<b>Orientation of videographers and photographers –</b> Workshop for videographers and photographers should be organised.	M/o I&B	Group – 9
8.43	<b>Recruiting Young Professionals –</b> All the Ministries should recruit “Young Professionals” to handle social media and other works.	All Ministries	All Groups
8.44	<b>Promotion of soft stories of achievements –</b> Promote success stories like Yoga, Tiger, etc., from various ministries.	All Ministries Coordination by M/o I&B	All Groups
8.45	<b>Promoting success stories –</b> Every Ministry should prepare a list of their success stories and make videos of the same to be disseminated through various media.	All Ministries Coordination by M/o I&B	All Groups
8.46	<b>Make an audio bridge with spokespersons –</b> An audio bridge with all spokespersons at a fixed time (say, 1:00 PM)	Supportive role by M/o I&B	Group – 9

	should be done so that the line of response could be properly explained to them and all are on the same page.		
8.47	<b>International tie up by PCI –</b> The Press Council of India (PCI) should tie up with their counterparts in other countries.	M/o I&B	Group – 9
8.48	<b>Proper coordination between government and party –</b> There should be proper government – party coordination of social media management.	All Ministries  Supportive role by M/o I&B	All Groups
8.49	<b>Support NRIs to help them counter local negative narratives –</b> An effective system of communication with the NRI community should be established and they should be supported so that they can also raise their voice against local negative stories/narratives in the foreign countries.	M/o External Affairs	Group – 10

## 9. Responsibility – Group of Secretaries-wise

S.No.	Sectoral Group of Secretaries	Recommendation	Concerned Ministry/ Department
9.1	Group – 1  Group – 1	<b>Direct Communication to Panchayat Pramukh, ASHA, Anganwadi workers</b> – Direct communication to the field level functionaries to disseminate information	M/o Panchayati Raj  M/o Rural Development
9.2	Group – 4	<b>Take Scientific advancements from Lab to Ground</b> – There are many success stories in innovation which must be taken to its logical end and given wide publicity.	M/o HRD
9.3	Group – 4  Group – 4	<b>Digital &amp; Physical Exhibition on - “Makers and Heroes of India”</b> <b>“New and Transforming India”</b> – The exhibitions	M/o HRD  M/o Culture

		on the above themes shall be prepared by the concerned Ministries and distributed by M/o I&B.	
9.4	Group – 4  Group – 4	<b>Digital Communication – Promote Digital Literacy</b> The importance and benefits of digital communication need to be highlighted. Digital literacy must be spread in a big way with help of youth volunteers.	M/o HRD  M/o Youth Affairs & Sports
9.5	Group – 4  Group – 4	<b>Village Level Outreach - volunteers of NSS, NCC, NYK &amp; party leaders –</b> The various initiatives and schemes of Government shall be taken to the people through these volunteers.	M/o HRD  M/o Youth Affairs & Sports
9.6	Group – 4	<b>Direct Communication to Panchayat Pramukh, ASHA, Anganwadi workers –</b> Direct communication to the	M/o HRD

		field level functionaries to disseminate information.	
9.7	Group – 4	<b>Promoting culture of Sports and Fitness</b> – This will promote “Fit India” campaign and stress upon the need of both physical and mental fitness.	M/o Youth Affairs & Sports
9.8	Group – 4	<b>Mainstreaming &amp; promoting Innovative practices – Hackathons</b> New ideas need to be promoted and a platform will be created where all such innovative ideas can be invited including for a given problem statement.	M/o HRD
9.9	Group – 4	<b>Engagement with Academia and Media</b> These are the opinion makers and therefore regular engagement is necessary with media houses and other	M/o HRD



		prominent personalities.	
9.10	Group – 4	<b>Development of India oriented Think Tanks</b> Identify prominent groups of people & organisations whose opinions are recognized nationally and internationally.	M/o HRD M/o External Affairs
9.11	Group – 4	<b>Utilising authors of regional languages</b> – All the authors in different regional languages who are sympathetic to the government should be listed.	M/o HRD
9.12	Group – 5 Group – 5 Group – 5	<b>Direct Communication to Panchayat Pramukh, ASHA, Anganwadi workers</b> – Direct communication to the field level functionaries to disseminate information.	M/o Panchayati Raj M/o Rural Development M/o Women & Child

9.13	Group – 7	<p><b>Attitudinal change to instil pride in locally manufactured products</b></p> <p>This will promote spirit of Aatmanirbhar Bharat and “Vocal for Local”.</p>	M/o Commerce & Industry (C&I)
9.14	Group – 7	<p><b>Indigenous Innovations – give wide publicity –</b></p> <p>To promote the culture of innovation, its publicity is necessary.</p>	M/o C&I
9.15	Group – 8	<p><b>Indigenous Innovations – give wide publicity –</b></p> <p>To promote the culture of innovation, its publicity is necessary.</p>	M/o Information & Technology (IT)
9.16	Group – 8	<p><b>Take Scientific advancements from Lab to Ground –</b> There are many success stories in innovation which must be taken to its logical end and given wide publicity.</p>	M/o IT
9.17	Group – 8	<p><b>Promoting Electronics, Medical Equipment, Space Technology –</b> The</p>	M/o IT

		success & advancements in these areas need to be highlighted to the people.	
9.18	Group – 8	<b>Digital &amp; Physical Exhibition on - “Makers and Heroes of India”</b> <b>“New and Transforming India”</b> – The exhibitions on the above themes shall be prepared by the concerned Ministries and distributed by M/o I&B.	M/o IT
9.19	Group – 8	<b>Digital Communication – Promote Digital Literacy</b> The importance and benefits of digital communication need to be highlighted. Digital literacy must be spread in a big way with help of youth volunteers.	M/o IT
9.20	Group – 8	<b>Common Service Centres</b> Since many people go to these centres, it can be effectively used to convey the desired messages.	M/o IT

9.21	Group – 8	<p><b>Mainstreaming &amp; promoting Innovative practices – Hackathons</b></p> <p>New ideas need to be promoted and a platform will be created where all such innovative ideas can be invited including for a given problem statement.</p>	M/o IT
9.22	Group – 8	<p><b>Facilitation of Digital news and OTT – New mechanism need to be involved to ensure that OTT platform become more responsible.</b></p>	M/o IT
9.23	Group – 9	<p><b>Attitudinal change to instil pride in locally manufactured products</b></p> <p>This will promote spirit of Aatmanirbhar Bharat and “Vocal for Local”.</p>	M/o Information & Broadcasting (I&B)
9.24	Group – 9	<p><b>Indigenous Innovations – give wide publicity –</b></p> <p>To promote the culture of innovation, its publicity is necessary.</p>	M/o I&B

9.25	Group – 9	<p><b>Take Scientific advancements from Lab to Ground</b></p> <p>There are many success stories in innovation which must be taken to its logical end and given wide publicity.</p>	M/o I&B
9.26	Group – 9	<p><b>Promoting Electronics, Medical Equipment, Space Technology</b> – The success &amp; advancements in these areas need to be highlighted to the people.</p>	M/o I&B
9.27	Group – 9	<p><b>Digital &amp; Physical Exhibition on - “Makers and Heroes of India”</b></p> <p><b>“New and Transforming India”</b> – The exhibitions on the above themes shall be prepared by the concerned Ministries and distributed by M/o I&amp;B.</p>	M/o I&B
9.28	Group – 9	<p><b>DD International / AIR World</b> – The international presence of</p>	M/o I & B

		public broadcaster needs to be increased by strengthening these units.	
9.29	Group – 9	<b>Research Unit</b> – A new unit needs to be established which will collate all information subject-wise in proper format for the use when required.	M/o I&B
9.30	Group – 9	<b>Use of Films, Cinematic Heritage and Film Festivals</b> These are important components of India’s soft power and can be effectively used for international outreach	M/o I&B
9.31	Group – 9	<b>Coordination with schools of journalism</b> Present students are the future journalists. As a part of long-term strategy, the engagement with schools of journalism should be	M/o I&B

		increased.	
9.32	Group – 9	<p><b>Identify, Nurture &amp; Promote journalists</b></p> <p>This will create a pool of journalists who would better understand and appreciate the stand of Government.</p>	M/o I&B
9.33	Group – 9	<p><b>Engagement with Media Houses and Academia</b></p> <p>These are the opinion makers and therefore regular engagement is necessary with media houses and other prominent personalities to ensure goodwill for Government.</p>	M/o I&B
9.34	Group – 9	<p><b>(i) Wednesday – Cabinet Briefing</b></p> <p><b>(ii) Thursday – PC / Sammelan at State Level</b></p> <p><b>(iii) Friday – PC / Sammelanat District Level</b></p> <p><b>(iv) Saturday/Sunday –</b></p>	M/o I&B

		<p><b>Jan Sampark by MPs &amp; MLAs</b></p> <p>These initiatives would ensure that decisions and initiatives of Government reach the ground level and elected representatives remain in active contact with people.</p>	
9.35	Group – 9	<p><b>Mass Circulation of Positive stories, Success stories &amp; Testimonials</b></p> <p>Disseminating positive &amp; success stories and testimonials would showcase how the good works of Government has benefitted people.</p>	M/o I&B (PIB/DD/AIR)
9.36	Group – 9	<p><b>Curbing fake news through Fact Check Unit</b></p> <p>Fake news and false narratives create lot of confusion &amp; misconception and these needs to be countered. This unit has been</p>	M/o I&B (PIB)



		established in PIB and is working in tandem with all Ministries to counter fake news / false narratives.	
9.37	Group – 9	<p><b>Focus on regional media and regional languages</b></p> <p>All the advertisements and outreach programmes should be in the regional languages for better connect with local people. The regional media should be effectively utilised.</p>	M/o I&B (PIB/DD/AIR)
9.38	Group – 9	<p><b>Constant tracking of 50 negative influencers –</b></p> <p>Some negative influencers give false narratives and discredit the Government. These need to be constantly tracked so that proper and timely response can be given.</p>	M/o I&B (EMMC/PB)

9.39	Group – 9	<p><b>Regular engagement with 50 positive influencers</b> – Few influencers in social media who project Government’s work positively and in right perspective should be encouraged and provided with requisite information.</p>	M/o I&B
9.40	Group – 9	<p><b>Persons with ability to present good arguments</b> – Same fact can be presented with different narratives. So, a pool of Spin Doctors who can do it for the Government should be identified and utilised.</p>	M/o I&B
9.41	Group – 9	<p><b>Engagement with Foreign Media</b> – Regular interaction with foreign media journalists would help disseminate correct information &amp; perspective</p>	M/o I&B

		of the Government.	
9.42	Group – 9	<b>Promote supportive Online Portals</b> – It is needed to promote and support online portals (like Op India) as most of the existing online portals are critical of Government	M/o I&B
9.43	Group – 9	<b>Collaborate with Google, Facebook, Twitter, Wikipedia, etc.</b> – These platforms are widely used by people and can be used to increase the outreach positively	M/o I&B
9.44	Group – 9	<b>Facilitation of Digital news and OTT</b> – New mechanism need to be involved to ensure that OTT platform become more responsible.	M/o I&B
9.45	Group – 9	<b>Develop “News Agency”</b> PrasarBharati News Service can be enlarged to become a main line news agency.	M/o I&B

9.46	Group – 9	<p><b>Briefing of Spokespersons at different levels (official / others)</b></p> <p>Spokespersons need to be identified Ministry/ domain-wise and they should be properly briefed and provided with all requisite information.</p>	M/o I&B
9.47	Group – 9	<p><b>Develop Integrated Dashboard</b></p> <p>It can track and collate all the news in different media – print, electronic, online &amp; social. It would generate reports and analysis on various trending news items.</p>	M/o I&B
9.48	Group – 9	<p><b>Start new Communication Wing (Government / Others)</b></p> <p>A broader communication needs can be met through a new unit which will</p>	M/o I&B

		ensure better coordination for effective dissemination of information.	
9.49	Group – 9	<p><b>New India Samachar (from 15/08/2020)</b></p> <p>A new magazine containing details of Hon. PM’s messages, Cabinet decisions, Government initiatives &amp; schemes, etc., and physical copies will be sent to more than 6 lakh people and electronically to around 8 crore people.</p>	M/o I&B
9.50	Group – 9	<p><b>Training PIB officers who are PIOs</b> – Refresher training should be organised for all the PIB officers attached to the various Ministries (PIOs).</p>	M/o I&B
9.51	Group – 9	<p><b>Utilising authors of regional languages</b> – All the authors in different regional languages who are</p>	M/o I&B

		sympathetic to the government should be listed.	
9.52	Group – 9	<b>Orientation of videographers and photographers –</b> Workshop for videographers and photographers should be organised.	M/o I&B
9.53	Group – 9	<b>Make an audio bridge with spokespersons –</b> An audio bridge with all spokespersons at a fixed time (say, 1:00 PM) should be done so that the line of response could be properly explained to them and all are on the same page.	Supportive role by M/o I&B
9.54	Group – 9	<b>International tie up by PCI –</b> The Press Council of India (PCI) should tie up with their counterparts in the other countries.	M/o I&B
9.55	Group – 10	<b>DD International / AIR</b>	M/o External Affairs

		<b>World</b> – The international presence of public broadcaster needs to be increased by strengthening these units.	
9.56	Group – 10	<b>Strengthen Indian Missions w.r.t. media outreach</b> – The outreach in the other countries can be made more effective by making media unit in the Indian Missions more active	M/o External Affairs
9.57	Group – 10	<b>Engagement with Foreign Media</b> – Regular interaction with foreign media journalists would help disseminate correct information and perspective of the Government.	M/o External Affairs
9.58	Group – 10	<b>Development of India oriented Think Tanks</b> – Identify prominent groups of people & organisations whose	M/o External Affairs

		opinions are recognized nationally and internationally.	
9.59	Group – 10	<b>Support NRIs to help them counter local negative narratives</b> – An effective system of communication with the NRI community should be established and they should be supported so that they can also raise their voice against local negative stories/narratives in the foreign countries.	M/o External Affairs
9.60	All Groups	<b>Engaging Journalists who are not working now</b> – Many journalists who are supportive or are even neutral should be identified and engaged in various Ministries.	All Ministries (Coordination by M/o I&B)
9.61	All Groups	<b>Two major public outreach programme by each Ministry:</b> Every Ministry should identify two major themes / initiatives /	All Ministries



		<p>schemes and organise the public outreach programmes in a big way. By this initiative, the major programmes of the respective Ministries will be taken to the people. This way if 100 outreach programmes are organised then with one day of pre-event publicity and one day of post-event publicity, for the entire year there will be coverage of some event throughout the year.</p>	
9.62	All Groups	<p><b>Increased use of Radio/FM</b> – It is very effective media for various target groups wherein messages can be disseminated widely. It is also cost effective.</p>	<p>All Ministries (Coordination by M/o I&amp;B)</p>

9.63	All Groups	<b>Social Media presence of Ministers</b> – The social media presence of Ministers should be increased. The workshop can be organised by PIB for the PSs and the social media handlers of the Ministers.	All Ministries (Coordination by M/o I&B)
9.64	All Groups	<b>Recruiting Young Professionals</b> – All the Ministries should recruit “Young Professionals” to handle social media.	All Ministries
9.65	All Groups	<b>Promotion of soft stories of achievements</b> – Promote success stories like Yoga, Tiger, etc., from various ministries.	All Ministries
9.66	All Groups	<b>Promoting success stories</b> – Every Ministry should prepare a list of their success stories and make videos of the same to be disseminated through various media.	All Ministries

9.67	All Groups	<p><b>Proper government and party coordination</b> –</p> <p>There should be proper government – party coordination of social media management.</p>	<p>All Ministries</p> <p>Supportive role by M/o I&amp;B</p>
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## **10. Conclusion**

Government communication is an important tool in reaching out to the people and disseminating desired information / messages to them. Its role has increased in the present socio-economic-political context. It is important to regularly interact with people through various mediums not only to convey the initiatives and people-oriented schemes of government but also to ensure that the fake news and false narratives are not spread. This report of GoM has attempted to highlight the important narratives that need to be communicated. It further delves into the strategies that can be adopted for the same. Specific action points to achieve the desired results have been listed. These strategies and action points cover the gaps to ensure an effective, focussed and timely communication.

The responsibilities have been fixed issue-wise, ministry wise and also group of secretaries wise. Based on the agreed / approved action points, the timelines for each one will be drawn and then these will be implemented.

A review and monitoring mechanism also needs to be put in place. Either the same GoM can be entrusted with the responsibility to review and monitor the progress on a quarterly basis or a separate mechanism in the Cabinet Secretariat can be established.

**List of names of Ministers in the Group of Ministers on Government Communications**

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**Cabinet Ministers**

1. Shri Ravi Shankar Prasad
2. Smt. Smriti Irani
3. Shri Prakash Javadekar
4. Dr. S. Jaishankar
5. Shri Mukhtar Abbas Naqvi

**Ministers of State (IC)**

6. Shri Kiren Rijju
7. Shri Hardeep Singh Puri

**Ministers of State**

8. Shri Anurag Thakur
9. Shri Babul Supriyo

**List of names of prominent personalities who participated in the meeting held by Shri Kiren Rijiju, Minister of State for Youth Affairs & Sports, at his residence on 23.06.2020**

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- (1) Shri Alok Mehta
- (2) Shri Jayant Ghoshal
- (3) Shri Shishir Gupta
- (4) Shri Praful Ketkar
- (5) Smt. Mahua Chatterjee
- (6) Smt. Nistula Haibar
- (7) Shri Amitabh Sinha
- (8) Shri Ashutosh
- (9) Shri Ram Narain
- (10) Shri Ravish Tiwari
- (11) Shri Himanshu Mishra
- (12) Shri Ravindra

**List of names of prominent personalities who participated in the VC held by Shri Prakash Javadekar, Minister of EFCC, I&B and HIPE on 23.06.2020**

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1. Shri S. Gurumurthy
2. Shri SwapanDasgupta
3. Shri Kanchan Gupta
4. Shri Nitin Gokhale
5. Shri Shekhar Iyer
6. Shri Surya Prakash
7. Shri Ashok Tandon
8. Shri Ashok Malik
9. Shri Shashi Shekhar Vempati

**List of prominent personalities who participated in the VC held by Smt. Smriti Irani, Hon'ble Minister of Women & Child Development and Textiles on 24.06.2020.**

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- (1) Shri Anand Ranganathan
- (2) Shri Anant Vijay
- (3) Shri Sunil Raman
- (4) Ms. Nupur Sharma
- (5) Shri Abhijit Majumdar



**List of names of representatives of Chambers of Industries / Business who participated in the VC held on 30.06.2020.**

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1. Smt. Sangita Reddy, FICCI
2. Shri Rajan Nawani
3. Shri Niranjan Hiranandani, ASSOCHAM
4. Shri Rakesh Bharti Mittal
5. Shri Sanjay Aggarwal, PHDCCI
6. Shri Sandip Somany, FICCI
7. Shri Harshpati Singhania
8. Shri Mukesh Gupta
9. Shri Vinit Agarwal
10. Shri Rajan Bharti Mittal
11. Shri Marut Sen Gupta, CII