

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

New Delhi the 15th January, 2025

Sub.: Summary (No.-12) to the Cabinet on the significant activities of Ministry of Information & Broadcasting for the month of December 2024.

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

1. **World Audio Visual Entertainment Summit (WAVES):** In the 117th episode of 'Mann Ki Baat' on December 29, 2024, the Hon'ble Prime Minister Shri Narendra Modi announced that India will host the World Audio Visual Entertainment Summit (WAVES) for the first time in 2025. WAVES will gather global industry leaders to explore new opportunities, address challenges, and promote India's growing influence in the Media & Entertainment sector. The Hon'ble PM invited the entertainment and creative industry of India to join the WAVES to showcase India's Creative Power on the Global Stage.
2. India's National Broadcaster, **Doordarshan, has partnered with the Hockey India League (HIL) as official broadcast partner** to transform Hockey into a nationwide celebration. The historic partnership extends to all Hockey India National Championships, including the inaugural season of the Women's Hockey India League alongside the men's competition.
3. The Ministry of Information & Broadcasting conducted extensive media campaigns on a range of themes, such as Veer Bal Diwas, Sugamya Bharat Abhiyan, National Youth Festival, and the PM Vishwakarma Scheme, through radio and television. In addition, Ministry also organized Communication Outreach Programmes on national initiatives like Swachha Bharat Mission, Banking Social Security Scheme, Nasha Mukta Bharat, Ayushman Bharat, Women Empowerment, Cleanliness of River Ganga, Mission Life, Viksit Bharat @2047, Janjatiya Gaurav Diwas, and Ek Bharat Shreshtha Bharat. These campaigns gave wide publicity and created awareness on the various Schemes/Programmes of the Government.



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