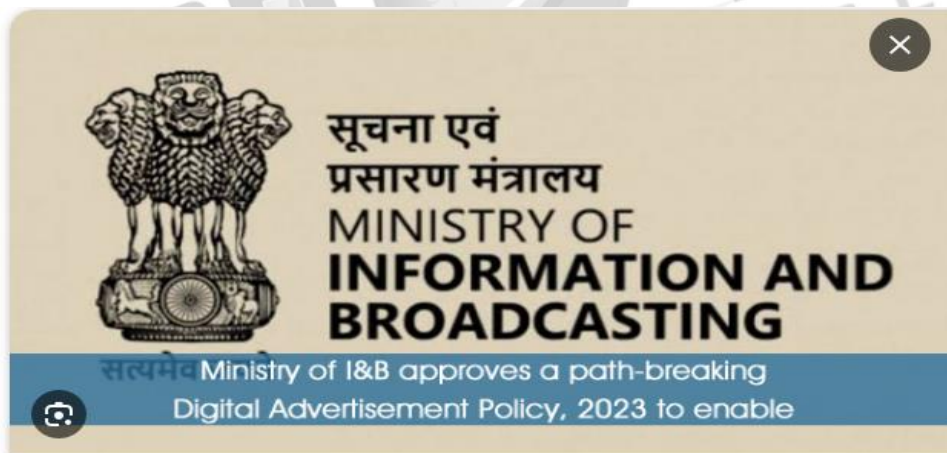


EVERYDAY CURRENT AFFAIRS – NOVEMBER 11, 2023

NATIONAL

- **Digital Advertisement Policy, 2023**
- ✓ In a rapidly evolving media landscape, the Information and Broadcasting Ministry of India unveiled the 'Digital Advertisement Policy, 2023,' a significant move to harness the potential of digital media for government communication.



- ✓ This policy empowers the Central Bureau of Communication (CBC), the Central government's advertising wing, to conduct campaigns effectively in the digital realm.
- ✓ The 'Digital Advertisement Policy, 2023' represents a pivotal moment for the CBC, aligning its mission with the changing media landscape and the increasing digitalization of media consumption.
- ✓ With the policy's implementation, the CBC aims to disseminate information and raise awareness about various government schemes, programs, and policies in response to evolving media trends.

- **Broadcasting Services (Regulation) Bill 2023**

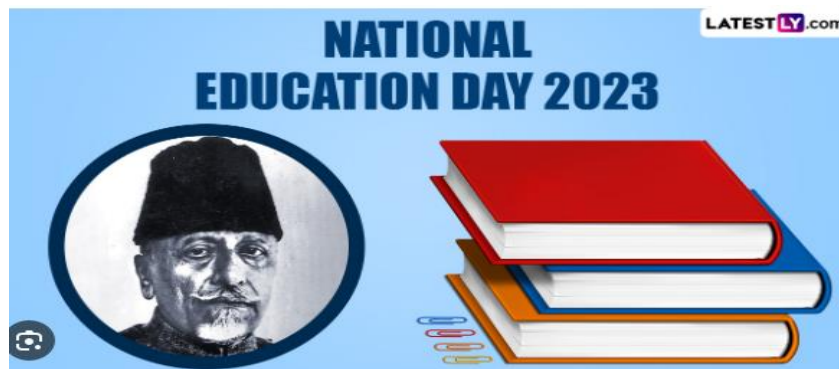
- ✓ On November 10, 2023, the Information & Broadcasting Ministry unveiled the draft Broadcasting Services (Regulation) Bill, 2023, signaling a significant step towards modernizing and regulating India's broadcasting sector.



- ✓ This proposed legislation aims to replace outdated Acts, Rules, and Guidelines with a unified framework that adapts to the changing landscape of the media industry, encompassing Over-the-Top (OTT) content, digital news, and current affairs.
- ✓ The draft Broadcasting Services (Regulation) Bill, 2023, seeks to establish a consolidated legal framework for the broadcasting sector in India.
- ✓ It is designed to streamline and replace existing regulations, including the Cable Television Networks (Regulation) Act of 1995, to provide a more comprehensive and up-to-date approach.

IMPORTANT DAYS

- **National Education Day 2023 – November 11**
- ✓ National Education Day is celebrated every year on November 11th to commemorate the birth anniversary of Maulana Abul Kalam Azad, India's first Education Minister.



- ✓ Azad was a visionary leader who played a pivotal role in shaping the country's education system. He was a strong advocate for universal primary education,

girls' education, and free compulsory education for all children under the age of 14.

- ✓ He also played a key role in establishing some of India's most prestigious educational institutions, including the Indian Institutes of Technology (IITs) and the University Grants Commission (UGC).

