

**GOVERNMENT OF INDIA**  
**MINISTRY OF INFORMATION & BROADCASTING**  
**LOK SABHA**  
**UNSTARRED QUESTION NO. 3137**  
**TO BE ANSWERED ON 08.08.2023**

**MULTI LAYERED COLLABORATION WITH OTT PLATFORMS**

**3137. SHRI GAUTAM GAMBHIR:**

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state;**

**(a) whether the Government has any proposal to enter into a multi layered collaboration with any Over The Top (OTT) Platforms to promote and showcase Made in India creative content; and**

**(b) if so, the details thereof?**

**ANSWER**

**THE MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS AND SPORTS (SHRI ANURAG SINGH THAKUR):**

**(a) & (b):- The Ministry has undertaken several collaborations with OTT platforms etc. which include : (i) Production of six-part series- “Journey of India” by Discovery India showcasing India’s rich cultural heritage and progress in various fields, which has been broadcast across over 140 countries; (ii) Collaboration with Netflix in production of short videos titled “Azadi Ki Amrit Kahaniyan” showing India’s women achievers, and freedom fighters; (iii) An educational interactive online game “Azadi Quest” available on mobile Apps highlighting the heroes of India’s freedom struggle; (iv) Collaboration with Amazon India for inter-alia making available the rich archival audio-visual content of Prasar Bharati and National Film Development Corporation (NFDC).**