

**ATN on the publicity undertaken by Media Units of I&B publicizing
various issues of
'PM's 15 Point Programme for the Welfare of the Minorities'
'Implementation of Sachar Committee Recommendations'
April 2017 – June 2017**

Press Information Bureau (PIB)

- PIB has been regularly releasing releases/ features on various themes associated with Minority Welfare under PM's 15 Point Programme and Sachar Committee Recommendations.
- 179 Press releases and 8 Features were issued on the subject from its various regions.
- Vartalaps have been organized by PIB with PM's 15 Point Programme being a part of them.

Directorate of Field Publicity (DFP)

- The field publicity units of DFP have organized various publicity programmes on the theme of PM's New 15 Point Programme for the Welfare of Minorities and implementation of Sachchar Committee recommendations in different parts of the country.
- The thrust of the campaign was on flagship schemes of the Govt. i.e. 'Swachh Bharat Mission', 'PM's Jan Dhan Yojana', 'Beti Bachao Beti Padhao', 'PM Suraksha Bima Yojana', 'Atal Pension Yojana', 'Skill India Mission', 'Gramoday Se Bharat Uday' in minority concentrated areas with active participation of the target beneficiaries.
- The Directorate utilized various formats such as Group discussions, question-answer sessions, public meetings and film shows in the activities employed with the target audience.
- The Directorate organized 604 film shows, conducted 29 special programmes, organized 1157 Oral communication/ Group Discussions, mounted 709 photo exhibitions and collected 663 feedback stories.
- The Directorate sensitized over 2.26 lakh people (approx.) through their publicity programmes in 785 minority concentrated villages across the country during the quarter.

Song & Drama Division

- Song and Drama Division has presented various programmes in the interior and rural areas through the live media such as - Drama, folk, puppetry, etc.
- These programmes are presented in local languages and dialects to effectively communicate the messages on the key features of the PM's New 15 Point Programme for the Welfare of Minorities and the report of Sachchar Committee.
- The Division had presented 368 publicity programmes during the quarter ending June 2017.

Directorate of Advertising & Visual Publicity (DAVP)

- The Directorate has been releasing advertisements from time to time on all India basis on the subject concerning minority welfare highlighting various GoI schemes, funds, scholarships etc. available for them.
- DAVP released 12 advertisements in 1946 Newspapers during the Quarter ending June 2017.
- Newspaper advertisements were released on the theme of “Khwaja Gharib Nawaz Skill Development Training for Minorities”, “Three Years of Modi Govt.”, “Madad Hamari - Manzil”, “Hunar Haat – Mission for Glorious Growth of Artisans and Craftsmen”, “Infrastructure Development for Educational Empowerment”, “Creating New Success Stories – with Padho Pardes and Nai Udaan”, “Ensuring Empowerment through Education and Skill Development, Pre-Matric, Post-Matric and Merit cum Means based Scholarship Schemes 2017-18” and “Suggestions invited for Review of Haj Policy 2013-17”
- DAVP had not carried out any campaign/ publicity on the subject in Outdoor Media, Digital Cinema, Private FM and TV for the quarter ending June 2017.

All India Radio

- All AIR Stations gave wide publicity to the subject by mounting suitable programmes on ‘minority welfare’.
- Various formats were used which included – Talks, live comparing, discussions, interviews, jingles, spots, radio reports, talklets, spot recording based programmes, etc.
- Thrust of the programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.
- Total 1521 programmes were broadcast by AIR stations during the quarter.

Doordarshan

- Various DD Kendras all over the country telecast programmes on the Prime Minister’s New 15 Point Programme for the Welfare of Minorities and Implementation of the Sachar Committee Recommendations through various formats.
- The formats of programmes include Discussions, Music, Documentary feature, TV Report, Panel Discussion, Studio based, weekly news, Spl. Interactive, Sinddhi Prog., Urdu Prog., Parsi Prog. etc.

Ministry of Information and Broadcasting
Statewise Quarterly Progress Report (QPR) from Apr. 2017 - June 2017

S. No.	Name of States / Union Territories	No. of activities by DFP	No. of Vartalaaps organized by PIB	No. of programmes broadcast by AIR	No. of programmes by S&DD	Commitment(in Rs.) on Print Media by DAVP	No. of programmes telecast by DD
1	Andaman and Nicobar	-	-	-	-	26,488	-
2	Andhra Pradesh	347	1	-	-	4,61,958	-
3	Telangana		-	-	-	22,13,852	-
4	Arunachal Pradesh	119	-	-	20	1,18,255	-
5	Assam	35	2	67	99	5,66,845	16
6	Bihar	21	-	12	-	14,99,057	4
7	Chandigarh	-	-	-	-	4,61,719	-
8	Chattisgarh	30	-	-	-	10,18,575	-
9	Madhya Pradesh	536	1	-	-	40,22,069	6
10	Dadra and Nagar Haveli	-	1	-	-	1,46,971	-
11	Daman & Diu	-	-	-	-	1,10,547	-
12	Gujarat	0	-	20	-	29,94,692	45
13	J&K	15	2	-	-	14,42,648	-
14	Jharkhand	169	-	-	-	11,66,892	-
15	Karnataka	152	-	-	-	20,85,284	-
16	Kerala	209	-	-	-	12,34,474	-
17	Lakshadweep		-	-	-	-	-
18	Maharashtra	0	2	1416	92	51,06,314	10
19	Goa		-	-	-	84,937	-
20	Mizoram	342	-	-	12	76,657	-
21	Meghalaya		-	-	-	1,10,554	-
22	Tripura		1	-	14	2,47,736	7
23	Nagaland	0	-	-	6	1,21,484	-
24	Manipur	0	1	-	22	1,37,008	-
25	Punjab	0	-	-	-	13,07,806	5
26	Himanchal Pradesh		-	-	-	1,45,150	-

27	Haryana		1	-	35	10,27,716	-
28	Delhi		-	-	37	51,88,425	-
29	Odisha	0	2	-	-	16,40,799	-
30	Puducherry	-	-	-	-	21,660	-
31	Rajasthan	331	2	-	-	35,38,871	9
32	Tamil Nadu	30	1	6	-	20,28,694	-
33	Uttarakhand	41	-	-	15	9,11,882	-
34	Uttar Pradesh	97	-	-	16	55,66,142	4
35	West Bengal	101	1	-	-	-	4
36	Sikkim		-	-	-	1,42,882	-