

**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'
January 2019 – March 2019**

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.
- 106 Press releases and 5 Vartalaaps were issued on the subject from its various regions.

Bureau of Outreach and Communication (BOC)

➤ ***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 4 advertisements in several Newspapers during the Quarter.
- Newspaper advertisements were released on the subjects "Recruitment", "Hunaar Hat" and "Haj Yatra".
- Outdoor Publicity campaign were carried out through "Hunnar Haat Exhibition" in Delhi from 12-01-19 to 20-01-19 with a committed expenditure of Rs. 47,27,292/-.
- DAVP had not carried out any campaign/ publicity on the subject in Digital Cinema, Private FM and TV for the quarter.

➤ ***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 the flagship schemes of the Government i.e. 'Swachh Bharat Mission', 'Beti Bachao Beti Padhao', 'Sukanya Samriddhi Yojana (SSY)', 'Deen Dayal Upadhyaya Grameen Kaushalya Yojana', 'Pradhan Mantri Ujjwala Yojana (PMUY)', 'PM Social Security Yojana', 'PM Awas Yojna', 'PM Mudra Yojna', 'PM Fasal Bima Yojna', 'Rural Electrification Scheme', 'Transforming India', 'Mission Indradhanush' and 'Ayushman Bharat' were also highlighted.
- The Directorate utilized various formats such as Special Outreach Programmes (SOPs), Group Discussions, film shows organized in

local languages, Photo Exhibitions mounted, Feedback stories collected, etc. in the activities employed with the target audience.

- The Directorate organized around 757 activities including film shows, group discussion, photo exhibitions, etc on the schemes of the Government.
- The Directorate covered 184 villages and sensitized over 112 thousand people (approx.) through their publicity programmes in several 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 722 publicity programmes during the quarter.

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, compering, discussions, interviews, etc.
- Thrust of the programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.
- Total 303 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 included discussion, Live Phone-In, interview, success stories, field based programmes, studio based, etc.

Ministry of Information and Broadcasting
Statewise Quarterly Progress Report (QPR) from January - March 2019

S. No.	Name of States / Union Territories	No. of activities by BOC (DFP)	Vartalaaps by PIB	No. of programmes broadcast by AIR	No. of programmes by BOC (S&DD)	Commitment (in Rs.) on Print Media by BOC (DAVP)	No. of programmes telecast by DD
1	Andaman and Nicobar	-	-	-	-	312	-
2	Andhra Pradesh	6	-	-	-	18,496	-
3	Telangana		-	-	-	2,00,442	7
4	Arunachal Pradesh	11	-	-	-	23,463	-
5	Assam	175	1	-	206	37,517	6
6	Bihar	0	-	16	8	3,21,499	10
7	Chandigarh	0	-	-	-	30,300	12
8	Chattisgarh	8	-	-	-	5,906	6
9	Madhya Pradesh	6	-	-	-	2,94,731	-
10	Dadra and Nagar Haveli	-	-	-	-	764	-
11	Daman & Diu	-	-	-	-	9,191	-
12	Gujarat	0	-	188	1	6,58,682	25
13	J&K	0	1	-	-	2,65,351	-
14	Jharkhand	35	-	8	106	1,65,076	-
15	Karnataka	104	-	-	344	1,69,864	3
16	Kerala	47	-	-	-	84,389	11
17	Lakshadweep		-	-	-	0	-
18	Maharashtra	0	-	27	-	42,18,615	-
19	Goa		-	-	-	16,560	-
20	Mizoram	194	-	-	-	18,152	-
21	Meghalaya		1	-	-	21,140	1
22	Tripura		-	-	-	879	-
23	Nagaland	36	1	-	-	12,639	-
24	Manipur		-	-	-	20,728	-
25	Punjab	-	1	5	-	60,533	18
26	Himanchal Pradesh		-	-	15	-	12,443

27	Haryana		-	-	-	25,165	-
28	Delhi		-	-	21	54,74,850	2
29	Odisha	5	-	-	-	86,204	-
30	Puducherry	-	-	-	-	6,845	1
31	Rajasthan	4	-	-	-	5,89,454	1
32	Tamil Nadu	21	-	-	-	94,546	-
33	Uttarakhand	0	-	-	-	66,106	-
34	Uttar Pradesh	46	-	44	17	6,11,551	11
35	West Bengal	59	-	-	19	2,81,424	3
36	Sikkim		-	-	-	3,857	-
