

**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'  
October 2018 – December 2018**

**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.
- ) 255 Press releases and 25 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 7 advertisements in several Newspapers during the Quarter.
- ) Newspaper advertisements were released on the subjects "Recruitment", "Hunaar Hat", "Scholarship", "Ustad", "Mushayara", "Hunar Ke Ustad Ka Mela" and "Notice Inviting Proposals".
- ) Outdoor Publicity campaign were carried out through "Hunnar Haat Exhibition" in Delhi from 14-11-18 to 27-11-18 and in Mumbai from 21-12-18 to 31-12-18 with a committed expenditure of Rs. 9,22,713/- and Rs. 52,54,275/- respectively.
- ) 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', 'Rural Electrification Scheme', 'Transforming India', 'Skill India: Kaushal Bharat – Kushal Bharat' and 'Ayushman Bharat' were also highlighted.
- ) The Directorate utilized various formats such as Group Discussions, question-answer sessions, public meetings, Rally,

Quiz contest, film shows in local languages in the activities employed with the target audience.

- ) The Directorate organized around 573 activities including film shows, group discussion, photo exhibitions, etc on the schemes of the Government.
- ) The Directorate covered 195 villages and sensitized over 106 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 542 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, spots/ jingles etc.
- ) Thrust of the programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.
- ) Total 438 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 Studio based, talk, discussion, Live Phone-In, interview, success stories, field based programmes, music, weekly news, etc.

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**Ministry of Information and Broadcasting**  
**Statewise Quarterly Progress Report (QPR) from October - December 2018**

| 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                | -                              | -                 | -                                  | -                               | 18,185  | -                                |
| 2      | Andhra Pradesh                     | 27                             | 1                 | -                                  | -                               | 1,23,785  | -                                |
| 3      | Telangana                          |                                | -                 | -                                  | -                               | 1,77,521  | -                                |
| 4      | Arunachal Pradesh                  | 16                             | -                 | 1                                  | -                               | 40,370  | -                                |
| 5      | Assam                              | 30                             | 1                 | -                                  | 90                              | 1,61,509  | 19                               |
| 6      | Bihar                              | 18                             | 1                 | -                                  | 65                              | 4,29,448  | -                                |
| 7      | Chandigarh                         | 0                              | -                 | -                                  | -                               | 1,70,741  | -                                |
| 8      | Chattisgarh                        | 8                              | -                 | -                                  | -                               | 3,16,798  | 7                                |
| 9      | Madhya Pradesh                     | 7                              | 1                 | -                                  | -                               | 7,70,879  | -                                |
| 10     | Dadra and Nagar Haveli             | -                              | -                 | -                                  | -                               | 31,854  | -                                |
| 11     | Daman & Diu                        | -                              | 1                 | -                                  | -                               | 26,335  | -                                |
| 12     | Gujarat                            | 26                             | -                 | 252                                | 1                               | 7,61,374  | 22                               |
| 13     | J&K                                | 0                              | 1                 | 3                                  | -                               | 2,79,860  | 3                                |
| 14     | Jharkhand                          | 0                              | -                 | -                                  | 92                              | 3,29,943  | -                                |
| 15     | Karnataka                          | 135                            | 1                 | -                                  | 159                             | 6,11,445  | 5                                |
| 16     | Kerala                             | 74                             | 1                 | -                                  | 105                             | 3,83,952  | 15                               |
| 17     | Lakshadweep                        |                                | -                 | -                                  | -                               | 0   | -                                |
| 18     | Maharashtra                        | 0                              | 1                 | 37                                 | -                               | 11,71,341                                       | 4                                |
| 19     | Goa                                |                                | 1                 | -                                  | -                               | 86,383  | -                                |
| 20     | Mizoram                            | 74                             | 1                 | 24                                 | -                               | 27,595  | -                                |
| 21     | Meghalaya                          |                                | -                 | -                                  | -                               | 46,611  | 3                                |
| 22     | Tripura                            |                                | 2                 | 11                                 | -                               | 57,174  | -                                |
| 23     | Nagaland                           | 66                             | -                 | -                                  | -                               | 45,802  | -                                |
| 24     | Manipur                            |                                | 1                 | -                                  | -                               | 44,911  | -                                |
| 25     | Punjab                             | -                              | 1                 | 5                                  | -                               | 3,99,414  | 8                                |
| 26     | Himanchal Pradesh                  |                                | -                 | -                                  | -                               | 49,704  | 4                                |

|    |               |    |   |    |    |           |    |
|----|---------------|----|---|----|----|-----------|----|
| 27 | Haryana       |    | 1 | -  | -  | 72,327    | -  |
| 28 | Delhi         |    | - | -  | 14 | 35,43,772 | 3  |
| 29 | Odisha        | 0  | - | 6  | -  | 2,85,304  | 12 |
| 30 | Puducherry    | -  | - | -  | -  | 85,998    | -  |
| 31 | Rajasthan     | 0  | - | -  | -  | 7,52,857  | -  |
| 32 | Tamil Nadu    | 27 | 3 | 6  | 16 | 7,70,544  | -  |
| 33 | Uttarakhand   | 0  | 1 | 7  | -  | 1,70,024  | -  |
| 34 | Uttar Pradesh | 52 | 2 | 55 | -  | 22,62,188 | 11 |
| 35 | West Bengal   | 13 | 2 | 32 | -  | 7,58,080  | 4  |
| 36 | Sikkim        |    | 1 | -  | -  | 40,375    | -  |