

**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'  
July 2017 – September 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.
- 270 Press releases and 11 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 44 Special Outreach Programmes (SOPs) and 232 other activities including rallies, quiz contest, group discussion, etc on flagship schemes of the Government.
- The Directorate sensitized over 73.81 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 639 publicity programmes during the quarter ending September 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 8 advertisements in 573 Newspapers during the Quarter ending June 2017.
- Newspaper advertisements were released on the theme of “Scholarship Scheme, Minority, Seekho Aur Kamao”
- DAVP had not carried out any campaign/ publicity on the subject in Outdoor Media, Digital Cinema, Private FM and TV for the quarter ending September 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, compering, 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 446 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, Documentary feature, TV Report, Interview, Panel Discussion, Phone In, Live Discussion etc.

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**Ministry of Information and Broadcasting**  
**Statewise Quarterly Progress Report (QPR) from July 2017 - Sep. 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	-	-	-	-	45,973	-
2	Andhra Pradesh	37	-	6	-	7,30,241	-
3	Telangana		-	-	-	25,46,030	14
4	Arunachal Pradesh	0	-	-	22	1,67,235	-
5	Assam	0	-	8	261	6,89,854	-
6	Bihar	0	1	31	-	21,01,170	6
7	Chandigarh	8	-	-	-	6,14,048	8
8	Chattisgarh	0	-	-	-	15,93,161	-
9	Madhya Pradesh	16	-	-	-	50,59,647	6
10	Dadra and Nagar Haveli	-	-	-	-	2,38,528	-
11	Daman & Diu	-	-	-	-	1,29,779	-
12	Gujarat	14	-	198	-	38,64,559	-
13	J&K	0	2	-	-	19,33,641	-
14	Jharkhand	17	-	-	-	15,45,873	1
15	Karnataka	0	1	-	-	21,87,331	2
16	Kerala	40	-	-	-	15,29,960	8
17	Lakshadweep		-	-	-	-	-
18	Maharashtra	0	-	21	59	60,20,098	-
19	Goa		-	-	-	1,27,873	-
20	Mizoram	0	-	-	7	73,375	-
21	Meghalaya		-	-	20	1,29,130	2
22	Tripura		-	-	5	3,00,755	9
23	Nagaland	0	-	-	10	1,59,571	-
24	Manipur		-	-	67	1,56,726	-
25	Punjab	-	-	-	-	15,23,677	-
26	Himanchal Pradesh	-	1	-	-	2,86,000	4

27	Haryana		1	-	83	12,58,705	-
28	Delhi		-	-	61	49,02,781	-
29	Odisha	0	-	64	-	24,10,945	-
30	Puducherry	-	-	-	-	27,850	-
31	Rajasthan	110	-	-	-	46,60,258	-
32	Tamil Nadu	0	-	55	-	16,94,873	-
33	Uttarakhand	0	-	-	24	11,91,194	-
34	Uttar Pradesh	16	2	15	20	78,30,641	23
35	West Bengal	18	-	48	-	18,78,651	9
36	Sikkim		-	-	-	1,58,361	-