

**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' and
'Implementation of Sachar Committee Recommendations'
July - September, 2020**

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.
- 245 Press Releases were issued on the subject from its various regions.

Bureau of Outreach and Communication (BOC)

➤ ***Print Advertisement***

- The Bureau 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.
- BOC released 3 advertisements in several Newspapers during the Quarter on the themes of "Scholarship Scheme 2020-21" and "Recruitment".

➤ ***Field Publicity***

- In the wake of the COVID-19 pandemic across the country, all Field Outreach Bureaus (FOBs) and Regional Outreach Bureaus (ROBs) of BOC conducted awareness activities through different mediums of Social Media viz. Facebook, WhatsApp, Twitter, Instagram, etc. due to prevailing conditions of lockdown and unlock restrictions related to it.
- The themes of the Awareness Programmes conducted were containing of COVID-19, Government of India decisions and initiatives including Pradhan Mantri Garib Kalyan Yojana, Pradhan Mantri Garib Kalyan Anna Yojana, Pradhan Mantri Garib Kalyan Rojgar Abhiyaan, Aatmanirbhar Bharat, Honoring the Honest: Faceless Assessment of Direct Taxes, Ek Bharat Shrestha Bharat, Pradhan Mantri Jan Dhan Yojana, National Recruitment Agency, New Education Policy 2020 and Nutrition Month.
- The Bureaus utilized digital medium to create awareness among the masses in minorities' concentrated areas across the country.

- The details of Social Media/ Digital activities are as under:-

| Total No. of Facebook Posts | Total No. of Tweets & Re-tweets (with 'Impressions') | Total No. of Posters/ Message /Videos circulated on WhatsApp | Total No. of Instagram Posts | Total Number of Webinars |
|-----------------------------|--|--|------------------------------|--------------------------|
| 60587 | 66138 (806985) | 251608 | 10606 | 157 |

- FOBs under Ahmedabad, Bangalore, Bhopal, Jaipur, Lucknow, Patna and Pune have conducted Mobile Van/ Auto Rickshaw announcement Publicity in various places in their jurisdictions on COVID-19 and other GoI welfare schemes in minority's concentrated areas.

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 – short talk, discussions, interviews, compering, speech, spot, jingle etc.
- Thrust of the programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.
- Total 455 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 live discussion, Phone-In, interview, panel discussion etc.
- Total 280 programmes were telecast by DD Kendras during the quarter.

Ministry of Information and Broadcasting
Statewise Quarterly Progress Report (QPR) from July to September 2020

| S. No. | Name of States / Union Territories | Press Releases issued by PIB | No. of programmes broadcast by AIR | Commitment (in Rs.) on Print Media by BOC | No. of programmes telecast by DD |
|--------|------------------------------------|------------------------------|------------------------------------|---|----------------------------------|
| 1 | Andaman and Nicobar | - | - | 0 | - |
| 2 | Andhra Pradesh | 16 | 12 | 15,394 | - |
| 3 | Telangana | - | - | 28,314 | - |
| 4 | Arunachal Pradesh | - | - | 0 | - |
| 5 | Assam | 16 | 4 | 12,920 | - |
| 6 | Bihar | 14 | - | 66,011 | - |
| 7 | Chandigarh | 12 | - | | - |
| 8 | Chattisgarh | 4 | 10 | 51,220 | 5 |
| 9 | Madhya Pradesh | - | - | 68,258 | 17 |
| 10 | Dadra and Nagar Haveli | - | - | 0 | - |
| 11 | Daman & Diu | - | - | 0 | - |
| 12 | Gujarat | 14 | 141 | 12,920 | 24 |
| 13 | J&K | 16 | 7 | 20,137 | - |
| 14 | Jharkhand | 3 | 16 | 17,768 | 2 |
| 15 | Karnataka | 18 | 3 | 0 | - |
| 16 | Kerala | - | 16 | 8,432 | 27 |
| 17 | Lakshadweep | - | - | 0 | - |
| 18 | Maharashtra | 32 | 80 | 2,95,961 | - |
| 19 | Goa | - | - | 15,014 | - |
| 20 | Mizoram | 5 | 24 | 0 | - |
| 21 | Meghalaya | 16 | - | 0 | - |
| 22 | Tripura | - | 24 | 0 | - |
| 23 | Nagaland | - | - | 15,394 | - |
| 24 | Manipur | - | 3 | 15,394 | 7 |
| 25 | Punjab | - | 4 | 1,10,501 | 118 |
| 26 | Himanchal Pradesh | - | - | 15,394 | 4 |
| 27 | Haryana | - | - | 0 | 1 |

| | | | | | |
|----|---------------|----|----|----------|----|
| 28 | Delhi | 16 | - | 2,20,882 | - |
| 29 | Odisha | - | 13 | 58,766 | 9 |
| 30 | Puducherry | - | - | 0 | - |
| 31 | Rajasthan | 16 | - | 2,20,932 | 6 |
| 32 | Tamil Nadu | - | 30 | 10,701 | - |
| 33 | Uttarakhand | 22 | - | 24,255 | - |
| 34 | Uttar Pradesh | 9 | 68 | 84,071 | 60 |
| 35 | West Bengal | - | - | 46,382 | - |
| 36 | Sikkim | 16 | - | 12,920 | - |
