

**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'
October 2019 – December 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.
- 10 vartalaaps were conducted and 128 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 7 advertisements in several Newspapers during the Quarter.
- Newspaper advertisements were released on the subjects "Scholarship 2019-20", "Hunaar Haat" and "Crafts aur Cuisine Ka Sangam – Hunaar Hat".

➤ ***Outdoor Publicity Campaign***

- BOC had not carried out any campaign/ publicity on the subject in Outdoor, Digital Cinema, Private FM and TV for the quarter.

➤ ***Field Publicity***

- The Field Outreach Bureaus (FOBs) of BOC 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 campaigns was on Swachh Bharat Mission, Swachhta Hi Sewa – Plastic Waste Management Campaign, Fit India, Beti Bachao Beti Padhao, Water Conservation/ Jal Shakti Abhiyaan, P.M. Jan Aushadi Yojna, Poshan Abhiyaan, Mission Indradhanush, 150th Birth Anniversary of Mahatma Gandhi, 550th Birth Anniversary of Guru Nanak Dev Ji and Rashtriya Ekta Diwas among other flagship schemes of the Government.

- The Bureaus utilized various formats such as Special Outreach Programmes (SOPs), Group Discussions, Question-answer sessions, public meetings, Quiz contest and film shows organized in local languages etc. in the activities employed with the target audience.
- The Bureaus organized around 750 activities including film shows, group discussion, photo exhibitions, etc on the schemes of the Government.
- The Bureaus covered 171 villages and sensitized over 96 thousand people (approx.) through their publicity programmes in several minority concentrated villages across the country 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, discussions, interviews, etc.
- Thrust of the programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachar Committee Report.
- Total 533 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, live panel discussion, etc.
- Total 205 programmes were telecast by DD Kendras during the quarter.

Ministry of Information and Broadcasting
Statewise Quarterly Progress Report (QPR) from October to December 2019

| S. No. | Name of States / Union Territories | No. of field activities by BOC (FOBs) | Vartalaaps 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 | - | - | - | 4,113 | - |
| 2 | Andhra Pradesh | - | 1 | 6 | 18,436 | - |
| 3 | Telangana | | 1 | - | 46,414 | - |
| 4 | Arunachal Pradesh | 85 | - | - | 0 | - |
| 5 | Assam | 16 | - | 3 | 18,067 | - |
| 6 | Bihar | 34 | - | 38 | 1,02,459 | 13 |
| 7 | Chandigarh | - | - | - | 0 | - |
| 8 | Chattisgarh | 42 | - | 47 | 18,789 | 5 |
| 9 | Madhya Pradesh | 62 | 1 | 6 | 1,05,586 | 30 |
| 10 | Dadra and Nagar Haveli | - | - | - | 8,527 | - |
| 11 | Daman & Diu | - | - | - | 8,527 | - |
| 12 | Gujarat | 8 | 1 | 208 | 39,545 | 55 |
| 13 | J&K | 52 | - | 8 | 56,977 | - |
| 14 | Jharkhand | - | - | - | 61,672 | - |
| 15 | Karnataka | 205 | 1 | 6 | 12,640 | - |
| 16 | Kerala | 119 | 1 | 13 | 50,242 | 5 |
| 17 | Lakshadweep | | - | - | 0 | - |
| 18 | Maharashtra | - | - | 36 | 0 | 8 |
| 19 | Goa | | - | - | 0 | - |
| 20 | Mizoram | 118 | - | 25 | 21,817 | - |
| 21 | Meghalaya | | - | - | 0 | - |
| 22 | Tripura | | - | 12 | 8,527 | - |
| 23 | Nagaland | - | - | 1 | 8,527 | - |
| 24 | Manipur | | - | - | 25,885 | 8 |
| 25 | Punjab | - | - | 5 | 18,436 | 31 |
| 26 | Himanchal Pradesh | | - | - | 7,062 | - |

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|----|---------------|----|---|----|----------|----|
| 27 | Haryana | | - | - | 0 | - |
| 28 | Delhi | | - | - | 0 | - |
| 29 | Odisha | - | - | 5 | 35,293 | 5 |
| 30 | Puducherry | - | - | - | 0 | - |
| 31 | Rajasthan | 10 | 1 | - | 1,19,857 | 27 |
| 32 | Tamil Nadu | - | 1 | 43 | 37,737 | - |
| 33 | Uttarakhand | - | - | - | 39,335 | - |
| 34 | Uttar Pradesh | 6 | 2 | 71 | 6,84,077 | 14 |
| 35 | West Bengal | | - | - | 49,552 | 4 |
| 36 | Sikkim | - | - | - | 0 | - |
