

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' April - June, 2021

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.
- 59 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.
- On behalf of Ministry of Minority Affairs, BOC released 2 advertisements during the quarter on the themes of "Vaccination Awareness" and "Recruitment CEO".

➤ ***Field Publicity***

- Due to the ongoing COVID-19 pandemic, all Field Outreach Bureaus (FOBs) and Regional Outreach Bureaus (ROBs) of BOC covering minority concentrated areas conducted awareness activities through different mediums of Social Media viz. Twitter, Facebook, Instagram, WhatsApp, Telephonic Calls, SMS and Webinars on the themes like Covid, International Yoga Day, Azadi ka Amrit Mahotsav, PM Mudra Yojana, Fit India, Khelo India, Swachh Bharat Mission, World Environment Day, Aatmanirbhar Bharat, Ek Bharat Shrestha Bharat etc.
- 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
22126	55931 (1818358)	180488	3293	99

- ROB Chennai conducted awareness on COVID-19 through Auto Rickshaw announcement. ROB, Pune conducted traveling exhibition cum audio announcement activities for awareness of Aatmanirbhar Bharat Abhiyan and COVID-19 vaccination in entire state of Maharashtra & Goa. ROB/ FOBs also mounted various Posters on COVID appropriate behavior and Vaccination at different prominent places under their jurisdiction.

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 – talk, talklets, discussions, interviews, live phone-in programmes, compering, features, promos, spots, etc.
- Total 1658 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 news stories, live discussion, gathering of poets etc.
- Total 145 programmes were telecast by DD Kendras during the quarter.

Ministry of Information and Broadcasting
Statewise Quarterly Progress Report (QPR) from April to June 2021

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	3	12	2,769	2
3	Telangana	3	6	22,544	1
4	Arunachal Pradesh	-	5	0	-
5	Assam	-	52	0	-
6	Bihar	3	8	7,325	-
7	Chandigarh	3	-	17,346	-
8	Chattisgarh	-	134	0	7
9	Madhya Pradesh	-	176	13,336	6
10	Dadra and Nagar Haveli	-	-	0	-
11	Daman & Diu	-	-	0	-
12	Gujarat	2	46	2,769	78
13	J&K	3	8	9,666	-
14	Jharkhand	-	63	5,077	3
15	Karnataka	-	-	4,315	-
16	Kerala	-	-	0	-
17	Lakshadweep	-	-	0	-
18	Ladakh	-	3	0	-
19	Maharashtra	3	519	40,726	11
20	Goa	-	5	2,293	-
21	Mizoram	-	24	0	-
22	Meghalaya	-	10	0	-
23	Tripura	3	5	0	1
24	Nagaland	-	-	2,769	-
25	Manipur	-	-	0	-
26	Punjab	3	5	0	-
27	Himanchal Pradesh	3	21	0	4

28	Haryana	3	-	0	-
29	Delhi	3	-	73,028	-
30	Odisha	-	38	21,562	-
31	Puducherry	-	-	0	-
32	Rajasthan	6	189	24,204	5
33	Tamil Nadu	3	110	0	-
34	Uttarakhand	-	19	3,299	-
35	Uttar Pradesh	12	142	4,97,231	27
36	West Bengal	-	2	0	-
37	Sikkim	3	56	0	-
