

**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'  
January – March, 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.
- Two Vartalaaps were conducted by PIB during the quarter.
- 212 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 7 advertisements in several Newspapers during the Quarter on the themes of "Hunar Haat" and "Ustaad Scheme".

➤ ***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 on the themes like Poshan Abhiyan, Swachh Bharat Mission/ Swachhta Pakhwada, Beti Bachao Beti Padhao, International Women's Day, National Girl Child Week, National Science Day, 125<sup>th</sup> Birth Anniversary of Netaji Subhas Chandra Bose and Government initiatives including Aatmanirbhar Bharat, Ek Bharat Shrestha Bharat, Vocal for Local etc.
- The Bureaus utilized different mediums of Social Media viz. Twitter, Facebook, Instagram, WhatsApp, Telephonic Calls, SMS and Webinars 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
21787	37039 (882110)	136460	2919	81

- ROB Bhopal, Hyderabad, Lucknow, Patna & Pune also conducted awareness programmes through **Mobile Van/ Jagriti Rath/ Auto Rickshaw** announcement in various places under their jurisdictions on COVID-19 and other GOI welfare schemes in minority 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 – talk, talklets, discussions, interviews, phone-in programmes, compering, feature, short story etc.
- Thrust of the programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.
- Total 1156 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, magazine, positive story etc.
- Total 75 programmes were telecast by DD Kendras during the quarter.

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<b>Ministry of Information and Broadcasting</b>					
<b>Statewise Quarterly Progress Report (QPR) from January to March 2021</b>					
<b>S. No.</b>	<b>Name of States / Union Territories</b>	<b>Press Releases issued by PIB</b>	<b>No. of programmes broadcast by AIR</b>	<b>Commitment (in Rs.) on Print Media by BOC</b>	<b>No. of programmes telecast by DD</b>
1	Andaman and Nicobar	-	-	6,233	-
2	Andhra Pradesh	10	27	15,394	1
3	Telangana	17	-	57,071	-
4	Arunachal Pradesh	-	-	-	1
5	Assam	17	10	20,537	5
6	Bihar	10	20	1,02,076	-
7	Chandigarh	-	-	42,368	-
8	Chattisgarh	49	40	76,970	4
9	Madhya Pradesh	-	50	16,72,532	-
10	Dadra and Nagar Haveli	-	-	2,769	-
11	Daman & Diu	-	-	-	-
12	Gujarat	10	21	53,632	27
13	J&K	17	10	60,027	-
14	Jharkhand	-	35	51,876	3
15	Karnataka	16	92	11,94,361	2
16	Kerala	-	4	19,104	6
17	Lakshadweep	-	-	-	-
18	Maharashtra	22	67	95,779	-
19	Goa	-	9	1,74,470	-
20	Mizoram	-	27	-	-
21	Meghalaya	17	12	-	-
22	Tripura	9	18	-	6
23	Nagaland	-	1	-	-
24	Manipur	-	7	-	-
25	Punjab	13	5	57,431	-
26	Himanchal Pradesh	8	15	6,233	-
27	Haryana	-	5	2,769	5
28	Delhi	17	-	24,48,511	-
29	Odisha	-	47	50,062	5
30	Puducherry	-	-	-	-

31	Rajasthan	23	235	2,66,276	4
32	Tamil Nadu	2	120	27,615	-
33	Uttarakhand	-	23	41,615	-
34	Uttar Pradesh	-	200	15,36,526	4
35	West Bengal	-	4	1,09,585	2
36	Sikkim	-	52	-	-

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