

**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 2018 – September 2018**

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.
- 174 Press releases and 2 Vartalaaps were issued on the subject from its various regions.

Bureau of Outreach and Communication (BOC)

➤ ***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 the flagship schemes of the Government i.e. 'Swachh Bharat Mission', 'Pradhan Mantri Ujjwala Yojana (PMUY)', 'Pradhan Mantri MUDRA Yojana (PMMY)', 'Rural Electrification Scheme', 'Transforming India', 'Skill India: Kaushal Bharat – Kushal Bharat' and 'Ayushman Bharat', 'Independence Day' and 'Nutrition Week' were also highlighted. Screenings of PM's Mann Ki Baat (MKB) and focused Group Discussions on issues raised in MKB were also organized.
- The Directorate utilized various formats such as quiz/debate, group discussion and cultural programmes in local languages in the activities employed with the target audience.
- The Directorate organized around 1302 activities including film shows, group discussion, photo exhibitions, etc on the schemes of the Government.
- The Directorate sensitized over 114 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 111 publicity programmes during the quarter.

➤ **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 4 advertisements in several Newspapers during the Quarter.
- Newspaper advertisements were released on the subjects “Scholarship for Pre-Matric, Post-Matric & Merit-cum Means”, “Hunaar Hat” and “Shilp Haat”.
- DAVP had not carried out any campaign/ publicity on the subject in Digital Cinema, Outdoor Media, Private FM and TV for 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, compering, live discussions, interviews, spots, youth programme, etc.
- Thrust of the programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.
- Total 369 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 Panel Discussions, Studio based, chat show, Live Discussion, Live Phone-In, TV Report, etc.

Ministry of Information and Broadcasting
Statewise Quarterly Progress Report (QPR) from July - September 2018

S. No.	Name of States / Union Territories	No. of activities by BOC (DFP)	Press Releases by PIB	No. of programmes broadcast by AIR	No. of programmes by BOC (S&DD)	Commitment(in Rs.) on Print Media by BOC (DAVP)	No. of programmes telecast by DD
1	Andaman and Nicobar	-	-	-	-	30,123	-
2	Andhra Pradesh	26	17	15	-	7,67,994	4
3	Telangana		10, and 1 Vartalaap	-	-	14,88,488	-
4	Arunachal Pradesh	144	-	-	-	15,355	-
5	Assam	4	-	-	52	3,05,000	-
6	Bihar	159	-	187	-	14,74,494	8
7	Chandigarh	95	-	-	4	4,31,860	-
8	Chattisgarh	8	-	7	-	8,24,469	-
9	Madhya Pradesh	13	-	27	-	16,04,391	-
10	Dadra and Nagar Haveli	-	-	-	-	43,815	-
11	Daman & Diu	-	-	-	-	4,889	-
12	Gujarat	0	11	-	-	18,16,772	33
13	J&K	0	1 vartalaap	-	-	7,89,173	2
14	Jharkhand	0	-	5	-	7,14,058	-
15	Karnataka	167	-	5	-	9,66,676	-
16	Kerala	165	1	13	-	14,00,063	11
17	Lakshadweep		-	-	-	0	-
18	Maharashtra	10	10	12	-	38,44,803	-
19	Goa		-	-	-	85,356	-
20	Mizoram	277	5	-	-	95,484	-
21	Meghalaya		-	1	-	40,039	-
22	Tripura		12	9	-	1,19,205	-
23	Nagaland	0	-	-	-	1,20,969	-
24	Manipur		-	-	-	1,02,489	8
25	Punjab	6	8	-	-	6,62,424	23
26	Himanchal Pradesh		-	4	-	1,43,478	-
27	Haryana		-	-	-	3,75,271	-
28	Delhi		17	8	55	29,72,505	9

29	Odisha	0	-	7	-	11,23,961	2
30	Puducherry	-	-	-	-	53,399	-
31	Rajasthan	34	8	-	-	22,99,607	4
32	Tamil Nadu	11	13	7	-	14,91,325	-
33	Uttarakhand	-	-	-	-	1,36,905	-
34	Uttar Pradesh	149	28	62	-	34,71,646	10
35	West Bengal	34	34	-	-	8,87,188	4
36	Sikkim		-	-	-	84,148	-
