

ATN on the publicity undertaken by Media Units of I&B publicizing various issues of  
'Prime Minister's 15 Point Programme for the Welfare of the Minorities'  
'Implementation of Sachar Committee Recommendations during Oct. - Dec. 2012

**Press Information Bureau (PIB)**

- PIB has been regularly releasing releases/ features on various themes associated with Minority Welfare covering issues such as-
  - Merit-cum-Means Scholarship Scheme.
  - Pre-matric and Post-matric Scholarship Scheme.
  - Initiatives taken in pursuance of the Sachchar Committee Recommendations.
  - Training programmes regarding Computer education, skills for relevant job opportunities.
  - Monitoring of development scheme for minority community students.
  - Financial assistance to NGO's status of minorities and funds for upliftment of Minorities in the country.
- 51 Press releases, 6 Features were released in Hindi, Urdu and other regional languages.
- 42 Public Information Campaigns (PICs) were held during Oct. - Dec. 2012 all over India at various places. Details of press releases and PICs held is at Annex-I.

Doordarshan

- Various DD Kendras all over the country regularly 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 Interviews, talk shows, Phone-in programme, special audience programme, OB's, documentaries, field based programmes, informative programmes, news and news based programmes, etc.
- DD News and Regional News Units also carried news on the aforesaid subjects. Details of programmes is at Annex-II.

All India Radio

- All AIR Stations have been giving wide publicity to the subject by mounting suitable programmes on minority welfares using various formats such as -
- Talk shows, discussions, interviews, slogans, spots, jingles, etc.
- The Directorate presented 979 programmes of 10175 minutes duration during Oct. - Dec. 2012 quarter.

Directorate of Field Publicity (DFP)

- The field publicity units of DFP have been organizing 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 Directorate utilized various formats such as Film shows, oral Communications programmes, workshops, photo exhibitions etc.

- Thrust of the activities was on enhancing awareness about various components of the programmes viz. equitable share in economic activities and employment, improving the living standards, scholarships, improving the skills, technical training for upliftment of minorities etc.
- The Field Publicity Units also actively participates in the Public Information Campaigns on Bharat Nirman that includes the theme of minority welfare.
- The Directorate presented 745 film shows, 231 special programme, 731 photo exhibitions, 1170 Group Discussions and 526 feedback stories on the subject.
- More than 6 lakh audience was sensitized through the publicity programmes across the country.

#### Directorate of Advertising & Visual Publicity (DAVP)

- The Directorate has been releasing advertisements on all India basis on the subject concerning minority welfare highlighting various Gol schemes, funds, scholarships etc. available for them.
- It released three half page display advertisements on 'Celebrating Maulana Azad 125<sup>th</sup> Anniversary', 'National Integration' and 'Minorities Rights Days' on 9.11.12, 16.11.12 and 17.12.12 and 18.12.12 for an amount <sup>benefit</sup> of Rs.51,10,392/-, Rs./53,48,860/- and Rs.56,97,223 respectively on <sup>of M/o</sup> Minority Affairs.

#### Song & Drama Division

- Song and Drama Division has been presenting 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 implementation of the report of Sachchar Committee.
- The Division had presented 2941 publicity programmes during the quarter ending Dec. 2012.

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## 1 Press Release Features issued from PIB Hdqrs and PICs held.

Quarter ending	Press Releases Issued	Features	PICs
October 2012 to December -2012	PIB (Hdqrs.) 27 Nagpur - 05 Shillong - 06 Indore - 05 Cochin - 01(Malyalam) 01 (English) Hyderabad - Telugu releases issued Panaji Nil TVM -- Nil Dehradur 06 <hr/> 51	Hdqrs -0 03 03 <hr/> 06	Forty-two (42) PICs were held during the period. Details given below in para 2.

## 2 Details of PICs &amp; other activities held during October to December, 2012.

Regional /Branch Offices	State	Date	District/Venue	Material Distributed
Rajkot	Gujarat	2-6 Oct, 2012	Porbandar (Jamunia)	PICs was organized on 2 <sup>nd</sup> Oct, 12 but had to wind up on 3 <sup>rd</sup> Oct because of announcement of Assembly Election.
Chennai	Tamil Nadu	4-6 Oct, 2012 31 <sup>st</sup> Oct-2 <sup>nd</sup> Nov 13-15 Dec, 2012	Manchipuram Ramanathapuram Javvadi Hills, TVM	A colourful booklet on minority welfare with pictures were also released by Hon'ble Dy. Chairman of Rajya Sabha and 500 copies were freely distributed among the participants of PIC.
Panaji	Goa	5-7 Oct, 2012	Sattari, Distt.	
Agartala	Tripura	6-8 Oct, 2012	Kanchanpur	
Bangalore	Karnataka	7-9 Oct, 2012 6-8 Dec, 2012 18-20 Dec, 2012	Chikballapur Rana, Gadag Distt Puttur,	
Bangalore	Kerala	10-12 Oct, 2012 5-7 Nov, 2012	Pandalam Ernakulam	
Lucknow	Uttar Pradesh	11-13 Oct 2012 1-3 Nov, 2012 4-6 Dec, 2012	Balrampur Mau Kannauj	

Shillong	Meghalaya	16-18 Oct, 2012 5-7 Dec, 2012	East Khasi Hills Jaintia Hills Distt.	
Imphal	Manipur	1-3 Nov, 2012	Ukhrul	
Jaipur	Rajasthan	6-8 Nov, 2012 20-22 Nov, 2012 24-26 Nov, 2012	Distt Banswara Distt Jodhpur Sawaimadhapur Distt	
Dehradun	Uttarakhand	6-8 Nov, 2012	Distt Chamoli	PICs organized by Union Government in Pipalkoti Distt. Chamoli, Uttarakhand.
Aizawl	Mizoram	6-8 Nov, 2012	Kolasib Distt.	
Gangtok	Sikkim	21-23 Nov, 2012 5-7 Dec, 2012	Dzongu, North Distt. Teri-Tarku, S Distt.	Distributed booklet in Nepali language on PM's 15 point Prog. For welfare of Minorities
Chandigarh	Punjab	21-23 Nov, 2012	Tarn Taran	
Bhopal	Madhya Pradesh	26-28 Nov, 2012 6-8 Dec, 2012	Distt. Singrauli Distt. Seoni	
Mumbai	Maharashtra Daman & Diu Maharashtra	27-29 Nov, 2012 28-30 Nov, 2012 3-5 Dec, 2012	Tuljapur Daman Amgaon, Gondia	Material distributed during the PICs
Kolkata	West Bengal	29 Nov 1 <sup>st</sup> Dec 15-17 Dec, 2012 21-23 Dec, 2012	Bankura Murshidabad Shantipur, Nadia	
Bhubnagar	Odisha	1-3 Dec, 2012	Rayagada Distt	
Guwahati	Assam	6-8 Dec, 2012	Silapathar, Dhemaji	
Patna	Bihar	8-10 Dec, 2012	Kishanganj	
Jammu	J&K	12-14 Dec, 2012	Hiranagar, Khatua	
Hyderabad	Andhra Pradesh	15-17 Dec, 2012 15-17 Dec, 2012	Krishna Distt Adilabad Distt.	Organized PICs at Mancheril in Adilabad district for welfare of Minority
Chandigarh	Haryana	18-20 Dec, 2012	Distt Fatehabad	Printed publicity matter and Booklets in Hindi distributed during the PICs
Nanded	Maharashtra	24-26 Dec, 2012	Mudkhed, Nanded	
	Arunachal Pd.	27-29 Dec, 2012	Likabali, West Siang	
Shimla	Himachal Pradesh			Booklet distributed for the welfare of Minorities.

ATN on Publicity undertaken on the Prime Minister's New 15 Point Programme for the Welfare of Minorities, for the Months of October to December, 2012

Name of the Kendra	Title of the Programme	Date / Time of Telecast	Prog. Format	Duration (In mins)	Language	Producer	Tentative Cost
Agartala	Pradhan Mantri Gram Sadak Yojana	20-10-2012 at 18:50 hrs	Interview	26	Bengali	R.Nag	800/-
Banglore	Pradhan Mantri Gram Sadak Yojana	1-10-2012 at 11:00 am	Interspersed	30	Kannada	Asha Benakappa	1,500/-
Banglore	Minority Welfare	30-10-2012 at 8:30 am	Phone-in	30	Kannada	B.K.Sridhar	Nil
Bhawanipatna	Minority Welfare	18-10-2012 at 5:02 PM	Magazine	18	Odia	B.K.Dash	10,000/-
Bhopal	Minority Welfare	8-11-2012 at 5:30 pm	Magazine	26	Hindi	Rani Rajput	Nil
Bhopal	Minority Welfare	8-11-2012 at 5:00 pm	Magazine	22	Hindi	Ram Wallab Acharya	Nil
Bhawanipatna	Minority Welfare	13-12-2012 at 5:02 pm		10	Odia	B.K.Dash	9,000/-
Bhawanipatna	Minority Welfare	20-12-2012 at 5:02 pm	Magazine	10	Odia	B.K.Dash	12,000/-
Bussar	Pradhan Mantri Gram Sadak Yojana	3-10-2012 at 7:16 am	Interspersed	10	Hindi	Ashok Raina	Nil

Hyderabad	Pradhan Mantri Gram Sadak Yojana	13-12-2012 to 6:00 PM	Features	10	Telugu	Sundara Sai	10,050
Jaipur	Minority Welfare	1-10-2012 to 17:04 hrs	Maggala	2	Hindi	Nirandar Nigam	Nil
Jaipur	Rajasthan Art & Culture Yojana	3-10-2012 to 17:10 hrs	Maggala	2	Hindi	Nirandar Nigam	Nil
Jaipur	Mithya Sagar Ka Gramin Vasth	4-10-2012 to 17:10 hrs	Maggala	2	Hindi	Nirandar Nigam	Nil
Jaipur	Bal Jigar Sansthan	5-10-2012 to 17:55 hrs	Maggala	2	Hindi	Nirandar Nigam	Nil
Jaipur	Jal Education	6-10-2012 to 6:00 PM	Maggala	2	Hindi	Nirandar Nigam	Nil
Jaipur	Sanghar	5-10-2012 to 19:00 hrs	Maggala	2	Hindi	Nirandar Nigam	Nil
Jaipur	Mitha Shastri Ka San	8-10-2012 to 17:15 hrs	Maggala	2	Hindi	Nirandar Nigam	Nil
Jaipur	Vedika	16-10-2012 to 17:10 hrs	Maggala	2	Hindi	Nirandar Nigam	Nil
Jaipur	Adivas Vasth Sansthan	1-10-2012 to 17:10 hrs	Maggala	2	Hindi	Nirandar Nigam	Nil
Jaipur	Lagu Sansthan	12-10-2012 to 17:35 hrs	Maggala	2	Hindi	Nirandar Nigam	Nil
Jaipur	Life Project Sansthan	16-10-2012 to 18:59 hrs	Maggala	2	Hindi	Nirandar Nigam	Nil
Jaipur	Sanghar	1-10-2012 to 19:00 hrs	Maggala	2	Hindi	Nirandar Nigam	Nil

Jaipur	Bharat Nirman	19-10-2012 16:30 hrs	Maggajina	2	Hindi	Nirandar Nigam	Nil
Jaipur	Id-A-Nirman	27-10-2012 18:30 hrs	Maggajina	2	Hindi	Nirandar Nigam	Nil
Jaipur	Bharat Nirman	2-11-2012 18:30 hrs	Maggajina	2	Hindi	Nirandar Nigam	Nil
Jaipur	Gramin Bharat	5-11-2012 18:30 hrs	Maggajina	2	Hindi	Nirandar Nigam	Nil
Jaipur	Pradhan Mantri Gram Sadak Yojana	17-10-2012 18:00 hrs	Maggajina	10	Hindi	C.L.Nandanpawar	Nil
Nagpur	Pradhan Mantri Gram Sadak Yojana	26-10-2012 18:00 hrs	Maggajina	10	Hindi	C.L.Nandanpawar	Nil
Nagpur	Pradhan Mantri Gram Sadak Yojana	31-10-2012 18:00 hrs	Maggajina	10	Hindi	C.L.Nandanpawar	Nil
Raipur	Pradhan Mantri Gram Sadak Yojana	6-10-2012 5:00 pm	Maggajina	10	Hindi	P.K.Shrivastava	3,300/-
Raipur	Pradhan Mantri Gram Sadak Yojana	9-10-2012 7:15 pm	Maggajina	10	Hindi	B.K.Shrivastava	800/-
Raipur	Pradhan Mantri Gram Sadak Yojana	12-10-2012 6:00 pm	Maggajina	10	Hindi	P.K.Shrivastava	3,300/-
Mumbai	Marathi News	15-11-2012 8:30 pm	New Clipping	2	Marathi	New Section	1,500/-
Lucknow	Minority Welfare	11-12-2012 5:00 pm	New Clipping	10	Hindi	Rakha Banglari	2,500/-
Mumbai	Marathi News	6-12-2012 9:30 pm	New Clipping	2	Marathi	News Section	1,500/-
New Delhi	Minority Welfare	6-12-2012 18:00 hrs	New Clipping	10	Hindi	Remesh Dixit	Nil