

**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
Jan. - March 2013**

Press Information Bureau (PIB)

- PIB has been regularly releasing releases/ features on various themes associated with Minority Welfare under PM's 15 Point Prog. and Sachar Committee Recommendations.
- 59 Press releases, 11 Features were released in Hindi, Urdu and other regional languages.
- 39 Public Information Campaigns (PICs) were held during Jan.- March 2013 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.

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.

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, Group discussions, public meeings, 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 and access to credit, technical training for upliftment of minorities etc.
- The Directorate presented 725 film shows, 255 special programme, 746 photo exhibitions, 1377 Group Discussions and 686 feedback stories on the subject.
- More than 4 lakh audience was sensitized through the publicity programmes across the country.

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.
- The Directorate issued six half page colour display advertisements on behalf of Ministry of Minority Affairs covering the themes such as Government's committment to minority rights development and growth and economic empowerment of minorities. Expenditure incurred on these ads was Rs.1.87 crores (appox.).

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 the report of Sachchar Committee.
- The Division had presented 2208 publicity programmes during the quarter ending March 2013.

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

Quarter ending	Press Releases Issued	Features issued	PICs held
January, 2013 to March, 2013	PIB (Hdqrs.) 11	Hdqrs. -0	Thirty Nine (39) PICs were held during the period. Details given below in para 3. The 15 point Programme is part of all P.I.Cs.
	Bhopal - 16	01	
	Jaipur - 03	03	
	Patna - 02	00	
	Nagpur - 03	02	
	Shillong - 08	04	
	Bangalore - 05 (in English)	--	
	05 (in Kannada)	--	
	Vijaywada - 12	01	
	Cochin - 02 (Malayalam)		
	02 (in English)		
	59	11	

2. Details of PICs & other activities held.

Regional /Branch Offices	State	Date	District/Venue	Material Distributed
Bhopal	Madhya Pradesh	5-7 Jan, 2013 13-15 Jan, 2013 29-31 Jan, 2013 17-19 Mar, 2013	Sidhi Distt. Neemach Satna Ashok Nagar	
Jaipur	Rajasthan	5-7 Jan, 2013 9-11 Feb, 2013	Simalwada (Raj) Pokhran (Jaisalmer)	PICs organized for the welfare of Minorities and Pumph lets distributed during the PICs.
Raipur	Chattisgarh	8-10 Jan, 2013 28 Feb -2 nd Mar	Dharsiwa, (Raipur) Champa (Janjgir)	Distributed printed material in urdu during the PICs.
Patna	Bihar Jharkhand	22-24 Mar, 2013 10-12 Jan, 2013	Saran Distt. Jhanda Maidan	
Bangalore	Karnataka	18-20 Jan, 2013	Sira, Tumkur Distt Karnataka	Publicity material printed by PIB distributed for the welfare of minorities.
Lucknow	Uttar Pradesh	23-25 Jan, 2013 23-25 Feb, 2013	Aharola, Azamgarh Shahjahanpur, UP	
TVM	Kerala	29-31 Jan, 2013 2-4 March, 2013	Mannarkkad Kanjiramkulam, TVM	
Imphal	Manipur	29-31 Jan, 2013 26-28 Feb, 2013	Thoubal Distt Moreh, Distt Chandel.	
Bhubaneswar	Odisha	29-31 Jan, 2013 6-8 Feb, 2013	G. Udayagiri Kalimela, Malkangir	
Chandigarh	Punjab	6-8 Feb, 2013	Devigarh, Patiala	Booklets distributed during the PICs held in Solan and Almora.
Aizawl	Mizoram	6-8 Feb, 2013 21-23 Feb, 2013 6-8 March, 2013	Khawbung Village Byaroyu Village Ratu Village, Aizawl.	PICs organized by Union Government in Pipalkoti Distt. Chamoli, Uttarakh
Kolkata	West Bengal	11-13 Feb, 2013	Narayangarh	
Hyderabad	Andhra Pradesh	21-23 Feb, 2013 13-15 Mar, 2013 24-26 Mar, 2013	Kallur, Kurnol Distt. Zahirabad, Medak Kavali, Nellore Distt.	Distributed booklet in Nepali language on PM's 15 point Prog. for welfare of minorities.
Chennai	Tamil Nadu	22-24 Feb, 2013	Tiruchirapalli	
Mumbai	Maharashtra	22-24, Feb, 2013 26-28 Feb, 2013 15-18 Mar, 2013	Indapur, Pune Karanja, Washim Nandurbar Distt.	
Panaji	Goa	23-25 Feb, 2013	Kump Taluka, S. Goa	Material distributed during
Ahmedabad	Gujarat	24-26 Feb, 2013 28-30 Mar, 2013	Limkheda, Dahod Sardhar, Distt Rajkot	
Gangtok	Sikkim	5-7 Mar, 2013	Rakdong-Tintek	Distributed booklet in Nepali language on the welfare schemes.
Guwahati	Assam	11-13 Mar, 2013	Majuli, Jorhat	
Dehradun	Uttarakhand	19-21 Mar, 2013	Someshwar, Almora	
Jammu	J&K	14-16 Mar, 2013	Vijaypur, Jammu	
Shimla	Himachal Pradesh	23-25 Mar, 2013	Arki, Distt. Solan	Booklet distributed on schemes for the welfare of minorities.