

**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'
April – June 2015**

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.
- 78 Press releases were issued on the subject from its various regions such as Jaipur, Trivendram, Cochin, Hyderabad, Bangaluru, Vijayawada, Lucknow, Patna, Ahmedabad, Chandigarh, Jalandhar and Raipur.
- One PIC has been organized by PIB Srinagar at Charar-e-Sharief, Badgam.

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 'Swachh Bharat Mission', 'PM's Jan Dhan Yojana', 'Beti Bacho Beti Padhao' in minority concentrated areas.
- Awareness activities were also organized on national integration and communal harmony in minority concentrated areas across the country.
- The Directorate utilized various formats such as Film shows, Group discussions, Special programmes, photo exhibitions and feedback stories collection.
- The Directorate organised 416 film shows, conducted 44 special programmes, organised 812 group discussions, mounted 388 photo exhibitions and collected 257 feedback stories.
- The Directorate sensitized over 1.439 lakh people through their publicity programmes in 394 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 172 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.
- Campaigns were released on the themes of - Pre-Matric Scholarship, Padho Pradesh, MANF, NMDFC and Seekho aur Kamao through Digital Cinema during Jan. - March 2015 quarter.
- A full page colour advertisement released on 'USTTAD' in 278 Newspapers during April- June 2015.
- During the Saal Ek Shuruaat Anek Multi Media Campaign from 26 May – 31 May 2015, policies and programmes launched for the development of Minorities included in the print advertisement and also in the brochure published for distribution during exhibition conducted by DAVP throughout India during April- June 2015.

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/ short talks, OB programmes, family serial, compeering , discussions, interviews, slogans, spots, jingles, etc.
- Thrust of the programmes remain on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.
- Total 541 programmes of 6507 minutes duration were broadcast by AIR stations during Jan.- March 2015 and 335 programmes of 3305 minutes duration were broadcast during April – June 2015.

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 Magazine, Outdoor based programmes, Live phone-in programmes, Interviews, etc.
