

**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. – Mar. 2016**

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.
- 147 Press releases were issued on the subject from its various regions such as Bangalore, Indore, Jaipur, Kota, Cochin, Agartala, Lucknow, Hyderabad, Vijaywada, Chandigarh and Jalandhar.
- 10 PICs have been organized by PIB at Armoor, Nizamabad district (Telangana), Ghanour Patiala Distt. (Punjab), Serchip Distt. (Mizoram), Smit, East Khasi Hill Distt. (Meghalaya), Dandi, Navsari Distt. (Gujarat) and Huzurabad, Karim Nagar (Telangana) with PM's 15 Point Programme being a part of PIC.
- Publicity material related to the subject was distributed to regional / local press during the PIC campaigns.

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' Yojana apart from 'Pradhan Mantri Suraksha Bima Yojana', 'Pradhan Mantri Jeevan Jyoti Bima Yojana', 'Atal Pension Yojana' and 'Skill India Mission' in minority concentrated areas.
- The Directorate utilized various formats such as Group discussions, question-answer sessions, public meetings and film shows in the activities employed with the target audience.
- The Directorate organized 413 film shows, conducted 27 special programmes, organized 1047 group discussions, mounted 431 photo exhibitions and collected 547 feedback stories.
- The Directorate sensitized over 2.10 lakh people (approx.) through their publicity programmes in 440 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 18 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.
- One full-page color display advertisement (The Everlasting Flame) released to 74 Newspapers across the country on 19.03.2016. The expenditure incurred to carry out this campaign is Rs. 60,47,452/- only.

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, Dialogues, O.B. programmes, family serial, compering, discussions, interviews, slogans, spots, jingles, etc.
- Thrust of the programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.
- Total 523 programmes of 3158 minutes duration were broadcast by AIR stations during Jan. - Mar. 2016.

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.
