

**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 2016 – June 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.
- 188 Press releases and 3 Features were issued on the subject from its various regions.
- Vartalaps have been organized by PIB with PM's 15 Point Programme being a part of them.

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', 'Skill India Mission' and Gramoday se Bharat Uday 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 19 SOPs, organized 475 film shows, conducted 121 special programmes, organized 763 group discussions, mounted 472 photo exhibitions and collected 270 feedback stories.
- The Directorate sensitized over 1.9 lakh people (approx.) through their publicity programmes in 534 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 192 publicity programmes during the quarter ending June 2016.

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 had not carried out any campaign on the subject for the quarter ending June 2016.

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, O.B. programmes, compering, discussions, interviews, spots, jingles, phone-in programmes etc.
- Thrust of the programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.
- Total 815 programmes of 5460 minutes duration 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 Magazine, Outdoor based programmes, discussions, documentaries, talk shows, Live phone-in programmes, Interviews, etc.

Ministry of Information and Broadcasting
Statewise Quarterly Progress Report (QPR) from April 2016 - June 2016

S. No.	Name of States / Union Territories	No. of activities by DFP	No. of Vartalaaps organized by PIB	No. of programmes broadcast by AIR	No. of programmes by S&DD	Total Commitment (in Rs.) by DAVP	No. of programmes telecast by DD
1	Andaman and Nicobar	-	-	-	-	For this quarter, there is NIL commitment by DAVP as DAVP had not carried out any campaign on the subject during the period.	-
2	Andhra Pradesh	6	-	2	-		-
3	Telangana		-	-	-		7
4	Arunachal Pradesh	354	-	-	23		-
5	Assam	57	1	9	59		11
6	Bihar	55	-	-	-		2
7	Chandigarh	-	-	-	-		-
8	Chattisgarh	79	-	5	-		-
9	Madhya Pradesh		-	5	-		5
10	Dadra and Nagar Haveli	-	-	-	-		-
11	Daman & Diu	-	-	-	-		-
12	Gujarat	16	1	586	-		9
13	J&K	10	1	-	-		-
14	Jharkhand	352	2	2	-		6
15	Karnataka	228	-	12	-		1
16	Kerala	171	-	-	-		6
17	Lakshadweep		-	-	-		-
18	Maharashtra	4	1	121	-		5
19	Goa		1	4	-		-
20	Mizoram	462	-	17	20		-
21	Meghalaya		-	-	33		-
22	Tripura		1	-	10		5
23	Nagaland	48	-	-	10		-
24	Manipur		-	-	23		-
25	Punjab	32	1	-	-		8
26	Himanchal Pradesh		-	-	-		-
27	Haryana		1	-	7		-
28	Delhi		-	-	7		-
29	Odisha	0	-	-	-		5
30	Puducherry	-	-	-	-		-
31	Rajasthan	19	1	-	-		2
32	Tamil Nadu	5	-	7	-		7
33	Uttarakhand	155	1	-	-		-
34	Uttar Pradesh		1	8	-		10
35	West Bengal	48	-	37	-		2
36	Sikkim		-	-	-		-