

**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'
July 2016 - September 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.
- 105 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' and 'Beti Bachao Beti Padhao' in addition to the awareness generation activities organized on the themes of National Integration and Communal Harmony 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 39 SOPs, organized 12 programmes on Reproductive, Maternal, Newborn, Child and Adolescent Health (RMNCH+A), organized 857 film shows, conducted 452 special programmes, organized 1730 OC/ Group Discussions, mounted 1088 photo exhibitions and collected 1653 feedback stories.
- The Directorate sensitized over 6.9 lakh people (approx.) through their publicity programmes in 1289 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 648 publicity programmes during the quarter ending September 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.
- Two newspaper advertisements were released to several Newspapers across the country during the Quarter on subjects 'Occasion of Naming Ceremony of Pandit Deendayal Antyodaya Bhawan in CGO Complex, Lodhi Road, New Delhi' and 'Multi Sectoral Development Programme in Mewat - Inauguration by Union Minister of Minority Affairs'.
- DAVP had not carried out any campaign/ publicity on the subject in Outdoor Media, Digital Cinema, Pvt. FM and TV for the quarter ending September 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, compering, discussions, slogans, interviews, jingles, etc.
- Thrust of the programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.
- Total 234 programmes of 1314 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 Discussions, Scheme Based programmes, Music, Recitation, TV Report, Sinddhi Prog., Urdu Prog., Feature Film, Tele Film etc.

Ministry of Information and Broadcasting
Statewise Quarterly Progress Report (QPR) from July 2016 - Sep. 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	Commitment (in Rs.) on Print Media by DAVP	No. of programmes telecast by DD
1	Andaman and Nicobar	-	-	-	-	-	-
2	Andhra Pradesh	504	-	-	-	-	-
3	Telangana		1	-	-	-	-
4	Arunachal Pradesh	531	-	-	20	-	-
5	Assam	105	1	9	70	-	-
6	Bihar	35	2	-	-	-	3
7	Chandigarh	-	-	-	2	-	-
8	Chattisgarh	-	-	3	-	-	0
9	Madhya Pradesh	837	2	14	-	-	15
10	Dadra and Nagar Haveli	-	-	-	-	-	-
11	Daman & Diu	-	-	-	-	-	-
12	Gujarat	7	1	102	-	-	12
13	J&K	-	-	-	5	-	-
14	Jharkhand	713	1	-	-	-	1
15	Karnataka	278	1	50	-	-	-
16	Kerala	-	1	-	-	-	26
17	Lakshadweep		-	-	-	-	-
18	Maharashtra	53	2	1	-	-	-
19	Goa		-	-	-	-	-
20	Mizoram	509	1	-	-	-	-
21	Meghalaya		-	-	30	-	-
22	Tripura		-	-	30	-	-
23	Nagaland	164	-	-	26	-	-
24	Manipur	-	-	-	45	-	-
25	Punjab	-	1	-	4	-	-
26	Himanchal Pradesh		1	15	4	-	-
27	Haryana		1	-	106	668,505	-
28	Delhi		-	-	27	5,682,156	-
29	Odisha	15	-	-	138	-	-
30	Puducherry	-	-	-	-	-	-
31	Rajasthan	1377	1	14	-	721,478	-
32	Tamil Nadu	107	2	4	-	-	-
33	Uttarakhand	183	-	-	5	-	-
34	Uttar Pradesh		3	22	15	215,447	-
35	West Bengal	-	4	-	81	-	5
36	Sikkim	-	-	-	40	-	-