

**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- Sept. 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.
- 103 Press releases, 6 Features were released in Hindi, Urdu and other regional languages.
- 12 Public Information Campaigns (PICs) were held during the period, details as at Annexure enclosed.

**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 enhancing awareness about various components of the programme viz. equitable share in economic activities, employment, improving the living standards, scholarships, improving skills, technical training for upliftment of minorities besides initiatives taken in pursuance of the Sachchar Committee Report pertaining to education, skill development and access to credit, etc.
- The Directorate utilized various formats such as Film shows, Group discussions, public meetings, oral Communications programmes, etc.
- The Directorate organised 801 film shows, conducted 233 special programmes, organised 1400 group discussions, mounted 725 photo exhibitions and collected 449 feedback stories.
- The Directorate sensitized over four lakh people through their publicity programmes across the country.

**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 1176 publicity programmes during the quarter ending Sept. 2013.

### **All India Radio**

- All AIR Stations gave wide publicity to the subject by mounting suitable programmes on 'minority welfares'.
- Various formats were used which included - Talk shows, Dialogue, O.B. programme, Family Serial, Compering, Discussions, Interviews, Slogans, Spots, Jingles, etc.
- Thrust of the activities was on enhancing awareness about various components of the programmes.
- Total 859 programmes with total 5345 minutes duration were broadcast by AIR Stations, during the quarter ending Sept. 2013.

### **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, Feature, News Clipping, Interviews, etc.
- During the quarter 6 Kendras of DD telecast specific programmes on the issues of 360 minutes of duration.

### **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.

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## Details of PICs &amp; other activities held during July to September, 2013.

Regional /Branch Offices	State	Date	District/Venue	Material Distributed
Aizawl	Mizoram	21.08.2013 to23.08.2013  11.09.2013 to13.09.2013	Saiha Distt.  Serchhip Distt.	Brochures and booklets distributed during the PICs for the welfare of Minorities.
Bangalore	Karnataka	29.08.2013 to31.08.2013  10.09.2013 to12.09.2013	Raichur Distt.  Gulbarga Distt.	Booklets , leaflets and pamphlets were distributed on the welfare of minorities.
Chennai	Chennai	01.09.2013 to03.09.2013	Karaikkal Distt.	Various programme organized by state on publicity for welfare of minorities.
Imphal	Manipur	11.09.2013 to13.09.2013	Temenglong Distt	Publicity material given to local newspapers for wide publicity.
Jammu	J & K	16.09.2013 to18.09.2013	Kargil	Pamphlets & publicity material distributed during the PICs.
Shillong	Meghalaya	18.09.2013 to20.09.2013	Tynring, East Khasi Hills Distt.	Press Releases issued for wide publicity during the July to Sept. 2013.
Ahemdabad	Gujarat	22.09.2013 to24.09.2013	Viramgam, Ahmedabad Distt	Booklets and publicity material distributed during public campaign.
Guwahati	Assam	24.09.2013 to26.09.2013	Dhubri Distt.	Wide publicity undertaken by local media.
Thiruvananthapuram	Kerala	25.09.2013 to27.09.2013	Moorniyur, Distt. Malappuram	Publicity material distributed during the PICs.
Mumbai	Maharashtra	26.09.2013 to28.09.2013	Selu, Parbhani Distt.	Wide publicity given by local newspaper on the welfare of minorities.