

**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'  
January 2017 – March 2017**

**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.
- 170 Press releases 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 510 film shows, conducted 185 special programmes, organized 935 Group Discussions, mounted 618 photo exhibitions and collected 856 feedback stories.
- The Directorate sensitized over 2.02 lakh people (approx.) through their publicity programmes in 660 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 160 publicity programmes during the quarter ending March 2017.

## **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.
- Newspaper advertisements were released to several Newspapers across the country during the Quarter on subjects 'Hunar Haat', 'An app to make your Haj Mubarak', 'Inviting Application for Temporary Deputation to Saudi Arabia for Haj', 'Multi Sectoral Development Programme', 'Cashless Chaupal', 'Nai Manzil Yojana for Minorities', 'Mobile app for Haj Pilgrims', 'Nai Roshni Yojana for Minorities Women', 'Nai Udaan Yojana for Minorities', 'Maulana Azad National Fellowship Scheme', 'Seekho aur Kamao for Minorities', 'Ustad Scheme for Minorities' and 'Subsidized Loan Scheme for Self Employment of Minorities'.
- DAVP had not carried out any campaign/ publicity on the subject in Digital Cinema for the quarter ending March 2017.
- A commitment of Rs. 2,37,75,937/- and Rs 3,80,98,081/- across India was done for Private FM and TV respectively during the Quarter and a campaign of Rs. 36,05,880/- was released only for Delhi Region for outdoor media publicity.

## **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, interviews, jingles, spots, radio reports, talklets, spot recording based programmes, etc.
- Thrust of the programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.
- Total 65 programmes 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, Drama, Interview-based, Studio Talk shows, Documentary, Sinddhi Prog., Urdu Prog., etc.

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**Ministry of Information and Broadcasting**  
**Statewise Quarterly Progress Report (QPR) from Jan. 2017 - Mar. 2017**

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	-	-	-	-	1,456	-
2	Andhra Pradesh	531	-	-	-	7,01,972	-
3	Telangana		-	-	-	16,19,524	2
4	Arunachal Pradesh	164	-	-	-	1,22,982	-
5	Assam	21	-	10	68	5,24,523	-
6	Bihar	121	-	3	-	17,79,736	3
7	Chandigarh	-	-	-	-	2,78,637	2
8	Chattisgarh	26	-	-	-	9,49,970	-
9	Madhya Pradesh		-	4	-	33,55,028	3
10	Dadra and Nagar Haveli	-	-	-	-	1,33,868	-
11	Daman & Diu	-	-	-	-	45,570	-
12	Gujarat	-	-	4	-	21,25,785	12
13	J&K	-	1	-	-	18,31,215	-
14	Jharkhand	655	-	-	-	10,73,400	2
15	Karnataka	170	-	-	-	12,23,916	-
16	Kerala	-	-	-	-	13,17,390	-
17	Lakshadweep		-	-	-	-	-
18	Maharashtra	21	-	3	-	20,80,157	3
19	Goa		-	-	-	68,650	-
20	Mizoram	345	-	-	-	40,074	-
21	Meghalaya		-	-	16	58,874	-
22	Tripura		-	-	-	1,55,360	9
23	Nagaland	-	-	-	6	82,982	-
24	Manipur	-	-	-	-	35,687	-
25	Punjab	-	-	-	-	3,91,285	5

26	Himanchal Pradesh		-	-	-	2,47,214	-
27	Haryana		-	-	44	4,45,156	-
28	Delhi		-	-	26	82,06,685	-
29	Odisha	-	-	-	-	10,82,056	2
30	Puducherry	-	-	-	-	38,538	-
31	Rajasthan	483	-	-	-	27,16,997	7
32	Tamil Nadu	-	-	-	-	9,77,211	-
33	Uttarakhand	29	-	-	-	5,87,661	-
34	Uttar Pradesh	15	-	-	-	35,46,527	5
35	West Bengal	118	-	41	-	17,93,136	6
36	Sikkim		-	-	-	34,242	-