

**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'
Oct. - Dec. 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.
- 43 Press releases, 3 Features were released in Hindi, Urdu and other regional languages.
- 42 Public Information Campaigns (PICs) were held during the period, details ~~is~~ at Annexure-I 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 872 film shows, conducted 167 special programmes, organised 1475 group discussions, mounted 745 photo exhibitions and collected 596 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 954 publicity programmes during the quarter ending Dec. 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 – Talks, announcements, discussions, interviews, slogans, spots, jingles, etc.
- Thrust of the activities was on enhancing awareness about various components of the programmes.
- Total 819 programmes with total 5345 minutes duration were broadcast by AIR Stations, during the quarter ending Dec. 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, Phone-in, Feature, News Clipping, Discussion based programme, Interviews, etc. Details at Annexure-II.

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.
- 4 display advertisements were published by the Directorate on the subject on 2nd Oct. (on Gandhi Jayanti in 462 newspapers), 11th Oct. (on Maulana Abul Kalam Azad anniversary in 417 newspapers), 18th Dec. (on Minorities Right Day in 492 newspapers) and on 20th Dec. (on Southern Regional Conference of NGO in 189 Dailies).

3. Details of PICs & other activities held during October to December, 2013.

Regional /Branch Offices	State	Date	District/Venue	Material Distributed
Lucknow	Utter Pradesh	05.10.2013 to 07.10.2013 21.10.2013 to 23.10.2013 29.10.2013 to 31.10.2013 17.10.2013 to 21.10.2013 01.11.2013 to 03.11.2013 25.12.2013 to 27.12.2013	Gonda Distt. Aligarh Distt. Chandauli Distt. Rae Bareli Distt. Sant Kabir Nagar Lalitpur Distt.	Brochures and booklets distributed during the PICs for the welfare of Minorities.
Bhubaneswar	Odisha	07.10.2013 to 09.10.2013 14.11.2013 to 16.11.2013 28.11.2013 to 30.11.2013 15.12.2013 to 17.12.2013	Boudh Distt. Nabarangpur Distt. Koraput Distt. Mayurbhanj Distt.	Booklets , leaflets and pamphlets were distributed on the welfare of minorities.
Mumbai	Maharashtra	10.10.2013 to 12.10.2013 12.11.2013 to 14.11.2013	Nandurbar Distt. Raigad Distt.	Various programme organized by state on publicity for welfare of minorities.
		03.12.2013 to 05.12.2013 21.12.2013 to 23.12.2013	Yavatmal Distt. Sangli Distt.	
Panaji	Goa	14.10.2013 to 16.10.2013	North Goa Distt	Distributed publicity material during the PIC.
Bangalore	Karnataka	19.10.2013 to 21.10.2013 07.12.2013 to 09.12.2013	Mandya Distt Ramanagara Distt.	Pamphlets & publicity material distributed during the PICs.
Hyderabad	Andhra Pradesh	23.10.2013 to 25.10.2013 16.11.2013 to 18.11.2013 14.12.2013 to 16.12.2013	Nalgonda Distt. Ranga Reddy Distt. Khammam Distt.	Pamphlets & publicity material issued for the welfare of Minorities and wide publicity during the October to December, 2013.
Dehradun	Uttarakhand	24.10.2013 to 26.10.2013 20.11.2013 to 22.11.2013	Ramgarh Nainital Distt. Pauri Distt.	Booklets and publicity material distributed during public campaign.
Chennai	Tamil Nadu	25.10.2013 to 27.10.2013	Kancheepuram Distt.	Wide publicity undertaken by local news papers.
Kolkata	West Bengal	26.10.2013 to 28.10.2013 21.12.2013 to 23.12.2013	Malda Distt. Murshidabad Distt.	Publicity material distributed during the PICs.
Ahmedabad	Gujarat	26.10.2013 to 28.10.2013 07.12.2013 to 09.12.2013 20.12.2013 to 22.12.2013	Banaskantha Distt. Anand Distt. Sabarkantha Distt.	Wide publicity given by local newspaper on the welfare of minorities.
Gangtok	Sikkim	28.10.2013 to 30.10.2013 04.12.2013 to 06.12.2013	Parakha East Distt. Rongli, East Distt.	Social Department given wide publicity during the this year ending

Guwahati	Assam	29.10.2013 to 31.10.2013 07.11.2013 to 09.11.2013 20.11.2013 to 22.11.2013 05.12.2013 to 07.12.2013	Mangoldoi, Darrang Distt. Nalbari Distt. Bongaigaon Distt. Morigaon Distt.	Booklets and publicity material distributed during the PICs.
Thiruvananthapuram	Kerala	29.10.2013 to 31.10.2013	Palakkad Distt.	
Imphal	Manipur	29.10.2013 to 31.10.2013 17.12.2013 to 19.12.2013	Chandel Distt. Thoubal Distt.	Press Releases issued for wide publicity during the October to December, 2013.
Srinagar	J&K	05.11.2013 to 07.11.2013	Ganderbal	Publicity material distributed during PIC.
Agartala	Tripura	05.11.2013 to 07.11.2013	West Tripura Distt.	
Jalandhar	Punjab	09.11.2013 to 11.11.2013	Ludhiana Distt	The Ministry of Minority Affairs proposes four regional conferences to publicize its programmes.
Chandigarh	Chandigarh	17.11.2013 to 19.11.2013	Ambala Distt.	Press releases, features and articles etc. sent to media during this period of PIC.
Shimla	Himachal Pradesh	26.11.2013 to 28.11.2013	Kangra Distt.	Distributed five thousand booklets and other publicity material during the PIC.

ATN on Publicity undertaken on the Prime Minister's New 15 Point Programme for the Welfare of Minorities,
for the Months of October to December, 2013

Name of the Kendra	Title of the Programme	Date / Time of Telecast	Prog. Format	Duration (In mts)	Language	Producer	Tentative Cost
Agartala	Minority Welfare	11-10-2013 at 18:30 hrs	Magazine	15	Bengali	R.Nag	1,500/-
Agartala	Minority Welfare	13-12-2013 at 18:32 hrs	Magazine	10	Bengali	R.Nag	1,500/-
Aizwal	Minority Welfare	2-10-2013 at 7:30 pm	Magazine	28	Mizo	V.L.Thakima	Nil
Bangalore	Minority Welfare	1-10-2013 at 8:00 am	Phone In	30	Kannada	B.K.Sridhar	Nil
Bangalore	Minority Welfare	15-11-2013 at 6:30 pm	Magazine	15	Kannada	Mohan Kumar	Nil
Bangalore	Minority Welfare	29-12-2013 at 8:30 am	Discussion	30	Kannada	Abdul Majeed	Nil
Bhawanipatna	Minority Welfare	17-10-2013 at 5:02 pm	Magazine	10	Odia	Bikas Das	9,000/-
Bhawanipatana	Minority Welfare	26-12-2013 at 5:02 pm	Magazine	10	Odia	Bikash Das	10,500/-

Guwahati	Minority Welfare	25-10-2013 at 5:30 pm	Field Based	10	Assamese	Bharati Sharma	2,000/-
Gorakhpur	Minority Welfare	3-12-2013 at 10:00 pm	Magazine	30	Hindi	Amit Ray	Nil
Gorakhpur	Minority Welfare	13-12-2013 at 11:00 am	Magazine	10	Hindi	Sudhakar Singh	Nil
Gorakhpur	Minority Welfare	17-12-2013 at 18:00 hrs	Magazine	10	Hindi	Ram Ashish Gupta	Nil
Hyderabad	Minority Welfare	9-11-2013 at 10:00 am	Feature	15	Telugu	S.Sundara Sai	8,400/-
Hyderabad	Minority Welfare	16-11-2013 at 10:00 am	Feature	15	Telugu	S.Sundara Sai	8,400/-
Hyderabad	Minority Welfare	30-11-2013 at 10:00 am	Feature	15	Telugu	S.Sundara Sai	7,000/-
Lucknow	Minority Welfare	8-10-2013 at 5:30 pm	Magazine	10	Hindi	Rakha Bangyan	2,500/-
Mumbai	Marathi News	13-10-2013 at 9:30 pm	News Clipping	2	Marathi	News Section	1,500/-
Mau	Minority Welfare	22-11-2013 at 5:05 pm	Magazine	15	Hindi	Yogander Singh	Nil
Mumbai	Marathi News	15-11-2013 at 5:00 pm	News Clipping	2	Marathi	News Section	1,500/-

Mumbai	Marathi News	12-12-2013 at 8:30 am	News Clipping	2	Marathi	News Section	1,500/-
Mumbai	Sakhi Sahyadri	13-12-2013 at 1:00 pm	Discussion Based Programme	25	Marathi	M.G.Rawat	1,500/-
Mumbai	Mumbai Amchi Mumbai	15-12-2013 at 8:00 pm	Informative Programme	5	Marathi	Vandana Sharma	1,500/-
Mumbai	Sakhi Sahyadri	18-12-2013 at 1:00 pm	Discussion Based Programme	25	Marathi	Malak Panchabhai	4,500/-
Mumbai	Marathi News	19-12-2013 at 2:30 pm	News Clipping	2	Marathi	News Section	1,500/-
New Delhi	Minority Welfare	20-12-2013	Magazine	10	Hindi	Anoop Khajuria	Nil
Raipur	Minority Welfare	3-10-2013 at 7:17 pm	Interview	10	Hindi	B.K.Shrivastava	8,00/-