

**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. 2014**

**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.
- 90 Press releases were issued on the subject from its various regions such as PIB (HQ), Jaipur, Chandigarh, Guwahati, Patna, Shimla, Gangtok, Chhatisgarh and Bhopal.
- 3 Features were issued in Hindi, Urdu and other regional languages.
- 48 PICs were held during the period in the states of Madhya Pradesh, Tripura, Assam, Goa, Mizoram, Sikkim, Karnataka, Uttarakhand, Mizoram, Telengana, Gujarat, Uttar Pradesh, Odisha, Pondichery Arunachal Pradesh, Andhra Pradesh, Kerala, Rajasthan, Punjab, Himachal Pradesh, Bihar, Tamil Nadu, Haryana, Maharashtra and West Bengal wherein wide publicity was accorded to the subject matter by way of distribution of publicity material, booklets, etc. to the target audience.

**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' in minority concentrated areas.
- Awareness activities were also organized on national integration and communal harmony in minority concentrated areas across the country.
- The Directorate utilized various formats such as Film shows, Group discussions, Special programmes, photo exhibitions and feedback stories collection.
- The Directorate organised 440 film shows, conducted 114 special programmes, organised 1096 group discussions, mounted 471 photo exhibitions and collected 381 feedback stories.
- The Directorate sensitized over 1.63 lakh people through their publicity programmes in 772 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 667 publicity programmes during the quarter ending Dec. 2014.

### **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.
- The Directorate carried out print publicity campaign and issued 4 advertisements (classified and display) across the country during the quarter. These included subjects such as 'Foundation Day' (15 newspapers); 'Chairman's Speech' (28 newspapers); 'Support for Minority Students'(26 newspapers); 'Minorities Rights Day' (196 newspapers).

### **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, OB programmes, family serial, compeering , discussions, interviews, slogans, spots, jingles, etc.
- Thrust of the activities was on enhancing awareness about various components of the 15 Point Programmes and Implementation of Sachchar Committee Report.
- Total 258 programmes with total 1905 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 included Magazine, Outdoor based programmes, Live phone-in programmes, Interviews, etc. presented from Agartala, Guwahati, Kolkata, Patna and Port Blair Kendras of DD during the quarter.

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