

**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. 2015**

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 such as Indore, Ahmedabad, Chennai, TVM, Hyderabad, Bangalore, Vijayawada, Chandigarh, Jalandhar, Lucknow and Patna.
- 10 PICs have been organized by PIB at Dharward, Siddepet, Medak (Karnataka), Cuddalore (Tamil Nadu), Dhenkanal (Odisha), Pulwama, Batote, Ramban (J&K), Jalore (Rajasthan), Chalisgaon, Jalgaon (Maharashtra), Pathankot (Punjab), and Unakoti (Tripura) districts with PM's 15 Point Programme being a part of PIC.
- Publicity material related to the subject was distributed to regional / local press during the PIC campaigns.

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' Yojana apart from 'Pradhan Mantri Suraksha Bima Yojana', 'Pradhan Mantri Jeean Jyoti Bima Yojana', 'Atal Pension Yojana' and 'Skill India Mission in minority concentrated areas.
- Awareness activities were also organized on national integration and communal harmony and on mother & child health and Mission Indradhanush 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 498 film shows, conducted 179 special programmes, organised 1107 group discussions, mounted 566 photo exhibitions and collected 983 feedback stories.
- The Directorate sensitized two lakh people (approx.) through their publicity programmes in 527 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 278 publicity programmes during the quarter.

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.
- Campaigns were released on the themes of - Maulana Azad National Fellowship, Matric cum Means Scholarship, Mujhe Mila-NMDFC Scheme/ Benefits, Nayi Roshani- minority women empowerment scheme, Padho Pradesh, Pre Matric and Post Matric Scholarship and Seekho aur Kamao Schemes through Digital Cinema, TV and Private FM Channels during the quarter.
- One Half page display advertisement (Nai Manzil) released to 303 Newspapers and one Black & White advertisement (Nai Roshani- leadership development of minority women) released to 192 Newspapers across the country.

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 programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.

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, Live Phone in, Current Affairs, Youth Programme, Health based programmes, programmes on social welfare etc.
