

**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. 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.
- 212 Press releases were issued on the subject from its various regions such as Lucknow, Patna, Dehradun, Jalandhar, Hyderabad, Bangalore, Vijaywada, Ahmedabad, Chennai, Cochin, Gangtok, Chandigarh, Kanpur, Thiruvananthapuram, Kota and Jaipur.
- 29 PICs have been organized by PIB at Belagavi (Karnataka), Vellore, Palayamkottai (Tamil Nadu), Kurnool, Virddhachalam, Cuddalore (Andhra Pradesh), Khunti (Jharkhand), Dewas, Panna (Madhya Pradesh), Keonjhar, Malkangiri (Odisha), Ambedkar Nagar, Siddharth Nagar (Uttar Pradesh), Kolhapur, Osmanabad, Palghar (Maharashtra), Saipum Kolasib (Mizoram), Jaipur, Swaroop Nagar (Rajasthan), Karan Prayag, Chamoli (Uttarakhand), Rangpo (Sikkim), Sunderbani, Rajouri, Uri, Baramulla (J&K), Bagdha, North (West Bengal), Nawashahar (Punjab), Jonai Dhemaji (Assam), Orkatteri Chittara, Kollam (Kerala) and Sawantwari (Goa) 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 Jeevan Jyoti Bima Yojana', 'Atal Pension Yojana' and 'Skill India Mission' in minority concentrated areas.
- Awareness generation 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 326 film shows, conducted 17 special programmes, organised 864 group discussions, mounted 323 photo exhibitions and collected 345 feedback stories.
- The Directorate sensitized over 1.33 lakh people (approx.) through their publicity programmes in 337 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 69 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 through Digital Cinema, Internet Websites and Private FM Channels during the quarter.
- One full-page advertisement (Jashn-e-usttad- Skills and handcrafted products showcased from across the country to promote and perpetuate minority communities in craft) released to 124 Newspapers across the country. The expenditure incurred to carry out this campaign is Rs. 7,83,88,42/- only.
- DAVP also undertook a TV, Pvt. FM and outdoor publicity campaign on behalf of M/o Minority Affairs during August-November 2015.

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, Dialogues, OB programmes, family serial, compering, 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.
- Total 647 programmes of 3551 minutes duration were broadcast by AIR stations during Oct.- Dec. 2015

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.
