

**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'
April - June 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.
- 51 Press releases, 2 Features were released in Hindi, Urdu and other regional languages.

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 voter's education and electoral participation in minority concentrated areas.
- Awareness activities were organized on national integration, communal harmony and gender issues in minority concentrated areas across the country.
- The Directorate utilized various formats such as Film shows, Group discussions, question answer sessions, public meetings, films shows etc.
- The Directorate organised 696 film shows, conducted 124 special programmes, organised 1783 group discussions, mounted 673 photo exhibitions and collected 273 feedback stories.
- The Directorate sensitized over 2.5 lakh people through their publicity programmes 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 441 publicity programmes during the quarter ending June 2014.

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 programmes.
- Total 781 programmes with total 5027 minutes duration were broadcast by AIR Stations, during the quarter ending June 2014.

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.

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 from time to time. However, no campaign/ specific publicity/ ad was carried out during the quarter
