

**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'
Apr. 2015 – Mar. 2016**

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.
- 598 Press releases and 2 Features were issued on the subject from its various regions.
- PICs and Vartalaps have been organized by PIB with PM's 15 Point Programme being a part of them.

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.
- The Directorate utilized various formats such as Group discussions, question-answer sessions, public meetings and film shows in the activities employed with the target audience.
- The Directorate organized 119 SOPs, organized 2439 film shows, conducted 72 special programmes, organized 5198 group discussions, mounted 2776 photo exhibitions and collected 3876 feedback stories.
- The Directorate sensitized over 14 lakh people (approx.) through their publicity programmes in 2455 minority concentrated villages across the country during the year Apr. 2015- Mar. 2016.

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 537 publicity programmes during the year Apr. 2015- Mar. 2016.

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.
- Various advertisements (classified and display) were released to several Newspapers across the country during the year on subjects such as Minority Scheme 'USTTAD', The Scheme – Nai Roshni – The Leadership Development of Minority Women, Nai Manzil, Jashn-e-ustad and The Everlasting Flame.
- The total commitment by DAVP on TV channels is Rs 4,99,42,191/-

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, O.B. programmes, Short Plays, 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 3573 programmes of 14591 minutes duration were broadcast by AIR stations during Apr. 2015 - Mar. 2016.

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, Outdoor based programmes, discussions, documentaries, talk shows, Live phone-in programmes, Interviews, etc.

Ministry of Information and Broadcasting
Statement containing Statewise progress report from April 2015 - March 2016

S. No.	Name of States / Union Territories	No. of activities by DFP	No. of PICs/ Vartalaaps organized by PIB	No. of programmes broadcast by AIR	No. of programmes by S&DD	Commitment(in Rs.) on Print & Outdoor Media, Digital Cinema, Pvt. FM by DAVP	No. of programmes telecast by DD
1	Andaman and Nicobar	-	1	-	-	40,261	-
2	Andhra Pradesh	46	1	23	-	1,10,73,882	1
3	Telangana		3	25	-	29,69,113	-
4	Arunachal Pradesh	2181	-	3	18	1,09,582	-
5	Assam	66	3	14	165	25,11,886	9
6	Bihar	183	1	62	1	42,67,700	6
7	Chandigarh	-	2	-	-	4,31,809	6
8	Chattisgarh	3450	-	33	-	12,22,753	2
9	Madhya Pradesh		2	148	-	55,43,007	19
10	Dadra and Nagar Haveli	-	-	-	-	36,738	-
11	Daman & Diu	-	-	-	-	30,147	-
12	Gujarat	65	-	621	-	52,73,710	1
13	J&K	80	6	-	-	11,06,732	-
14	Jharkhand	708	6	39	-	27,93,003	10
15	Karnataka	1111	4	168	-	1,09,83,238	-
16	Kerala	1424	2	10	-	49,27,101	18
17	Lakshadweep		-	-	-	-	-
18	Maharashtra	282	4	2053	10	1,76,71,375	7
19	Goa		2	-	-	22,876	-
20	Mizoram	2124	3	47	12	1,04,374	1
21	Meghalaya		1	-	17	2,25,826	-
22	Tripura		2	-	17	74,507	21
23	Nagaland	327	-	-	10	1,02,696	-
24	Manipur		-	-	66	1,56,566	-
25	Punjab	0	2	7	-	31,77,445	26
26	Himanchal Pradesh		2	-	-	78,305	31
27	Haryana		-	-	137	35,16,778	-
28	Delhi		-	-	30	2,46,84,138	-
29	Odisha	28	3	-	-	16,33,845	4
30	Puducherry	-	-	-	-	51,766	4
31	Rajasthan	564	3	36	-	55,81,334	1
32	Tamil Nadu	157	3	15	-	12,28,074	2
33	Uttarakhand	610	2	-	-	13,33,944	-
34	Uttar Pradesh		4	243	19	1,45,91,561	37
35	West Bengal	955	4	26	35	99,48,105	13
36	Sikkim		1	-	-	3,14,619	-