

**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'
October 2016 – December 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.
- 156 Press releases and 7 Features were issued on the subject from its various regions.
- 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' and 'Beti Bachao Beti Padhao' in addition to the awareness generation activities organized on the themes of National Integration and Communal Harmony 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 601 film shows, conducted 142 special programmes, organized 1404 Group Discussions, mounted 787 photo exhibitions and collected 904 feedback stories.
- The Directorate sensitized over 3.45 lakh people (approx.) through their publicity programmes in 761 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 461 publicity programmes during the quarter ending December 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.
- Newspaper advertisements were released to several Newspapers across the country during the Quarter on subjects 'Notice-Scholarship 2017 Maulana Azad Education Foundation', 'Notice for Hunar Haat', 'Madad Hamari – Manzil Aapki', 'Huner Haat' and 'Empanelment of inspecting Authorities'.
- DAVP had not carried out any campaign/ publicity on the subject in Digital Cinema and TV for the quarter ending December 2016.
- A commitment of Rs. 2,37,75,932/- across India was done for Private FM during the Quarter and a campaign of Rs. 40,59,132/- was released only for Delhi Region for outdoor media publicity.

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, compering, discussions, slogans, interviews, jingles, spots, vartas, documentary, Live phone-in programmes, Feature, Symposium, Dialogue, Talklet, Promos, Skits etc.
- Thrust of the programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.
- Total 714 programmes 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 include Discussions, Documentary, Sinddhi Prog., Urdu Prog., etc.

Ministry of Information and Broadcasting
Statewise Quarterly Progress Report (QPR) from Oct. 2016 - Dec. 2016

S. No.	Name of States / Union Territories	No. of activities by DFP	No. of Vartalaaps organized by PIB	No. of programmes broadcast by AIR	No. of programmes by S&DD	Commitment (in Rs.) on Print Media by DAVP	No. of programmes telecast by DD
1	Andaman and Nicobar	-	-	-	-	5,688	-
2	Andhra Pradesh	289	-	25	-	36,056	-
3	Telangana		-	-	-	1,72,224	-
4	Arunachal Pradesh	352	-	-	18	11,274	-
5	Assam	12	1	8	95	38,534	-
6	Bihar	16	-	-	-	1,43,736	10
7	Chandigarh	-	-	-	-	41,714	-
8	Chattisgarh	433	-	-	-	60,983	-
9	Madhya Pradesh		1	-	-	1,33,951	4
10	Dadra and Nagar Haveli	-	-	-	-	4,271	-
11	Daman & Diu	-	-	-	-	8,885	-
12	Gujarat	139	1	-	-	1,18,591	12
13	J&K	-	1	-	-	81,284	-
14	Jharkhand	39	4	26	-	43,195	4
15	Karnataka	143	-	7	-	93,195	-
16	Kerala	340	1	8	-	53,354	-
17	Lakshadweep		-	-	-	-	-
18	Maharashtra	58	1	45	-	2,42,672	-
19	Goa		1	-	-	9,931	-
20	Mizoram	345	-	-	15	11,261	-
21	Meghalaya		-	300	51	7,944	-
22	Tripura		-	-	35	23,771	7
23	Nagaland	-	-	-	10	12,552	-
24	Manipur	-	1	20	50	13,142	-
25	Punjab	17	1	-	-	1,30,227	10
26	Himanchal Pradesh		-	7	-	21,255	-
27	Haryana		-	-	28	47,782	-
28	Delhi		-	-	19	37,43,782	-
29	Odisha	21	1	-	60	91,558	-
30	Puducherry	-	-	-	-	13,151	-
31	Rajasthan	67	-	69	-	2,01,590	-
32	Tamil Nadu	58	1	140	-	1,56,736	-
33	Uttarakhand	554	-	-	10	8,65,804	-
34	Uttar Pradesh		5	3	10	13,31,729	13
35	West Bengal	78	-	56	35	2,07,191	-
36	Sikkim	-	-	-	25	20,107	-