

**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'
Jan. - March 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.
- 209 Press releases, 18 Features were released in Hindi, Urdu and other regional languages.
- 30 Public Information Campaigns (PICs) were held during the period, and 15 Point programme is a part of all PICs. Details as at Annexure enclosed.

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 enhancing awareness about various components of the programme viz. equitable share in economic activities, employment, improving the living standards, scholarships, improving skills, technical training for upliftment of minorities besides initiatives taken in pursuance of the Sachchar Committee Report pertaining to education, skill development and access to credit, etc.
- The Directorate utilized various formats such as Film shows, Group discussions, question answer sessions, public meetings, films shows etc.
- The Directorate organised 842 film shows, conducted 215 special programmes, organised 1626 group discussions, mounted 833 photo exhibitions and collected 617 feedback stories.
- The Directorate sensitized over five 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 179 publicity programmes during the quarter ending March 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 580 programmes with total 3563 minutes duration were broadcast by AIR Stations, during the quarter ending March 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.
- Advertisements were released on the Waqf Amendment Act 2013, 65th Republic Day, Inauguration of National Waqf Development Corporation, Maulana Azad Sehat Scheme and minorities during the month of March 2014.
- 2 half page colour advertisements on various schemes were published in 453 news papers.
- A campaign on minority welfare were telecast during the month of Feb 2014 on C&S channels.
- A video spot of 45 seconds duration was telecast on minority welfare during Feb 2014 on urdu channels and DD.
- 4 media campaigns were broadcasted from the FM Radio Stations during the quarter Jan.- March 2014.
- Campaigns run on Lok Sabha TV and NE Channels on the themes of Waqf Board, Maulana Azad Fellowship, Merit cum Means scholarships and post and pre matric scholarships available for minorities and free coaching facilities for minority communities.

Details of PICs & other activities held during January to March, 2014.

ANNEXURE

| Regional /Branch Offices | State | Date | District/Venue | Material Distributed |
|--------------------------|------------------|--|---|---|
| Thiruvananthapuram | Kerala | 04.01.2014 to 06.01.2014 22.02.2014 to 24.02.2014 | Kailda, Distt Kollam Kannaur (Jamunia) | Publicity items issued to the audience during PICs for the welfare of Minorities. |
| Hyderabad | Andhra Pradesh | 05.01.2014 to 07.01.2014 | Tenali, Guntru Distt. | Publicity material given to the audience for the welfare of Minorities. |
| Guwahati | Assam | 08.01.2014 to 10.01.2014 17.02.2014 to 19.02.2014 | Nagaon Distt. Tezpur Distt. | Publicity material issued to local newspapers for welfare of Minorities. |
| Lucknow | Uttar Pradesh | 08.01.2014 to 10.01.2014 17.02.2014 to 19.02.2014 | Kushinagar Distt. Hamirpur Distt. | Distributed publicity material during the PIC. |
| Ahmedabad | Gurajat | 19.10.2014 to 21.10.2014 16.01.2014 to 18.01.2014 | Dharampur Valsad Distt Vankal, Mangrol Distt. Surat | Pamphlets & publicity material distributed for welfare of Minorities during the PICs. |
| Panaji | Goa | 13.01.2014 to 15.01.2014 | Margao, South Goa District | Pamphlets & publicity material were issued for the welfare of Minorities |
| Patna | Bihar | 14.01.2014 to 16.01.2014 | Bhagalpur Distt. | Booklets and publicity material distributed during public campaign. |
| Bhopal | Madhya Pradesh | 15.01.2014 to 17.01.2014 21.02.2014 to 23.02.2014 26.02.2014 to 28.02.2014 | Damoh Distt. Distt Balaghat Dhar Distt. | Wide publicity undertaken by local news papers. And publicity material distributed during the PICs. |
| Kolkata | West Bengal | 20.01.2014 to 22.01.2014 09.02.2014 to 11.02.2014 | Raiganj, Uttar Dinajpur Distt. Samsherganj Murshidabad Distt. | Publicity material distributed during the PICs. |
| Ranchi | Jharkhand | 22.01.2014 to 24.01.2014 | Chas, Bokaro Distt. | Wide publicity given by local newspaper on the welfare of minorities. |
| Agartala | Tripura | 24.01.2014 to 26.01.2014 | Killa, Gomati Distt. | Social Welfare Deptt. of State given wide publicity during the this quarter ending |
| Chennai | Tamil Nadu | 25.01.2014 to 27.01.2014 16.02.2014 to 18.02.2014 22.02.2014 to 24.02.2014 | Gingee Distt. Villupuram Devakottai, Distt Sivaganaga. Vandavasi, Distt. Thiruvannamalai | Welfare programmes, exhibition & Programmes by Song & Drama Division were conducted. |
| Chandigarh | Chandigarh | 28.01.2014 to 30.01.2014 24.02.2014 to 26.02.2014 | Dhamtan Sahib, Distt. Jind Sirsa Distt. Under (Jamunia) | Press releases and features issued by local newspaper on welfare of Minorities. |
| Mumbai | Maharashtra | 30.01.2014 to 01.02.2014 | Ghansavangi, Jalna Distt. | Press Releases issued for wide publicity during the January, 2014 to March, 2014. |
| Port Blair | A & N Island | 02.02.2014 to 04.02.2014 | Kamorta, Nancorie, Distt Nicobar | Publicity material distributed during PIC. |
| Shimla | Himachal Pradesh | 05.02.2014 to 07.02.2014 | Amb, Distt. Una | Booklets and publicity material distributed during PIC. |
| Bangalore | Karnataka | 08.02.2014 to 10.02.2014 | Brahmavara, Udupi Distt. | Wide publicity undertaken by local newspapers on minority welfare. |

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| Jaipur | Rajasthan | 08.02.2014 to 10.02.2014 | Garhi, Banswara Distt. | Wide publicity given by Local Media on the welfare of Minorities. |
| Jalandhar | Punjab | 10.02.2014 to 12.02.2014 | Jagraon (Jamunia) | Various Programmes organized for development of Minorities by State Minorities Commission. Disposals of Complains by Natinal Commission for Minorities.. |
| Dehradun | Uttarakhand | 11.02.2014 to 13.02.2014 | Laaldhaand, Hridwar Distt. | Wide publicity given by local newspaper on the welfare of minorities. |