

**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' and
'Implementation of Sachar Committee Recommendations'
April – June, 2020**

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.
- 167 Press Releases were issued on the subject from its various regions.

Bureau of Outreach and Communication (BOC)

➤ ***Print Advertisement***

- The Bureau 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.
- BOC released 3 advertisements in several Newspapers during the Quarter on the themes of "Hunaar Haat".

➤ ***Outdoor Publicity Campaign***

- BOC did not commit any expenditure on Outdoor Publicity during the quarter.

➤ ***Field Publicity***

- In the wake of the COVID-19 pandemic across the country, all 148 Field Outreach Bureaus (FOBs) and 23 Regional Outreach Bureaus (ROBs) of BOC conducted awareness activities through Social Media viz. Facebook, WhatsApp, Twitter, Instagram, YouTube due to prevailing conditions of lockdown and various restrictions related to it.
- The themes of the Awareness Programmes were Containing of COVID-19, Government of India decisions and initiatives including Pradhan Mantri Garib Kalyan Yojana, Pradhan Mantri Garib Kalyan Anna Yojana and Pradhan Mantri Garib Kalyan Rojgar Abhiyaan.
- The Bureaus utilized digital medium to create awareness among the masses across the country including minorities' concentrated areas.
- No special awareness activities have been organized during the quarter. However, aforementioned awareness programmes were carried out through different mediums of Social Media.

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, discussions, interviews, compering, phone-in programmes, interactive programmes, play, jingle etc.
- Thrust of the programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.
- Total 801 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 included discussion, Phone-In, interview, magazine, live programme etc.
- Total 170 programmes were telecast by DD Kendras during the quarter.

Ministry of Information and Broadcasting
Statewise Quarterly Progress Report (QPR) from April to June 2020

S. No.	Name of States / Union Territories	Press Releases issued by PIB	No. of programmes broadcast by AIR	Commitment (in Rs.) on Print Media by BOC	No. of programmes telecast by DD
1	Andaman and Nicobar	-	-	6,233	-
2	Andhra Pradesh	9	-	40,555	-
3	Telangana	-	43	71,646	8
4	Arunachal Pradesh	-	-	0	-
5	Assam	9	13	8,736	-
6	Bihar	9	28	2,08,425	3
7	Chandigarh	-	-	82,733	5
8	Chattisgarh	3	6	41,769	6
9	Madhya Pradesh	4	17	3,83,829	25
10	Dadra and Nagar Haveli	-	-	12,920	-
11	Daman & Diu	-	-	0	-
12	Gujarat	7	152	1,03,618	-
13	J&K	9	16	1,29,954	-
14	Jharkhand	-	8	1,47,757	-
15	Karnataka	9	24	1,94,653	2
16	Kerala	2	32	62,761	-
17	Lakshadweep	-	-	0	-
18	Maharashtra	8	38	6,34,393	-
19	Goa	-	-	0	2
20	Mizoram	7	15	0	-
21	Meghalaya	-	-	0	9
22	Tripura	4	-	7,643	-
23	Nagaland	-	-	0	-
24	Manipur	-	-	0	-
25	Punjab	16	23	1,10,421	91
26	Himanchal Pradesh	19	10	16,934	4
27	Haryana	-	13	1,11,837	3

28	Delhi	9	137	9,99,996	-
29	Odisha	-	27	36,680	4
30	Puducherry	-	-	0	-
31	Rajasthan	18	20	4,30,849	3
32	Tamil Nadu	-	16	1,85,458	-
33	Uttarakhand	16	27	1,06,398	-
34	Uttar Pradesh	-	14	9,38,857	-
35	West Bengal	-	29	80,458	5
36	Sikkim	9	93	8,432	-
