

**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'
January 2018 – March 2018**

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.
- 120 Press releases were issued on the subject from its various regions.
- A Vartalap has been organized by PIB with PM's 15 Point Programme being a part of them.

Bureau of Outreach and Communication (BOC)

➤ ***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 the schemes of the Govt. i.e. 'Mission Indradhanush', 'Mission Parivar Vikas', 'T.B. and Leprosy', and 'Swachh Survekshan 2018'. Flagship schemes of the Government i.e. 'Swachh Bharat Mission', 'Pradhan Mantri Ujjwala Yojana (PMUY)', 'Pradhan Mantri MUDRA Yojana (PMMY)', Pradhan Mantri Sahaj Bijli Har Ghar Yojana–"Saubhagya", 'Skill India Mission' and 'Gramoday se Bharat Uday' were also highlighted.
- The Directorate utilized various formats such as Group discussions/ oral communication, quiz contest, rallies, question-answer sessions, public meetings and film shows in the activities employed with the target audience.
- The Directorate organized 37 Special Outreach Programmes (SOPs) and 251 other activities including rallies, quiz contest, group discussion, etc on the schemes of the Government.
- The Directorate sensitized over 101 thousand people (approx.) through their publicity programmes in several 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 573 publicity programmes during the quarter ending March 2018.

➤ **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.
- DAVP released 9 advertisements in several Newspapers during the Quarter ending March 2018.
- Newspaper advertisements were released on the subjects "Hunar Haat", "Nai Manzil" and "Notice – Selection of M&E Agency for monitoring and evaluation of activities under the Nai Manzil Scheme."
- Two Outdoor Publicity campaigns were organized on 'Hunar Haat Exhibition' in Mumbai (commitment of Rs. 32,93,264/-) and in New Delhi (commitment of Rs. 59,43,212/-) during the quarter.
- DAVP had not carried out any campaign/ publicity on the subject in Digital Cinema, Private FM and TV for the quarter ending March 2018.

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, interviews, jingles, spots, radio reports, talklets, spot recording based programmes, etc.
- Thrust of the programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.
- Total 464 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, Studio based, Interview, Live Discussion, Phone In, TV Report, success stories, etc.

Ministry of Information and Broadcasting
Statewise Quarterly Progress Report (QPR) from Jan 2018 - Mar 2018

S. No.	Name of States / Union Territories	No. of activities by BOC (DFP)	Press Releases & Vartalaaps by PIB	No. of programmes broadcast by AIR	No. of programmes by BOC (S&DD)	Commitment (in Rs.) on Print Media by BOC (DAVP)	No. of programmes telecast by DD
1	Andaman and Nicobar	-	-	-	-	25,477	-
2	Andhra Pradesh	-	15	3	-	2,14,817	-
3	Telangana	-	12	-	-	10,87,065	13
4	Arunachal Pradesh	-	-	7	5	82,220	17
5	Assam	5	-	38	5	2,62,121	17
6	Bihar	8	9	5	-	10,93,410	-
7	Chandigarh	-	1	-	70	3,73,232	6
8	Chattisgarh	-	-	45	-	4,71,862	-
9	Madhya Pradesh	-	-	10	-	50,59,647	7
10	Dadra and Nagar Haveli	-	-	-	-	77,391	-
11	Daman & Diu	-	-	-	-	70,706	-
12	Gujarat	52	11	218	-	9,93,108	-
13	J&K	-	1 (Vartalaap)	-	125	6,53,789	-
14	Jharkhand	6	-	17	-	8,12,874	-
15	Karnataka	-	-	10	-	7,82,197	-
16	Kerala	-	-	-	-	3,83,286	-
17	Lakshadweep	27	-	-	-	0	-
18	Maharashtra	5	9	5	44	63,93,057	1
19	Goa	-	-	-	-	75,250	-
20	Mizoram	-	4	17	2	97,116	17
21	Meghalaya	34	-	2	-	87,115	21
22	Tripura	-	7	-	-	56,989	21
23	Nagaland	-	-	-	8	64,486	17
24	Manipur	-	-	-	-	93,847	17
25	Punjab	-	15	-	140	4,42,450	-

26	Himanchal Pradesh		-	-	105	82,263	4
27	Haryana		-	-	38	3,32,441	-
28	Delhi		15	-	31	112,97,975	-
29	Odisha	-	-	62	-	4,02,118	6
30	Puducherry	-	-	17	-	1,36,432	-
31	Rajasthan	73	-	-	-	24,22,933	3
32	Tamil Nadu	14	18	4	-	9,72,586	-
33	Uttarakhand	22	2	4	-	2,94,315	-
34	Uttar Pradesh	40	-	-	-	22,74,574	18
35	West Bengal	2	-	-	-	8,78,072	2
36	Sikkim		2	-	-	69,238	-
