

**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'
October - December, 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.
- 227 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.
- On behalf of Ministry of Minority Affairs, BOC released 4 advertisements in several Newspapers during the Quarter on the themes of "Scholarship" and "Hunaar Haat".

➤ ***Outdoor Publicity Campaign***

- On behalf of Ministry of Minority Affairs, BOC released one advertisement on the theme of "Hunaar Haat" with committed expenditure of Rs. 19,57,767/- for Delhi.

➤ ***Field Publicity***

- Due to the ongoing COVID-19 pandemic, all Field Outreach Bureaus (FOBs) and Regional Outreach Bureaus (ROBs) of BOC covering minority concentrated areas conducted awareness activities through different mediums of Social Media on the themes like need for social distancing, importance of Arogya Setu app, when to go for home quarantine, when Corona test is needed, regular Hand washing & sanitizing frequently, wearing of mask properly and Jab Tak Davai Nahi Tab Tak Dhilai Nahi etc.
- The themes of the Awareness Programmes conducted were containing of COVID-19, Government of India decisions and initiatives including Pradhan Mantri Garib Kalyan Yojana, Pradhan Mantri Garib Kalyan Anna Yojana, Pradhan Mantri Garib Kalyan Rojgar Abhiyaan, Aatmanirbhar Bharat, Honoring the Honest: Faceless Assessment of Direct Taxes, Ek Bharat Shrestha Bharat, Pradhan Mantri Jan Dhan Yojana, Atma Nirbhar Bharat, National

Recruitment Agency, New Education Policy 2020 and Poshan Abhiyan.

- The Bureaus utilized digital medium to create awareness among the masses in minorities' concentrated areas across the country.
- The details of Social Media/ Digital activities are as under:-

Total No. of Facebook Posts	Total No. of Tweets & Re-tweets (with 'Impressions')	Total No. of Posters/ Message /Videos circulated on WhatsApp	Total No. of Instagram Posts	Total Number of Webinars
10377	11614	218551 (340532)	1629	108

- FOBs under Ahmedabad, Bengaluru, Hyderabad, Jaipur, Kolkata, Siliguri, Trivandrum and Vijayawada have also carried out 23 COVID Jagriti Rath/ Mobile van awareness campaign through Covid Vijay Rath, Mobile Van/ Auto Rickshaw and Mobile Exhibition.

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 – short talk, discussions, interviews, compering, spot, jingle etc.
- Thrust of the programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.
- Total 1364 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 live discussion, Phone-In, Studio based, interview, documentary, positive story etc.
- Total 275 programmes were telecast by DD Kendras during the quarter.

Ministry of Information and Broadcasting
Statewise Quarterly Progress Report (QPR) from October to December 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	-	-	0	-
2	Andhra Pradesh	15	15	15,394	3
3	Telangana	-	-	30,788	-
4	Arunachal Pradesh	-	-	0	-
5	Assam	15	160	38,760	8
6	Bihar	11	15	32,919	4
7	Chandigarh	-	-	23,691	-
8	Chhattisgarh	3	-	1,09,500	10
9	Madhya Pradesh	7	-	1,41,044	-
10	Dadra and Nagar Haveli	-	-	0	-
11	Daman & Diu	-	-	0	-
12	Gujarat	14	156	41,853	75
13	J&K	-	-	20,137	-
14	Jharkhand	-	27	71,766	1
15	Karnataka	16	237	0	-
16	Kerala	-	317	28,569	11
17	Lakshadweep	-	-	0	-
18	Maharashtra	24	18	3,26,530	-
19	Goa	-	-	15,014	-
20	Mizoram	-	25	0	-
21	Meghalaya	-	16	10,700	3
22	Tripura	12	-	8,030	8
23	Nagaland	-	-	15,394	-
24	Manipur	-	9	15,394	7
25	Punjab	15	113	2,08,921	125
26	Himanchal Pradesh	4	-	15,394	4
27	Haryana	-	13	13,320	-

28	Delhi	15	-	10,01,710	-
29	Odisha	-	78	1,59,386	5
30	Puducherry	-	41	0	-
31	Rajasthan	30	-	3,71,324	5
32	Tamil Nadu	-	106	21,400	-
33	Uttarakhand	-	-	48,510	-
34	Uttar Pradesh	31	-	3,42,173	4
35	West Bengal	-	18	72,222	2
36	Sikkim	15	-	25,840	-
