

**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'  
January to March, 2022**

**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.
- **16 Vartalaps** were conducted by PIB Ahmedabad and PIB Jaipur.
- **345 Press Releases** were issued on the subject from its various regions.

**Central Bureau of Communication (CBC)**

➤ ***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 **eleven advertisements** during the quarter on the theme of "Hunar Haat and Tender for conducting studies" having a pan-India commitment of Print Media **Rs. 57,01,339/-**.

➤ ***Field Publicity***

- The Regional Outreach Bureaus (ROBs)/ Field Outreach Bureaus (FOBs) of BOC conducted awareness activities through different mediums of Social Media viz. Twitter, Facebook, Instagram, WhatsApp, Webinars and Integrated Communication & Outreach Programmes (ICOPs) on the themes like COVID appropriate behaviour & Vaccination, Azadi ka Amrit Mahotsav, National Youth Week, Jal Shakti Abhiyan, International Women's Day, Swachh Bharat Abhiyan, Beti Bachao Beti Padhao, Ek Bharat Shrestha Bharat, Naya Bharat Sankalp Bharat & Sashakt Bharat, PM Awas Yojana, PM Skill India Yojana, SVEEP, Mission Indradhanush 4.0, Self Employment Schemes for Women and Social Security Schemes etc. in minority 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 | Total No. of ICOPs |
|-----------------------------|------------------------------------------------------|--------------------------------------------------------------|------------------------------|--------------------------|--------------------|
| 8301                        | 29897 (597508)                                       | 118554                                                       | 4459                         | 12                       | 108                |

- Folk Communication Wing of BOC carried out **78 awareness programmes** in minority concentrated areas on the theme Azadi Ka Amrit Mahotsav, Ek Bharat Shreshtha Bharat (EBSB), Covid-19 Appropriate Behaviour, Yoga for Immunity etc. during the period.

### **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 – discussions, talks, short talks, interviews, dialogue, compering, features, talklet, announcements, live coverage, etc.
- Total **2398 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 documentary, live phone-in, magazine, discussion, etc.
- Total **136 programmes** were telecast by DD Kendras during the quarter.

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**Ministry of Information and Broadcasting**  
**Statewise Quarterly Progress Report (QPR) from January to March 2022**

| S. No. | Name of States / Union Territories | Vartalaps organized by PIB | No. of programmes broadcast by AIR | Commitment of Print Media by CBC (in Rs.) | No. of programmes telecast by DD |
|--------|------------------------------------|----------------------------|------------------------------------|-------------------------------------------|----------------------------------|
| 1      | Andaman and Nicobar                | -                          | -                                  | -                                         | -                                |
| 2      | Andhra Pradesh                     | 1                          | 15                                 | -                                         | -                                |
| 3      | Telangana                          | 1                          | -                                  | 21,68,226                                 | -                                |
| 4      | Arunachal Pradesh                  | -                          | -                                  | -                                         | -                                |
| 5      | Assam                              | -                          | 232                                | 6,87,072                                  | 9                                |
| 6      | Bihar                              | -                          | 51                                 | -                                         | 13                               |
| 7      | Chandigarh                         | 2                          | -                                  | 13,71,405                                 | -                                |
| 8      | Chattisgarh                        | -                          | 38                                 | -                                         | -                                |
| 9      | Madhya Pradesh                     | -                          | 93                                 | -                                         | -                                |
| 10     | Dadra and Nagar Haveli             | -                          | -                                  | -                                         | -                                |
| 11     | Daman & Diu                        | -                          | -                                  | -                                         | -                                |
| 12     | Gujarat                            | 2                          | 9                                  | -                                         | 27                               |
| 13     | J&K                                | 3                          | 8                                  | -                                         | -                                |
| 14     | Jharkhand                          | -                          | 65                                 | -                                         | 4                                |
| 15     | Karnataka                          | -                          | 841                                | -                                         | 3                                |
| 16     | Kerala                             | 1                          | 102                                | -                                         | 11                               |
| 17     | Lakshadweep                        | -                          | -                                  | -                                         | -                                |
| 18     | Ladakh                             | -                          | -                                  | -                                         | 2                                |
| 19     | Maharashtra                        | -                          | 151                                | -                                         | 2                                |
| 20     | Goa                                | -                          | -                                  | -                                         | -                                |
| 21     | Mizoram                            | -                          | 24                                 | -                                         | -                                |
| 22     | Meghalaya                          | -                          | 19                                 | -                                         | 19                               |
| 23     | Tripura                            | -                          | 6                                  | -                                         | -                                |
| 24     | Nagaland                           | -                          | -                                  | -                                         | 15                               |
| 25     | Manipur                            | -                          | -                                  | -                                         | -                                |
| 26     | Punjab                             | 1                          | 5                                  | -                                         | 16                               |
| 27     | Himanchal Pradesh                  | 2                          | 22                                 | -                                         | -                                |
| 28     | Haryana                            | -                          | -                                  | -                                         | 3                                |

|    |               |   |     |           |    |
|----|---------------|---|-----|-----------|----|
| 29 | Delhi         | - | -   | 63,488    | -  |
| 30 | Odisha        | 1 | 86  | -         | -  |
| 31 | Puducherry    | - | 20  | 14,11,148 | -  |
| 32 | Rajasthan     | 1 | 28  | -         | -  |
| 33 | Tamil Nadu    | 1 | 418 | -         | -  |
| 34 | Uttarakhand   | - | -   | -         | -  |
| 35 | Uttar Pradesh | - | 66  | -         | 12 |
| 36 | West Bengal   | - | 34  | -         | -  |
| 37 | Sikkim        | - | 65  | -         | -  |

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