

**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'
July - September, 2021**

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.
- 1 Vartalap has been conducted in Kaiserganj, Baharaich District, Uttar Pradesh.
- 467 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 one advertisement during the quarter on the theme of "Engagement of Young Professionals, Consultants Grade – II and Consultants for specific works in the Ministry" having a commitment of Print Media Rs. 1,21,926/- in Delhi region.

➤ ***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, Telephonic Calls, SMS and Webinars on the themes like Covid Appropriate Behaviour & Vaccination, Azadi ka Amrit Mahotsav – Unsung heroes of Indian Freedom movement, Tokyo Olympics, Digital India, PMFBY, National Nutrition Month, Fit India, Jal Shakti Abhiyan, Swachh Bharat Mission and Ek Bharat Shrestha Bharat 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
10539	99381(1052886)	35176	5460	75

- ROB Bengaluru, Chennai, Hyderabad, Jaipur and Kolkata conducted awareness on COVID-19 through Mobile Video Van also in various places under their jurisdiction. FOBs/ ROBs mounted various Posters on COVID appropriate behavior and Vaccination in different prominent places under their jurisdiction.

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 – talk, talklets, discussions, interviews, live phone-in programmes, compering, announcements, PSA, etc.
- Total 1348 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, documentary, interview-based, live phone-in, studio-based, magazine, success story, positive story, travelogue, etc.
- Total 110 programmes were telecast by DD Kendras during the quarter.

Ministry of Information and Broadcasting
Statewise Quarterly Progress Report (QPR) from July to September 2021

S. No.	Name of States / Union Territories	Press Releases issued by PIB	No. of programmes broadcast by AIR	No. of Integrated Communication & Outreach Programmes (ICOPs) by BOC	No. of programmes telecast by DD
1	Andaman and Nicobar	-	59	-	-
2	Andhra Pradesh	27	95	-	2
3	Telangana	28	-	6	2
4	Arunachal Pradesh	-	-	-	-
5	Assam	28	54	-	-
6	Bihar	25	11	5	7
7	Chandigarh	27	-	2	-
8	Chhattisgarh	4	19	-	13
9	Madhya Pradesh	5	30	-	-
10	Dadra and Nagar Haveli	-	-	-	-
11	Daman & Diu	-	-	-	-
12	Gujarat	24	-	4	-
13	J&K	-	10	4	-
14	Jharkhand	-	11	-	2
15	Karnataka	28	193	9	2
16	Kerala	-	14	-	6
17	Lakshadweep	-	-	-	-
18	Ladakh	-	11	-	-
19	Maharashtra	49	61	5	-
20	Goa	-	-	-	-
21	Mizoram	-	26	-	-
22	Meghalaya	-	47	1	3
23	Tripura	25	16	-	8
24	Nagaland	-	2	-	-
25	Manipur	-	-	-	12
26	Punjab	9	11	-	-

27	Himanchal Pradesh	12	-	-	19
28	Haryana	-	-	-	4
29	Delhi	28	-	-	-
30	Odisha	-	30	-	3
31	Puducherry	-	-	-	-
32	Rajasthan	54	186	1	6
33	Tamil Nadu	28	81	-	-
34	Uttarakhand	-	-	-	8
35	Uttar Pradesh	38	317	9	6
36	West Bengal	-	5	2	5
37	Sikkim	28	59	-	2
