

**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 to December, 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.
- **2 Vartalaps** were conducted by PIB Ahmedabad and PIB Jaipur.
- **553 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 **six advertisements** during the quarter on the theme of "Hunar Haat" and 'Scholarship for Minority Students' having a pan-India commitment of Print Media **Rs. 12,45,870/-**.

➤ ***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 – Unsung heroes of Indian Freedom movement, Gandhi Jayanti, Swachh Bharat Abhiyan, National Unity Day, Constitution Day, National Youth Day, Jal Shakti Abhiyan, PM Awas Yojana, PM National Security Scheme 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	Total No. of ICOPs
17769	75357 (1113177)	36094	7034	18	82

- Folk Communication Wing of BOC carried out various awareness programmes in minority concentrated areas. ROB Ahmedabad carried out **6 programmes** on the theme Azadi Ka Amrit Mahotsav & Clean India etc. and ROB Bhopal carried out **1 programme** on the theme Janjatiye Gaurav Diwas.

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, short talk, discussions, interviews, features, live phone-in programmes, compering, announcements, snippets, spots, jingles etc.
- Total **1265 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 studio based live discussion, documentary, interview-based, live phone-in, presentation, discussion, travelogue, etc.
- Total **186 programmes** were telecast by DD Kendras during the quarter.

Ministry of Information and Broadcasting
Statewise Quarterly Progress Report (QPR) from October to December 2021

S. No.	Name of States / Union Territories	Press Releases issued by PIB	No. of programmes broadcast by AIR	Commitment of Print Media by BOC (in Rs.)	No. of programmes telecast by DD
1	Andaman and Nicobar	-	-	-	-
2	Andhra Pradesh	56	7	-	-
3	Telangana	58	-	-	-
4	Arunachal Pradesh	-	-	-	-
5	Assam	-	11	-	8
6	Bihar	47	46	-	13
7	Chandigarh	-	-	-	-
8	Chattisgarh	5	35	-	-
9	Madhya Pradesh	5	149	-	-
10	Dadra and Nagar Haveli	-	-	-	-
11	Daman & Diu	-	-	-	-
12	Gujarat	44	12	4,76,431	26
13	J&K	48	11	-	-
14	Jharkhand	-	54	-	4
15	Karnataka	32	182	-	-
16	Kerala	-	58	-	15
17	Lakshadweep	-	-	-	-
18	Ladakh	-	17	-	-
19	Maharashtra	32	140	-	7
20	Goa	-	-	-	-
21	Mizoram	-	24	-	-
22	Meghalaya	-	12	-	-
23	Tripura	32	13	-	-
24	Nagaland	-	-	-	24
25	Manipur	-	-	-	9
26	Punjab	25	5	-	-
27	Himanchal Pradesh	18	-	-	7
28	Haryana	-	-	-	4

29	Delhi	48	-	31,15,376	-
30	Odisha	-	72	-	6
31	Puducherry	-	23	-	26
32	Rajasthan	26	14	-	-
33	Tamil Nadu	29	190	-	2
34	Uttarakhand	-	-	-	-
35	Uttar Pradesh	-	107	23,08,042	27
36	West Bengal	-	23	-	8
37	Sikkim	48	60	-	-
