

**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 2019 – September 2019**

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.
- 23 vartalaaps were conducted and 43 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.
- BOC released 7 advertisements in several Newspapers during the Quarter.
- Newspaper advertisements were released on the subjects "Scholarship 2019-20", "Hunar Haat", "Crafts aur Cuisine Ka Sangam – Hunar Hat" and "Hunar Haat – Event at Prayagraj".

➤ ***Outdoor Publicity Campaign***

- Outdoor Publicity campaign were carried out through "Hunar Haat" in Jaipur on 21-08-2019 with a committed expenditure of Rs. 11,99,989/-.
- BOC had not carried out any campaign/ publicity on the subject in Digital Cinema, Private FM and TV for the quarter.

➤ ***Field Publicity***

- The Field Outreach Bureaus (FOBs) of BOC 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 campaigns was on Swachh Bharat Mission, Beti Bachao Beti Padhao, Water Conservation/ Jal Shakti Abhiyaan, World Population Day, Kargil Vijay Diwas, P.M. Jan Aushadi Yojna, Quit India Movement, Independence Day Celebration, 150th Birth Anniversary of Mahatma Gandhi, 550th Birth Anniversary of Guru Nanak Dev Ji, 100 Days of Union Government 2.0 and Swachhta

Hi Sewa – Plastic Waste Management Campaign, among other flagship schemes of the Government.

- The Bureaus utilized various formats such as Special Outreach Programmes (SOPs), Group Discussions, film shows organized in local languages, Photo Exhibitions mounted, etc. in the activities employed with the target audience.
- The Bureaus organized around 664 activities including film shows, group discussion, photo exhibitions, etc on the schemes of the Government.
- The Bureaus covered 155 villages and sensitized over 66 thousand people (approx.) through their publicity programmes in several minority concentrated villages across the country during the quarter.

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, discussions, interviews, etc.
- Thrust of the programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.
- Total 104 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 discussion, live Phone-In, interview, live panel discussion, etc.

Ministry of Information and Broadcasting
Statewise Quarterly Progress Report (QPR) from July to September 2019

S. No.	Name of States / Union Territories	No. of field activities by BOC (FOBs)	Vartalaaps 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	-	-	-	23,265	-
2	Andhra Pradesh	8	1	6	1,96,851	-
3	Telangana		1	-	3,47,689	-
4	Arunachal Pradesh	28	-	-	25,896	-
5	Assam	12	-	-	1,54,377	-
6	Bihar	-	-	10	6,42,988	13
7	Chandigarh	-	2	-	36,688	-
8	Chattisgarh	66	2	12	1,31,174	-
9	Madhya Pradesh	40	2	-	4,23,752	-
10	Dadra and Nagar Haveli	-	-	-	50,469	-
11	Daman & Diu	-	-	-	18,346	-
12	Gujarat	-	-	-	4,31,759	28
13	J&K	-	-	8	1,28,961	-
14	Jharkhand	14	1	-	2,88,447	-
15	Karnataka	215	-	-	2,78,864	-
16	Kerala	144	-	4	6,31,615	11
17	Lakshadweep		-	-	0	-
18	Maharashtra	-	1	14	7,21,219	4
19	Goa		-	-	17,768	-
20	Mizoram	94	1	-	68,989	-
21	Meghalaya		-	-	25,896	-
22	Tripura		1	-	51,403	-
23	Nagaland	-	1	-	15,394	-
24	Manipur		1	-	15,394	-
25	Punjab	-	2	5	1,27,482	17
26	Himanchal Pradesh		2	-	32,129	4

27	Haryana		-	-	31,394	6
28	Delhi		-	-	8,86,445	3
29	Odisha	-	-	5	1,88,705	3
30	Puducherry	-	-	-	25,896	-
31	Rajasthan	-	1	-	9,55,775	9
32	Tamil Nadu	14	2	25	2,13,308	-
33	Uttarakhand	9	1	-	1,98,803	-
34	Uttar Pradesh	3	1	12	19,17,891	2
35	West Bengal	17	-	3	1,82,620	4
36	Sikkim		-	-	21,014	-