

**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 - March 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.
- 10 vartalaaps were conducted and 240 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 themes of "Hunar Haat" and "Nominations of Awards of excellence in management of WAQF institutions during the year 2019".

➤ ***Outdoor Publicity Campaign***

- BOC released 3 advertisements on the themes of "Hunar Haat" during the quarter with a committed expenditure of Rs. 49,03,111 in Delhi, Rs. 11,99,989 in Rajasthan and Rs. 70,800 in Uttar Pradesh.

➤ ***Field Publicity***

- The Field Outreach Bureaus (FOBs) of BOC conducted 16 Integrated Communication and Outreach Programmes (ICOPs) and 99 routine outreach programmes during the quarter on flagship schemes of the Government in minorities' concentrated areas across the country.
- The themes of the Outreach Programmes were Swachh Bharat Mission, Swachhta Hi Sewa – Plastic Waste Management Campaign, Fit India, Beti Bachao Beti Padhao, Water Conservation/ Jal Shakti Abhiyaan, P.M. Jan Aushadi Yojna, Poshan Abhiyaan, Mission Indradhanush, 150th Birth Anniversary of Mahatma Gandhi, Ek Bharat Shrestha Bharat, Ek Lakshya Sabka Saath Sabka Vikas and awareness on Novel Corona Virus (COVID-19).

- The Bureaus utilized various formats such as Group Discussions, Question-answer sessions, public meetings, Quiz contest and film shows organized in local languages etc. in the activities organized with active participation of the target beneficiaries.
- The Bureaus organized around 487 activities on the schemes of the Government.
- The Bureaus covered 117 villages and sensitized over 88 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, compering etc.
- Thrust of the programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.
- Total 264 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.
- Total 269 programmes were telecast by DD Kendras during the quarter.

Ministry of Information and Broadcasting
Statewise Quarterly Progress Report (QPR) from January to March 2020

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	-	-	-	88,768	-
2	Andhra Pradesh	47	-	6	3,39,806	4
3	Telangana		2	-	14,46,810	6
4	Arunachal Pradesh	-	-	-	1,20,167	-
5	Assam	-	-	27	3,81,444	10
6	Bihar	-	1	-	16,14,848	3
7	Chandigarh	-	-	-	1,79,773	-
8	Chattisgarh	20	-	6	6,44,954	4
9	Madhya Pradesh	33	-	-	18,93,936	96
10	Dadra and Nagar Haveli	-	-	-	2,23,621	-
11	Daman & Diu	-	-	-	1,28,434	-
12	Gujarat	9	-	-	13,72,006	42
13	J&K	-	-	5	6,34,044	-
14	Jharkhand	-	-	5	12,18,455	2
15	Karnataka	191	-	-	7,81,911	2
16	Kerala	63	1	4	11,85,385	9
17	Lakshadweep		-	-	0	-
18	Maharashtra	-	1	73	46,34,818	-
19	Goa		-	-	28,369	2
20	Mizoram	75	-	33	1,82,857	-
21	Meghalaya		-	-	1,25,135	6
22	Tripura		-	-	2,49,891	-
23	Nagaland	-	-	-	1,06,063	22
24	Manipur		-	6	1,20,956	8
25	Punjab	-	-	4	3,20,952	18
26	Himanchal Pradesh		-	-	2,22,236	4

27	Haryana		-	-	1,10,260	3
28	Delhi		-	-	84,59,527	-
29	Odisha	-	-	4	7,70,508	3
30	Puducherry	-	-	-	1,39,340	7
31	Rajasthan	-	-	-	14,19,331	-
32	Tamil Nadu	13	-	7	5,03,853	-
33	Uttarakhand	-	1	-	7,16,137	-
34	Uttar Pradesh	26	2	27	51,79,349	14
35	West Bengal	10	2	4	9,31,980	4
36	Sikkim		-	53	1,52,029	-
