

**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'
'Implementation of Sachar Committee Recommendations'
April 2018 – June 2018**

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.
- 125 Press releases were issued on the subject from its various regions.

Bureau of Outreach and Communication (BOC)

➤ ***Directorate of Field Publicity (DFP)***

- The field publicity units of DFP 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 campaign was on the flagship schemes of the Government i.e. 'Swachh Bharat Mission', 'Pradhan Mantri Ujjwala Yojana (PMUY)', 'Pradhan Mantri MUDRA Yojana (PMMY)', 'Pradhan Mantri Sahaj Bijli Har Ghar Yojana–"Saubhagya", 'Skill India Mission' and 'Gramoday se Bharat Uday', 'Beti Bachao, Beti Padhao' and International Day of Yoga were also highlighted. Screenings of PM's Mann Ki Baat (MKB) and focused Group Discussions on issues raised in MKB were also organized.
- The Directorate utilized various formats such as quiz/debate, group discussion and cultural programmes in local languages in the activities employed with the target audience.
- The Directorate organized around 533 activities including film shows, group discussion, photo exhibitions, etc on the schemes of the Government.
- The Directorate sensitized over 48 thousand people (approx.) through their publicity programmes in several minority concentrated villages across the country during the quarter.

➤ ***Song & Drama Division***

- Song and Drama Division has presented various programmes in the interior and rural areas through the live media such as - Drama, folk, puppetry, etc.
- These programmes are presented in local languages and dialects to effectively communicate the messages on the key features of the PM's New 15 Point Programme for the Welfare of Minorities and the report of Sachchar Committee.

- The Division had presented 195 publicity programmes during the quarter.

➤ ***Directorate of Advertising & Visual Publicity (DAVP)***

- The Directorate 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.
- DAVP released - advertisements in several Newspapers during the Quarter.
- Newspaper advertisements were released on the subjects “Ustad”, “EOI”, “Recruitment”, “PMJVK”, “Awards” and “Seekho aur Kamao.”
- DAVP had not carried out any campaign/ publicity on the subject in Digital Cinema, Outdoor Media, Private FM and TV for 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, compering, discussions, interviews, talks, spots, talklets, dialogue, live phone in programmes, etc.
- Thrust of the programmes remained on enhancing awareness about various components of the 15 Point Programmes and Sachchar Committee Report.
- Total 348 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 include Discussions, Studio based, Interview, Live Discussion, Phone In, TV Report, success stories, etc.

Ministry of Information and Broadcasting
Statewise Quarterly Progress Report (QPR) from April 2018 - June 2018

S. No.	Name of States / Union Territories	No. of activities by BOC (DFP)	Press Releases by PIB	No. of programmes broadcast by AIR	No. of programmes by BOC (S&DD)	Commitment (in Rs.) on Print Media by BOC (DAVP)	No. of programmes telecast by DD
1	Andaman and Nicobar	-	-	-	-	52,116	-
2	Andhra Pradesh	3	6	9	-	9,23,102	-
3	Telangana		1	-	-	15,28,234	9
4	Arunachal Pradesh	133	-	-	-	15,356	-
5	Assam	0	-	-	24	4,81,754	-
6	Bihar	6	6	8	14	14,65,855	-
7	Chandigarh	-	7	-	0	4,51,304	-
8	Chattisgarh	18	-	-	-	8,66,700	-
9	Madhya Pradesh	3	28	-	-	17,25,291	4
10	Dadra and Nagar Haveli	-	-	-	-	43,205	-
11	Daman & Diu	-	-	-	-	4,889	-
12	Gujarat	0	5	278	-	22,26,950	28
13	J&K	0	7	-	-	8,54,108	9
14	Jharkhand	0	-	-	15	7,04,942	-
15	Karnataka	0	6	1	0	12,34,699	-
16	Kerala	0	-	-	-	16,49,357	-
17	Lakshadweep		-	-	-	0	-
18	Maharashtra	40	3	24	-	44,30,641	-
19	Goa		-	-	-	1,22,862	6
20	Mizoram	261	3	-	-	1,23,727	-
21	Meghalaya		-	-	-	60,133	-
22	Tripura		-	10	-	1,65,927	10
23	Nagaland	0	-	-	-	1,20,236	-
24	Manipur		-	-	-	1,03,905	-
25	Punjab	-	-	-	-	7,65,910	5
26	Himanchal Pradesh		1	-	-	1,43,482	-
27	Haryana		-	-	-	4,11,805	-
28	Delhi		7	-	142	34,58,558	-
29	Odisha	10	-	-	-	11,31,695	5

30	Puducherry	-	-	6	-	82,717	1
31	Rajasthan	0	-	-	0	23,84,870	-
32	Tamil Nadu	-	9	6	-	18,14,084	-
33	Uttarakhand	0	14	-	-	1,07,147	-
34	Uttar Pradesh	0	15	6	-	38,03,165	16
35	West Bengal	20	-	-	-	11,87,376	-
36	Sikkim		7	-	-	89,294	-
