

**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 2019 – June 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.
- 134 Press releases were issued on the subject from its various regions.

Bureau of Outreach and Communication (BOC)

➤ ***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.
- BOC had not carried out any campaign/ publicity on the subject in Print, Audio Visual and Outdoor Publicity campaign for the quarter.

➤ ***Field Outreach Bureaus (FOBs)***

- The field outreach units 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 the themes Systematic Voters' Education and Electoral Participation (SVEEP) to educate citizens, electors and voters about the electoral process in order to increase their awareness and participation in the electoral processes, Swachh Bharat Mission and 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 522 activities including film shows, group discussion, photo exhibitions, etc on the schemes of the Government.
- The Bureaus covered 144 villages and sensitized over 48 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 256 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 April - June 2019

S. No.	Name of States / Union Territories	No. of activities by BOC (FOBs)	Press Releases issued by PIB	No. of programmes broadcast by AIR	No. of programmes telecast by DD
1	Andaman and Nicobar	-	-	-	-
2	Andhra Pradesh	-	7	-	-
3	Telangana		7	-	8
4	Arunachal Pradesh	30	-	3	-
5	Assam	7	6	-	-
6	Bihar	-	1	2	5
7	Chandigarh	-	-	-	18
8	Chattisgarh	-	6	20	-
9	Madhya Pradesh	3	-	-	-
10	Dadra and Nagar Haveli	-	-	-	-
11	Daman & Diu	-	-	-	-
12	Gujarat	-	6	195	-
13	J&K	-	-	-	-
14	Jharkhand	31	-	2	3
15	Karnataka	223	9	3	1
16	Kerala	57	-	4	10
17	Lakshadweep		-	-	-
18	Maharashtra	-	16	5	-
19	Goa		-	-	2
20	Mizoram	125	7	-	-
21	Meghalaya		-	-	2
22	Tripura		5	5	-
23	Nagaland	-	-	-	6
24	Manipur		-	-	-
25	Punjab	-	12	6	-
26	Himanchal Pradesh		10	4	-

27	Haryana		-	-	-
28	Delhi		6	-	1
29	Odisha	-	-	2	-
30	Puducherry	-	-	-	-
31	Rajasthan	-	-	-	-
32	Tamil Nadu	5	7	-	-
33	Uttarakhand	-	-	-	-
34	Uttar Pradesh	41	7	5	1
35	West Bengal	-	16	-	-
36	Sikkim		6	-	-
