

**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- June 2013**

Press Information Bureau (PIB)

- PIB has been regularly releasing releases/ features on various themes associated with Minority Welfare under PM's 15 Point Prog. and Sachar Committee Recommendations.
- 142 Press releases, 9 Features were released in Hindi, Urdu and other regional languages.

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.
- The Directorate issued two display advertisement on the PM's New 15 Point Programme for the Welfare of Minorities during the quarter April – June 2013.

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 enhancing awareness about various components of the programme viz. equitable share in economic activities, employment, improving the living standards, scholarships, improving skills, technical training for upliftment of minorities besides initiatives taken in pursuance of the Sachchar Committee Report pertaining to education, skill development and access to credit, etc.
- The Directorate utilized various formats such as Film shows, Group discussions, public meetings, oral Communications programmes, etc.
- The Directorate organised 694 film shows, conducted 120 special programmes, organised 1171 group discussions, mounted 669 photo exhibitions and collected 377 feedback stories.

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 1278 publicity programmes during the quarter ending June 2013.

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 Magazine, Feature, News Clipping, Interviews, etc.
- The programmes on the aforesaid subjects were presented in Odia, Kannada, Telugu, Marathi and Hindi languages.

All India Radio

- All AIR Stations gave wide publicity to the subject by mounting suitable programmes on 'minority welfares'.
- Various formats were used which included - Talk shows, Dialogue, O.B. programme, Family Serial, Compering, Discussions, Interviews, Slogans, Spots, Jingles, etc.
- Thrust of the activities was on enhancing awareness about various components of the programmes.
- Total 795 programmes with total 4763 minutes duration were broadcast by AIR Stations, during the quarter ending June 2013.
