

ATN of the activities undertaken by Media Units of I&B publicizing various issues of the 'implementation of Sachar Committee Recommendations during July 2012 - Sept. 2012

Press Information Bureau (PIB)

- PIB has been regularly releasing releases/ features on various themes associated with implementation of Sachar Committee Recommendations.
- **56 Press releases, 11 Features were released in Hindi, Urdu and other regional languages.**
- **Public Information Campaigns (PICs) were also held during July-Sept. 2012 wherein publicity material related to the subject were distributed.**

Song & Drama Division

- **Song and Drama Division has been presenting 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 associated with implementation of Sachar Committee Recommendations.

Directorate of Field Publicity (DFP)

- The field publicity units of **DFP have been organizing various publicity programmes on the theme** associated with implementation of Sachar Committee Recommendations.
- **Film shows, oral Communications programmes, workshops, photo exhibitions** etc. tools were utilized to disseminate information on the subject.
- Thrust of the activities was on enhancing awareness about various components of the programmes.
- The Field Publicity Units also actively participates in the **Public Information Campaigns on Bharat Nirman that includes the theme of minority welfare.**

Doordarshan

- Various **DD Kendras all over the country regularly telecast programmes** on the subject of implementation of Sachar Committee Recommendations.
- The formats of **programmes include Interviews, talk shows, Phone-in programme', special audience programme, OB's, documentaries, field based programmes, informative programmes, news and news based programmes, etc.**
- **DD News and Regional News Units also carried news on subject.**

All India Radio

- All AIR Stations have been **giving wide publicity to the subject by mounting suitable programmes** on minority welfares, and implementation of Sachar Committee Recommendations using various formats such as -**Talk shows, discussions, interviews, slogans, spots, jingles, etc.**