

**ATN of the activities undertaken by Media Units of I&B publicizing various issues of the 'Prime Minister's 15 Point Programme for the Welfare of the Minorities' during July 2012 - Sept. 2012**

**Press Information Bureau (PIB)**

- PIB has been regularly releasing releases/ features on various themes associated with Minority Welfare covering issues such as –
  - **Merit-cum-Means Scholarship Scheme.**
  - **Pre-matric and Post-matric Scholarship Scheme.**
  - **Initiatives taken in pursuance of the Sachchar Committee Recommendations.**
  - **Training programmes regarding Computer education, skills for relevant job opportunities.**
  - **Monitoring of development scheme for minority community students.**
  - **Financial assistance to NGO's status of minorities and funds for upliftment of Minorities in the country.**
- **281 Press releases, 11 Features were released in Hindi, Urdu and other regional languages.**
- **7 Public Information Campaigns (PICs) were held during July-Sept. 2012 in the states of Punjab, Tripura, Himachal Pradesh, Andhra Pradesh, J&K, Gujarat, Assam.**

**Doordarshan**

- Various **DD Kendras all over the country regularly telecast programmes** on the Prime Minister's New 15 Point Programme for the Welfare of Minorities through various formats.
- 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 using various formats such as –
- **Talk shows, discussions, interviews, slogans, spots, jingles, etc.**
- **The Directorate presented 955 programmes of 9862 minutes duration during July - Sept. 2012 quarter.**

**Directorate of Field Publicity (DFP)**

- The field publicity units of **DFP have been organizing various publicity programmes on the theme of PM's New 15 Point Programme** for the Welfare of Minorities in different parts of the country such as –
- **Film shows, oral Communications programmes, workshops, photo exhibitions etc.**

- Thrust of the activities was on enhancing awareness about various components of the programmes viz. equitable share in economic activities and employment, improving the living standards, scholarships, improving the skills, technical training for upliftment of minorities etc.
- The Field Publicity Units also actively participates in the **Public Information Campaigns on Bharat Nirman that includes the theme of minority welfare.**
- The Directorate presented **741 film shows, 109 special programme, 791 photo exhibitions, 1096 Group Discussions and 291 feedback stories on the subject.**
- **More than 4 lakh audience was sensitized** through the publicity programmes across the country.

#### Directorate of Advertising & Visual Publicity (DAVP)

- The Directorate has been **releasing advertisements on all India basis on the subject** concerning minority welfare highlighting various Govt schemes, funds, scholarships etc. available for them.
- It released a **two display advertisements on 'Empowering the minority women'** on 15<sup>th</sup> Aug. 2012 for an amount of Rs.53,49,457/- and one display advt. on birth anniversary of Mother Teresa for an amount of Rs.52,21,412/- on behalf of M/o Minority Affairs.
- **As part of Bharat Nirman campaign launched by the Directorate, advts. Were issued on welfare of minorities and the expenditure incurred on print media was Rs.1.56 crore and on electronic media was Rs.4.14 crore on behalf of M/o Minority Affairs.**

#### 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 of the PM's New 15 Point Programme for the Welfare of Minorities.
- The Division had presented **1981 publicity programmes during the quarter ending Sept. 2012.**

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