

Action Taken Note on the implementation of Sachchar Committee recommendations

Ministry and its concerned Media Units viz. PIB, DFP, DAVP, S&DD and DD and AIR have already been undertaking publicity on the subject of PM's 15 Point Programme for the Welfare of Minorities and implementation of Sachchar Committee recommendations in their publicity programmes.

Ministry has requested the Media Units to highlight the achievements made by different ministries on the said subject. They have also been requested to include the publicity platform of regional/ local language through local papers in this regard.

Action Taken by the concerned Media Units on the issue are as follows:

Press Information Bureau (PIB)

- The Press Information Bureau (PIB) has issued press releases and features/ backgrounders on the subject of PM's 15 Point Programme for the Welfare of Minorities and implementation of Sachchar Committee recommendations.
- The releases, features, etc. have also been uploaded in the PIB website.
- During 2011-12, a total of 65 press releases and 4 features/ backgrounders were issued from the PIB Headquarters alone. During 2012- 13 a total of 33 press releases and 3 feature/ backgrounders have been issued during April - June 2012 quarter.

Directorate of Advertising and Visual Publicity (DAVP)

- As per the M/o Minority Affairs request a Media Plan has been prepared by Directorate of Advertising and Visual Publicity (DAVP) is placed at Annexure-I, the same has also been forwarded to Minority Affairs for their approval and necessary action.

Doordarshan (DD)

- Doordarshan (DD) through its various formats of programmes such as interview, phone-in, magazine, news capsule, statements, informative programme, documentary etc. presents the issues concerning PM's 15 Point Programme for the Welfare of Minorities and implementation of Sachchar Committee recommendations. These programmes were presented in various languages, details of which is at Annexure- II.

Song & Drama Division (S&DD)

- Song & Drama Division (S&DD) had launched special interactive campaign in Delhi on the welfare of minorities during Feb. 2012 under which it presented 69 programmes on the subject. The Division has presented a total number of 4491 programmes during the year 2011- 12.

Directorate of Field Publicity (DFP)

- Directorate of Field Publicity (DFP) through its field publicity units disseminates information on the PM's 15 Point Programme for the Welfare of Minorities and implementation of Sachchar Committee recommendations on regular basis.
- The thrust areas of these activities include various components such as equitable share in economic activities and employment, improving the living standard, improving the skills, technical training for up-liftment of minorities, etc.
- The Division utilizes various platforms for information dissemination which include- group discussion, question-hour session, interpersonal communication in the form of group discussion, public meeting, film shows etc.
- The Division presented 2955 film shows, 685 special programmes, 520 public opinion gathering, 5755 group discussions, 2815 photo exhibitions and 82 success stories during the year 2011- 12.

Media plan for Ministry of Minority Affairs for 2012-13

Background : The Ministry of Minority Affairs contemplates launching of an intensive media campaign including outdoor publicity, advertisements, etc. through DAVP among the minority communities about the schemes and the programmes of the Ministry. The media plan would include the special advertisements published on Republic Day, Independence Day, Gandhi Jayanti, Quami Ekta Diwas, etc. The Ministry has desired that there should be some additional innovative proposals for mass campaign in minority concentration districts (90 in numbers). A tentative amount of ₹ 7 crore has been proposed for such campaigns during the financial year 2012-13.

Principles of the action plan :

- (i) There would be regular and sustained campaign through out the year informing the targeted audience.
- (ii) The campaign would be on all India basis but focus should be on minority concentrated areas.
- (iii) There would be emphasis on using Hindi, Urdu and vernacular languages by the minority communities.
- (iv) The campaign would include publicity through newspapers ads, outdoor publicity, printed publicity, audio spots, exhibition vans, digital cinema & websites.
- (v) There would be an appropriate inclusion of new media services launched by DAVP recently like website advertisements, digital cinema, etc.
- (vi) AIR and Doordarshan will not be included in the plan as the Ministry is earmarking separate budget for these units.
- (vii) Designing of creatives may be undertaken through DAVP by the empanelled producers/print agencies.
- (viii) Besides the customary ads on the specific days(4-5 numbers), the emphasis would be on publicity of schemes and programmes catering to the welfare of minorities.

Proposed Activities and Outlays :

- (a) Print Advertisements : It is proposed to focus on the minority concentrated districts and metros for the issue of advertisements. Urdu papers will be pre-dominantly included in the media plans. The magazines /periodicals will be given due weightage in the plan. Half page advertisements on various specified days may be issued costing ₹ 50 lakh each. Quarter page advertisement concerning the 15 Point Programme, various welfare schemes and scholarships may be issued on a fortnightly basis costing ₹ 10 lakh each. The total expenditure on print ad would be:-

$$5 \times 50 = 2.50 \text{ crore}$$

$$15 \times 10 = \underline{1.50 \text{ crore}}$$

$$\text{Total} = \underline{4.00 \text{ crore}}$$

- (b) Exhibition Vans : Exhibition Vans propagating the messages of the Ministry of Minority Affairs may be engaged for the minority districts. The Vans will be hired at a cost to be explored through tender processes. Approximate cost for hiring for such a van per month would be ₹ 3 lakh. It is proposed that such a campaign may be launched initially in 10 to 15 districts. Total cost will be around ₹ 40 lakh.
- (c) Outdoor Publicity : It is proposed that messages may be propagated through wall paintings, bus back panels and hoardings. The total plan would cost around ₹ 60 lakh.
- (d) Print Publicity : Posters, folders and booklets may be printed and dispatched to the targeted audience. The cost would be around ₹ 50 lakh.
- (e) Advertisements through Private FM Channels : The medium of Private FM Channels is a very cost effective and popular medium and this can also be used for reaching illiterate and poor people in the regions. It is proposed that an amount of ₹ 1 crore may be utilized for production and broadcast of these audio spots. The broadcast may be done in four phases, which would cost about ₹ 25 lakh each. The radio channels mostly running from minority concentrated areas and metros may be included in the list.

- (f) Digital Cinema : The video spots of the Ministry may be telecast during the screening of the films in cinema halls the minority dominated districts in a digital manner. These could be done in four phases which each cost ₹ 10 lakh each. Total expenditure will be ₹ 40 lakh.
- (g) Websites Advertisement : Advertisements through popular websites is a new addition in the DAVP's list of publicity vehicles. ₹ 10 lakh may be earmarked for the publicity of various schemes and plans through this medium.

Summary :

S.No.	Media	Unit Cost	Total Cost
1.	Print Advertisements	Half page - ₹ 50 lakh Quarter page - ₹ 10 lakh	₹ 4 crore
2.	Exhibition Vans	₹ 3 lakh per month per van	₹ 40 lakh
3.	Outdoor Publicity	Different rates for wall paintings, bus back panels, hoardings	₹ 60 lakh
4.	Print Publicity	Different cost for printing of posters, booklets, folders	₹ 50 lakh
5.	Private FM Channels	₹ 25 lakh per phase of broadcast	₹ 1 crore
6.	Digital Cinema	₹ 10 lakh per phase	₹ 40 lakh
7.	Websites		₹ 10 lakh
Grand Total			₹ 7 crore



**Format for Action Taken Report on Flagship Programmes
(Separately for each of the 10 Flagship Programmes)**

Name of the Flagship Programme:- 7. Minority Welfare

Name of the Kendra	Title of the Programme	Date / Time of Telecast	Prog. Format	Duration (In mts)	Language	Producer	Tentative Cost
Bangalore	Minority Welfare	8-4-2012 at 18:30 hrs	Interview	15	Kannada	R.Venkatesha Babu	Nil
Bangalore	Minority Welfare	26-4-2012 at 8:30 am	Phone- In	15	Kannada	Jayachandra	Nil
Santiniketan	Minority Welfare	27-4-2012 at 4:00 pm	Interview	10	Hindi	J.G.Datta	Nil
No of Programmes	3		Total	40			

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Name of the Kendra	Title of the Programme	Date / Time of Telecast	Prog. Format	Duration (In mts)	Language	Producer	Tentative Cost
Bhawanipatna	Women Empowerment	29-3-2012 at 5:02 pm	Magazine	10	Oriya	B.K.Dash	11,000/-
Mumbai	News Section	5-3-2012 at 9:30 pm	News Capsule	2	Marathi	News Section	1,500/-
Mumbai	Gramin Bharat	12-3-2012 at 6:05 am	Eng Statement	5	Marathi	Pramod Chopade	10,000/-
Mumbai	Marathi News	25-3-2012 at 8:30 am	News Capsule	2	Marathi	News Section	1,500/-
Santiniketan	Minority Welfare	30-3-2012 at 4:00 pm	Interview	8	Benfali	J.G.Datta	1,600/-
No of Programmes	5		Total	27			

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Name of the Kendra	Title of the Programme	Date / Time of Telecast	Prog. Format	Duration (In mts)	Language	Producer	Tentative Cost
Ahmedabad	Minority Welfare	8-2-2012 at 4:30 pm	Interview	27	Hindi	Anisha Chorwad	Nil
Bhawanipatna	Minority Welfare	16-2-2012 at 5:02 pm	Magazine	10	Oriya	B.K.Dash	11,500/-
Gulbarga	Minority Welfare	17-2-2012 at 6:30 pm	Magazine	10	Hindi	M.B.Patil	Nil
Mumbai	Marathi News	4-2-2012 at 8:30 am	News Capsule	2	Marathi	News Section	1,500/-
Mumbai	Idd Milanadun Nabi	5-2-2012 at 10:00 am	Inforamtive Programme	26	Marathi	Ravi Deep	4,500/-
Mumbai	Marathi News	9-2-2012 at 5:00 pm	News Capsule	2	Marathi	News Section	1,500/-
Mumbai	Marathi News	20-2-2012 at 8:30 am	News Capsule	2	Marathi	News Section	1,500/-
Raipur	Minority Welfare	14-2-2012 at 7:16 pm	Interview	11	Hindi	B.K.Shrivastava	800/-
No of Programmes	8		Total	90			

**Format for Action Taken Report on Flagship Programmes
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Name of the Flagship Programme:- 7. Minority Welfare

Name of the Kendra	Title of the Programme	Date / Time of Telecast	Prog. Format	Duration (In mts)	Language	Producer	Tentative Cost
Bangalore	Minority Welfare	8-1-2012 at 11:00 am	Magazine	10	Kannada	C.N.Rama Chandra	Nil
Bangalore	Minority Welfare	21-1-2012 at 3:30 pm	Mazagine	30	Kannada	Abdul Majeed	Nil
Bangalore	Minority Welfare	28-1-2012 at 3:30 pm	Mazagine	30	Kannada	Abdul Majeed	Nil
Mumbai	Marathi News	2-1-2012 at 2:30 pm	News Capsule	2	Marathi	News Section	1,500/-
Mumbai	Marathi News	14-1-2012 at 9:30 pm	News Capsule	2	Marathi	News Section	1,500/-
Mumbai	Marathi News	16-1-2012 at 8:30 am	News Capsule	2	Marathi	News Section	1,500/-
Mumbai	Marathi News	23-1-2012 at 8:30 am	News Capsule	2	Marathi	News Section	1,500/-
Raipur	Minority Welfare	10-1-2012 at 7:16 pm	Documentry	11	Hindi	B.K.Shrivastava	800/-
Thiruvananthapuram	Minority Welfare	16-1-2012 at 11:30 am	Documentry	7	Malayalam	R.Rajendran Pillan	Nil
Thiruvananthapuram	Minority Welfare	17-1-2012 at 12:30 pm	Documentry	7	Malayalam	R.Rajendran Pillan	Nil
Thiruvananthapuram	Minority Welfare	18-1-2012 at 7:00 am	Documentry	7	Malayalam	P.J.Radhakrishnan	Nil
No of Programmes	11		Total	110			