

## **Monthly Highlight Report for December, 2014**

### **1. Theme:**

‘Swachh Bharat Mission’, ‘Pradhan Mantri Jan Dhan Yojana’ and ‘Beti Bachao Beti Padhao’ are the themes for DFP’s awareness activities across the country for the month of December, 2014.

### **2. Activities:-**

A total of 173 Special Outreach Programmes (SOP) were organized during the month. Field Units of DFP conducted a total of 12,038 awareness activities, out of which 4,684 activities were organized under SOP. Of these, 893 were in Border areas, out of which 306 were conducted under SOP, 1,034 in LWE affected areas (380 under SOP), 1,556 in Minorities populated areas (681 under SOP) and 8,555 activities in other areas (3,317 under SOP).



*Special Outreach Programme on Beti Bachao Beti Padhao, Swachh Bharat Abhiyan and PM Jan Dhan Yojana at Ajmer, Rajasthan (left) and at Sitamarhi, Bihar(right)*

### **3. Outreach:-**

Over 11.18 Lakh people were sensitized in 1957 villages through these publicity programmes across the country on the entitlements under various programmes of the Government.

Of these, 3.37 Lakh people were sensitized in 586 villages under SOP related awareness activities.

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