

DEPARTMENT OF INFORMATION AND PUBLIC RELATION

ANNUAL PLAN 2009-2010

INTRODUCTION

The Information and Public Relation Department has the responsibility of carrying the Govt's message to the public and to keep the Govt as well as the public informed regarding the work being done by the Govt. The Information and Public Relation Department works as a bridge between the public and the Govt following a two way communication process in order to create a positive environment in the implementation of the ongoing developmental process. It follows educative and proactive approach of communication to reach the masses to receive their active involvement and co-operation in development and welfare activities of the Govt. and in the democratic process of governance as well.

In this information age, it has become imperative to inform the people and disseminate information so as to provide information and make the process of governance transparent.

Information and Public Relation sector needs to act in a pro-active way to meet the communicative needs of the changing times.

2. STATE PLAN SCHEMES

Continuing Scheme

2.1 Production of films and display by Electronic channel

The main thrust of the Department is to convey the Govt. policies and programme through electronic media. Developmental efforts and achievement will reach the targeted people through powerful medium of electronic media.

2.2 Rajya Suchana Bhavan/District Suchana Kendra

The construction of a Suchana Bhavan at the State Headquarter is in stage of completion. As per Home Deptt. directions the design of Sookhana Bhawan has been modified. Building Construction Deptt. is preparing revised proposal as per the guidelines of the Home Deptt. It is supposed to be completed during the financial year 2009-10.

Besides this, construction of new Suchana Bhavan is going on in the district headquarter of Sahebganj, Pakur, Khunti, Chatra and Latehar.

2.3 Purchase of Motor Vehicles

Purchase of 2 publicity van is under required.

2.4 Purchase of T.V. sets, Mike and Computer

2.5 Flag, Hoardings, Pamphlets, Postures and Brochures for publication

To convey messages the various mediums of field publicity like Flaxboard, Hoarding, Publication is required.

2.6 Establishment of Jharkhand Institute of Mass Communication

Proposal for establishment of an Institute of mass communication was proposed last year to educate the youth in various disciplines of mass media by new courses of Mass Communication. The department has requested the Indian Institute of Mass Communication, New Delhi to prepare DPR for its infrastructural development and course curriculum.

2.7 Geet Natya and Exhibition

New Scheme

2.8 Display Advertisement

For publication of Govt. policies/information messages of VVIPs, important days like Gandhi Jayanti, Independence Day, Republic Day, Important festival like Dusehra, Id, Shrawani Mela etc will be included in this scheme.

3. TRIBAL SUB PLAN

A sum of **Rs. 1560.00** lakhs has been earmarked for Tribal Sub Plan out of total proposed outlay of **Rs. 2000.00** lakhs during Annual Plan 2009-10.

4. OUTLAY PROPOSED FOR VARIOUS SCHEMES

Information & Publicity

Sl. No.	Type of Scheme	Annual Plan (2009-10) (Rs. in lakh)			
		Proposed Outlay	Flow to TSP	Flow to SCSP	Flow to OSP
A.	State Plan Schemes				
	Continuing Scheme				
1	Production of films and display of Electronic channel	500.00	500.00		0.00
2	Rajya Suchana Bhawan	535.00	450.00		85.00
3	District Suchana Kendra				
4	Purchase of Motor Vehicles	15.00	15.00		0.00
5	Purchase of T.V. Sets, Mike and Computer	150.00	100.00		50.00

6	Flag, Holdings, Pamphlets and Postures for publication	200.00	125.00		75.00
7	Establishment of Jharkhand Institute of Mass Communication	10.00	10.00		0.00
8	Geet Natya & Exhibition	90.00	60.00		30.00

B.	New Scheme				
9	Display Advertisement	500.00	300.00		200.00
	Grand Total	2000.00	1560.00		440.00

5. SUMMARY

Sl. No.	Type of Scheme	Annual Plan (2009-10)			
		(Rs. in lakh)			
		Proposed Outlay	Flow to TSP	Flow to SCSP	Flow to OSP
A.	Earmarked	--	--	--	--
B.	State Share (CSS/CS)	--	--	--	--
C.	State Plan Schemes				
	i. Continuing Schemes /	1500.00	1260.00		240.00
	New Schemes	500.00	300.00		200.00
D.	EAP (if any)	--	--	--	--
E.	Other	--	--	--	--
	Grand Total	2000.00	1560.00		440.00