

# INFORMATION AND PUBLIC RELATION

## ANNUAL PLAN – 2010 - 2011

### INTRODUCTION

Media in India is growing exponentially. Changes taking place in different media platforms have projected the Indian Media and Entertainment Industry as one of the fastest growing sectors of the economy. Apart from being a medium of communication, it is also an agent of change. The challenge we all face today is to take relevant information to the doorsteps of the people. Needless to emphasize here that Jharkhand has a substantial share in the phenomenal growth of media and other information systems taking place at the national level.

The responsibility given to the Department of Information & Public Relations Department, Govt. of Jharkhand is extremely complex. Jharkhand, like the country as a whole, is a diverse society wherein on the one hand we are subjected to information overload which requires mature handling while on the other hand some segments face dearth of information relevant to their daily requirements. It is the right of each citizen to be provided quality information on issues concerning them. Hence, the role of Department of Information & Public Relations Department is that of a change agent in catalyzing growth and development by providing accurate and timely information to the people.

### 2. STATE PLAN SCHEMES

#### Continuing Scheme

#### 2.1 Fairs, Exhibitions and Conducted Tours for Journalists

For organizing fairs and exhibitions aimed at publicising Govt. programmes and policies as well as for conducting intra-State and extra-State domestic tours for journalists.

#### 2.2 Purchase of New Motor Vehicles

Purchase of three publicity vans one each for Giridih, Pakur and Ramgarh is required.

#### 2.3 Construction & Renovation of Rajya Suchana Bhawan/District Suchana Bhawans

Under this on-going scheme construction of Suchana Bhawans have been initiated in the current financial year at such District Headquarters as Sahebganj, Pakur, Khunti, Chatra and Latehar. In the financial year 2010-11 this scheme will be extended to some new district headquarters. For completion of the ongoing construction work as well as for building Suchana Bhawans at new sites are proposed during the FY. 2010-11.

#### 2.4 Purchase of T.V. Sets, Mikes & Computers etc.

The Government had started a scheme to provide TV Sets in Panchayat Bhawans and Community Halls as well as some select Government school buildings. This

scheme is proposed to be continued in the coming financial year as well. Apart from TV sets, public address systems, LCDs and computer sets are also procured under this scheme.

- 2.5 Construction & Publication of Flexes, Hoardings, Pamphlets, Posters and Brochures**  
For dissemination of messages through the various mediums of field publicity like Flexes, Hoardings, Pamphlets, Posters, Brochures etc.
- 2.6 Song & Drama**  
For publicity by the means of songs and drama.
- 2.7 Establishment of Jharkhand Institute of Mass Communication**  
It is proposed to be made as financial assistance to the Ranchi University in order to facilitate establishment of an Institute of Mass Communication at Ranchi.
- 2.8 Display Advertisements**  
For publication of display advertisements to generate awareness among the masses about the policies/programmes of the Government. Out of this amount 10% at least will be earmarked for local/tribal languages.
- 2.9 Production of Films and Display through Electronic Channels**  
Under this scheme the Department publicises Government policies and programmes through films and electronic channels. Information about developmental efforts and achievements no doubt effectively reaches the targeted people through these powerful mediums.

### **New Scheme**

- 2.10 Establishment of Secretariat Library**  
Decision has been taken at a meeting presided by Chief Secretary to open Secretariat Library in the Suchana Bhawan, Ranchi. For procurement and maintenance of library titles and accessories are proposed during the FY. 2010-11.
- 2.11 Seminars, Symposia, Workshops for Departmental Officials**  
For keeping them updated on the latest technological advances and for upgrading their competence the department proposes regular capacity building interventions for the officials of the Department in tandem with the reputed institutions and with the help of eminent figures in the field.
- 2.12 Scholarship for Mass Communications**  
In order to financially sustain the students of Jharkhand pursuing studies in reputed mass communication centres in the country it is proposed, under this scheme, to subsidize their tuition fees by up to 50% and 25% for ST/SC and

General students respectively. This assistance will be confined only to the students studying in the Indian Institute of Mass Communications, New Delhi and Dhengkanal, Mass Communications Institute, Jamia Milia, Delhi, Film & Television Institute, Pune, Satyajit Ray Film Institute, Kolkata and National School of Drama, Delhi.

**2.13 Research and Evaluation Scheme**

To address the long-felt need for an effective mechanism to evaluate and assess the impact of various departmental schemes it is now proposed to initiate a new scheme of research and evaluation from the ensuing financial year onwards.

**2.14 Establishment of Press Club**

The Government of Jharkhand has allotted a piece of land for the construction of Press Club at Ranchi.

**2.15 Community Radio Programme**

The Government of India has of late started granting licence to community radio centers. It is proposed to avail of this facility and to establish as many community radio centers in this State as feasible so as the masses living in the remote area benefit from localized radio programmes.

**2.16 Award Scheme for Development Stories**

It is proposed to encourage constructive journalism by awarding select journalists who have published stories regarding development at district and State levels.

**2.17 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. 1005.50** lakhs has been earmarked for Tribal Sub Plan out of total proposed outlay of **Rs. 1500.00** lakhs during Annual Plan 2010-11.

**4. OUTLAY PROPOSED FOR VARIOUS SCHEMES**

**Information & Public Relation**

| Sl. No. | Type of Scheme     | Annual Plan 2010-11<br>(Rs. in lakh) |             |              |             |
|---------|--------------------|--------------------------------------|-------------|--------------|-------------|
|         |                    | Proposed Outlay                      | Flow to TSP | Flow to SCSP | Flow to OSP |
| A.      | State Plan Schemes |                                      |             |              |             |

| <b>Continuing Scheme</b> |   |                |                |             |               |
|--------------------------|---|----------------|----------------|-------------|---------------|
| 1                        | Fairs, Exhibitions and Conducted Tours for Journalists                            | 80.00          | 50.00          | 0.00        | 30.00         |
| 2                        | Purchase of New Motor Vehicles  | 20.00          | 8.00           | 0.00        | 12.00         |
| 3                        | Construction & Renovation of Rajya Suchana Bhawan/District Suchana Bhawans        | 300.00         | 200.00         | 0.00        | 100.00        |
| 4                        | Purchase of T.V. Sets, Mikes & Computers etc                                      | 25.00          | 15.00          | 0.00        | 10.00         |
| 5                        | Construction & Publication of Flexes, Hoardings, Pamphlets, Posters and Brochures | 200.00         | 125.00         | 0.00        | 75.00         |
| 6                        | Song & Drama  | 100.00         | 50.00          | 0.00        | 50.00         |
| 7                        | Establishment of Jharkhand Institute of Mass Communication                        | 25.00          | 25.00          | 0.00        | 0.00          |
| 8                        | Display Advertisements  | 300.00         | 200.00         | 0.00        | 100.00        |
| 9                        | Production of Films and Display through Electronic Channels                       | 300.00         | 200.00         | 0.00        | 100.00        |
| <b>New Scheme</b>        |   |                |                |             |               |
| 10                       | Establishment of Secretariat Library  | 25.00          | 25.00          | 0.00        | 0.00          |
| 11                       | Seminars, Symposia, Workshops for Departmental Officials                          | 25.00          | 25.00          | 0.00        | 0.00          |
| 12                       | Scholarship for Mass Communications   | 25.00          | 25.00          | 0.00        | 0.00          |
| 13                       | Research and Evaluation Scheme  | 15.00          | 15.00          | 0.00        | 0.00          |
| 14                       | Establishment of Press Club   | 25.00          | 25.00          | 0.00        | 0.00          |
| 15                       | Community Radio Programme   | 25.00          | 10.00          | 0.00        | 15.00         |
| 16                       | Award Scheme for Development Stories  | 10.00          | 7.50           | 0.00        | 2.50          |
| <b>Grand Total</b>       |   | <b>1500.00</b> | <b>1005.50</b> | <b>0.00</b> | <b>494.50</b> |

#### SUMMARY ( PRD )

| Sl. No. | Type of Scheme       | Annual Plan 2010-11<br>(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 / | 1350.00        | 873.00         | 0.00        | 477.00        |
|    | ii. New Schemes         | 150.00         | 132.50         | 0.00        | 17.50         |
| D. | EAP ( if any)           | --             | --             | --          | --            |
| E. | Other                   | --             | --             | --          | --            |
|    | <b>Grand Total</b>      | <b>1500.00</b> | <b>1005.50</b> | <b>0.00</b> | <b>494.50</b> |