

# DEPARTMENT OF INFORMATION & PUBLIC RELATIONS, ASSAM

## SUSTAINABLE DEVELOPMENT GOALS

### TARGET

- (i) **Target 12.8** : By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.
- (ii) **Target 16.10**: Ensure public access to information and protect fundamental freedom, in accordance with national legislation and international agreements

### ASSAM VISION RELATING TO DEPARTMENT

- (i) Ensuring proper dissemination of Government information among the mass through Outreach Programme in coordination with various Departments.
- (ii) Creating an environment for sustainable development by associating people of every section of life with the use of IT tools and other means.

There is a need to increase public sensitivity to environment and development problems and involve the public in seeking solutions to these problems. Also it is important to foster a sense of personal environmental responsibility and greater motivation and commitment towards sustainable development. This can be achieved by encouraging public participation in such discussions.

A well-designed outreach programme in coordination with various departments will prove effective in this context.

With new Government schemes expanding the reach of Information and Communication Technology (ICT) in the country, under the flagship programme Digital India, it has become easier to digitalize all important information and put it on the ICT platform for easy access to all through the Internet. Moreover, with implementation of the RTI Act, 2005 the public have easy access to any specific information they want from the public authorities.

Awareness in this field will be created by working closely with the Information Technology Department of the Government of Assam and the State Information Commission if required.

## **OBJECTIVE**

Channelization of scattered Government publicity activities through a single window of IPRD for effective dissemination.

### **Issues, Policy and Institutional Changes to facilitate service delivery**

#### **MAJOR ISSUES IN THE DEPARTMENT:**

The Department of Information and Public Relations functions with the vision to ensure smooth and uninterrupted flow of information regarding Government policies, programmes and schemes to the citizens including media, promote regular feedback to the Government about people's perception and establish communication links between Government and people using IEC tools.

The Department has aimed at making itself a Nodal Agency in the truest sense of the term for dissemination of information and other messages to the target audience and make it more goal-oriented by 2030. To achieve this there is a need to review the present modus operandi of the Department and analyse its prospective scope for improvisation in its entire arena of functioning.

In the present scenario, the news, information and messages reach the target audience, i.e. the general public through the media (such as Print, Electronic, and Digital etc.) from this Department along with different Departments/ offices etc. For this scattered source, information does not reach the target audience smoothly and timely. Further the Department does not get the information etc. handy for further verification, compilation and retrieval as and when the need arises.

Presently, the Government Advertisements are issued by this Department as Nodal Agency and in some cases some Government Departments/ Offices/ Agencies also directly issue advertisements. During making payments against the publication of advertisements issued directly by other Departments sometimes the rate of advertisements varies as they are paid as per Government approved rate and also in commercial rate.

While making payments of the advertisement bills issued by this Department, mostly the payment is made directly by this Department; and in some cases the bills are forwarded for making necessary payment to those Departments which had requested for issue of the particular advertisements. In the latter case, it is often found that these Departments do not have the necessary fund to make payments to the media houses on time. Thereafter, being the issuing authority, this Department has to face pressure from these media houses to clear their payments.

Besides this Department, other publicity measures such as putting up of hoardings, billboards kiosks etc. are undertaken by various Departments following approved rates of concerned Departments, hence the rates vary and content repeats.

Hence, a comprehensive policy is deemed essential for attaining the goal of making the Department a Nodal Agency for properly disseminating all news, information, messages, advertisements; undertaking smooth and effective publicity activity etc. in the State by 2030.

## **POLICY AND INSTITUTIONAL CHANGES TO FACILITATE SERVICE DELIVERY:**

The policy framework to better achieve outcomes will be continuously scrutinised to see if there are policy or regulatory constraints affecting better service delivery.

To achieve the goal of making the Department a Nodal Agency for properly disseminating all news, information, messages, advertisements; undertaking smooth and effective publicity activity etc. by 2030, the Department will act upon formulation of a suitable Policy along with necessary amendment of “The Advertisement Policy of Govt. Of Assam, 2008 with Amendment on May-2010” will be initiated and implemented soon considering all its necessity in conformity with the Advertisement Policy of the Central Government and other advanced States.

## **STRATEGY FOR IMPROVING EFFICIENCY AND QUALITY OF PUBLIC SERVICE DELIVERY:**

- The strategy will strongly focus on fostering innovation in order to bring efficiency and improvements in service delivery.
- Efficiency in the delivery of services will be improved with development of effective monitoring and onsite support besides technological innovations.
- Efficiency strengthening by imparting proper and regular training to the manpower to coup up with the new technology.
- Efficiency in the delivery of services will be improved with up-gradation of departmental infrastructure.
- Policies to encourage innovation in the delivery of services will be adopted besides encouraging partnership with the private sector.
- Efficiency in service delivery will be upgraded with filling up of existing vacancy of officers in the field offices and Headquarters.
- Outsourcing of technical experts.
- Necessary steps will be taken for amendment of Service Rule as well as delegation of financial power to the field offices.
- The Department will further strive to improve coordination with other Government Departments for effective publicity works. The necessary organizational reform plan will be drawn up for this purpose.

## Three years of Action Plan 2017-18 to 2019-20

### Department : Information and Public Relations

**SDG Goal- Goal No 12.8.** By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyle in harmony with nature.

**Goal No.16.10.** Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.

To achieve the Goals, the following three years action plan by means of Multi Media Campaign will be taken up from 2017-18 to 2019-20.

Period 2017-2018 to 2019-2020		
Goal Nos.	Target for 3 years (2017-2020)	Outcome
<p><b>Goal No 12.8.</b></p> <p>By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyle in harmony with nature.</p>	<p><b>The target Group of the State will be covered by means of Outreach Programme during the period 2017-20. The programme will start during 2017-18 and will continue up-to 2019-2020 in all the Districts except BTAD and Hill areas:-</b></p> <ul style="list-style-type: none"> <li>(i) <b>Through Print Media</b> - Issue of Advertisement and Advertorial in Newspapers, Magazines and Souvenirs etc.</li> <li>(ii) <b>Through Electronic Media:-</b> Production, Telecast and broadcasting of quickie, documentaries, Docu- features and short animated films in TV Channels and jingles and audio-spots in Radio.</li> <li>(iii) <b>Through Online and Social Media:-</b>Use of social media like Facebook, Whatsapp, You Tube, Tweeter, Mobile SMS, and auto phone-in.</li> <li>(iv) <b>Brand Ambassador:-</b>Engagement of a person of repute as the Brand Ambassador of SDG.</li> </ul>	<p>The targeted groups of the State will be covered.</p>
<p><b>Goal No.16.10.</b></p> <p>Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.</p>	<p style="text-align: center;"><b>Target for 2017-2018</b></p> <p><b>During 2017-18, the following initiative will be undertaken to cover the target groups of 6 Districts of the State :</b></p> <ul style="list-style-type: none"> <li>(i) <b>Through Outdoor Campaign:</b> Display of advertisement through installation of Kiosk at DC and SDO (C ) office, Installation of LED Display Board at District and Sub-Divisional Headquarters and putting up of Hoarding at important places.</li> <li>(ii) <b>Through Branding and use of Utility Bills:</b> Vehicle Branding, Event Branding and use of Utility Bills, Movie Tickets and Bus Tickets</li> <li>(iii) <b>Through Cultural Media :</b>Street Play and Use of Mobile Theatre and Cinema Hall</li> <li>(iv) <b>Through Promotional Activities:</b> Workshop and Seminar in Educational Institutions</li> <li>(v) <b>Through Competitions among students:</b> Art, Debate, Essay and Extempore Speech Competition in Educational Institutions</li> <li>(vi) <b>Through Signature and Selfie Campaigns:</b> Signature and Selfie Campaigns based on SDG Goals</li> <li>(vii) <b>Through Bike and Cycle Rally:</b> Bike and Cycle Rally in Revenue Circles with Banners</li> <li>(viii) <b>Through Gaon Sabha:</b> Discussion about SDG goals in Gaon Sabhas.</li> </ul>	<p>The target groups of 6 Districts of Assam will be Covered.</p>

### Three years of Action Plan 2017-18 to 2019-20 (Contd.)

Period 2017-18 to 2019-2020		
Goal Nos.	Target for 2018-2019	Outcome
<p><b>Goal No 12.8.</b></p> <p>By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyle in harmony with nature.</p> <p><b>Goal No.16.10.</b></p> <p>Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.</p>	<p><b>During 2018-2019, the following initiative will be undertaken to cover the target groups of <u>10 Districts</u> of the State :</b></p> <ul style="list-style-type: none"> <li>(i) <b>Through Outdoor Campaign:</b> Display of advertisement through installation of Kiosk at DC office, Installation of LED Display Board at District Headquarters and putting up of Hoarding at important places.</li> <li>(ii) <b>Through Branding and use of Utility Bills:</b> Vehicle Branding, Event Branding and use of Utility Bills, Movie Tickets and Bus Tickets</li> <li>(iii) <b>Through Cultural Media :</b>Street Play and Use of Mobile Theatre and Cinema Hall</li> <li>(iv) <b>Through Promotional Activities:</b> Workshop and Seminar in Educational Institutions</li> <li>(v) <b>Through Competitions among students:</b> Art, Debate, Essay and Extempore Speech Competition in Educational Institutions</li> <li>(vi) <b>Through Signature and Selfie Campaigns:</b> Signature and Selfie Campaigns based on SDG Goals</li> <li>(vii) <b>Through Bike and Cycle Rally:</b> Bike and Cycle Rally in Revenue Circles with Banners.</li> <li>(viii) <b>Through Gaon Sabha:</b> Discussion about SDG goals in Gaon Sabhas.</li> </ul>	<p>The target groups of <b>10</b> Districts of Assam will be Covered</p>
	<p><b>Target for 2019-2020</b></p> <p><b>During 2019-2020, the following initiative will be undertaken to cover the target groups of <u>10 Districts</u> of the State :</b></p> <ul style="list-style-type: none"> <li>(i) <b>Through Outdoor Campaign:</b> Display of advertisement through installation of Kiosk at DC offices, Installation of LED Display Board at District Headquarters and putting up of Hoarding at important places.</li> <li>(ii) <b>Through Branding and use of Utility Bills:</b> Vehicle Branding, Event Branding and use of Utility Bills, Movie Tickets and Bus Tickets</li> <li>(iii) <b>Through Cultural Media :</b>Street Play and Use of Mobile Theatre and Cinema Hall</li> <li>(iv) <b>Through Promotional Activities:</b> Workshop and Seminar in Educational Institutions</li> <li>(v) <b>Through Competitions among students:</b> Art, Debate, Essay and Extempore Speech Competition in Educational Institutions</li> <li>(vi) <b>Through Signature and Selfie Campaigns:</b> Signature and Selfie Campaigns based on SDG Goals</li> <li>(vii) <b>Through Bike and Cycle Rally:</b> Bike and Cycle Rally in Revenue Circles with Banners.</li> <li>(viii) <b>Through Gaon Sabha:</b> Discussion about SDG goals in Gaon Sabhas.</li> </ul>	

## 7 Year Strategic Plan (State Development Agenda) 2017-18 to 2023-24

### Department : Information and Public Relations

**SDG Goal- Goal No 12.8.** By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyle in harmony with nature.

**Goal No.16.10.** Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.

Sl.	Subject	Strategy	Action Plan
1	Through Print Media	To attract the target group Advertisements and advertorials containing messages on the aims, objectives, activities and goals of the Sustainable Development will be issued through News Papers, Magazines, souvenirs etc.	<ul style="list-style-type: none"> <li>(i) Content and Design of Advertisements / Advertorial will be developed by all other Departments for its own.</li> <li>(ii) IPRD will arrange publication of the same received from concerned Departments in Print Media with its own resources.</li> </ul>
2	Through Electronic Media	The increasing importance of Electronic Media will be fully harnessed by production and telecast of quickie, documentaries, Docu- features and short animated films. Similarly, production and broadcast of jingles and audio-spots through Radio is also proposed.	<ul style="list-style-type: none"> <li>(i) IPRD will produce and broadcast the same through the Electronic Media.</li> <li>(ii) All other Departments will also produce their own materials with its own resources as per the approved rate of IPRD and hand over the same to IPRD for broadcasting through electronic media.</li> <li>(iii) The IPRD will bear the cost of broadcast of the same provided by all other Departments.</li> </ul>
3	Through Out Door Campaign	To motivate the target group through innovative messages, appealing & catchy slogans and characters emphasising on SDG Goals., it is proposed to install Hoarding at public places, Kiosk and display of advertisement through Big size LED Display Board at DCs and SDO (C ) s office.	<ul style="list-style-type: none"> <li>(i) The IPRD will install LED Display Board in all District Headquarters.</li> <li>(ii) The IPRD will install Kiosk in all DC offices.</li> <li>(iii) The IPRD will erect Hoarding in all District and Sub-Divisional Headquarters.</li> <li>(iv) All Departments will provide the content for outdoor campaign to IPRD to be displayed at the LED Display Board, Kiosk and Hoardings.</li> </ul>

## 7 Year Strategic Plan (State Development Agenda) 2017-18 to 2023-24 (Contd.)

Sl.	Subject	Strategy	Action Plan
4	Through Online and Social Media.	As the social media like Facebook, Whatsapp and other social sites has proved to be very popular with the young and net savvy generation, the messages regarding importance of SDG goals and its implications will be utilised to motivate them. Moreover mobile SMS, You Tube, Tweeter and auto phone-in will be used as another source of attracting the new generation.	<ul style="list-style-type: none"> <li>(i) IT Department will be moved for providing necessary technical support in implementing the Plan.</li> <li>(ii) The related content will be collected from all Departments.</li> <li>(iii) The IPRD with the support of IT Department will implement the same.</li> </ul>
5	Through Branding and Utility Bills.	<p>Catchy messages on SDG Goals and its implications will be utilised by panel branding of Buses, Cabs, Auto Rickshaws and Rickshaws.</p> <p>In any mega events organised during different festivals and occasions will be branded by putting up Banners at the stages and putting up Standy in other prime locations of the event.</p> <p>Use of Utility Bills like Electricity Bills, Movie Tickets, Bus Tickets etc, will serve the purpose through space buying.</p>	<ul style="list-style-type: none"> <li>(i) Vehicle Branding will be done with the support of Transport Department.</li> <li>(ii) Venue Branding will be done with the support of all Development Departments and NGOs.</li> <li>(iii) Electricity Bills will be used with the support of APDCL.</li> <li>(iv) Movie Tickets will be used with the support of Tax Department.</li> <li>(v) Bus Tickets will be used with the support of ASTC.</li> </ul>
6	Through Cultural Media.	<p>Cultural Media being a strong medium to disseminate different important messages in which Street Play will play a pivotal role for the occasion by attracting the younger generation.</p> <p>Another source of motivating the targeted group is Mobile Theatre and Cinema Hall for which use of slots is proposed.</p>	<ul style="list-style-type: none"> <li>(i) Based on the themes received from all Departments, the Scripts for Street Play will be prepared and Artistes of the IPRD will take part in the Street Play.</li> <li>(ii) Outsourcing of team of artistes will be done by the IPRD for organising Street play in all the corners of the state.</li> <li>(iii) With the support of Cultural Department, slots of Mobile Theatre will be used for performing the theme based Dance Drama.</li> </ul>

## 7 Year Strategic Plan (State Development Agenda) 2017-18 to 2023-24 (Contd.)

Sl.	Subject	Strategy	Action Plan
7	Promotional activities for social impact in Educational Institution	For targeting the young generation workshop will be organised at Educational Institutions where resource persons will motivate the students on the importance and effective implementation of SDG Goals.  Similarly theme based seminars to be graced by noted Educationist will be organised at premier Educational Institutions including sponsorship programmes.	With the support of Education Department.
8	Competition among Students	To motivate the students mass awareness campaign like organising Art Competition, Debating competitions, Extempore speech competitions and Essay writing Competitions will be organised in Educational Institutions.	With the support of Education Department
9	Signature and Selfie Campaign	To motivate the young generation a signature and <i>selfie</i> campaign will be done in Higher Secondary Schools and Colleges	With the support of Education Department
10	Bike and Cycle Rally	For creating congenial atmosphere to attract the young generation and general mass Bike and Cycle Rally will be organised at all Revenue Circles.	With the support of Revenue Department
11	Through Gaon Sabha	To spread the message, the platform of PRIs will be used at GP/Block level.	With the support of Panchayat & Rural Development Department
12	Engagement of Brand Ambassador	To motivate the young generations as well as general people on the importance of SDG, a person of repute will be branded as the Brand Ambassador.	The IPRD in coordination with the P&D Department.
13	Centralised State Level Outreach Programme	Some centralised State level programme will be taken for implementation of SDG Goals	The IPRD will implement in coordination with all related Department



**Requirement of Budget to implement the Outreach Programme on Sustainable Development Goals  
During 2017-2020**

Rs. in Lakhs

Sl.	Subject of Outreach Programme	Budget Requirement 2017-2018	Budget Requirement 2018-2019	Budget Requirement 2019-2020
1.	Issue of Advertisement and Advertorial in Newspapers, Magazines and Souvenirs etc <b>through Print Media</b> (@ Rs.20,00,000.00 per month)	240.00	240.00	240.00
2	Production, Telecast and broadcasting of quickie, documentaries, short animated films, jingles and audio-spots <b>through Electronic Media.</b>	70.21	70.21	70.21
3	<b>Use of Online and Social Media</b>	3.50	3.50	3.50
4	<b>Engagement of Brand Ambassador</b>	2.50	2.50	2.50
5	<b>Through Outdoor Campaign</b> by (i) Installation of 20 nos. of Hoarding (20ft X 10 ft.) in each District @ Rs.65,200.00 per no. 78.24	78.24	130.40	130.40
	(ii) 4 nos. Of Kiosk (3X2 ft.) in each DC office @ Rs.1,734.00 per no. 42.00	42.00	70.00	70.00
	(iii) 1 LED Display Board in each District. @ Rs.46,50,000.00 per no. 279.00	279.00	465.00	465.00
6	<b>Vehicle, Venue Branding and use of Utility Bills</b> @ Rs.10,00,000.00 per District	60.00	100.00	100.00
7	<b>Use of Cultural Media</b> @ Rs.3,00,000.00 per District	18.00	30.00	30.00
8	<b>Promotional activities in Educational Institution</b> @ Rs.2,00,000.00 per District	12.00	20.00	20.00
9	<b>Competition among Students</b> @ Rs.2,00,000.00 per District	12.00	20.00	20.00
10	<b>Signature and Selfie Campaign</b> @ Rs.1,00,000.00 per District	6.00	12.00	12.00
11	<b>Bike and Cycle Rally</b> @ Rs.1,00,000.00 per District	6.00	12.00	12.00
12	<b>Gaon Sabha</b> @ Rs.2,00,000.00 per District	12.00	20.00	20.00
13	<b>Centralised State Level Outreach Programme</b>	50.00	50.00	50.00
	<b>TOTAL BUDGET REQUIREMENT</b>	<b>891.45</b>	<b>1245.61</b>	<b>1245.6</b>

**Grand Total Budget Requirement to implement the Outreach Programme on Sustainable Development Goals during the financial year 2017-2020 = 891.45 +1245.61+1245.61 = 3382.67 Lakh**

## Resources Framework

### Projected Financial Resources and Fund Requirement during 2017 to 2020 in respective Head of Account to implement continuous Schemes including the Outreach Programme on Sustainable Development Goals

Rs. in Lakhs

	Related Head of Account	2016-17	2017-2018	2018-2019	2019-2020	TOTAL of 2017-2020
Total Budget Requirement during 2017-2020	101 Advertisement & Visual Publicity		40,56.66	46,66.60	50,35.65	137,58.91
	105- Production of Films		125.21	130.71	136.76	392.68
	107- Songs & Drama Services		33.28	46.81	48.49	128.58
	<b>TOTAL</b>		<b>42,15.15</b>	<b>48,44.12</b>	<b>52,20.90</b>	<b>142,80.17</b>
Existing Budget Provision during 2016-17 and Anticipated Budget Provision during 2017-2020	101 Advertisement & Visual Publicity	<b>30,50.00</b>	33,55.00	36,90.50	40,59.55	111,05.05
	105- Production of Films	<b>50.00</b>	55.00	60.50	66.55	182.05
	107- Songs & Drama Services	<b>13.89</b>	15.28	16.81	18.49	50.58
	<b>TOTAL</b>	<b>31,13.89</b>	<b>34,25.28</b>	<b>37,67.81</b>	<b>41,44.59</b>	<b>113,37.68</b>
Resource Gap	101 Advertisement & Visual Publicity		701.66	976.10	976.10	2653.86
	105- Production of Films		70.21	70.21	70.21	210.63
	107- Songs & Drama Services		18.00	30.00	30.00	78.00
	<b>TOTAL</b>		<b>789.87</b>	<b>1076.31</b>	<b>1076.31</b>	<b>2942.49</b>

### How to meet up Resource Gap

The Department will undertake an action plan to eliminate the resource gap to achieve Assam Vision in the State through measures such as -

- Collection of Hiring Charges from Private sector for use of LED Display Board.
- Partnership with Private Sectors.
- Securing additional resources from NEC