



The Joint Director Information,  
Kashmir/Jammu

No: INF/Estt-249 /2018/008-16

Dated: 19-06-2019

Subject: Record note of the meeting convened at media complex,  
Srinagar on 15<sup>th</sup> June 2019 to work out the media plan  
For 'Back to Village Program

Sir,

I am directed to enclose herewith a copy of record note of  
the meeting convened at media complex, Srinagar on 15th June  
2019 to work out the media plan for 'Back to Village Program for  
information and immediate necessary action at your end.

Yours faithfully,

Encl 3 (Enclosures)

(SND Andrabi)

Administrative Officer

Copy for information and similar necessary action:

1. Deputy Director Information (AV), Directorate.
2. Incharge Deputy Director Information (PR), Directorate.
3. Accounts Officer, Directorate.
4. Information Officer, (Electronic), Directorate
5. Incharge Film/Photo section, Directorate.
6. Incharge Distribution Section, Directorate.
7. Incharge website, Directorate

*Woghat'*

**RECORD NOTE OF THE MEETING CONVENED AT MEDIA COMPLEX, SRINAGAR ON 15<sup>TH</sup> JUNE 2019 TO WORK-OUT THE MEDIA PLAN FOR 'BACK TO VILLAGE' PROGRAM**

With Commissioner Secretary to Government, Information & PR, Shri Manoj Kumar Dwivedi, IAS in the chair the following officials/non-officials were present at the meeting:

1. Dy Director (News) Radio Kashmir, Srinagar
2. Dy Director (News) Doordarshan Kendra, Srinagar
3. Representatives of TV18 Urdu, Gulistan TV, 92.7 Big FM, Radio Mirchi, Radio Tadka, Red FM.

After giving an overview of the 'Back to Village' program, the Commissioner Secretary to Government, Information & PR held extensive deliberations with the media representatives to work-out the modalities for a comprehensive Media Plan for 'Back to Village' program.

It was decided that the Media Plan shall have the following components:-

1. Message of the Hon'ble Governor to be telecast & broadcast on TV & Radio in run-up to the formal launch of the 'Back to Village' program from 20<sup>th</sup> June to 27<sup>th</sup> June, 2019
  2. Special panel discussions and interviews with Govt. functionaries about the contours of the program to be telecast/broadcast on TV/Radio before and during the program.
  3. Dedicated and standardized Video Spots/Jingles to be prepared by the Audio-Visual Wing of the Information Department and telecast on TV Channels/Radio Channels from 18<sup>th</sup> June to 27<sup>th</sup> June 2019.
- TV Channels to be asked by the Information Department to spread out their crews in various villages for on-the-spot coverage.

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*19/6*  
*11/5/19*  
*19/6/19*  
*TV Channel*  
*for on the spot*

5. Special Stories to be run on TV/Radio which will include interviews of Panchayat heads and local residents including women & youth.
6. Day one of the programme to be covered on large scale with pictures and videos of officers reaching districts and moving to their allotted Panchayats, interacting with people.
7. Deputy Commissioners to inform/educate the people of their respective districts about the program, its outcomes through local cable TV channels.
8. Deputy Commissioners to identify 15-20 Sarpanch/Panch (Lady Representatives/remote areas to be preferred) in their respective districts and record their response / expectations from Back to Village programme.
9. District Information Officers to be designated Nodal Officers at the district-level to coordinate wide publicity of the program.
10. A universal campaign to be designed for the print media.
11. FM Radio Channels to be roped in for on-ground campaign through skits etc.
12. Brand ambassadors, preferably local youth icons, to be designated for the program in all the three regions of the State.
13. A Nodal Officer to be designated in the Directorate of Information to coordinate all media related activities.
14. Banners / hoardings and local publicity material to be designed jointly by the Rural Development & Information Department for use in each Panchayat.
15. A dedicated WhatsApp Group to be created by the Information Department for 'Back to Village' program with media-persons, administrative secretaries, Divisional Commissioners &

Deputy Commissioners as members of the Group to ensure real-time updates about the program.

16. Hashtag #Back2Village to be created on DIPR Twitter handle for real-time updates.
17. #Back2Village Hashtag to be used for all social media campaign by DCs and other concerned.
18. Department of Information to arrange refreshment for media persons.
19. During and immediately after the programme views/responses of the people to be recorded. Pictures/videos to be shared for wide publicity.
20. A booklet to be published at the end of the program to compile all the happenings during the program for future reference.

The meeting ended with the vote of thanks to the Chair.

*D. S. Bali* 17/06/2019  
Deputy Secretary to Government,  
Information Department.

Dated:- 17/06/2019

NO:- ID/2/en/26/2019

Copy to the:-

1. Special Secretary to Chief Secretary, J&K.
2. Director Information, & PR.
3. Private Secretary to Principal Secretary to government, Planning Development & MD.
4. Private Secretary to Commr./Secretary to Government, Forest, E&E Department.
5. Private Secretary to Secretary to Government, Rural Dev. Department.
6. Private Secretary to Secretary to Government, General Administration Department.
7. Office Copy.