

GOVERNMENT OF ARUNACHAL PRADESH
DIRECTORATE OF INFORMATION & PUBLIC RELATIONS
NAHARLAGUN

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Arunachal Pradesh with its vast geographical area of 83,743 sq km is rough hilly terrain with limited road network and communication in all respects. Dissemination of information on government policies and programs to all sections of people is a challenging task. The media in the state is in a nascent stage. The reach of both print and electronic media is confined to state capital and certain district headquarters.

In order to extend the coverage of media to remote and border areas, it has been felt necessary to draw a holistic publicity plan with the changing scenario through application of modern publicity technologies.

As per the Allocation of Business Rule, the Directorate of Information and Public Relations has been mandated to carry out the following works:

- All matters relating to general publicity, policy and program of the State Government.
- Film production/ field publicity.
- Production of documentary films and photo services.
- Publication of Arunachal Review, periodicals and other all publicity materials etc.
- Exhibitions.
- Press Releases and feedback services.
- Issue of Government Advertisements and implementation of State Advertisements policy guidelines.
- Maintenance of Community Listening Sets and Community viewing (TV) sets.
- Opening of Information Centre.
- Media liaison with AIR/Doordarshan and other publicity agencies.

1. CENTRALISED FUNDING

As per the State Information and Publicity Policy-1999, the Directorate of Information and Public Relations is the nodal agency to regulate and issue government advertisement for widest publicity coverage.

Centralized funding will streamline scattered release of advertisement by various departments and judicious use of funds.

2. FILM PRODUCTION

Arunachal Pradesh is one of the most bio-diverse and culturally rich states in India and yet it is one of the most unknown regions to the people outside the state. It offers some of the best and virgin locations for shooting of films in the country and a lot of film makers are attracted to the region as a potential backdrop to their films. The department proposes to create a platform to showcase the rich cultural heritage of the state through cinema by providing financial assistance to talented local filmmakers. A humble initiative towards promotion of film making has been undertaken by organizing film festival as an annual event since 2013. Film making could be a viable employment opportunity to local educated youth.

Another plan of the department in this field is encouraging local film-makers and artists by organizing events related to films made locally.

3. UPGRADATION & STRENGTHENING OF PUBLICITY TOOLS

a) PROJECTION UNITS

During the NEFA days, Projection Units with an objective of promoting national integration was established in district and remote circle headquarters to disseminate widespread awareness on government plans and policies.

With the advancement in technologies, the utility of Projection Units have drastically been reduced. Keeping in view of requirement in the changed scenario, the department plans to re-organize and upgrade the existing 43 Projection Units with latest tools and trained manpower.

b) COMMUNITY VIEWING

To disseminate information to the masses in the remote areas, to keep abreast of current development affairs and happenings to the people at the grass-root level, the department proposes to install community viewing sets through DTH platform to all remote habitations that does not have facilities of television network.

c) Mobile Exhibition and LED Publicity Van

Because of the limited road network and vastness of its geographical area, the reach of print media is restricted to only the state capital and certain district headquarters. The vast majority of the people living in remote areas and villages do not have access to information.

Mobile exhibition and LED publicity vans are one of the most effective publicity tools to disseminate information of government policies and programs in remote area. Providing Mobile Exhibition and LED Publicity Van equipped with camera and projector in all Administrative Hqrs. would create awareness among the people on initiatives and programmes of the government and enable the people to become participants in development activities.

d) Town and Community Broadcasting

Town and Community Broadcasting System is an effective publicity tools to disseminate information especially of urgent nature and effectively assist local administration in maintaining law and order and at the time of natural disaster.

e) Line-Up Display System

The department proposes to install Line-Up Display System at all important locations of state capital, district hqrs, independent administrative hqrs as it is one of the most effective and advanced tools to disseminate information on government policies and programs and important developmental programmes.

f) Integrated Mass Media Campaign

The department proposes to organize Integrated Mass Media Campaign in collaboration with AIR / Doordarshan and other media agencies by involving line departments as a regular annual calendar of publicity for important flagship programs of the Central and State Government. The campaign can be planned for organizing at remote and rural areas where the mass media outreach is limited.

4. Website and Social Media

The Department currently maintains a Website which is in a static mode. The Department also plans to develop one website for its publications such as The Arunachal Review magazine and The Arunachal Information, a weekly newspaper. Plans are afoot to create and develop two websites in dynamic mode so that readers can easily access the publications. Besides this Social Media like Twitter, Facebook, Google+, Whatsapp etc. are most effective tools for dissemination of information. The department proposes to make use of social media for publicity of Government policies and programs.

5 . Documentation

Arunachal Pradesh is one of the most culturally diverse states. The rich tradition and culture of the state have yet to be documented. With the advent of modernity and absence of written documents the rich tradition and culture of the people are undergoing major transition. The department plans to have digital and printed documentation of all customs and festivals of the people to preserve and promote it for posterity. The documented customs and festivals of the people will be telecast and broadcast over televisions and radio.

6. Information Centers

The Department proposes to set up Information Centers in all district headquarters and the capital besides certain cities such as New Delhi, Kolkata and other metropolitan cities. Information centre is an important platform for showcasing the state and also most effective in establishing effective communication with people on various activities and programmes of the government.

All publicity materials including government publications such as magazines and newspapers, souvenirs and pamphlets etc will be made available in the centers to be set up in strategic locations. News and other important information related to government achievements and programmes will also be made available online to all.

7. Digitalization and Creation of Photo & Video Archive

The department has a vast collection of important and rare archival photo and video collections since NEFA days. The original negatives and the footage in 16mm celluloid format are now on the verge of destruction.

Extreme humid atmospheric condition and lack of scientific storage facility are causing harm to the original negatives, prints and 16 mm. celluloid films. Proper steps have to be taken now to preserve the entire photographic history of Arunachal Pradesh which otherwise will be destroyed forever.

The digitalization will help preserve all the available negatives and the prints in purely scientific manner, to create a data base of the photographs in high resolution format, to make the documents available to the future generation of Arunachal Pradesh, server based database which will incorporate all the photographs and video footage till date and selected section will be made available in the web.

8. Creation of Digital Studio

The department has produced in-house documentary films on different subjects which are also a documentation of different developmental activities which take place in the state. With the coming up of Department of Mass Communication in Rajiv Gandhi University requirement of the State of Art studio in the state is greatly felt. The large number of Mass Communication students are undergoing internship as a part of curriculum in the directorate and the setting up of State-of-Art Studio will not only help enhance their professional skills in the state but also create pool of skilled manpower in the profession.

9. Skill development and up-gradation of existing publicity tools

In view of the fast-changing scenario in the information fields and the need for catching up with the latest techniques and means of information dissemination, the department plans to revamp the existing Recruitment Rules of both officers and technical staff and train them in their respective fields of services. This will help in developing their skills and enhance their capacity building and will enable them to discharge their services by adopting the latest information tools.

10. Creation of manpower and office

In order to promote the state and to disseminate widespread information both at regional and national level, the department plans to create following posts:

Chief Press Relations Officer in R.C.Office, New Delhi	1
PRO to Governor	1
PRO to be attached with following major departments to deal with respective publicity matters :	
Police Department	1
Agriculture/ horticulture	1
Health	1
Education	1
Social Justice, Empowerment and Tribal Affairs, Social Welfare	1

(C.M.LONGPHONG)
Director,