

Calendar a Vital Tool to Disseminate Information : Manish Tewari

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INVC, Delhi, The Government of India's Wall Calendar for 2014 was released today by the Minister for Information & Broadcasting, Shri Manish Tewari. Secretary (I&B) Shri Bimal Julka, Shri Pankaj Pachauri, Communications Advisor to the Prime Minister and other senior officials were also present on the occasion. The theme of the calendar is based on "Bharat Nirman and other flagship schemes of the Government". Speaking on the occasion, Minister for Information & Broadcasting, Shri Manish Tewari said that the calendar as a tool of communication played an important role in disseminating information regarding the policies of the Government. This was despite the fact that media platforms were enhancing their reach through digital means of communication. Calendars have a special place in the Indian context. The calendar ensured that the awareness of the flagship schemes reached the doorstep of the every citizen especially as the objective was to showcase images of rights, "Haq for the common man". This initiative of the Government was a step to make the people aware of policies that aimed to achieve inclusive growth in the governance process. Shri Tewari further added that the people residing in rural areas always have the passion for wall calendars. The calendar brought out by the Government could serve as an important source of information for them. As a publication, it integrated information on key Flagship Schemes of the Government. It was published to cater to not just the corridors of Delhi, but also cater to the information needs of every Panchayat in the country. Earlier, speaking on the occasion Secretary I&B Shri Bimal Julka elaborated upon the key initiatives of the Ministry during the past one year. Some of the key initiatives touched upon included setting up of the New Media Wing, the Social Media initiatives of the Ministry across different platforms, the Bharat Nirman Campaigns during Phase 1 and phase 2, Digitization, Review of Cinematography Act and the National Film Heritage Mission etc. Over the years DAVP has been successful in developing a composite broad-based social advertising brand the "Bharat Nirman" which caters to disseminating information of various flagship schemes and other welfare programmes and the achievements of Government of India. The visual portrayal in the 2014 Calendar too is based on this composite branding. The Calendar designed and printed by the Directorate of Advertising and Visual Publicity (DAVP) of the Ministry of Information and Broadcasting depicts the various flagship programmes of the Government of India. The theme of the calendar is: 'Bharat Nirman- Sabka hit, Sabka Haq'. This year's calendar portrays in colourful images the regime of Rights (Haq) for the common man (aam aadmi) by encouraging the intended beneficiaries to claim the benefits under the Bharat Nirman and other flagship schemes of the Government of India. The January month displays the 'Right to Information Act 2005' which is empowering citizens with timely response to requests for Government information with a nominal fee of Rs.10. February shows the 'Mahatma Gandhi Rural Employment Guarantee Act, 2005'. This programme is enhancing the livelihood security by providing at least 100 days of guaranteed employment. March represents the 'Aadhar', a landmark identification scheme which provides for a 12-digit unique identity 'number-for-life' ensuring easy access to Government schemes. April is dedicated to a unique Act, Food Security Act, 2013 which guarantees food security to 81 crore people. May exhibits 'The Land Acquisition Act, 2013' which provides just and fair compensation to the owners of acquired land. The Right of Children to free and compulsory Education, 2009 is the key depiction of the month of June. This Right provides learning environment which is discrimination free and without any detention and expulsion. The Scheduled Tribes and Other Forest Traditional Dwellers Act 2006 forms the key depiction for the July Month. This Act ensures livelihood and landholding rights of Tribes and Forest dwellers. About 13 lakh titles for 18.8 lakh hectares of forest land was distributed to Scheduled Tribes till date." Infrastructure plays a

vital role in Urban India. The month of August presents the journey of Metro Rail which has become the Lifeline of today's Urban India. The introduction of Metro Rail has facilitated world class urban public transport services in several cities. It has eased the traffic congestion on city roads and is offering environment friendly transport to commuters. September month page is dedicated to "Connecting India". The Tele-density in India has increased by 25 times since 2004. The number of telephone connections has reached 90 crore. During 2012-13, the number of rural telephone connections has increased by 1 crore. India also has the lowest call rates in the world. Pradhan Mantri Gram Sadak Yojana is the theme of October month. Through this scheme good quality all-weather roads have been constructed to connect the remote habitations. November month throws light on Direct Benefits Transfer Scheme (DBT) under which scholarships, cooking gas subsidy, old age pension and other benefits are directly transferred to the bank accounts of beneficiaries. The motto of DBT is AapKa Paisa Aap Ke Haaath (Your Money in Your Hands). Hum Sab Bharatiya Hai (We are all Indians) forms the theme for the December page of the calendar which focuses the need to strengthen those traditions of our country which teach us to promote tolerance and respect for thought processes different from ours.

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