



# THE BHARAT SCOUTS & GUIDES

*National Headquarters*

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President : SHRI ASHOK GEHLOT, FORMER CHIEF MINISTER OF RAJASTHAN STATE  
National Commissioner : SHRI B. I. NAGARALE, IAS (Retd.)

Ref. No. B.S.G./N.H.Q./

D-3-14/1260/2014

Dated :

31.07.2014

1/8/2014

To  
The Chairman &  
All the members of the  
Information Technology & Communication Sub-Committee  
The Bharat Scouts & Guides

SUB.:- Minutes of the Information Technology & Communication Sub-Committee Meeting held on 07<sup>th</sup> July, 2014 at the Bharat Scouts & Guides, National Headquarters, New Delhi.

Dear Sir/Madam,

A meeting of the Information Technology & Communication Sub-Committee of the Bharat Scouts & Guides was held at National Headquarters, Lakshmi Mazumdar Bhawan, 16, M. G. Marg, I. P. Estate, New Delhi-110002 on 07<sup>th</sup> July, 2014 at 12.00 Noon. A copy of the Minutes of the same is enclosed for your information and necessary action.

Thanking you and with regards,

Yours Sincerely,

(S. S. CHANDOL)

DIRECTOR

31-7-2014

Encl.:- As above.

THE BHARAT SCOUTS & GUIDES, NATIONAL HEADQUARTERS, LAKSHMI MAZUMDAR BHAWAN,  
16, M. G. MARG, I. P. ESTATE, NEW DELHI -110002.

MINUTES OF THE MEETING OF INFORMATION TECHNOLOGY & COMMUNICATION  
SUB-COMMITTEE

The Minutes of the Meeting of Information Technology & Communication Sub-Committee held at the Bharat Scouts & Guides, National Headquarters, New Delhi on 07<sup>th</sup> July, 2014 at 12.00 Hours under the chairmanship of Shri Akhil Agrawal, State Chief Commissioner, Northern Railway State Bharat Scouts & Guides.

Following members were present:-

- |   |   |              |
|---|---|--------------|
| 1. Shri Akhil Agrawal, State Chief Commissioner,<br>Northern Railway State Bharat Scouts & Guides | - | Chairman     |
| 2. Shri Madhusudan Avala, Karnataka State BS&G  | - | Member       |
| 3. Shri E. Sarathraj, Computer Operator, BS&G   | - | Member       |
| 4. Shri Arindam Bhattacharyya, ASTC(S), West Bengal State BS&G                                    | - | Member       |
| 5. Smt. Bharati Prasad, Former Wireless Advisor, BS&G   | - | Member       |
| 6. Shri Kaushik Chatterjee, Headquartrs Commissioner(S)<br>West Bengal State BS&G                 | - | Member       |
| 7. Shri S. S. Chamoli, Director, BS&G, NHQ  | - | Spl. Invitee |
| 8. Shri K. Sukumara, Joint Director(S), BS&G, NHQ   | - | Spl. Invitee |
| 9. Shri M. S. Qureshi, Dy. Director(S), L. T., BS&G, NTC  | - | Spl. Invitee |
| 10. Smt. Surekha Shrivastava, Dy. Director of Guides(Project,BS&G                                 | - | Spl. Invitee |
| 11. Smt. Sonali Sharma, STC(G), Northern Railway State BS&G                                       | - | Spl. Invitee |
| 12. Shri Sanjay Kumar, SOC(S), Northern Railway State BS&G  | - | Spl. Invitee |
| 13. Shri Krishnaswamy R., Dy. Director(BP) ,BS&G  | - | Convener     |

Apology received from the following members:-

1. Shri G. Bhuban Babu of K. V. S. State BS&G.
2. Shri Eknath Mohker, CST, Jabalpur, Central Railway.

The Meeting started with Scout/Guide Prayer.

Shri Krishnaswamy R., Deputy Director (BP), Bharat Scouts & Guides welcomed the Chairman and other members of the Sub-Committee. Shri S. S. Chamoli, Director, Bharat Scouts & Guides presented a flower bouquet to the Chairman.

The Chairman in his welcome address thanked Hon'ble National Commissioner Mr. B. I. Nagarale, IAS (Retd.) for nominating him as the Chairman of the Information Technology & Communication Sub-Committee. He informed the members that he has gone through the Minutes circulated earlier and felt that both the Agenda Items No.1 & No.2 may be taken up together for discussion.

**Agenda Item No. 1 - Confirmation of the minutes of the last meeting held on 13<sup>th</sup> September, 2012.**

The members noted that last meeting was held in 2012 and subsequently there was no meeting in 2013. The Minutes and Action Taken Report being too old may be taken as approved.



Accordingly, the minutes of the last meeting of Information Technology & Communication Sub-Committee and Action Taken Report were adopted as proposed by Shri Arindam Bhattacharyya, ASTC(S), West Bengal State Bharat Scouts & Guides and seconded by Shri Kaushik Chatterjee, Headquarter Commissioner(S), West Bengal State Bharat Scouts & Guides.

**Agenda Item No. 2: Action Taken Report.**

As under agenda Item No. 1.

**Agenda Item No. 3:- Vision 2024-Strategic Plan – 2014-2017.**

The Chairman desired that objectives under Communication and Public Relations of the Strategic Plan should be discussed:-

1. **The Objective No. 1** was discussed in the light of recommendation for a Communication Policy for which the members felt that for a time bound action a task force within the committee may be nominated. Intervening in the discussion, the Joint Director(S) informed that the task have been taken by the Public Relations & Publicity Sub-Committee. The Chairman called for the minutes of the Public Relations & Publicity Sub-Committee in the light of the recommendations to have a policy formulated as proposed by Shri B. Ramesh Pattnaik of Chhattisgarh State in the minutes, the same was deferred.
2. **Objective No. 2** regarding branding was discussed as it got a direct bearing on IT related actions by the National Headquarters. To have protection to the intellectual property of the Bharat Scouts & Guides which will be posted in the domain (Website, etc.) if not protected can be misused by unauthorised persons. Shri Kaushik and Dr. Arindam Bhattacharyya appraised the members about the initiative taken by the West Bengal State Bharat Scouts & Guides with the professional guidance. The Chairman cautioned the members that the branding is the right of National Headquarters and the brand design once adopted by the National Headquarters are binding on all affiliated bodies from Units to State. He appreciated the efforts of the West Bengal State Bharat Scouts & Guides.

Shri K.Sukumara, Joint Director(S) pointed out that the logo designed by the States need a rectification as blue colour was used in one petal at the lower portion. Referring APRO, the Deputy Director (BP) informed the members that the specification of BSG Logo has already been given in APRO Part-I and the Logo has already been registered as Intellectual property of the Bharat Scouts & Guides. The institutional identity Manual of Bhutan Scouts was presented to the members to apprise them of the method to be adopted for furtherance in this area.

It was decided to form a sub-committee consisting of Shri Madhusudan Avala, Karnataka Shri Arindam Bhattacharyya, ASTC(S), West Bengal State BS&G and Shri Kaushik Chatterjee, Headquarter Commissioner(S), which should study the Brand Identity Manual by West Bengal State and suggest/recommend modifications, if any. The sub-committee may study the Brand Manuals of other statesw and prepare a draft Brand Manual. The draft Brand Manual may be circulated to all the States for comments and once the comments are received, the Committee will finalise the Brand Manual and recommend the same to National Headquarters for adoption.

As regards uniform branding, Joint Director(S) informed that Public Relations Committee is looking into this aspect. It was then decided that the sub-committee will give



suggestions/recommendations on uniform branding which will be forwarded to Public Relations Committee for consideration and inclusion in their report.

3. Once the marketing strategy is formulated, IT infrastructure at National Headquarters may be used for registration and promotion of sale of Scout Guide equipments.

#### **Agenda item No.4- Ways & means to improve Image & Visibility.**

The Committee felt that the scope of this committee is limited to improving image and visibility through Website improvement for which detailed discussions are recorded in the next agenda point.

#### **Agenda item No.5- Update on BS&G Website.**

Opening the subject for discussion, Chairman informed the members that he had a look at the current web page of the Bharat Scouts & Guides. The website is not attractive when compared to the Websites of other Social Organisations.

Shri Madhusudan Avala suggested that this organization should work on a futuristic plan and make Website as a user friendly one. We need to cover following four areas:-

- Information to be shared with all visitors.
- A portal with two way communication by registered users.
- Online Scout Shop, Digital Library.
- A Mobile Application.

The Committee was informed that Shri E.Sarathraj is working on various issues related with website including mapping. It was decided that Shri E.Sarathraj may be nominated as web administrator. On suggestions made by Shri Bhattacharyya, it was decided to form a Sub-committee consisting of Shri Ayan Senapati, Shri Ramhari of Kerala, Shri Bhuvan Babu of K.V.S. and Shri E.Sarathraj is nominated to prepare a Flow Chart and Mapping related to the Website of the Bharat Scouts & Guides. The Sub-committee will also recommend the space requirement.

The Sub-committee will recommend the names of the possible external agencies which can undertake the work of development of Website. They can work out the estimated cost of developing the Website for sanction from National Headquarters.

The Chairman informed the members that the accessibility to information of the Website be protected to safeguard the interest of the Organisation. Shri Madhusudan Avala drew the attention of the members regarding the UID issued by Kerala State Bharat Scouts & Guides to its members which can help to have a track of the members even after they leave the Organisation after active participation. He also spoke on the advantage of having online registration facility as many districts are not registering Schools which are affiliated to CBSE or ICSE in their States. This will increase our membership and National Headquarters can plan activities for such units as lone unit registered with National Headquarters for which a provision is available in the Rules so that anyone who would like to join in the Movement is not deprived of the same.

After a detailed discussion, the members appreciated the efforts to have face book pages for National Headquarters, National Adventure Institute and blog spot of National Training Centre, Pachmarhi.

The Sub-committee will examine efforts made by various states including Kerala and National Training Center, Panchmarhi and include good features in our proposed website.

A You Tube presentation by Bharat Scouts & Guides can also be prepared and posted by volunteers engaged by National Headquarters for which we can send a Circular to all the States giving list of Volunteers who can do it for our Organisation.

**Agenda Item No.6:-** Any other matter with the permission of the Chair.

- i) Suggestion of Shri G. Bhuvan Babu of KVS.

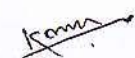
Suggestions of Shri G. Bhuvan Babu of K. V. S. State are recorded and action can be taken as suggested by him.

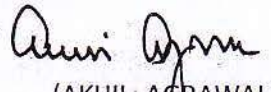
- ii) Job Profile of the Sub-Committee.

The house accepted the Job Profile of the Sub-Committee with the deletion of sixth point.

The Chairman extended his sincere thanks to all the members of the Sub-Committee for their active participation and valuable suggestions.

The meeting ended with vote of thanks by Smt. Surekha Shrivastava, Deputy Director of Guide (Project).

  
(KRISHNASWAMY R.)  
DEPUTY DIRECTOR (BP)  
CONVENER 11c

  
(AKHIL AGRAWAL)  
STATE CHIEF COMMISSIONER  
NORTHERN RAILWAY STATE BS&G &  
CHAIRMAN