



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-3-7/1124/2014

Dated :

07.07.2014

To
The Chairman &
All the members of the
Public Relations & Publicity Sub-Committee
The Bharat Scouts & Guides

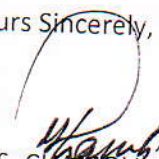
SUB.:- Minutes of the Public Relations & Publicity Sub-Committee Meeting held on 19th June, 2014 at the Bharat Scouts & Guides, National Headquarters, New Delhi.

Dear Sir/Madam,

A meeting of the Public Relations & Publicity 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 19th June, 2014 at 11.00 am. 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. CHAMOLI)
DIRECTOR 7.7.2014

Encl.:- As above.

**Minutes of the meeting of Public Relations & Publicity Sub-Committee
held at The Bharat Scouts & Guides, National Headquarters, New Delhi
on 19th June, 2014 at 11.00 A.M.**

The meeting started with prayer:

The Convenor of the Sub-Committee welcomed the Chairman and members present.

The following members were present:

- | | | |
|----|---|-----------------|
| 1. | Dr. Sadhu Singh Randhawa,
State Chief Commissioner, Punjab State BS&G- | Chairman |
| 2. | Shri B.Ramesh Pattnaik,
State Secretary, Chhattisgarh State BS&G - | Co-Chairman |
| 3. | Smt. Vijayaluxmi,
Principal, Dharam Public School, Palwal (Haryana) - | Member |
| 4. | Shri S.S.Chamoli, Director, BS&G, NHQ - | Special Invitee |
| 5. | Shri K.Sukumara, Jt. Director (S), BS&G, NHQ - | Special Invitee |
| 6. | Shri Arup Sarkar, Asstt. Director, BS&G, N.Region- | Special Invitee |
| 7. | Shri Onkar Singh, SOC(S), Punjab State BS&G - | Special Invitee |
| 8. | Smt. Surekha Shrivastava, ROC(G), BS&G, NHQ - | Special Invitee |
| 9. | Shri Krishnaswamy.R., P.R.O(I/c), BS&G, NHQ - | Convenor |

Apologies were received from the following members:

1. Mrs. K. Sagarika, SOC(G), N.V.S.State, BS&G
2. Shri Raj Alexander, SOC(S), S.C. Railway State BS&G

Agenda Item No. 1 : Confirmation of the minutes of the last meeting of Public Relations & Publicity Sub-Committee held at the Bharat Scouts & Guides, National Headquarters, New Delhi on 13th September, 2012 & Agenda Item No.2: Action Taken Report.

The minutes of the last meeting of Public Relations and Publicity Sub-Committee held on 13.09.2012 and Action Taken Report were considered together. In his opening remarks on the subject the Chairman expressed that the minutes is being considered after a gap of two years and therefore the Action Taken Report may be taken up along with the minutes. He expressed that we need to have this committee meet at least twice in a year so that the follow up be done on a time bond basis. The members suggested that our visibility need to be increased at par with other youth organization. For this the Chairman suggested that.

1. We need to put our event on the electronic platform to have access by members all over the world.
2. The presentation should be e-book oriented and our publications be made available on the net for more members to read.

3. The Magazine which is in physical form can also be put up in e-book form for more readership, as we are not concerned on profit making, our visibility is more important as a youth organization.
4. Shri B. Ramesh Pattnaik, Co-Chairman suggested that we should have more reports and activities covered from all over the country, regions can make efforts for this.
5. The decreasing number of subscribers is to be addressed with more specific actions such as enrolling members on events, having a session on magazine in events and courses and also follow up and appeal through states more subscribers.

With the above remarks the Minutes and ATR were adopted as proposed by Smt. Vijayaluxmi and seconded by Shri B. Ramesh, Co-Chairman.

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

The Strategic Plan under Vision 2014 was explained by Dr.K.Sukumara impressing upon the importance of Communication and Public Relations in achieving the Vision of the Bharat Scouts & Guides.

The objectives of Public Relations & Communication were discussed point by point.

Shri B.Ramesh Pattnaik explained how the Public Relations Committee function in his state. The Chairman approved that the expert committee as suggested in the vision document may be constituted within a short time, so that the policy is ready by September, 2014.

All agreed that the communication lines should be open for reporting from Units to National Headquarters and vice versa.

The committee unanimously accepted the objectives and to work as per the action plan.

Agenda Item No.4: Report of Public Relation Officer.

On the quality of the BS&G Magazine, the members expressed that we should now go for all colour pages with art paper, the illustrations be more attractive and at least a professional with technical know-how be recruited and posted exclusively for magazine work.

The Public Relations Department may have an e-mail Id. which should be exclusively for reporting and posting news.

The advertises be approached to have an additional source of income at least to cover the expenses on printing of the magazine. The States can also give advertisement from their area or from the institutions.

Agenda Item No.5: Ways and means to improve Image and Visibility.

The parents of our young members be involved in activities so that they also develop interest in promoting our movement an also help in Public Relations.

The activities be user friendly as we have children coming from different backgrounds. No rigidity be there which can discourage the participation.

We need to approach appropriate Govt. agencies which can upload or propagate our activities.

CBSE and ICSE have adopted Scouting/Guiding as a **co-curricular** activity but in some states the schools are not supported. This should be changed so that we get more members.

Agenda Item No.6: Utilisation of Social networking sites- face book, twitter, you tube.

The members appreciated the efforts to have face book pages for NHQ, NAI etc. and blog spot of National Training Centre, Pachmarhi.

However, it was expressed that we may find some agency to have a website with more space for uploading our activities.

A you Tube- presentation by Bharat Scouts & Guides, Punjab was screened and which was appreciated by all and it was expressed that more such initiatives in Regional languages be encourages and uploaded in you-tube so that more and more people will be attracted to our movement.

Agenda Item No.7: Updates on Magazine- budget, subscription & issues.

The budget, cost etc. were discussed and the committee recommended that the Magazine be with all colour pages be worked out and the cost may be divided and No Profit- No loss cost be charged:

Annual Subscription (Individual)	-	Rs. 120/=
Annual Subscription (Institutional)	-	Rs. 250/=
10 Years Subscription for Individual	-	Rs.1000/=
10 Years Subscription for Institutional-	-	Rs.2000/=

and proportionally in case if the cost is increased.

Agenda Item No.8: Update on Supply Service Department- Promotion material.

The items as proposed in Supply Service Department be procure with different Tag lines and sold for more people to by and use.

The Cups/saucers/glass etc. at NTC,NIHQ be with logo of the Bharat Scouts & Guides. All display on tables be with our emblem.

Agenda Item No.9: Any other matter with the permission of the Chair.

a. Job Profile of the Sub-Committee.

The meeting ended with vote of thanks.

CONVENOR

CHAIRPERSON