



The Bharat Scouts and Guides

Creating Better India

National Headquarters

Address: Lakshmi Mazumdar Bhawan, 16, M. G. Marg, I. P. Estate, New Delhi-110002

Website :www.bsgindia.org Email Id: info@bsgindia.org Phones: +91-11-23370126, 23378667

To
All the State Secretaries,
State Associations of
The Bharat Scouts and Guides,
INDIAN UNION



Circular No.: 20 / 2024

Date : 07th Feb., 2024

SUB: NOMINATION OF STATE MEDIA CORRESPONDENTS (SMC) FOR THE STATE ASSOCIATIONS.

Dear Sir/Madam,

Greetings from the National Headquarters, New Delhi!

We are pleased to announce the appointment of volunteers as State Media Correspondents (SMC) initially for two years 2024-25 and 2025-26 for the concerned State Associations to enhance the nationwide publicity and visibility of Scouting and Guiding activities at all levels. The SMCs will play a pivotal role in promoting our organization's mission and achievements through various media channels.

To ensure the effectiveness of this initiative, we have specific eligibility criteria for the selection of SMCs:

- 1. Knowledge of Computers:** Proficiency in basic computer operations is essential for efficient communication and content creation.
- 2. Communication Skills:** Fluency in written and verbal communication in English, Hindi, and the local language is necessary to reach diverse audiences effectively.
- 3. Proficiency in Digital Tools and Social Media Platforms:** Ability to utilize digital tools and social media platforms for communication and promotion purposes.
- 4. Relationship Building Skills:** Capability to build and maintain relationships with media professionals to facilitate coverage of scouting and guiding events.
- 5. Creativity:** Ability to generate creative and engaging content or story ideas to captivate the audience's interest.
- 6. Background in Journalism or Communication:** While not mandatory, a background in journalism, communication or a related field will be preferred. Photography skills are also a plus.

The age criteria for SMCs are set between 18 to 35 years, and open to Rovers, Rangers, Unit Leaders and any other eligible candidates.

SMCs will be responsible for collecting reports and photographs from districts and supporting his/her state in preparing and sharing event reports, photographs and other documents with National Headquarters for publication in BSG monthly Magazine and BSG NEWS, among other platforms.

We kindly request you to nominate two candidates for the position of SMC—one from the Scout wing and another from the Guide wing. Please fill out the attached Performa and submit the nominations by **29th February 2024**.

Your cooperation in this matter is highly appreciated as we endeavour to strengthen our organization's overall media outreach and engagement.

Thanking you,

Yours Sincerely,



(ARUP SARKAR)
DY. DIRECTOR OF SCOUTS
(BOY PROGRAMME)

Enclo. State Media Correspondent (SMC) Application Form

Copy to:-

1. All the NHQ Office Bearers of the Bharat Scouts and Guides, National Headquarters.
2. Chairman/Secretary, Railway Scout and Guide Board, Rail Bhawan, New Delhi.
3. The Commissioner, Kendriya Vidyalaya Sangathan, 18 Institutional Area, Shahid Jeet Singh Marg, New Delhi - 110016.
4. The Commissioner, Navadaya Vidyalaya Samiti, Institutional Area, B-15, Sector - 62, Noida, Uttar Pradesh - 201309.
5. The Director, DAV
6. All the District Secretaries, District Association of Dammam, Riyadh, Muscat and Jamiat Youth Club.
7. All Assistant Directors, Bharat Scouts and Guides to follow up and ensure application on time .