

F.No.J-21011/1/2015-e-Gov.
Government of India
Ministry of Water Resources,
River Development & Ganga Rejuvenation,
(e-Governance Cell)

Shram Shakti Bhawan, Rafi Marg,
New Delhi, dated the 8th December, 2015.

Office Memorandum

Subject:- Correspondence received from Principal Secretary to Prime Minister dated 14.11.2015 regarding effective communication strategy.

The undersigned is directed to forward herewith an Office Memorandum No. K.11011/3/2015-IEC (Part-I)/ 758-59 dated 03.12.2015 received from IEC Section enclosing correspondence received from Principal Secretary to Prime Minister dated 14.11.2015 for kind information and immediate compliance.

Encl:- as above.

Ashok
8/12/15
(Ashok Kumar Gupta),

Under Secretary to the Government of India,

Ph :- 011-23714350,

Email:- ashok.kgupta@nic.in

To,

1. All Website/ e-Governance Nodal Officers of the Ministry.
2. All e-Governance Nodal Officers of the Organizations.

Copy to:-

1. All Wing Heads of the Ministry.
2. All Heads of the Organizations under the Ministry.

3. NIC Cell for uploading on IntraMinWR.

No. K.11011/3/2015-IEC (Part-I) / 758- 59
Government of India
Ministry of Water Resources,
River Development & Ganga Rejuvenation
IEC Section

Shram Shakti Bhawan, New Delhi
Dated, 5th December 2015

Office Memorandum

Subject: Correspondence received from Principal Secretary to Prime Minister dated 14.11.2015, regarding effective communication strategy.

The undersigned is directed to refer to the D.O. letter No. 431/400/2015-ES.2 dated 14.11.2015 of Principal Secretary to Hon'ble Prime Minister (copy enclosed) regarding effective communication strategy and to inform that in this regard Secretary (WR, RD & GR) has directed that the website needs to be updated on monthly basis with all relevant information, photos etc. so that public is informed on action taken by MoWR, RD & GR

You are requested to ensure the compliance of above directions.

(Shashi Pal)
(Shashi Pal)

Under Secretary to the Government of India

☎ 23716928

e-mail:iec-mowr@nic.in

To,

1. Director (E-governance)
2. Director (Tech). NIC

Shy
3/12

US (eGov)

SO (P-gov)

Asst. Secy
7/12/15

24.6.11/2.07.01.15
7/12/15

466/US (e-Gov)

(3)



नृपेन्द्र मिश्र

Nripendra Misra

Principal Secretary to Prime Minister

56/6/15

17/11

dr-fmr
Pl discuss on 18/11
18/11

BLAT

I have discussed on 23.11.15

26.11.15

November 14, 2015

Dear Secretary,

You would appreciate that an effective communication strategy plays a vital role in disseminating information to all the stakeholders about the initiatives taken by the Government, especially those relating to the welfare of the citizens. It is very important for Ministries to take proactive measures to adopt a communication strategy which is more engaging with the people, has better outreach and provides timely information to them.

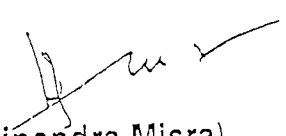
In view of the importance being placed in communicating the initiatives of the Government to the people at large, it is prudent that all the available communication resources available within Government should be utilized by all Ministries/Departments for disseminating the information relating to initiatives taken/being taken by them. It would be recalled that the issue of "Focussed Communication Strategies" was discussed in a meeting of Committee of Secretaries (CoS) on 17.08.2015 wherein it was recommended that overall IEC activities of the Ministries/Department needed to be guided at the level of Secretary of the respective Ministry/Department and coordinated by a Joint Secretary-level Nodal Officer. It was also recommended that each Ministry/Department must develop a communication strategy suitable to its context and functioning. All important decisions must be disseminated by Ministries/Departments through website updates, social media broadcast, press releases and when required through press conferences etc.

Ministry of Information & Broadcasting is expected to play a crucial role in highlighting and disseminating the various policies, initiatives and welfare programmes of the Government in the print, electronic and social media. As it is, the Press Information Bureau (PIB) has placed nodal officers of Indian Information Service in various Ministries and Departments. Directorate of Advertising and Visual Publicity (DAVP) has also designated officers for preparation of detailed media plans. However, more needs to be done in this direction. This can be ensured if Ministry of Information & Broadcasting as well as various administrative Ministries & Departments are on the same page in terms of flow of information, especially when a major policy decision/announcement of programme is in the offing.

In view of the foregoing, you may like to issue appropriate instructions. A copy of the instructions so issued, may also be endorsed to Ministry of Information & Broadcasting. Secretary I&B will then be expected to issue necessary follow up instructions.

With regards,

Yours sincerely,


(Nripendra Misra)

Shri Shashi Shekhar
Secretary
Ministry of Water Resources, River Development and
Ganga Rejuvenation
Shram Shakti Bhawan
New Delhi