

# THE BHARAT SCOUTS & GUIDES

National Headquarters

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President

: SHRI ASHOK GEHLOT, FORMER CHIEF MINISTER OF RAJASTHAN STATE

Chief National Commissioner : SHRI B.I. NAGARALE, IAS (Retd.)

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

D-3-7/3769/2015-16

Dated:

14/01/2016

To  
All the Members of the  
Public Relations & Publicity Committee  
The Bharat Scouts & Guides

**SUB.- Meeting of the Public Relations & Publicity Committee on 16<sup>th</sup> February, 2016 at 3.00 P. M.**

Dear Sir/Madam,

This is to inform you that the Meeting of the Public Relations & Publicity Committee of the Bharat Scouts & Guides will be held on **16<sup>th</sup> February, 2016 at 3.00 P. M.** in the Bharat Scouts & Guides, National Headquarters, Lakshmi Mazumdar Bhawan, 16, M. G. Marg, I. P. Estate, New Delhi-110002.

The Agenda is as follows:-

## AGENDA

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 19<sup>th</sup> June, 2014.
2. Business Arising (Action Taken Report).
3. Report of Public Relation Officer.
4. Ways and means to improve Image and Visibility.
5. Utilisation of Social networking sites-face book, twitter, you tube.
6. Updates on Magazine-budget, subscription & issues.
7. Update on Supply Service Department-Promotion material.
8. Any other matter with the permission of the Chair

You are requested to kindly make it convenient to attend the meeting as per schedule.

Thanking you,

Yours in Scouting,

(K. Sukumara)  
Director

DIR/AS-I/14 Jan.2016

*Creating a Better India*

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

Action Taken Report of the Minutes of the Meeting of the Public Relations & Publicity Sub-Committee of the Bharat Scouts & Guides held at National Headquarters, New Delhi on 19/06/2014 at 11.00 AM.

<p><b>Agenda Item No.1: Confirmation of the Minutes of the last meeting of Public Relations &amp; Publicity Sub-Committee held at the Bharat Scouts &amp; Guides, National Headquarters, New Delhi on 13<sup>th</sup> September, 2012 &amp; Agenda Item No.2: Action Taken Report.</b></p> <p>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 done on a time bound basis. The members suggested that our visibility need to be increased at par with other youth organisation. For this the Chairman suggested that</p> <ol style="list-style-type: none"><li>1. We need to put our event on the electronic platform to have access by members all over the world.</li><li>2. The presentation should be e-book oriented and our publications be made available on the net for more members to read.</li><li>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 organisation.</li><li>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.</li></ol>	<p>No action is required.</p> <p>We have a Face book page, Twitter and Skype now.</p> <p>For Website APRO etc. it is not viable.</p> <p>Efforts are being made to publish in e-form, but today finances it needs reviewed.</p> <p>Regional Offices are also now publishing e-news letters.</p>
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<p>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.</p> <p>With the above remarks the Minutes and ATR were adopted as proposed by Smt. Vijayaluxmi and seconded by Shri B. Ramesh , Co-Chairman.</p>	<p>Efforts were made to bring more Subscribers in November 2013 it was 2365 and in November 2015 this is 7050.</p>
<p><b>Agenda Item No.3: Vision 2024-Strategic Plan-2014-2017.</b></p> <p>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 &amp; Guides.</p> <p>The objectives of Public Relations &amp; Communication were discussed point by point.</p> <p>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.</p> <p>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.</p>	<p>No action required from P.R. Dept.</p> <p>Email communication is now open, hence both way communication is possible.</p> <p>Only policy matters need –proper channel communication.</p>
<p><b>Agenda Item No.4: Report of Public Relation Officer.</b></p> <p>On the quality of the BS&amp;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.</p> <p>The Public Relations Department may have an e-mail Id, which should be exclusively for reporting and posting news.</p> <p>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.</p>	<p>Action already taken. BS&amp;G magazine multicolour printed from January, 2015.</p> <p>Action already taken.</p>

<p><b>Agenda Item No.5: Ways and means to improve Image and Visibility.</b></p> <p>The parents of our young members be involved in activities so that they also develop interest in promoting our movement and also help in Public Relations.</p> <p>The activities be user friendly as we have children coming from different backgrounds. No rigidity be there which can discourage the participation.</p> <p>We need to approach appropriate Govt. Agencies which can upload or propagate our activities.</p> <p>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.</p>	<p>Done.</p> <p>More action to be taken as "Swachh Bharat "and Yoga Day. National Headquarters is looking for all such opportunities.</p>
<p><b>Agenda Item No.6: Utilisation of Social networking sites- face book, twitter, you tube.</b></p> <p>The members appreciated the efforts to have face book pages for NHQ, NAI etc. and blog spot of National Training Centre, Pachmarhi.</p> <p>A you tube-presentation by Bharat Scouts &amp; 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.</p>	<p>Done,</p> <p>Going on and updated the other programmes by IT Department.</p> <p>Circular No. 65/2014 dt. 2.9.2014, Letter No. BSG/NHQ/PRO/2579 dt. 28.11.2014, PRO/914/ 2015-2016 dt. 11.06.2015 and Cir. No. 87/2015 dt. 13.06.2015 to State News and Photographs.</p>
<p><b>Agenda Item No.7: Updates on Magazine-budget, subscription &amp; issues.</b></p> <p>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.</p> <p>Annual Subscription(Individual)-Rs.120/-</p> <p>Annual Subscription(Institutional)-Rs.250/-</p> <p>10 Years Subscription for Individual-Rs.1000/-</p> <p>10 Years Subscription for Institutional-Rs.2000/-</p> <p>and proportionally in case if the cost is increased.</p>	<p>Done,</p> <p><b>1. National Headquarter Circular No. 40/2015, Date 31.03.2015</b></p> <p>The rates of Monthly magazine were w.e.f. 1<sup>st</sup> April, 2015.</p> <p>Annual Subscription (Individual)-Rs.180/-</p> <p>Annual Subscription (Institutional)-Rs.600/-</p> <p>10 Years Subscription for Individual-Rs.1500/-</p> <p>10 Years Subscription for Institutional-Rs.5000/-</p> <p><b><u>Country other than India</u></b></p> <p>Annual Subscription (Individual)- USD-25/-</p>



	Annual Subscription (Institutional)- USD- 250/-.
	2. Magazine subscription list from April, 2014 to July, 2015 (Attached).
<p><b>Agenda Item No.8: Update on Supply Service Department- Promotion material.</b></p> <p>The items as proposed in Supply Service Department be procure with different Tag lines and sold for more people to buy and use.</p> <p>The Cups/Saucers/Glass etc. at NTC, NHQ be with logo of the Bharat Scouts &amp; Guides. All display on tables be with our emblem.</p>	Supply Service Department started new souvenir item as per list (Attached).
<p><b>Agenda Item No.9: Any other matter with the permission of the Chair.</b></p> <p>a. Job Profile of the Sub-Committee</p>	Under Process

PRO/AS-I/09 Jan.2016

Minutes of the meeting of Public Relations & Publicity Sub-Committee  
held at The Bharat Scouts & Guides, National Headquarters, New Delhi  
on 19<sup>th</sup> 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,<br>State Chief Commissioner, Punjab State BS&G- | Chairman        |
| 2. | Shri B.Ramesh Pattnaik,<br>State Secretary, Chhattisgarh State BS&G       | Co-Chairman     |
| 3. | Smt. Vijayaluxmi,<br>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(l/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

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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 advertisers 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 and 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, NHQ 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.

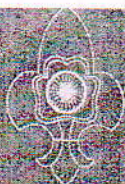
The meeting ended with vote of thanks.

CONVENOR

CHAIRPERSON

- 3 -





# The Bharat Scouts and Guides

## National Headquarters

Lakshmi Mazumdar Bhawan, 16, Mahatma Gandhi Marg, Indraprastha Estate, New Delhi-110 002.

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

Circular No. : 40 / 2015  
Dated : 31<sup>st</sup> March, 2015

**Sub: Revised Rate of Subscription of Multi Colour Monthly Magazine of 'The Bharat Scouts and Guides'.**

Dear Sir / Madam,

It has been decided in the meeting of the National Council held on 30<sup>th</sup> November, 2014 to increase the rate of Individual Subscription/ Institutional Subscription in view of increase of cost of printing magazine in multicolour with enlarged size and increase in overseas postage. The new rates are as follows:-

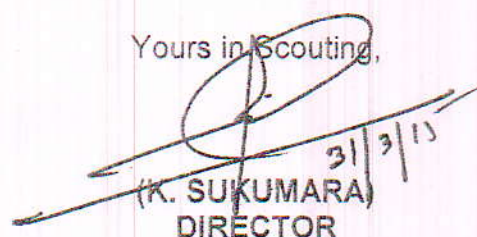
Sl. No.	Subscription	Revised Rates
1	Individual Subscription (for One Year)	180.00
2	Institutional Subscription (for One Year)	600.00
3	Individual Subscription (for Ten Years)	1500.00
4	Institutional Subscription (for Ten Years)	5000.00
5	Individual and Institutional Annual Subscription for countries other than India ( For One Year)	USD-25
6	Individual and Institutional Annual Subscription for countries other than India ( For Ten Year)	USD-250

The rates of monthly magazine will come into force w. e. f. 1st April, 2015.

You are requested to kindly encourage more and more members to subscribe for our magazine.

Thanking you

Yours in Scouting,

  
(K. SUKUMARA)  
DIRECTOR

Copy Submitted to the Hon'ble Chief National Commissioner of The Bharat Scouts and Guides for kind information.

Copy to:-

1. All the State Chief Commissioners of The Bharat Scouts and Guides.
2. All the Office Bearers of the Bharat Scouts and Guides, National Headquarters.
3. All the Joint Director/ Deputy Directors/Assistant Directors & All ROCs, Bharat Scouts and Guides for information and immediate follow-up.
4. All HODs, Bharat Scouts and Guides.

New Souvenir items of 2014-15

S.No.	Name of Items	Remarks
1	Flask	
2	Water Bottle	
3	Wrist Band	
4	Pen drive	
5	Track Suit	
6	Swiss Knife	
7	Ball Pen	
8	Ball Pen Special	
9	T-Shirt	
10	Torch	
11	Diary -2016	
12	Calender-2016	
13	Ribbon World Jamboree	
14	Key Ring World Jamboree	
15	Badge World Jamboree	
16	Bag World Jamboree	
17	Scarf World Jamboree	
18	Rain Coat World Jamboree	
19	T-Shirt World Jamboree	
20	P-Cap World Jamboree	
21	P-Cap NAI	
22	T-Shirt NAI	
23	Memento NAI	
24	Rack Sack NAI	
25	Special Scarf	