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

SUB.: Meeting of the Public Relations & Publicity Committee on 16th 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 16th February, 2016 at 3.00 P. M. at 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 19th June, 2014.


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


Creating a Better India

Lakshmi Mazumdar Bhawan, 16, Mahatma Gandhi Marg, I.P. Estate, POST BOX NO. 7043, New Delhi-110,002 (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.

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 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

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 organisation.
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.

No action is required.

We have a Face book page, Twitter and Skype now.

For Website APRO etc. it is not viable.

Efforts are being made to publish in e-form, but today finances it needs reviewed.

Regional Offices are also now publishing e-news letters.
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.

Efforts were made to bring more Subscribers in November 2013 it was 2365 and in November 2015 this is 7050.

No action required from P.R. Dept.

Email communication is now open, hence both way communication is possible.

Only policy matters need – proper channel communication.

Action already taken. BS&G magazine multicolour printed from January, 2015.

Action already taken.
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.

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.

Done.

More action to be taken as “Swachh Bharat” and Yoga Day. National Headquarters is looking for all such opportunities.

Done,

Going on and updated the other programmes by IT Department.


Done,

1. National Headquarter Circular No. 40/2015, Date 31.03.2015

The rates of Monthly magazine were w.e.f. 1st April, 2015.

Annual Subscription (Individual)-Rs.180/-

Annual Subscription (Institutional)- Rs.600/-

10 Years Subscription for Individual-Rs.1500/-

10 Years Subscription for Institutional-Rs.5000/-

Country other than India

Annual Subscription (Individual)- USD-25/-
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
buy 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

Annual Subscription (Institutional)-
USD- 250/-

2. Magazine subscription list from April,
2014 to July, 2015 (Attached).

Supply Service Department started new
souvenir item as per list (Attached).

Under Process

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 Patnaik, State Secretary, Chhattisgarh State BS&G - Co-Chairman
3. Smt. Vijayalaxmi, Principal, Dharam Public School, Palwal (Haryana) - Member
4. Shri S.S. Chamoli, Director, BS&G, NHQ - Special Invitee
5. Shri K. Sukumara, Jr. 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 - Convener

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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a. Job Profile of the Sub-Committee.

The meeting ended with vote of thanks

CONVENER

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

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 30th 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:-

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

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of Items</th>
<th>Remarks</th>
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<tbody>
<tr>
<td>1</td>
<td>Flask</td>
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<td>2</td>
<td>Water Bottle</td>
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<td>3</td>
<td>Wrist Band</td>
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<td>4</td>
<td>Pen drive</td>
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<td>5</td>
<td>Track Suit</td>
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<td>6</td>
<td>Swiss Knife</td>
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<td>Ball Pen</td>
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<td>8</td>
<td>Ball Pen Special</td>
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<td>T-Shirt</td>
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<td>10</td>
<td>Torch</td>
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<td>11</td>
<td>Diary -2015</td>
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<td>12</td>
<td>Calender-2015</td>
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<tr>
<td>13</td>
<td>Ribbon World Jamboree</td>
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<td>14</td>
<td>Key Ring World Jamboree</td>
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<td>Badge World Jamboree</td>
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<td>Bag World Jamboree</td>
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<td>Scarf World Jamboree</td>
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<td>Rain Coat World Jamboree</td>
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<td>T-Shirt World Jamboree</td>
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<td>P-Cap World Jamboree</td>
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<td>P-Cap NAI</td>
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<td>T-Shirt NAI</td>
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<td>Memento NAI</td>
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<td>Rack Sack NAI</td>
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<tr>
<td>25</td>
<td>Special Scarf</td>
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