

ANNUAL REPORT 2021-22

Bureau of Outreach and Communication (BOC)

Bureau of Outreach and Communication (BOC) was set up on 4th December, 2017 by integration of erstwhile Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity (DFP) and Song & Drama Division (S&DD). The Bureau aims at providing a 360 degrees communication solutions to the Ministries/Departments/ Public Sector Undertakings (PSUs)/autonomous bodies. It acts as an advisory body to Government on media strategy. With 23 Regional Outreach Bureaus (ROBs) and 148 Field Outreach Bureaus (FOBs), BOC is engaged in educating people, both rural and urban, about the Government's policies and programmes to evoke their participation in developmental activities. This is ensured by the Bureau using different vehicles of communication viz. Print Media advertising, Audio Visual Campaigns, dissemination through Exhibitions, Outdoor Campaigns and New Media etc.

Branding of the Government as prime facilitator of people's empowerment and positioning of messages through Print, Audio-Visual, Outdoor, Digital Media to realize

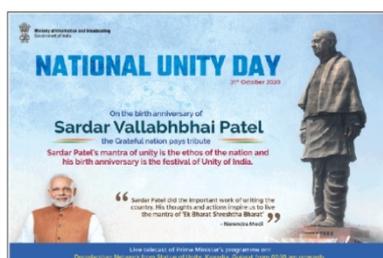
the same, is BOC's mandate. The Policy guidelines have been adapted in sync with emerging media scenario in order to maximize the reach of information dissemination.

Advertising and Visual Communication Division (erstwhile DAVP) of BOC is the nodal division of BOC for dissemination of information about various schemes and policies of different Ministries & Departments of Government of India, Public Sector Undertakings (PSUs) and autonomous body by way of paid communication.

It undertakes campaigns to inform and educate rural and urban people about the Government's policies and programmes by running campaigns/release of advertisements through available vehicles of communication viz. Print, Audio Visual, Outdoor, Digital and New Media.

Folk Communication Division of BOC carries out inter-personal communication through live media utilizing wide range of performing arts such as Drama, Dance-Drama, Composite-Programme, Puppetry, Ballets, Operas, Folk and Traditional Recitals, Mythological Recital and other Local Folk & Traditional Forms maximizing outreach of Policies, Programmes and Schemes of the Government. The main function is to create awareness and ensure emotional receptivity with the sense of belongingness and ownership.

Field Communication Division undertakes direct and interpersonal communication programmes to create awareness amongst the masses, particularly in rural and semi urban areas. Regional Outreach Bureau (ROBs) and Field Outreach Bureau (FOBs) accordingly seek to empower people through information to enable them to avail the benefits from such programmes/schemes. It organizes ground activation and integrated outreach programmes. Integrated Communication and Outreach Programmes (ICOPs) are organized with the support of various stakeholders viz. the State Government and local functionaries, society groups etc. As they are in the local language and at nearby venues, the impact of these communication programmes is more and it enables a greater understanding of the Government's schemes among the masses. These efforts are complemented by use of traditional and folk media and other conventional and non-conventional methods.



With integration of erstwhile DAVP, DFP and S&DD, programmes are increasingly organized in integrated manner with special outreach and folk components together. These Integrated Communication and Outreach Programmes

(ICOP) aim at leaving a greater impact ensuring behavioural change and creating stakes in developmental process.

The BOC has been instrumental in creating awareness amongst masses on socio-economic themes, seeking their participation in developmental activities and for the eradication of many social evils. All possible channels of communication have been leveraged to reach out to the people, ranging from advertisements to street

Our Mandate:

- Work towards creating an informed citizenry
- People Centric Communication approach
- Disseminate information on schemes and programmes of the Government of India, using different Media Vehicles
- Formulate Communication (IEC) strategy for the Government.
- Put in place appropriate policy framework for use of different media vehicles and determine rates for the same

plays to door-to-door interactions making a paradigm shift from standalone and isolated advertising to 360 degree holistic theme based campaign.

ORGANISATIONAL STRUCTURE

The BOC is headed by a Principal Director General (Principal DG) with its headquarters at Sookhana Bhawan, New Delhi. BOC operating from Delhi, ROBs from regions and FOBs at the field level are manned by officers of Indian Information Service and Ex-cadre personnel of erstwhile DAVP (Directorate of Advertisement Visual Publicity), Directorate of Field Publicity and Song & Drama Division. The personnel from multiple disciplines like media planning, production, creative design, print production, exhibition, song and drama performances amongst others are the in house expertise in handling campaign requirements of the client Ministries/Departments/PSUs.

Given the massive regional and linguistic diversity in India, the country has been divided into five zones, each headed by a DG level officer, below which there

are regional offices and field offices. At the regional level, the media organisations are integrated into the Regional Outreach Bureaus (RoBs) with an Additional Director General level officer as the head of the department. The Field Outreach Bureaus (FoBs) at the local level are manned by Field Publicity Officers/ Field Publicity Assistants/ Field Exhibition Officers etc. At present the BOC has a network of 23 ROB's and 148 FOB's all across the country. All communication activities are undertaken in the regional languages as per the need of the campaign.

A 360-degree approach to awareness generation and behavioural change would require the flawless integration of both communication and outreach initiatives. BOC as a nodal government organization has been working tirelessly towards this goal for effectively taking the message of the Government of India to the people of the country.

FUNCTIONAL SET-UP OF BOC

BUREAU OF OUTREACH AND COMMUNICATION

COMMUNICATION

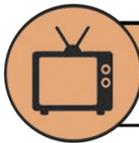
- ❖ CAMPAIGN WING
- ❖ ADVERTISING WING
- ❖ OUTDOOR WING
- ❖ PRINT WING
- ❖ AUDIO VISUAL WING

OUTREACH

- ❖ OUTREACH WING
- ❖ SONGS AND DRAMA WING
- ❖ EXHIBITION WING

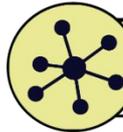
OTHERS

- ❖ ADMINISTRATION WING
- ❖ ACCOUNTS WING



ADVERTISING

Advertising using Audio Visual, Print, Outdoor and Personal media to take government schemes to people



OUTREACH

Integrated Communication and Outreach Programmes (ICOP)



NEW MEDIA

Communication through Social Media, Websites, Mobile apps and other digital Platforms, owned, earned and shared



SONG AND DRAMA

Engaging people through Dance, Drama and Music programs



BRANDING

Distribution of branded products, T-Shirt and other memorabilia to reinforce the message being communicated



EXHIBITION

Putting up Exhibitions of themes of Public welfare.



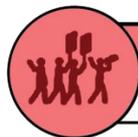
PRINTED COMMUNICATION MATERIALS

Distribution of fliers, posters, brochures etc



DEMONSTRATIONS

Demonstrations of activities of activities such as proper hand washing



RALLIES

Rallies and mass meetings to generate awareness



SEMINAR

Classes and seminars to impart knowledge about health, family, welfare, legal etc



COMPETITIONS

Competition especially for students to encourage fun learning

Highlights of the Year

- ❖ Azadi Ka Amrit Mahotsav Celebration
 - Iconic Week
 - Info-graphic Series
 - 418-ICOPs, 52-Exhibitions and 1412-Cultural Programmes
- ❖ Campaign on 100 Crore Vaccination – “Lakshya Vishal, Uplabdhhi Bemisal”
- ❖ Free Vaccination for All Campaign – “Sabko Vaccine, Muft Vaccine”
- ❖ Campaign on Helpline Numbers
- ❖ Safai, Dawai aur Kadai; Jeetenge Corona Se Ladai Campaign
- ❖ Print Media Campaign on Pre-Vibrant Gujarat Summit-2021, Natural Farming-National Conference.
- ❖ Print Media Campaign on the theme Transfer of PM-Kisan Samman Nidhi of more than Rs. 20,000 crore to over 10 crore farmers.

- ❖ Print Media Campaign and Celebration of Birth Anniversary of Bhagwan Birsa Munda as Janjatiya Gaurav Diwas
- ❖ Print Media Campaign on Special Relationship with Sikhs
- ❖ Gandhi Jayanti Celebration
- ❖ Print Media Campaign on Seva Samarpan
- ❖ Print Media Campaign on Inauguration of Shri Adi Shankaracharya Samadhi and unveiling of the statue of Shri Adi Shankaracharya at Kedarnath.
- ❖ National Unity Day Celebration
- ❖ Print Media Campaign on PM Ayushman Bharat Health Infrastructure Mission
- ❖ Print Media Campaign on Kushinagar Airport Inauguration
- ❖ Print Media Campaign on Independence Day
- ❖ Campaign on Tokyo Olympic 2020
- ❖ Gol Calendar and Diary App
- ❖ New India Samachar : Printing and Distribution

- ❖ 760 Integrated Communication & Outreach Programmes on different themes
- ❖ 5300 days campaign through Mobile Van/ Jagriti Rath
- ❖ 1230- Cultural Programmes
- ❖ 920 Webinars on various themes
- ❖ Started release of advertisement with QR Code and in Hybrid format.

Important Activities:

Azadi Ka Amrit Mahotsav:

Azadi Ka Amrit Mahotsav is an initiative of the Government of India to celebrate and commemorate 75 years of progressive independent India and the glorious history of its people, culture and achievements. Celebrating the Azadi Ka Amrit Mahotsav, Bureau of Outreach and Communication is organizing country wide campaign through its Regional Outreach Bureaus and Field Outreach Bureaus. Various ICOPs, Cultural Programmes, Exhibitions and Social Media Campaigns are being carried out across the country to convert this mahotsav into a 'Janandolan'. The highlights of Azadi Ka Amrit Mahotsav Programme carried by BOC are as under;

Iconic Week

- As part of 'Azadi Ka Amrit Mahotsav' (AKAM) celebrations, the Ministry of Information & Broadcasting observed the Iconic Week from August 23-29, 2021. During the iconic week assigned to Ministry of Information and Broadcasting an e-Photo exhibition on "Making of the Constitution" prepared by BOC was launched by Shri Anurag Singh Thakur, Union Minister for Information & Broadcasting and Youth Affairs & Sports at National Media Centre, New Delhi on 27th August, 2021 in presence of Shri G. Kishan Reddy, Union Minister of Tourism and DONER. Union Minister of State for Information and Broadcasting and Fisheries, Animal Husbandry and Diaries Dr. L. Murugan, Minister of State for Parliamentary Affairs and Culture Shri Arjun Ram Meghwal and Minister of State for External Affairs and Culture Smt. Meenakshi Lekhi were also present during the launch of the e-Photo Exhibition.

- During the week Regional Bureaus and Field Bureaus organized different activities which included:
 - *↔ Integrated Communication and Outreach Programmes (ICOPs) across the country*
 - *1016 cultural programmes through Private Registered Troupes (PRTs) of the Folk Communication Division*
 - *Over 500 Newspapers covered the activities in languages of Region.*
 - *Programmes were covered by DD/AIR and Pvt. Regional TV Channels*
 - *Original tweets by ROB: Over 2000*

- *Retweets by ROB/FOBs of all related tweets: Over 6000*
- Activities of Regional Bureaus and Field Bureaus were attended by dignitaries viz; Governor & Lt. Governor, Union Ministers and State Ministers.

Info-graphic Series on Azadi Ka Amrit Mahotsav

- To remember and to give recognition to the unsung heroes of freedom struggle, Bureau of Outreach and Communication (BOC) started infographic series on Whatsapp Groups across the country as part of 'Azadi Ka Amrit Mahotsav' (AKAM) celebrations.
- Unsung Heroes are being remembered through these infographics, Twitter tweets, Facebook posts, Instagram posts.
- With total 385 WhatsApp Groups across the country comprising Newspapers, TV Channels, FM Stations, Outdoor Media Agencies, Multimedia Agencies and opinion leaders from education institutions, local administration, Non Government Organisations approx 811177 people are reached daily through multiple messages.
- 124- Infographics on as many unsung heroes/lesser known events relating to freedom movements have been disseminated till 12.01.2022.
- A Booklet on Azadi Ka Amrit Mahotsav was also printed for broader dissemination.

ICOPs, Exhibitions, Cultural Programmes on Azadi Ka Amrit Mahotsav

- Celebrating Azadi Ka Amrit Mahotsav Regional Outreach Bureaus and Field Outreach Bureaus organized 418 Integrated Communication & Outreach Programmes (ICOPs), 52 Photo exhibitions, 1412 cultural programmes and 245 other programmes on the theme Azadi Ka Amrit Mahotsav.

100 Crore Vaccination:

- To combat the biggest pandemic in 100 years, the nation created history on October 21, 2021 by crossing the milestone of 100 crore vaccinations.
- On this occasion, BOC launched a massive campaign to mark the achievement. Hoardings, banners and standees were put up across the country by BOC Hqrs. and its Regional Bureaus and Field Bureaus. In Delhi these Hoardings, banners and standees were put up in the central government offices under the theme “लक्ष्य विशाल उपलब्धि बेमिसाल - भारत द्वारा 100 करोड़ टीकाकरण का सफर”.
- These hoardings/banners were displayed on main roundabouts of New Delhi, Central Governments residential complexes, hospitals and other major public places were covered.

- BOC also networked with major PSUs for wider dissemination of the message and more than 50,000 hoardings/banners were displayed in Hindi and other Indian languages as per the data received.
- ROBs /FOBs of BOC organized 09 Integrated Communication & Outreach Programmes (ICOPs) also on the theme “लक्ष्य विशाल उपलब्धि बेमिसाल - भारत द्वारा 100 करोड़ टीकाकरण का सफर”.

“Free vaccination for All” Campaign

- **Print Advertisement:** BOC issued a Half Page vertical Print Advertisement (colour) on “Free Vaccination for All” campaign in prominent News papers across the country. Approximately 300 prominent newspapers in 15 languages were covered under the print campaign.
- **Outdoor Campaign:** BOC ran an Outdoor campaign also to generate awareness among people about free COVID 19 vaccination drive launched by Government of India. The outdoor display was carried out on more than 6100 locations/sites at vantage points across the country to ensure maximum reach to the public.
- **Designing and Printing of posters for “Free Vaccination for All” campaign:** To reinforce information and generate awareness about COVID 19 free vaccination drive among public, posters were designed, printed and displayed in the premises of Government offices and other public spaces.

Campaign on “Helpline Numbers:

- A Campaign through Newspapers (Strip ad) was launched in the month of May 2021 for disseminating the information pertaining to the Four National Helpline Numbers - Helpline Number of M/o H&FW, Child Helpline Number, Senior Citizens Helpline Number and Helpline number for psychological support.
- **Bulk SMS campaign on “Helpline Numbers”:** The bulk SMS was sent to more than 50 lakh subscribers in Delhi in June 2021.
- **Newspaper Advertisement:** A Strip advertisement (colour) on COVID 19 National helpline Numbers was also issued in prominent Newspapers in Delhi in June 2021.

Safai-Dawai Aur Kadai: Jeetenge Corona Se Ladai:

- In continuation of special awareness campaigns launched by BOC to create awareness towards precautions to be taken to curb spread of COVID-19, BOC launched another campaign “Safai-Dawai Aur Kadai: Jeetenge Corona Se Ladai” during the month of April 2021.
- The campaign with new slogan started from 10th April 2021. Hoarding, Banners, Posters, Standees were installed across Delhi and other parts of the country, particularly in the Government Offices and surrounding as well residential areas.
- The campaign generated awareness with regard to the world’s largest COVID vaccination drive which is going on in India.

- Campaign was carried out in Delhi and other parts of the country by different Regional Outreach Bureaus by displaying new creatives in public places as well as different Government popularly visited Websites.
- To further strengthen the awareness campaign and keep the recall to the general masses another new creative with the same tagline was also displayed in Delhi and other parts of the Country from 29th April. This creative also made people aware that all the citizens with 18+ age should go for vaccination.

Print Campaign on PM-Kisan Samman Nidhi

- One Half Page Pan India Print Advertisement (colour) was issued by BOC on behalf of M/o Agriculture and Farmers Welfare on Transfer of PM-Kisan Samman Nidhi of more than Rs. 20,000 crore to more than 10 crore farmers on 31st December 2021.
- A Pan India Full Page Print Advertisement (colour) was issued by BOC on behalf of M/o Agriculture and Farmers Welfare on Pre-Vibrant Gujarat Summit-2021, Natural Farming-National Conference on 15th December 2021.
- One Half Page Pan India Print Advertisement on Special Relationships With Sikhs(color) was issued by BOC.

Gandhi Jayanti Celebration:

- A Print Advertisement (colour) was also issued by BOC on the occasion in prominent Newspapers and selected journals across the country.
- To mark the birth anniversary of Mahatma Gandhi on 2nd October, 2021 ROBs/FOBs organized 22 Integrated Communication & Outreach Programmes (ICOPs).

Janjatiya Gaurav Divas:-

- On the occasion of declaration of 15th November Birth Anniversary of Bhagwan Birsa Munda as Janjatiya Divas, A full page print advertisement (colour) was issued in prominent Newspapers on pan India basis.
- ROBs/FOBs of BOC celebrated Janjatiya Gaurav Divas on 15th November, 2021 to mark the birth anniversary of Bhagwan Birsa Munda, and organized 09 Integrated Communication & Outreach Programmes (ICOPs) and 08 Webinars on the theme.

Print Advertisement on “Seva Samarpan”:

- A full page Print Advertisement (colour) was issued by BOC on transformations brought about the Government under the leadership of Hon’ble Prime Minister with the theme “Seva Samarpan” on 7th October, 2021.

National Unity Day Celebration:

- A Print Advertisement (colour) was also issued by BOC on the occasion of National Unity Day in prominent Newspapers and selected journals across the country.
- ROBs/FOBs of BOC observed National Unity Day on 31st October, 2021 to celebrate the Birth Anniversary of Sardar Vallabhai Patel as Rastriya Ekata Diwas
- 52 Integrated Communication & Outreach Programmes (ICOPs) were organized on the theme National Unity Day. During the programmes endeavour was taken to solidify the bond of oneness and unification among the people of diversified cultures.

PM Ayushman Bharat Health Infrastructure Mission:

- A full page Print Advertisement (colour) was issued by BOC on the theme “PM Ayushman Bharat Health Infrastructure Mission” in the month of October, 2021.

Inauguration of Kushinagar Airport:

- Half page vertical advertisement in the publications of Delhi, Uttar Pradesh and Uttrakhand was released highlighting the effort of the Government for enhancing the connectivity of Buddhist circuit and unleashed the potential of economic growth, generating employment etc. by inaugurating the international airport in Uttar Pradesh.

Independence Day Print Campaign

- BOC issued a Half Page Print Advertisement (colour) on the occasion of Independence Day in 1700 prominent Newspapers and selected journals across the country. A quarter page black and white Advertisement was also issued in approximately 4000 Newspapers and magazines across the country.
- For the first time, a video was embedded in the Independence Day Print Advertisement through a QR code. Integration of traditional media with Digital medium was done by BOC and thus opened up a new arena in Government communication.
- BOC started its own YouTube channel. BOC twitter handle recorded 5 lakh impressions in the month of August.

Tokyo Olympics:

- BOC designed and displayed Hoardings in various vantage points in Delhi congratulating Tokyo Olympic Medal Winners at Olympics 2020
- Regional Bureaus and Field Bureaus conducted extensive media campaign to showcase the spirit of Olympics to highlight the performance and achievements of Indian athletes through Social Media by sharing creative's like songs, slogans, videos, quizzes etc. to amplify the message of upcoming Tokyo Olympics.

Digital Calendar & Diary of Government of India:

- In sync with decision of Government of India towards adopting digital technological innovations which is also economical, efficient and effective, this year also (2022) BOC developed the Digital Calendar and Diary App of Government of India.
- It provides latest information on various schemes, events and publications of the Government of India. Official holidays and various important dates can also be accessed through this Digital Calendar.
- Application is available in Hindi and English and other 11 Indian regional languages.

New India Samachar

- To disseminate information on the initiatives and schemes of Govt. of India, a fortnightly titled “New India Samachar” was started by BOC in August 2020. Publication of the fortnightly is continuing in the year 2021-22 also.
- New India Samachar is an endeavour to provide correct information about various initiatives taken by Government of India for benefit of the common people. It educates and informs the readers with cabinet decisions, Mann ki Baat and give insight into topical issues in its unique way.
- The fortnightly is being printed in 13 languages and 4 lakh copies are distributed to all Gram Panchayats, Zila Parishads, Blocks, people's

representatives in Parliament and State Legislatures, Union Ministers, Governors, Chief Ministers, Secretaries, Educational Institutions, senior functionaries of State Government etc.

- E-versions of New India Samachar are sent to more than 6.50 cr readers in flip book as well as PDF format in all 13 languages via emails using E-Sampark platform of MyGov India. As per E-Sampark, the total read of campaign is categorized as a high impact email campaign with total read percentage varying from 11% to 16% for different issues.
- Banner of New India Samachar is hosted on homepage of all Government websites including Ministries, Departments and PSUs with built in e-magazine in all 13 languages.

2. Other Awareness Activities by ROBs/FOBs:

A. Social Media Activities

i) Awareness Campaign on COVID-19 and other Flagship programmes.

Since April, 2021, as there was COVID-19 pandemic restrictions on outdoor/field activities, 23 Regional Outreach Bureau(ROBs) and 148 Field Outreach Bureaus (FOBs) of BOC conducted awareness through Social Media such as *Telephonic Calls, SMS, Face book posts, tweets and re-tweets in Twitter, messages and posters through WhatsApp & Instagram and through Webinars* etc. for spreading various messages having impact on containing of COVID-19, Vaccination Roll Out,

Importance of Vaccination, Myth Buster, Fake News Alerts, Experts advice on issues related to COVID-19, 100 crore vaccination achievement etc., GOI Decisions and Initiatives including Pradhan Mantri Garib Kalyan Yojana, Pradhan Mantri Garib Kalyan Ann Yojana, Pradhan Mantri Garib Kalyan Rojgar Abhiyaan, Aatmanirbhar Bharat etc.

ii) Webinars:-

During the period from April to December, 2021, ROBs organized 920 Webinars on various themes like COVID-19 Appropriate Behaviour, Vaccination Roll Out, Importance of Vaccination, Home Isolation and Precaution remedies, Boosting Immunity Power, Black fungus a deliberation, Swachhta during pandemic, Myth & Facts in COVID-19, Common Yoga Protocol, Environment-Yoga and Covid Prevention, Mental Health etc to ensure COVID appropriate Behavior for the awareness of the general public on COVID-19 Appropriate Behaviour and Vaccination.

Besides these COVID related topics, webinars were also organised on different flagship programmes/schemes/policies of GOI like; Jal Jeevan Mission, Aatmanirbhar Bharat, Digital India, Azadi Ka Amrit Mahotsav, New Education Policy, Water Management and Conservation, Atmanirbhar Bharat-Khadi the fabric of Unity and self Reliance, Poshan Abhiyan, Swachha Bharat Mission etc. Webinars were also organised on the topics like Tokyo Olympic-2020, Women in Sports, Commemoration of Kargil Vijay Diwas, Environment, World Population Day, International Breast

Feeding Week, National handloom Day, Independence Day, Gandhi Jayanti, and National Unity Day by different ROBs across India.

iii) On line competitions: -

ROBs organized various competitions through online virtual platforms, which include Yoga Video competition, Elocution Contests, Essay Writing, drawing and Quiz competitions on different themes like COVID-19 Appropriate Behaviour, Vaccination and other flagship programmes of GOI. The programmes were organised in coordination with local body institutions, Schools, Colleges, NGOs, Anganwadi Centres, ASHAs and other central and State Government Departments.

Details of Social Media Activities are as under:

Total No. of Telephonic calls	Total No. of SMS sent	Total No. of Facebook posts.	Total No. of Tweets and Retweets	Total No. of Posters/Messages/Videos circulated on WhatsApp	Total No. of Instagram Posts	Impressions.	Webinars.
135643	116831	164565	548681	761469	56224	7277651	920

B. Field Programmes/Outdoor Activities.

i. Integrated Communication & Outreach Programmes(ICOPs)

In post lockdown period BOC through its 23 ROBs and 148 FOBs organized 760 Integrated Communication & Outreach Programmes (ICOPs) and disseminated

important information on welfare schemes of GOI as well as on various aspects of Novel Corona Virus (COVID-19) and vaccination. BOC through its Regional and Field Offices disseminated important information to the general public through ICOPs, which includes interpersonal communication in the local languages, communication using folk tradition and exhibitions to create awareness amongst the masses, particularly in rural/urban areas about government's Policies, Programmes and Schemes for their welfare. The components of the ICOPs were public meetings, public announcements, public rally, Cultural programmes (Nukkad Natak, Street Play, and Folk Dances etc.), Exhibitions, sports/ painting/ poetry/ rangoli/ quiz competitions, debate/ seminar/ symposium etc. and distribution of pamphlets etc. All these above mentioned programmes/activities were conducted at grassroots level to ensure public participation at large scale so that the information related to Government schemes could reach to the masses.

ii) Jagriti Rath Campaign (Mobile Van) :-

Some of ROBs have also conducted Jagrtiti Rath Campaigns through Mobile Van/ Auto Rikshaw/ E-Rikshaw/ Tri-Cycles etc. with pre-recorded audio clips and messages to create awareness about COVID-19 Appropriate Behaviour, Vaccination Drive and other welfare Schemes/policies of GOI.

The content of the messages were: Need for social distancing, strict adherence to lock- down guidelines, importance of Arogya Setu app/have downloaded Arogya Setu app, when to go for home- quarantine, when will Corona- test be needed. Regular

Hand Washing & sanitizing frequently, Wearing & Making of Masks, GOI Decisions and Initiatives including Pradhan Mantri Garib Kalyan Yojana (PMGKY), Pradhan Mantri Garib Kalyan Ann Yojana (PMGKAY) & Pradhan Mantri Garib Kalyan Rojgar Abhiyaan (PMGKRA), Myth Busters, Fake News Alerts, Experts / Advise on issues related to COVID-19, Covid-19 vaccination and the 100 crore vaccination achievement in the country.

3. Ek Bharat Shreshtha Bharat:-

Since there was phased lockdowns throughout the country from April, 2021 up to June, 2021, ROBs/FOBs could not conduct any outreach activities in the field on EBSB due to the uncertain situation prevailing around COVID-19 crisis, where social distancing has become a necessity, thereby leading to avoidance of all large public gatherings.

However, FOBs/ROBs conducted quizzes, elocutions, paintings, patriotic songs and essay writing competitions on EBSB through social media components i.e Face book, Twitter, WhatsApp and Instagram etc., for increasing awareness among the students and the younger generation particularly. They also organized 32 webinars on EBSB on different topics like: 'Fetivals of the States', 'How the constitution helps to maintain the integrity and unity of the Nation', 'Cultural Tradition and Activities', 'Rajasthani and Assami literature', ' Rajasthani & Assami Dance Tradition', 'India Integrated by literature: The Bengal story celebrates the unit of diversity', 'My Idea of

National Integration', 'Weaving Cultural Threads: Goa and Jharkhand', 'Role of constitution in Maintaining Unity & Integrity of India', 'National Unity Day and Youth', 'National Unity Day' etc., thereby promoting Ek Bharath Shrestha Bharath to implement the objective of strengthening the engagement between all the Indian States/UTs through pairing.

In post lockdown period from July, 2021, all 23 ROBs and 148 FOBs of BOC started field programmes maintaining COVID-19 Appropriate Behaviour and organized 20 Integrated Communication & Outreach Programmes (ICOPs) and 15 other field programmes on Ek Bharat Shrestha Bharat (EBSB).

4. Azadi Ka Amrit Mahotsav:-

Bureau of Outreach and Communication(BOCO with its 23 ROBs and 148 FOBs organized 418 Integrated Communication & Outreach Programmes (ICOPs) throughout the country with close coordination with NYKs, NSS, Panchayats, Schools, colleges and state and central Government departments. During the programmes efforts were made to highlight the Freedom Fighters especially the unsung heroes and their sacrifices during freedom struggle. The important events and places of the region associated with the freedom struggle movement were also highlighted during the programmes.

The main components of the ICOPs were exhibitions, Cultural programmes (Nukkad Natak, Street Play, and Folk Dances etc.), mobilization activities, and audio-visual communications. During the programme exhibitions were organised to mark the “Azadi Ka Amrit Mahotsav” which aims to showcase the journey of ‘new India’ and to celebrate the contribution of freedom fighters, including the ‘unsung heroes’ of the freedom struggle. Through Panels, images and posters efforts were made to capture some of the unforgettable moments from our freedom struggle as well as the people who participated in it. In the exhibitions, rare photos depicting important moments of Indian freedom struggle including photos of Mahatma Gandhi, Sardar Vallabhbhai Patel, Subhash Chandra Bose etc were showcased which helped to instil a sense of pride and emphasis on India’s glorious history and culture.

During the programme PRTs performed Nukad Nataks and other cultural programmes on different themes like National unity, AKAM , Swachha Bharat Mission, Poshan Abhiyan, Covid-19,Free Vaccination and 100 crore Vaccination etc.

Besides the above activities, ROBs/FOBs were also organized public rallies, painting/ poster making/poetry/rangoli/quiz competitions, Group discussions, seminars, symposia, elocution competitions, question-answer competitions during the programme. Prizes and certificates were awarded to the winners of the competitions.

The programme details are as under:

No. of ICOPs	No. of exhibition	No. of cultural	No. of other
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organised	mounted	programmes organised	programmes conducted.
418	52	1412	245

5. Poshan Maah – Nutrition Month:-

Field Outreach Bureaus (FOBs) and Regional Outreach Bureaus(ROBs) of BOC observed the Poshan Maah during September, 2021 conducted publicity awareness programmes through Covid Vijaya Rath/ auto-rickshaw ensuring social distancing in the era of COVID-19 pandemic, on importance of POSHAN Abhiyaan (National Nutrition Mission) with a message to improve nutritional status of children up to 6 years, adolescent girls, pregnant women and lactating mothers to achieve specific targets for reduction in low birth weight babies, stunting growth, under nutrition and prevalence of anemia. The publicity activities included auto announcement, putting up of banners, slogan writings/paintings etc.

From April, 2021 to December, 2021, FOBs/ROBs organized 41 webinars on “Nutrition Week and Poshan Maah” related topics. Some of the topics are ‘Rastriya Poshan Mah’, ‘National Nutrition Week/Poshan Maah-2021’, ‘Food and Nutrition during COVID-19’, ‘Establishment of Nutrition Surveillance system in India on the occasion of Poshan Maah celebration’, ‘National Nutrition Mission’, ‘Healthy Diet Healthy Life’, ‘Poshan Ke Paanch Sutra’, ‘Poshan Bharat Abhiyaan & COVID-19’, ‘The importance of Nutrition in COVID defense’, ‘Nutri Garden in the Backyard’, ‘Living with COVID-19 and Nutrition Month’, ‘Targeted communication Campaign on COVID-19 and Nutrition’, ‘COVID-19 and Nutrition food habits’, ‘Ensuring nutrition security through Nutrition Garden’, ‘Food for health and immunity’, ‘COVID and

avoiding mental stress-Nutritional Digital Health Mission', 'Poshan Abhiyaan-National Nutrition Mission' etc.

In post lockdown period from July, 2021, all 23 ROBs and 148 FOBs of BOC started field programmes maintaining COVID-19 Appropriate Behaviour and organized 127 Integrated Communication & Outreach Programmes (ICOPs) and other field programmes on Poshan Abhiyan i.e Nutrition week and Nutrition Month.

6. Programmes on Minority Welfare:-

During this period all 148 Field Outreach Bureaus (FOBs) and 23 Regional Outreach Bureau (ROBs) of BOC conducted awareness activities on containing of COVID-19, GOI Decisions and Initiatives including Pradhan Mantri Garib Kalyan Yojana, Pradhan Mantri Garib Kalyan Ann Yojana, Pradhan Mantri Garib Kalyan Rojgar Abhiyaan, Aatmanirbhar Bharat, Honoring the Honest: Faceless Assessment of Direct Taxes, Ek Bharat Shrestha Bharat, Pradhan Mantri Jan Dhan Yojana, Atma Nirbhar Bharat, & National Recruitment Agency, New Education Policy-2020 and Nutrition Month through social media due to following lockdown/unlock restrictions related to it. As field programmes could not take place during the period, FOBs/ ROBs have been using digital medium to create awareness among the masses in minorities' concentrated areas across the country.

However, In post lockdown period from July, 2021, all 23 ROBs and 148 FOBs of BOC started field programmes maintaining COVID-19 Appropriate Behaviour and

organized 48 Integrated Communication & Outreach Programmes (ICOPs) and other field programmes in the minorities, concentrated reas.

The details of Social Media / Digital activities are as under:

Total No. of Telephonic Calls made	Total No. of SMS sent	Total No. of Facebook Posts	Total No. of Tweets and Retweets (with 'Impressions')	Total No. of Posters/ Message /Videos circulated on WhatsApp	Total No. of Instagram Posts	Total No. of Webinars organized	No. of ICOPs organised
49554	64265	32665	155312	215664	1056179	174	48

7. Publicity activities in Left Wing Extremism (LWE) affected areas:-

During the period from April, 2021 to June,2021, due to the restrictions on outdoor activities because of COVID-19 pandemic, Field Outreach Bureaus (FOBs) under the 10 Regional Outreach Bureaus (ROBs) of BOC viz. Bhubaneswar, Hyderabad, Kolkata, Lucknow, Patna, Pune, Ranchi & Raipur conducted awareness on various aspects of Novel Corona Virus (COVID-19) through Social Media in LWE affected areas in their respective jurisdiction to take several precautions to keep themselves safe from Novel Corona Virus (COVID-19).

Under Social Media such components i.e. Telephonic Calls, SMS, Facebook, twitter, Whatsapp and Instagram were extensively used to spread the message on COVID-19 including Webinars on Nutrition Month, Aatmanirbhar Bharat, Pradhan

Mantri Garib Kalyan Yojana, Ek Bharat Shrestha Bharat, New Education Policy-2020, National Recruitment Agency and Pradhan Mantri Garib Kalyan Rojgar Abhiyaan etc.

However, in post lockdown period from July, 2021, all 10 ROBs and their FOBs started field programmes maintaining COVID-19 Appropriate Behaviour and organized 47 Integrated Communication & Outreach Programmes (ICOPs) and other field programmes in LWE affected areas in their respective jurisdiction. During the ICOPs, awareness programmes were conducted on different themes like Azadi ka Amrit Mahotsav, Janjatiya Gaurav Diwas, , Rastria Ekta Diwas, Birth Anniversary of Mahatma Gandhi, Ek Bharat Shrestha Bharat, Swachhata Abhiyan, National Unity Day, Aatmnirbhar Bharat, National Constitution Day, Child Rights, Jal Jeevan Mission, Drug abuse, Empowerment of Women, COVID Appropriate Behaviour, Achievement of 100 Crore Vaccination etc. in LWE affected areas in their respective jurisdiction.

The details of social media and other activities are as under:

Sr.	Total No. of Telephonic Calls made by ROB	Total No. of SMS sent by ROB	Total No. of Facebook Posts	Total No. of Tweets and Retweets (with 'Impressions')	Total No. of Posters/ Message /Videos circulated on WhatsApp	Total No. of Instagram Posts	Total No. Webinars
	10420	4955	15109	24563	20923	2582	↔

No. of Sookhana Rathas	Total No. of SOPs	Total No. of ICOPs	Cultural programmes
3	31	47	152

8. Tokyo Olympics

During months of June, July and August, 2021, ROBs/FOBs conducted an extensive media campaign through Social Media by sharing creative's like songs, slogans, videos, quizzes etc. to showcase the spirit of Olympics and performance and achievements of Indian athletes.

The details of social media activities conducted across the country are as under:

Total No. of Facebook Posts	Total No. of Tweets and Retweets (with	Total No. of units of Songs, Slogans, Videos, Quizzes and	Total No. of Instagram Posts
16521	34459 (516014)	31956	6492

9. Observation of important National and International Events/Days/Week:-

The Field Outreach Bureaus (FOBs) under Regional Outreach Bureaus (ROBs) highlighted various schemes of the Government in its routine activities while observing important National and International events/Days/weeks.

During the period from April, 2021 to December, 2021, the FOBs under ROBs observed days viz; Anti terrorism Day, World No Tobacco Day, World Environment Day, International Yoga day, World Population Day, Kargil Vijay Diwas, Quit India Movement, Independence Day Celebration, Poshan Mah, Sadbhavna Diwas/week, 150th Birth Anniversary of Mahatma Gandhi, Gandhi Jayanti, International Day of

Non-Violence, National Unity Day, the constitution Day etc. and highlighted the importance through social media and Field programmes.

i) International Day of Yoga: -

During the month of June, the International Day of Yoga (21st June, 2021) was observed by All Regional Outreach Bureau (ROBs) / Field Outreach Bureau (FOBs) through social and digital media platforms like YouTube, Facebook, Twitter and Instagram etc to encourage peoples to pursue Yoga from their homes and promoting & popularizing the “My Life – My Yoga” (also called ‘Jeevan Yoga’. The video blogging contest organized by Ayush Ministry on the event was promoted on various platforms of ROBs.

ROBs also organized Online Virtual Yoga Sessions on the day and experts from prominent Yoga Organization and Journalists were also participated in the live Yoga Demonstrations to promote Yoga among general public.

On the International Yoga Day, ROBs organized 75 Webinars on Common Yoga Protocol on the topics like →Relevance of Yoga in the context of pandemic COVID19", 'Yoga and Mental Health' etc. ROBs were also conducted 25 live Yoga demonstrations in collaboration with States AYUSH Mission and under reputed Yoga instructors to promote Yoga and making people fit and healthy.

ii. Gandhi Jayanti: -

ROBs/FOBs celebrated Gandhi Jayanti (the International Day of Non-Violence) to mark the Birth Anniversary of Mahatma Gandhi and spread the philosophy & ideology of Mahatma Gandhi among the masses and the younger generation; in particular to the school and college students. They organised 22 Integrated Communication & Outreach Programmes(ICOPs) on the theme. FOBs/ROBs were also organized webinars on the life and teachings of Mahatma Gandhi and carried out social media campaigns on Gandhian thoughts/quotes/pictures/short video clips etc.

iii) National Unity Day:-

ROBs/FOBs observed National Unity Day on 31st October, 2021 to celebrate the Birth Anniversary of Sardar Vallabhai Patel as Rastriya Ekata Diwas and organized 52 Integrated Communication & Outreach Programmes (ICOPs) on the theme. During the programmes endeavour was taken to solidify the bond of oneness and unification among the people of diversified cultures

iv) Constitution Day:

The Regional Outreach Bureaus (ROBs) under Bureau of Outreach & Communication (BOC) organized oath taking ceremonies in their respective office premises and read out the Preamble of Constitution on the occasion of Constitution Day on 26.11.2021. Online talks and discussion were organized on the eve of 72 years of the adoption of the Indian Constitution day as part of 'Celebrations of the Constitution Day and Citizens' Duties Campaign' to create awareness on Constitution Day and Fundamental duties.

ROBs/FOBs organized 34 Integrated Communication & Outreach Programmes (ICOPs) on Constitution Day. ROBs were also conducted 10 webinars on the themes related to 'Constitution of India' and 'Fundamental duties of Citizens'. They also conducted quiz, elocution, painting and essay writing competitions during the programmes for increasing awareness among general public and the younger generation particularly.

v) Janjatiya Gaurav Divas:

ROBs/FOBs celebrated Janjatiya Gaurav Divas on 15th November, 2021 to mark the birth anniversary of Bhagwan Birsa Munda, the brave tribal freedom fighter and organised ↳Integrated Communication & Outreach Programmes (ICOPs) and ↳ webinars on the theme.

10. Statistical Data (Achievements from April to December, 2021)

1.	Total No. of ICOPs	760
2.	Total No. of Mobile Van/Jagriti Rath Campaigns days	5300
3.	Total No. of Cultural programmes	1230
4.	Total No. of other programmes	270
5.	Total No. Webinars	920
