

**Minutes of Steering Committee Meeting for the Communication Campaign of
Panchayat Department held at Chamber of Hon. Minister for LSGD
on 27 October 2016**

The first meeting of the reconstituted Steering Committee for the Communication Campaign of the Panchayat Department was held at 10.30 am on 27 October 2016 under the chairmanship of Dr K T Jaleel, Hon. Minister for Local Self Government Department at his Assembly Chamber, Thiruvananthapuram.

Those present in the meeting were:

1. Sri V Ratheesan, IAS, Director of Panchayats/Project Director, Thaddesa Mithram
2. Sri S Divakaran Pillai, State Performance Audit Officer
3. Sri R Anil Kumar, Deputy Director, I&PRD
4. Dr V P Sukumaran, Deputy Project Director, Thaddesa Mithram
5. Sri H Shaji, Communication Specialist, Thaddesa Mithram

Sri V Ratheesan, Project Director, Thaddesa Mithram, explained the context of the meeting. He informed the committee that the activities of the Communication campaign remain incomplete due to various reasons. The Minister told the meeting that effort should be taken to ensure that the tasks are completed in a time-bound manner.

The committee, after deliberations, took the following decisions.

Agenda Item No. 1

Approval of extension of the contract with the consultancy firm for the communication campaign till 31 March 2017

The contract for communication campaign with the consultancy firm was signed on 16 March 2015. The contract period was eight months. The contract expired in November 2015. The request for extension of the contract was postponed due to the extension of the Project itself and the elections. Now the firm has informed that the remaining activities could be completed within 31 March 2017.

Point for decision: The committee may approve the extension of the consultancy firm for the communication campaign till 31 March 2017.

Decision taken: The Committee decided that the contract with the Consultancy firm for Communication campaign of the Panchayat Department may be renewed till 31 March 2017 with the provision that the firm agrees to extension without any alteration in the existing contract including the total contract value.

Agenda Item No. 2

Approval for rollout of various activities as part of the communication campaign

The Communication Action Plan submitted by the firm was approved by the Steering Committee. The Steering Committee constituted a sub-committee to evaluate the creatives and the committee included an external expert (Ms Bina Paul, Vice-Chairperson, State Chalachitra Academy).

The creatives vetted by the subcommittee were accorded approval by the Steering Committee (Annexure 3). Various creatives are in different stages of approval.

Points for Decision:

- a. Printing and Distribution of Posters & Brochures
- b. Telecasting of Television Scrolls
- c. Exhibition of Theatre slides
- d. Production and telecasting of Television advertisement on Digitisation of Birth Certificates & IKM services
- e. Production and telecasting of Short documentaries on Thaddesa Mithram and IKM
- f. Procurement of theatre troupe for Street Play – approved concept note.

Decision taken: The Committee approved plan for staging of street play which was not included in the original proposal but included in the Communication Action Plan and approved by the Steering Committee. The expenses for staging the play in 5 GPs each in 14 districts shall be met from the item Support for Group Sessions/seminars in the proposal and also decided to debit the expenditure to the component Group sessions/seminars.

The committee approved the following items.

1. Printing and distribution of posters and brochures
2. Telecasting of Television scrolls
3. Exhibition of Theatre slides
4. Production and telecasting of Television advertisement on Digitisation of Birth Certificates and IKM services
5. Production and telecasting of short documentaries on Thaddesa Mithram and IKM.
6. Procurement of theatre group for street play.

The meeting concluded at 11.15 am.


MINISTER (LSG & MW) Chairperson

