

Census of India 2001



Presentation on Publicity

Office of the Registrar General, India
Government of India
New Delhi

Objectives

- To enhance awareness among the people
- To inform that, under the Census Act, 1948, one is required to truthfully answer questions put to him/her
- To inform that information given in response to questions at the time of Census is **CONFIDENTIAL**. It is not admissible as evidence in any Court of Law
- To sensitize on critical issues

Stages for Publicity

Phase 1:

HOUSELISTING OPERATIONS

(April to September 2000)

Phase 2:

POPULATION ENUMERATION

(9th to 28th February 2001)

Priority in Publicity

Phase 1:

HOUSELISTING OPERATIONS

..... PRIORITY LOW

Phase 2:

POPULATION ENUMERATION

..... PRIORITY HIGH

Modes of Publicity

In Newspapers

- ≡ Through Advertisements
- ≡ Through Newspaper Articles
- ≡ Messages by VIPs
- ≡ Quiz Contests on Census

Modes of Publicity

On All India Radio

- ≡ Audio Spots or Jingles before Regional News and other important programmes
- ≡ Group Discussions on Census
- ≡ Messages by VIPs
- ≡ News Items

Modes of Publicity

On Door Darshan

- ≡ Video Spots before Regional News and other important programmes
- ≡ Group Discussions on Census
- ≡ Messages by VIPs and popular personalities
- ≡ News Items

Modes of Publicity

Through Field Publicity Units of DAVP

- ≡ Exhibition and Video/Film shows by the Field Publicity Units
- ≡ There are 260 units all over the country who would undertake publicity campaign

Modes of Publicity

Through Field Publicity Units of DAVP

- ⌘ During shows by Song and Drama Division
- ⌘ The Division has
 - 43 Departmental Troupes
 - 650 Registered Troupes
 - 1000 Casual Artistes
- ⌘ They organize 6000 shows in Village Melas & Markets
- ⌘ Shows to be organized at Zonal Cultural Centres

Modes of Publicity

Releasing Special Stamp

One Special Stamp to be released commemorating the commencement of the population enumeration on 9th February 2001

All DCOs are requested to use these stamps to be supplied to them

Modes of Publicity

On Postal Stationery

- ≡ Publicity messages will be printed on Post Cards and Inland Letters
- ≡ These will then be released throughout India by the Department of Post

Modes of Publicity

Participation in Fairs and Exhibitions

- ≡ DCOs to participate
- ≡ To exhibit census publications, posters, pamphlets and other publicity material
- ≡ To organise Documentary Film Shows or Video Shows on Census

Modes of Publicity

Through Posters

- ≡ Publicity messages will be printed on Posters
- ≡ These will then be distributed throughout India by DAVP
- ≡ Posters will be displayed at different public places including Railway Stations, Bus Stations, Libraries, Offices of Collectors BDOs etc.

Modes of Publicity

Through Census of India
web-site on the Internet

- ⌘ Census of India has a website on the Internet providing information on Census of India
- ⌘ A separate section will be created to provide information on Census of India 2001
- ⌘ The section will provide information on Census, Census Calendar, Questions being asked, Quiz Contest and many other features

Modes of Publicity

Special Fund for DCOs

- ≡ It is proposed to allocate separate fund to DCOs for publicity
- ≡ The amount will vary form state to state
- ≡ Rs 30,000 to Rs 50,000 for each DCO for Houselisting Operations
- ≡ Rs 60,000 to Rs 1 lakh for each DCO for Population Enumeration

Modes of Publicity

SUMMARY

NEWSPAPER:

Paid Advertisements

HLO

PE

Articles

HLO

PE

Messages by VIPs

HLO

PE

Quiz Contests on Census

PE

AIR:

Audio Spots/ Jingles

HLO

PE

Group Discussions on Census

HLO

PE

Messages by VIPs

HLO

PE

News Items

HLO

PE

Modes of Publicity

SUMMARY

DOOR DARSHAN:

Video Spots

PE

Group Discussions on Census

HLO

PE

Messages by VIPs/Personalities

HLO

PE

News Items

HLO

PE

FIELD PUBLICITY UNITS:

Exhibition and Video Film Shows

PE

Plays and Songs

PE

Melas & Markets

PE

Shows at Zonal Cultural Centres

PE

Modes of Publicity

SUMMARY

RELEASING SPECIAL STAMP

PE

ON POSTAL STATIONERY

PE

PARTICIPATION IN FAIRS AND
EXHIBITIONS

HLO

PE

POSTERS

PE

REPUBLIC DAY TABLEAU

PE

THROUGH WEB-SITE ON INTERNET

HLO

PE

By DCOs

HLO

PE

Houselisting Operations

- ◆ Newspaper Advertisements
- ◆ Articles in Newspapers
- ◆ Messages form VIPs
- ◆ Audio Spots on AIR
- ◆ Group Discussions on AIR
- ◆ Messages by VIPs on AIR
- ◆ News Items on AIR

Houselisting Operations

- ◆ Group Discussions on Television
- ◆ Messages by VIPs on Television
- ◆ News Items on Television
- ◆ On Postal Stationery
- ◆ Fairs and Exhibitions
- ◆ Through web-site on Internet
- ◆ By DCOs

Newspaper Advertisements

- Advertisements will be released through DAVP by ORGI
- The Advertisements will cover a large number of regional newspapers
- Advertisements will be in English and major languages
- The Advertisements will be placed in major state and regional newspapers

Newspaper Advertisements

- There will be four cycles of advertisements beginning one week prior to HLO and continuing for three weeks during HLO
- The coverage in each state will depend upon its population and size
- DCOs have already been requested to suggest names of newspapers and the language in which the advertisements should appear

Articles in Newspapers

- The DCOs should prepare a few articles in advance for publication in newspapers
- At least one article should be published in all major newspaper in the state in different languages
- The articles should be published one week prior to HLO and continue for at least three weeks at the rate of one in each week
- Advance liaison with newspaper publishers is required

Messages form VIPs

- Keeping in mind the low profile that is suggested for publicity during HLO publications of large number of messages for VIPs be avoided
- One or two messages is sufficient
- The messages should seek general cooperation of the people in the HLO and also focus on critical issues for the state
- DCO should separately thank the people for their cooperation in the concluding days

Audio Spots on AIR

- Audio Spots carrying messages on HLO and census are being prepared by DAVP/ NFDC
- Each Audio Spot shall be of 40 seconds duration. There will be 3 - 5 Audio Spots for HLO
- Audio Spots will be in Hindi, English and in about 15 other languages
- These will be broadcast over about 170 AIR stations through out the country

Audio Spots on AIR

- Audio Spots will be broadcast as per the following tentative schedule:

One week before HLO: 4 days x 3 spots = 12 spots

First week of HLO: 7 days x 3 spots = 21 spots

Second week of HLO: 7 days x 3 spots = 21 spots

Third week of HLO: 7 days x 3 spots = 21 spots

Fourth week of HLO: 7 days x 2 spots = 14 spots

Total: 89 spots

- DCOs have already been requested to send list of important programmes for placing Audio Spots

Census of India Logo



Census of India Logo

- The Logo is created by

SHRI PRASHANTA KUMAR ROY
Draughtsman, Map Section
DCO, West Bengal

- Selected from 75 entries received in response to a competition within the organisation by a panel of judges:
- Motto in Hindi and English has been added subsequently

Census of India Logo

- Logo should be used in all official documents, like:
 - Letter Heads
 - Stationery
 - Books and other publications
 - Advertisements
 - Pamphlets/Handouts
 - Display Boards
 - Other Publicity Materials
- Use of Motto is optional

Standard Terms

- It is always appropriate to use standard terms and phrases while describing the next census

- Examples:

Use Census of India 2001

not 2001 Census

not Census 2001

Use Houselisting Operation

not House Listing

not 2000 House Listing

Use Population Enumeration

not Census Enumeration

not 2001 Census

not Census 2001

Thank You