

Media mela in Gangtok, Sikkim from 24 Nov

Statesman News Service

GANGTOK, Nov. 22: The Press Information Bureau (PIB) Gangtok, in collaboration with other government media units like All India Radio, Doordarshan and Directorate of Advertising and Visual Publicity (DAVP), is organising a five-day public information campaign about flagship programmes of Central government scheduled to start from 24 November at Old Children's Park, Gangtok.

Addressing a Press conference here today, Mr D Naik, senior media and communications officer, PIB, said the campaign is an innovative country-wide programme to disseminate information of Central government flagship programmes. These programmes include Bharat Nirman package, National Rural Employment Guarantee Act (NREGA), National Rural Health Mission (NRHM), Sarva Siksha Abhiyan, mid-day meal, Right to Information Act and the PM's new 15-points programme for the welfare of minorities.

During the five-day public information campaign, a technical session on the flagship programmes would be organised everyday with active participation of state government authorities, experts, beneficiaries, representatives and NGOs.

Governor of Sikkim Mr V Rama Rao will inaugurate the public information campaign on 24 November while Mr BB Gurung, advisor to the chief minister of Sikkim, will be the chief guest on the concluding day of the campaign, PIB officials informed.

In order to generate awareness in rural areas, four units of the Directorate of Field Publicity have already started pre-publicity campaign on flagship programmes from 18 November to collect success stories and public perception reports on developmental schemes being implemented in Sikkim.

Stalls of PIB, DFP and DAVP along with other Central and state government departments will be set up in the mela ground to display their activities to masses. A rally by the Directorate of Field Publicity to spread the message of Bharat Nirman will also be organised on 24 November.

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