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भारतीय आयुर्विज्ञान अनुसंधान परिषद
स्वास्थ्य अनुसंधान विभाग, स्वास्थ्य एवं परिवार
कल्याण मंत्रालय, भारत सरकार

Indian Council of Medical Research
Department of Health Research, Ministry of Health
and Family Welfare, Government of India

No.18/1/2019-Admn-II

Dated: 11.10.2019.

To

The Directors/Directors-in-Charge of
Permanent Institutes/Centres of ICMR.

Subject : Procedure for public communication-reg.

Sir/Madam,

Please find enclosed herewith a copy office note dated 25.9.2019 received from Office of Hon'ble Minister of Health & Family Welfare, New Delhi on the subject mentioned above for information and necessary action.

Yours faithfully,

(Bharat Bhushan)
Sr. Administrative Officer
for Director General

Encl: As above

Copy to:-

1. PS to DG/PS to Addl. DG/PS to Sr. DDG (A)/PS to Sr. FA
2. All Divisional Heads
3. Asstt. Director-General (Admn.)
4. IIFO (PRO) Shri Syed Adil Shamim Andrabi -for taking necessary action.
Dr. L.K.Sharma, Scientist 'E' – soft copy of the same has been mailed at your email ID(sharma.lk@icmr.gov.in) for website upload.

Office of Hon'ble Minister of Health & Family Welfare

Sub: Procedure for public communication-reg.

Hon'ble Minister has desired that the following arrangements may be put in place with regard to the media management in connection with various events such as meetings/conferences etc. proposed to be attended by the Hon'ble Minister as well as in case of issuance of public notices/circulars/guidelines/orders etc. requiring public attention, namely:-

- a) **In case of Meetings/Conferences etc.:-** Two days before the event, the inputs are to be provided/submitted on file in the prescribed proforma (Annexure).

Note: The aforesaid instructions regarding submission of a Communication Plan (Sr. No. 9) will be fully applicable even in those cases where the Hon'ble Minister (HFW) is not attending a Meeting/Conferences as well as in case of all international conferences/meetings/interactions pertaining to this Ministry.

- b) **For public notices/circulars/guidelines/orders etc. requiring public attention:-** While submitting the proposal for approval of Hon'ble Minister regarding issuance of public notices/circulars/guidelines/orders etc. requiring public attention, the following inputs are to be placed on file along with the draft public notices/circulars/guidelines/orders etc. namely:-

- (i) A self-contained note explain the background for issuing the public notices/circulars/guidelines/orders etc.; (ii) Benefits to General Public due to the said public notices/circulars/guidelines/orders; (iii) Clear Communication Plan (bilingual) comprising of:

- Draft Press Release;
- Twitter/Facebook content for the Social media Handles of the Minister; and,
- Twitter/Facebook content for the Social Media Handles of the Ministry.

2. All the aforesaid IEC material shall be submitted to Hon'ble Minister only after vetting by the PIB Officer. Soft copies of all the IEC material should also be sent simultaneously at email I.D. hfwminister@gov.in and abhinav.gupta@gov.in.

3. All the officers of the Ministry and all the attached/subordinate offices and autonomous bodies under the administrative control of the Ministry may also be apprised suitably.

Abhinav
25/09/19
(Abhinav Gupta)
PS to HFM
Date:25.09.2019

Secretary(DHR)

Diary No - 4017

9/10/19

1692

Kum shalya
20/9/19
4/10/19
So (AET)
4/10/19

ADG(Ax)

JS(GN)
JS(AN)
2. DDG(Admin)
ICMR

09/10/19

BB
24/9/19

CNAO/ADG(Ax)

Sl. No.	Detailed item	Information required	Details (To be furnished separately as Annexure wherever required)
10.	Media Arrangements	10.1 Which all media people have been invited, DD, ANI, PTI	
		10.2 Arrangements where the media interaction is planned	
		10.3 Any unplanned media interaction	
11.	Accommodation	11.1 Details of Accommodation for Hon. Minister in case of planned stay.	
12.	Invitation	12.1 Invitation to Hon. HFM 12.2 State the name of dignitaries invited in the Programme: a. Chief Minister b. Health Minister c. State Minister d. Local MP (LS or RS) e. Local MLA f. Any other dignitary	
13.	Advertisement/ Backdrop/ Plaque	State the name of dignitaries whose name are included in Advertisement/ Backdrop/ Plaque: a. Chief Minister b. Health Minister c. State Minister d. Local MP (LS or RS) e. Local MLA f. Any other dignitary	

Sl. No.	Detailed item	Information required	Details (To be furnished separately as Annexure wherever required)
5	Reception	5.1 Where?	
		5.2 Who will receive? His name and contact number	
		5.3 Route plan from reception to the function venue	
6	Stay (at Venue)	6.1 Arrangement for short stay at venue	
7.	Photography and Videography	7.1 Name and Contact no. of the Coordinator	
		<ul style="list-style-type: none"> • Appropriate arrangements for photography and videography may be made and a Coordinator be deputed for acting as a single point contact for transmitting photos and videos of Hon. HFM's programmes. • All the photos and videos after each programme may be sent (at-least 3 times a day) to the following email IDs: <ul style="list-style-type: none"> o pibhealth@gmail.com o hfwminister@gov.in 	
8.	Inputs required	8.1 Detailed Minute to Minute Programme	
		8.2 Speech/ Talking Points for Hon HFM	
		8.3 Brief/ background/ status note (alongwith financial status, if any)	
		8.4 Backdrop / Plaque design	
		8.5 Presentation, if required	
		8.6 Any other information, if any	
9.	Communi- cation Plan (Bilingual)	9.1 Draft Press Release	
		9.2 Twitter / Facebook content for the Social Media Handles of the Minister,	
		9.3 Twitter / Facebook content for the Social Media Handles of the Ministry	

Checklist for the information to be furnished

Sl. No.	Detailed item	Information required	Details (To be furnished separately as Annexure wherever required)
1	Function	1.1 About Function	
		1.2 Theme	
		1.3 Expectations from Hon'ble Minister for participation	
		1.4 Is it an inauguration/ dedication / any other – Details thereof.	
		1.5 Date	
2	Participants	2.1 Expected Number	
		2.2 Profile of participants likely to come in the function	
		2.3 The expectations of the participants from the function	
3	Organisers	3.1 Background and brief profile of the organization conducting the function and past experience in such organization	
		3.2 Name, contact numbers and Emails of members of organization committee	
		3.3 Name, contact numbers and Emails of one or maximum two Officers/ persons who will liaise with HFM office for the function	
4	Venue	4.1 Hotel / Hall / Outdoor / other arrangement?	
		4.2 Dais seating plan (as per protocol)	
		4.3 Detailed bio-data of people sitting on dais with proper justification for people sitting on dais	
		4.4 Hall arrangements	
		4.5 Tea and refreshments if any	