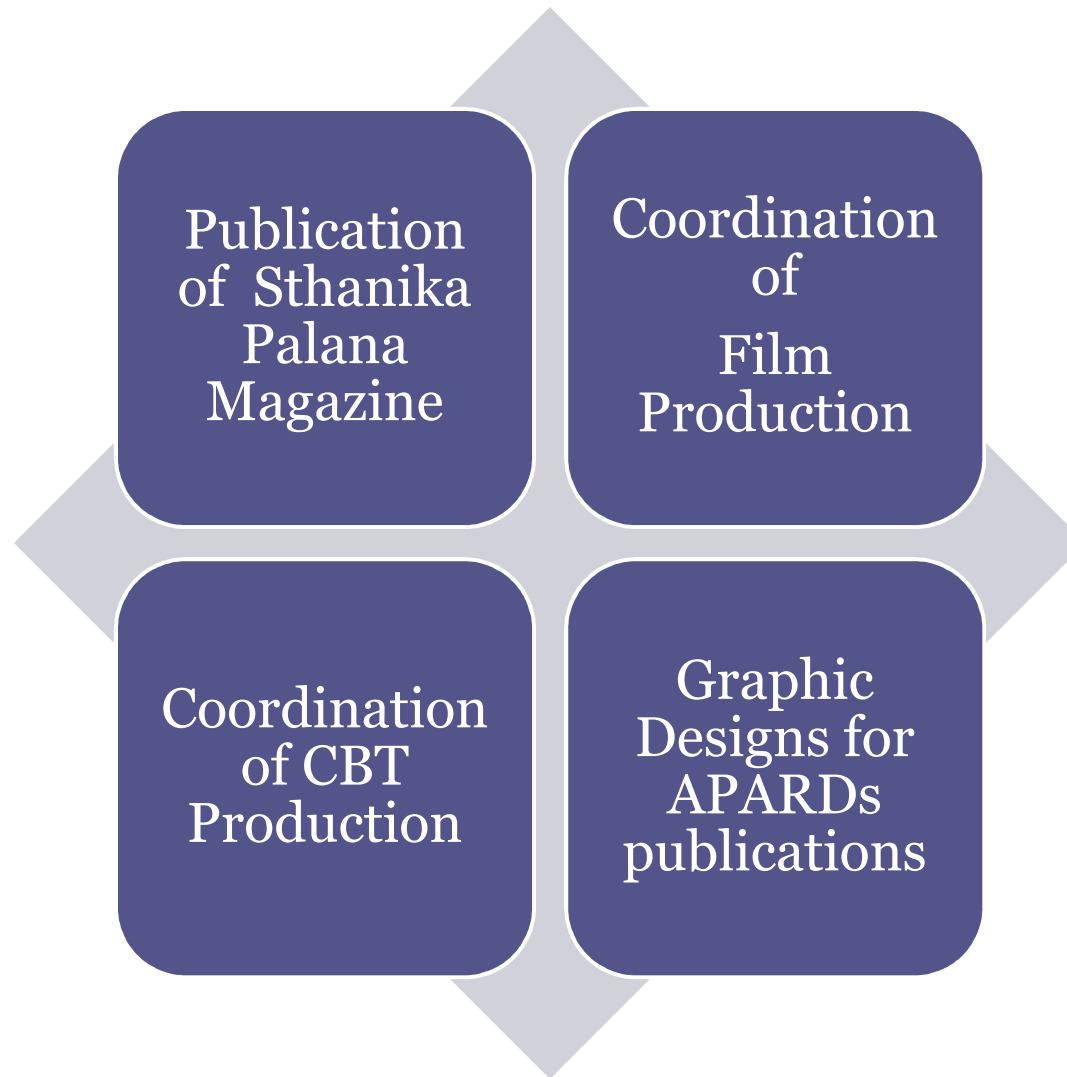


A Brief Presentation on Centre for Media and Publications



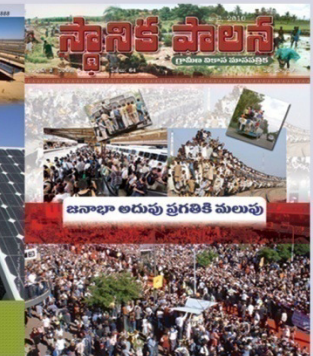
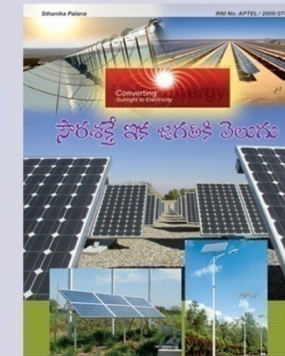
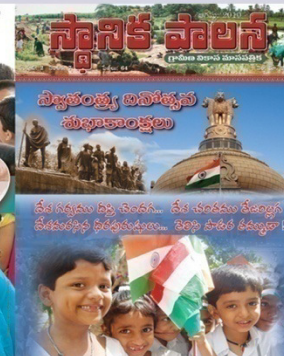
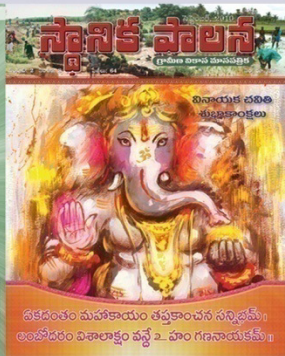
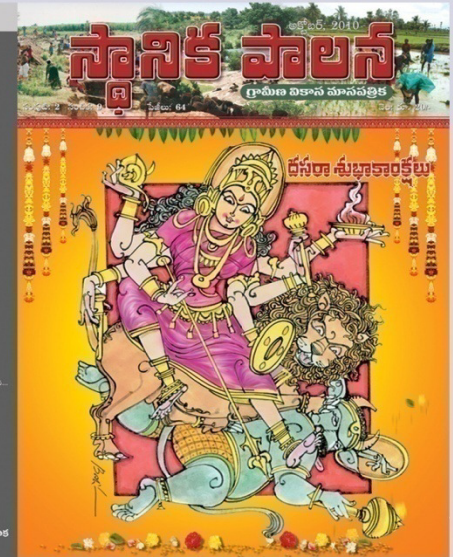
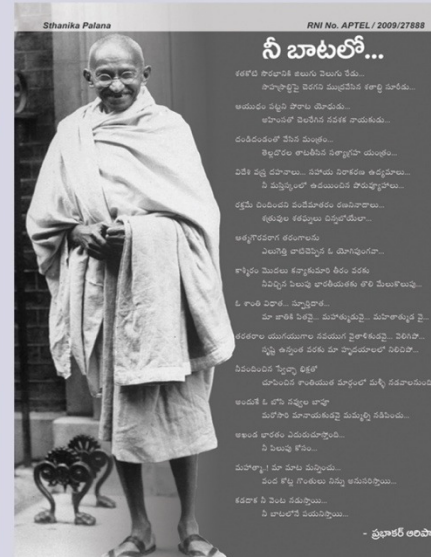
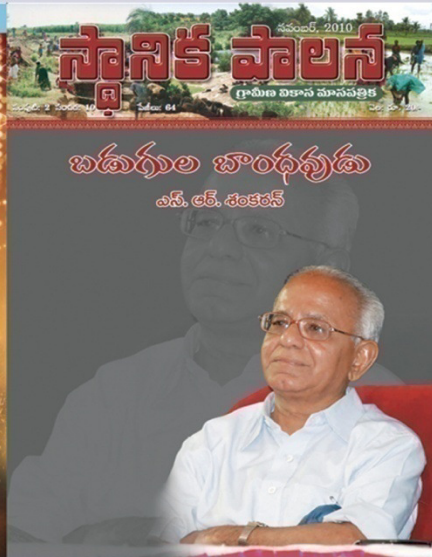
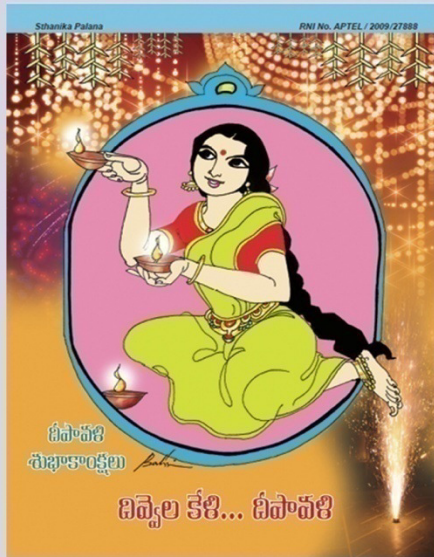
Major Activities



Sthanika Palana

November

October



September

August

July

‘Sthanika Palana’- Out Reach

- A 64 page multi - colour Telugu Monthly Magazine
- Released by then PR Minister Sri. J C Diwakar Reddy garu in Feb 2009
- Registered with RNI, Govt of India
- Reaches all the Sarpanches, MPPs, ZP Chairpersons, CEOs, District Collectors, HODs, Principal Secretaries, Hon’ble Ministers , CMO, MPsMLAs, MLCs , District Level Officers –
- Circulation is 27,000 copies every month.
- It is an approved activity under BRGF/RGSY Action Plans
- Printed at Caxton Offset Printers Pvt Limited, Hyderabad
- Base Cost per issue is Rs.19/- @ approved rates of I&PR Department

Sthanika Palana: Focus

Carries Articles on

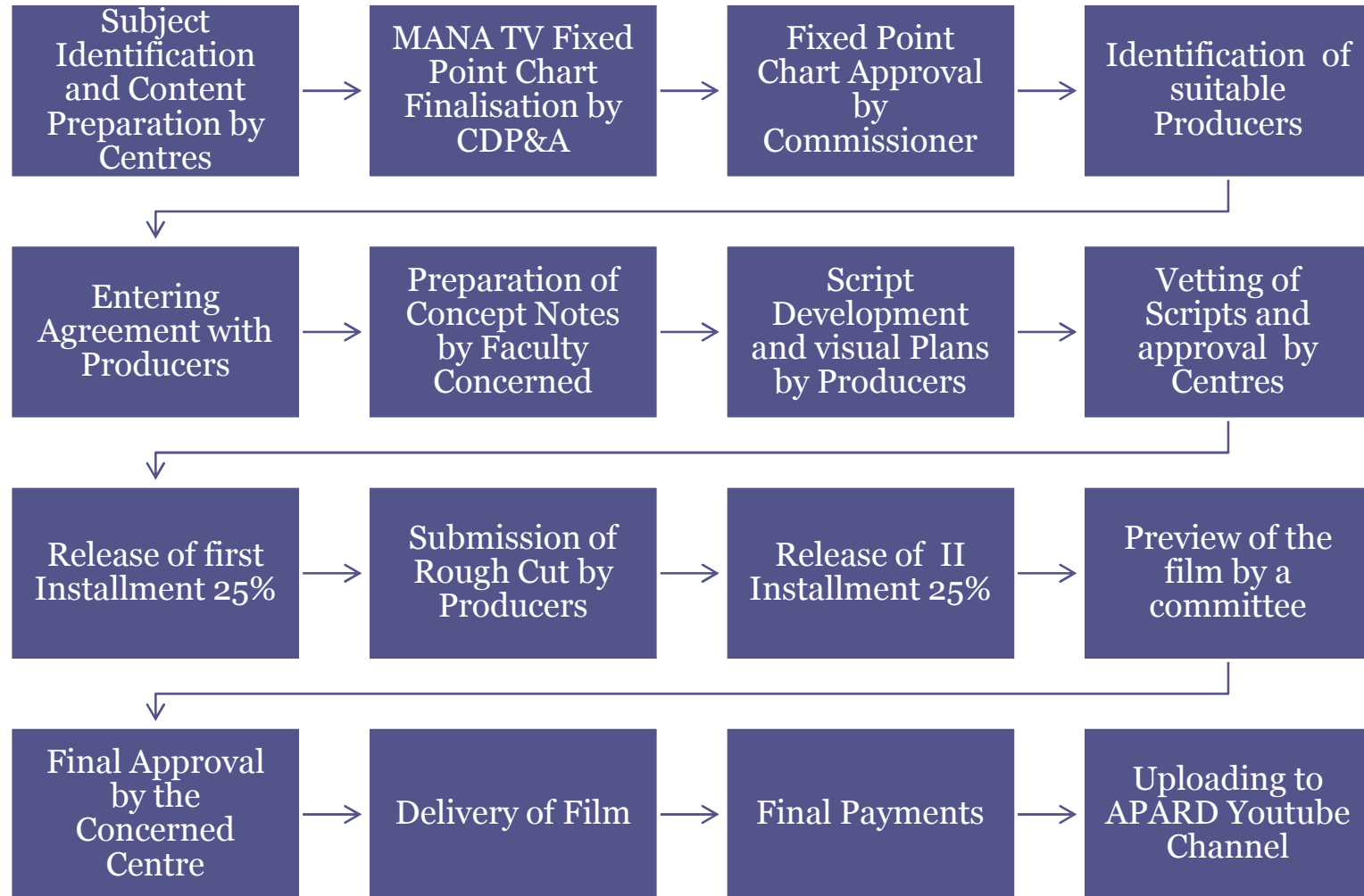
- Important events in the state
- Articles on various Rural Development activities
- Articles relevant to the month/season
- Features to generate general interest like short stories, cartoons, write ups on festivals etc
- Main focus is on consolidating knowledge base of PRI representatives at Village level



Film Production

- Coordinates Documentary Film Production for Mana TV Distance Education Programmes
- Empanelled @50 Film Producers
- Slab Rate of Rs.1.50 Lakhs for 20 Min. Film for telecast on Mana TV
- Production of Special Documentary Films at the rates approved by Commissioner
- Internal committee for cost negotiations for the special projects to be documented for showcasing

Film Making Process



Status of Documentary Film Production

Sl.No.	Subject	Name of the Producer Allotted	Status of Film
1	Devolution of Power – Rural Development	JSVS Creations	Completed
2	Institutional services of Government for Welfare of Women & Children	Dristi Ad-Ventures	Completed
3	Planning for providing critical infrastructure required for SC & ST localities	Ruby Films Private Limited	Completed
4	Floods Management	P. Udaya Kumar	Completed
5	Bore well & hand pump maintenance	M.R. Productions	Completed
6	Consumer Redressal Measures	Sri Bhagya Sai Creations	Completed
7	First Aid in Disasters	Dhanunjaya Entertaintments	Completed
8	Procedures for issuing Pattedar Pass book and ownership rights	Just Entertainments	Completed
9	Devolution of Powers – BC & Social welfare	Lakshmi Supriya Films	Completed
10	Role of PRI in promoting girl child education	Cinema Group	Completed
11	Women in PRIs	Lotus Creations	Completed
12	Nutritional needs of children and pregnant and lactating children	Guys & Professionals	Completed
13	e-panchayat a tool for good governance	G. Ramanujula	Completed
14	Devolution of Powers – Rural Water Supply	B. Lavanya	Completed

Sl.No.	Subject	Name of the Producer Allotted	Status of Film
15	Right to Information Act	Satya Communications	Completed
16	Water quality Management	ANIMYTHS	Completed
17	State Tribal Policy	SKLS Digital Empire	Under Production
18	Devolution of powers - Primary Education & Health	Pratima Praveena Productions	Under Production
19	Employment opportunities available for SCs & STs in industries and private sector	U.N. Sudhakar	Under Production
20	Damage Assessment & Relief	Media Consultancy Services	Script Under Progress
21	Rights of Children	Swarnanjali Advtg. Agency	Under Productions
22	Human Development Index	Visual Creative Production	Under Productions
23	Early warning, Evacuation & Rescue of victims	M. Meher Baba, Sai Video Tech	Script under Progress
24	Protection Civil Right Act & Prevention of Atrocities Act	LENSMAN Photography	Script Under Progress
25	Fixation of house taxes & other taxes, fees etc.	SS Media	Script under Progress
26	Procedure for issuing caste, Nativity and Birth Certificate	Surya Technologies	Script under Progress
27	Convergence of line departments activities with Mega Watershed Projects	Raghu Studio	Script under Progress
28	Liquid waste management	Green Max Agro Media	Under Production
29	Prevention of Disabilities among children	Meenakshi Media	Under Production
30	Community based rehabilitation for persons with disability	Anuraag Productions	Under Production
31	Hazard, Risk, Vulnerability and Capacity assessment for PRIs	Aditya Arts	Under Production
32	Status of PRIs in the country	C.S. Rao	Script Under Progress

Computer Based Tutorials

- Coordination of CBTs production related works taken up under BRGF/RGSY e learning project
- Empanelled 16 CBT Vendors
- Technical Advisory Committee with NIC Senior Technical Officers and APARD admin staff
- Slab Rate of Rs.1.50 Lakhs per one hour CBT
 - 25% I Installment up on entering agreement
 - 25% II Installment after Story board approval
 - 50% III and Final after Completion and submission of final Product

Computer Based Tutorials: Step by Step

EOI Called for

- Advertisement in the Hindu
- 35 Vendors responded

Constitution of technical Committee

- 2 Senior Technical Directors from NIC
- Joint Director, Admin APARD and a Prof. from NIRD
- Centre Head, Media and Publications

Screening

- 10 Parameter test followed for evaluation
- 28 vendors presented
- 16 Companies shortlisted

Test Check

- Prototype content on Common Watershed Guidelines was given to all 16 Vendors
- 15 Min. CBTs were produced by all
- Finally 13 Vendors selected after scrutiny

Orientation of APARD Faculty

- All Centre Heads and Faculty
- CH to Approve Story Board, Instructional Design
- M&P Centre to Coordinate CBT Production

Payments

- Rs.1.50 Laksh per one hour CBT
- 25% Advance, 25 % Story Board Approval, 50% Completion

Criteria followed for selection of Vendors

Type and subjects of Technical Content already developed with details of target group.	Compatibility of material with other learning management systems-Independent of Platform, browser and device (PDA, Mobile Phones).
Availability of instructional designers, content developers, (including story board) and software experts.	Availability of infrastructure, work force and other facilities to execute the project
Life Cycle methodologies to be followed for CBT/WBT/Linear Audios and Videos	Approach to be followed in the content development i.e. analysis of curriculum, preparing learning objectives, content conversion designing interfaces, animation etc.
Pedagogical approach to be followed on various subjects and issues	Testing and implementation of the e-Learning solutions proposed
Technology options and Multilingual (English/Telugu) Support to the content	Ideas for development and implementation of Learning Management Solutions for the e-Learning project of AMR-APARD.

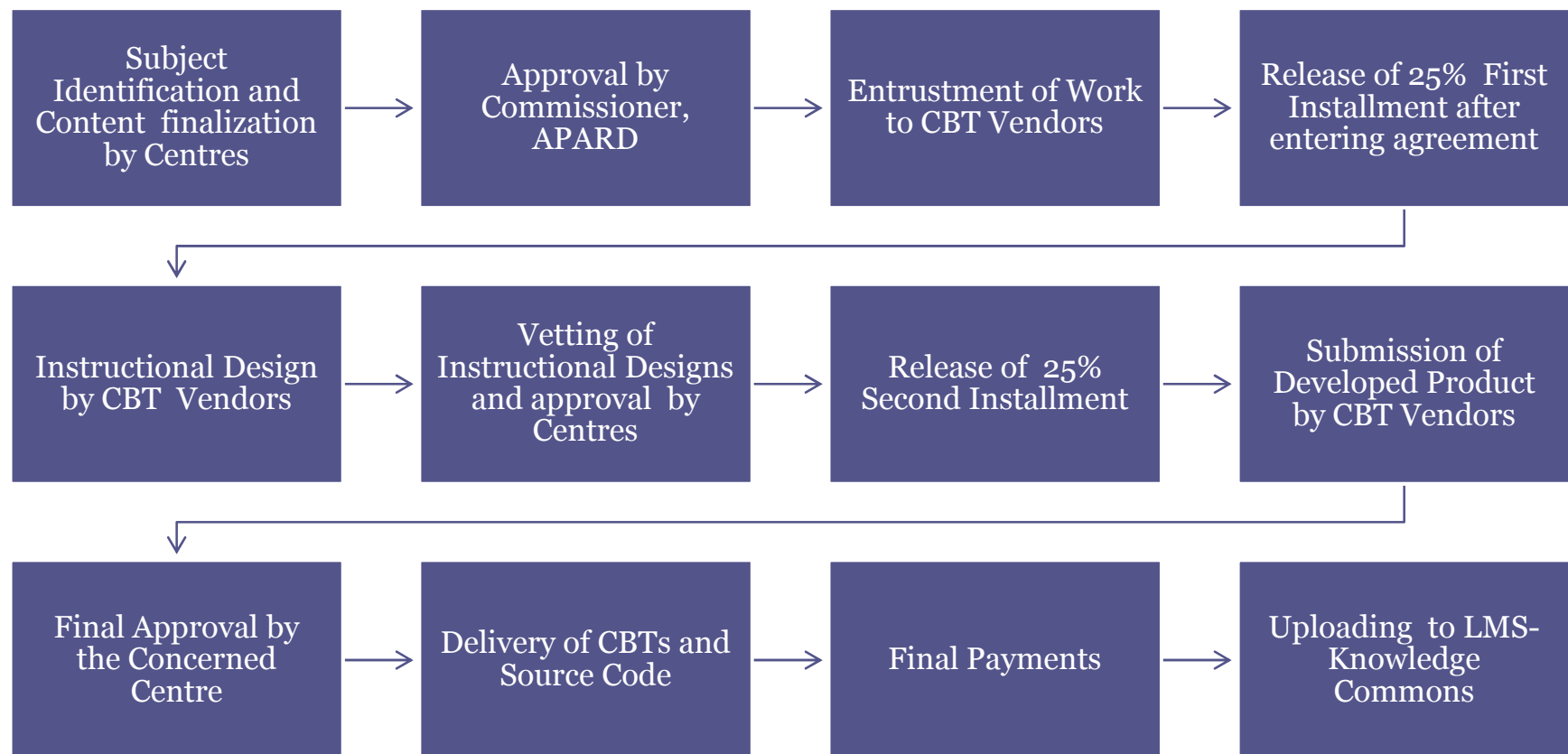
Status of CBT Development

Sl. No.	Content	Company	Total Hours Entrusted	Hours completed
1	Field Assistant Module - NREGS	Vision Labs	30	5.5
2	MPDO & APOs Training Mannual	Hicommands Tech India Limited	4	1 Hour
3	Raga Software	Hicommands Tech India Limited	4	Nil
4	Accounts Mannual	Hicommands Tech India Limited	4	Nil
5	Gram Panchayat Sarpanch Hand book	HCL Infosystems Ltd.	12	2
6	Mandal Parishad Members Training Manual / ZP Members Trg Manual	Swift Solution Private Limited	15	1
7	Tribal Area Sarpanchs Training Handbook	SAN Media Limited	5	1
8	Ward Members Training Manual	Globarena Technologies Private Ltd.	5	1
9	Integraged District Planning Manual (I&II)	Affina Soft	14	3

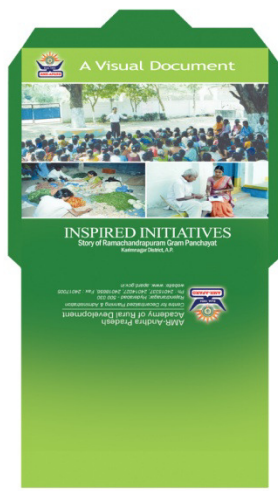
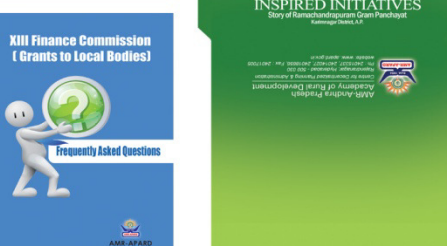
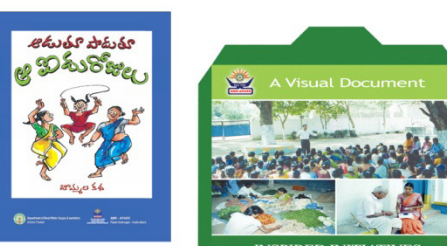
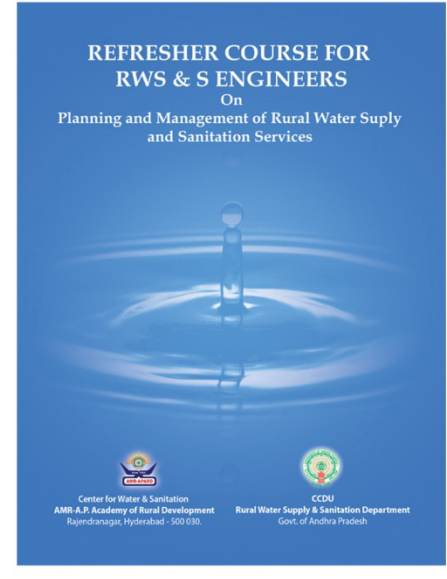
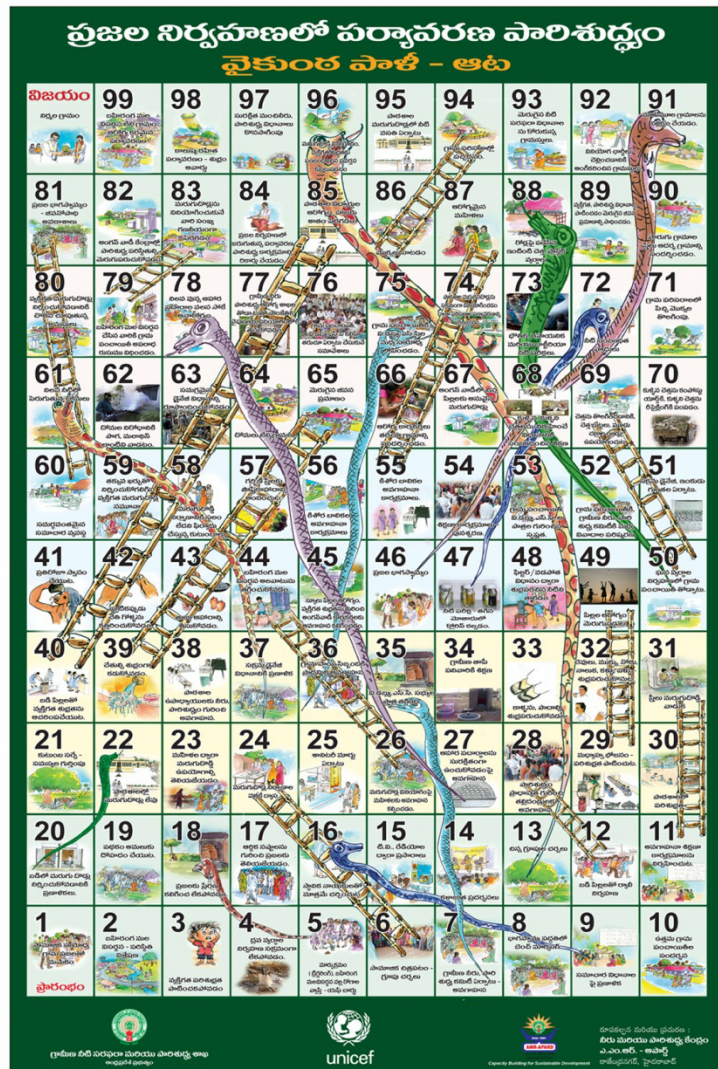
Status of CBT Development

Sl. No.	Content	Company	Total Hours Entrusted	Hours completed
10	Plan Plus	Affina Soft , Hyderabad	6	2
11	Crops and Crop systems for Dry lands	Deeksha Systems Pvt. Ltd. Pune	9	1
12	New Guidelines for Watershed Development	Sunitha Infovision Limited, Hyderabad	5	Nil
13	Roles and responsibilities of Panchayat Secretaries	Sunitha Infovision Limited, Hyderabad	9.5	1.5
14	Resource Conservation	Sankhya Infotech Limited, Hyderabad	8	1
15	Open Office	Prism Multimedia, Hyderabad	8	Nil
16	PMES - Water and Sanitation	LN Systems	10	Nil
17	Issues related to Pattadar Passbooks	Globerena Technologies Pvt. Ltd.	1	Nil
	Total Hours		149.50	20

CBT Making Process




A Few Graphic Designs





Other Publications/Films by CM&P

- Documentation of Best Practices
 - Gangadevipalli
 - Ramachandrapur
 - Pandurangapur
 - Hazipalli (To be released)
- Books
 - Gramsabha
 - FAQs on XIII Finance Commission Grants
 - FAQs on Gram Panchayat Administration
 - FAQs on BRGF Programme (To be published)



Thank You sir