



AMR-ANDHRA PRADESH ACADEMY OF RURAL DEVELOPMENT

Welcome To One Day Work Shop of Writers for Stanika Palana and Mana TV Programmes

Dr. V. N. V. K. Sastry

Centre Head, Media and Publication
AMR - APARD, Rajendranagar, HYD





Our Campus





About APARD

- Est. in 1954 as 'Development Officers Training Center' by Dept. of Community Development and Cooperation of Government of India
- Renamed as AMR-APARD in 2002
- Responsibilities entrusted by Govt. includes
 - ❖ Training of officials and non-officials implementing Pachayati Raj and Rural Development Programmes
 - ❖ Evaluation of programmes
 - ❖ Advising Government on policy issues





Twelve Study Centers

- Center for Financial Management
- Centre for Decentralized Planning and Administration
- Centre for Natural Resource Management
- IT & e-Governance Cell
- Centre for Management of Environment & Disasters
- Centre for Media and Publication
- Centre for Women and Child Development
- Land Cell
- Centre for Social Empowerment & Equity
- Centre for Management of Rural Infrastructure
- Centre for Urban Studies
- Centre for Research and Documentation





Training Programmes

- Already trained 2,60,000 Officials and PRI representatives
- Also training representatives of PRIs in Distance Mode through
 - ❖ Monthly Magazine 'Stanika Palana'
 - ❖ Mana TV programme





Contents of 'Stanika Palana'

Consists of three parts

- Part – I Important events in the state
- Part – II Articles on various development subjects relevant to the month/season
- Part – III Features to generate general interest like short stories, cartoons, write up on festivals, excerpts from writings of famous writers etc





‘Stanika Palana’- Out Reach and Focus

- It is a multi - colored Monthly Magazine
- Being issued in Telugu since Feb,2009
- Planning to issue in English shortly
- Reaches all the Sarpanchs, MPPs, ZP Chairpersons, CEOs, Dist Collectors, HODs, Pri, Secys, Hon’ble Ministers and CMO – 25,000 every month.
- The focus is on strengthening the knowledge base of PRI representatives at Village level





Our Magazines





Mana TV Programme - Distance Mode

- Trainees are: Gram Panchayat Presidents, MPTCs and Ward Members
- Gram Vikas through Films shown on Mana TV channel
- Followed by discussion
- Programme on all Thursdays from 11.00 AM to 4.30 PM from September,09
- Topics relevant to month/season
- Topics to enhance their knowledge base





Programme Cycle

- One Thursday is for Gram Panchayat Presidents
- Next Thursday is for MPTCs
- Next five Thursdays are for Ward Members
- Next Cycle begins with a new programme for Gram Panchayat Presidents
- Sample programme follows :





Grama Vikasam through MANA TV

గ్రామ వికాసం
ఎ.ఎం.ఆర్. - అపార్ట్
డూర్ విద్యుత్ బోధన

ఎ.యం.ఆర్ - ఆంధ్రప్రదేశ్ గ్రామీణాభివృద్ధి అకాడమీ
రాజేంద్రవగర్, హైదరాబాద్-500030.
ఫోన్ : 040-24015337, 24014027, ఫ్యాక్స్: 040-24018656

ఎ.యం.ఆర్ - ఆంధ్రప్రదేశ్ గ్రామీణాభివృద్ధి అకాడమీ
రాజేంద్రవగర్, హైదరాబాద్.





Model Programme

Date	Trainees Category	Time of Broadcast	Subject
	Gram Panchayat Presidents/ MPTCs/ Ward Members/	11.00-11.20 AM	A Documentary on -----
		11.20-11.40 AM	Interaction of resource person at Mandal Office with participants
		11.40 – 12.00 noon	A Documentary on -----
		12.00 -12.00 PM	Interaction of resource person at Mandal Office with participants
		12.20 -12.40 PM	A Documentary on -----
		12.40 - 01.00PM	Interaction of resource person at Mandal Office with participants
		1.00 - 1.20PM	A Documentary on -----
		1.20 -1.40PM	Interaction of resource person at Mandal Office with participants
		3.00 - 4.30PM	Live interaction of Experts panel at MANA TV studio with participants at MANDAL Offices (Two-way audio with one way video)





Your Participation is Solicited

- Your Organization deals with a large number of programs. Out of them we will, in this work shop be
- ✓ Identifying topics which enhance the knowledge of the PRI representatives
- ✓ Topics relevant to the season/month
- ✓ Ensuring Quality of articles/films
- ✓ Writing in simple Telugu which is easily understood by target group
- ✓ Exchange of literature, films, magazines etc through mailing lists





Your Participation is Solicited (Contd)

- Production of Films for common audience on common subjects Eg: HIV+, Mal Nutrition etc
- Nomination of a senior person from your organization to coordinate with APARD
- Furnishing of contact details like Office Phone, Cell numbers, e-mail address of those liaison officers
- Furnishing a list of topics on which your organization will be contributing articles and participating in production of films
- Sending articles – at least one per month
- Each article maximum 4 pages in print
- Honorarium will be paid to the writers





AMR-ANDHRA PRADESH ACADEMY OF RURAL DEVELOPMENT

Thank You

