

राजस्थान राज्य भारत स्काउट व गाइड

राज्य मुख्यालय, जवाहर लाल नेहरू मार्ग, बजाज नगर, जयपुर - 302015

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दिनांक 10 / 12 / 2022

रुचि की अभिव्यक्ति (Expression of Interest)

भारत स्काउट व गाइड की 18वीं राष्ट्रीय स्काउट गाइड जम्बूरी, रीको एरिया, ग्राम-निम्बली ब्राह्मणान, रोहट, पाली (राजस्थान) के प्रचार-प्रसार (सोशल मिडिया के विभिन्न प्लेटफॉर्म, प्रिन्ट मिडिया, इलेक्ट्रॉनिक मीडिया, राज्य व राष्ट्रीय स्तर पर नियमित न्यूज व स्टोरी टेलीकास्ट/प्रकाशन) के लिए राजकीय एवं गैर राजकीय संस्था/एजेन्सी/व्यक्ति/फर्म/अधिकृत कम्पनियों से सत्र 2022-23 के दिनांक 25.12.2022 से 11 जनवरी, 2023 तक के लिए रुचि की अभिव्यक्ति के तहत प्रस्ताव आमंत्रित किये जाते हैं।

कार्य का विस्तृत विवरण एवं अनुमानित लागत पृथक से संलग्न है। इस हेतु निर्धारित दिनांक तक राजस्थान राज्य भारत स्काउट व गाइड, राज्य मुख्यालय, बजाज नगर, जयपुर के कार्यालय में निश्चित समय तक रुचि की अभिव्यक्ति के अर्न्तगत अपने प्रस्ताव हेतु आवश्यक जानकारी प्राप्त कर सकते हैं तथा रुचि की अभिव्यक्ति के प्रस्ताव राज्य सचिव, राजस्थान राज्य भारत स्काउट व गाइड, राज्य मुख्यालय, बजाज नगर, जयपुर को प्रस्तुत किये जावेंगे।

रुचि की अभिव्यक्ति से संबन्धित प्रपत्र राजस्थान राज्य भारत स्काउट व गाइड, राज्य संगठन की वेबसाइट rajscoutguide.org एवं राजस्थान लोक उपापन पोर्टल <http://sppp.rajasthan.gov.in> पर भी देख सकते हैं। प्रस्ताव ऑफ लाईन प्रस्तुत किये जावेंगे।

(डॉ. पी. सी. जैन)
राज्य सचिव

Rajasthan State Bharat Scout and Guide

State Headquarter, Jaipur

Work List

Strategy and Planning -

1. To promote and publicity the event, we need to reach out to public through all possible media print media, social media, TV, Online and radio.
2. It is proposed to organize two press conferences at least 20 days before the actual event. One in Jaipur and another one in New Delhi.
3. We need to address international media for global attention. For this we will disseminate press release and information to magazines and journals related to scout and guide besides sending news to international wires and newspapers.
4. We recommend to publish newsletters at regular interval to apprise people about the development and build up of the event.
5. We can also come up with a coffee table book chronicling the importance of the event, efforts and contribution of individuals towards the organizing and success of the event.

Social Media -

1. We must develop a dedicated website for this event which should have information about the organizing committee, schedule and important participants. Day to day activities Amway be captured on this website.
2. We should rope in national and international bloggers to write about the event.
3. A twitter account to be created and all information should be disseminated through twitter. It will create a buzz in virtual world also.
4. An you-tube account to be created and video should be uploaded every day detailing preparation. A single bulletin on readiness and places of tourist importance around Rohet to be visited before during and post event.

5. Whats app group to be created for participants and information and press releases to disseminated through various media Whats app groups.

6. Facebook and Instagram accounts to be created and flooded with photos, short videos and links for creating noise of desired decibel.

Print Media -

1. A dedicated team of English and Hindi journalists to be hired to develop stories around this event. These stories may be translated into different languages to reach out to various section of people. Pr team to reach out to vernacular and national newspapers for wider coverage.

2. Stories on human interest to be develop as to how institution like scout and guide help people under crisis.

3. Exclusive interviews of organizers to be printed and telecast on select media.

TV -

1. Small capsules on the preparations and motive of this event on regular basis to be telecast on national TV channels.

2. On regional TV channels, the frequency and duration of telecast to be more than national channels.

3. Talk shows and quiz programme related to scout and guide may evince interest among people.

Radio -

1. An exclusive jingle to be created for this event.

2. Talks shows and conversation with RJ during musical shows.

During 7 days of event -

1. A dedicated media centre with Wi-Fi to be created to facilitate media people.

2. Round the clock Media team to be stationed there to help journalists with information and news.

P. C. Jain
(Dr. P. C. Jain) 10.12.22
State Secretary