



## Circular

The State Government has launched 'Back to Village' program as a part of its public outreach campaign at grassroots level through Panchayats. As a part of this Program, 1000 senior Government Officials will spread out in rural areas, interact with Panchayat representatives, senior citizens, women and local youth to undertake needs assessment and set off appropriate corrections and interventions.

To ensure effective and widespread converge of this massive public outreach programme, the district Information Officers will be the Nodal Officers for publicity in their respective districts. They will, in coordination, with the respective Deputy Commissioner ensure:-

- That the day one of the programme is to be covered on large-scale with pictures and video of officers reaching districts and moving to their allotted Panachayats, interacting with people.
- They will pass-on the press releases, pictures, video footage to the Directorate of Information on real-time basis for onward transmission to the media.
- They will organize interviews of respective DCs on the local Cable Tv channels to inform/educate the people about the spirit of the programme and it's outcome.
- They will coordinate with DCs to record response/expectations of the Panchayat representatives and others from Back to Village Programme.
- They will guide the local reporters to the identified spots for converge
- Arranges refreshment for the media-persons
- Erect banners/hoarding and distribute local publicity material.

Sd/-  
Director

Information & Public Relations, J&K  
Dated: 17.06.2019

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Copy to the :

1. Commissioner/Secretary to Government, Information Department, Civil Secretariat, Srinagar for information.
2. Deputy Commissioner Anantnag/Kulgam/Shopian/Pulwama/Budgam/Srinagar/Ganderbal/Bandipora/Baramulla/Kupwara/Ramban/Udhampur/Reasi/Doda/Kishtwar/Jammu/Samba/Kathua/Poonch/ Rajouri/Leh/Kargil.
3. Joint Director Information, Kashmir/Jammu for information and its publication to two leading newspapers.
4. Incharge Deputy Director Information (PR), Directorate
5. All District Information Officer, Department of Information & Public relations for information and compliance.
6. PA to Director Information for information to DI.
7. Website incharge, Directorate.

(SND Andrabi)  
Administrative Officer