

## **A Brief Note on Centre for Media and Publications**

### **AMR APARD**

#### **Center for Media & Publications**

The Centre for Media and Publications has started functioning since September 2009. The Key activities of the Centre include

- Publication of APARD's monthly journal "Sthanika Palana"
- Facilitation of Production of Documentary Films
- Facilitation of Production of Computer Based Tutorials
- Graphic Designing of APARD's Publications

This Center is equipped with a state of the art video camera facility and an editing suite. A team comprising a professional video camera person and a non linear editor is looking after the in house video production needs. The centre has empanelled about 50 film producers for production of documentary films for catering the needs of various centres in APARD.

#### **Sthanika Palana Magazine**

It is an initiative under BRGF/RGSY action Plans and the entire expenditure is being met out of BRGF/RGSY programme funds. The magazine is being published since February 2009. It is a 64 page multi - colour Telugu Monthly Magazine.

The focus of the magazine is to enhance the knowledge base of the elected representatives and official functionaries working with the PRIs. The magazine features the topics related to Panchayat Raj, Financial Management, RD Programs, Disaster Management, Environment, Land and Poor, Women and Child welfare, Social Equity and Empowerment, Natural Resource Management and many such subjects. It also carries certain articles of general interest like short stories, cartoons etc.

The Circulation of the magazine is 27,000 copies every month and it Reaches all the Sarpanches, MPPs, ZP Chairpersons, CEOs, District Collectors, HODs, Principal Secretaries, Hon'ble Ministers , CMO, MPsMLAs, MLCs , District Level Officers –

## Production of Documentary Films

The CDP&A, APARD has been telecasting its distance education programmes on Mana TV since 13<sup>th</sup> February 2008. The Centre for Media and Publications has been facilitating the production of documentary films for telecasting on Mana TV. During the year 2010-11 a total number of 24 films have been produced. The list of films produced during the year 2010-11 are as follows

### List of Documentary Films Produced during 2010-10

Sl. No.	Centre	Documentary Film
1	CDPA	Devolution of Power – Rural Development
2	CSEE	Planning for providing critical infrastructure required for SC & ST localities
3	CMED	Floods Management
4	CWSS	Bore well & hand pump maintenance
5	CMED	First Aid in Disasters
6	Land Cell	Procedures for issuing Pattadar Pass book and ownership rights
7	CDPA	Devolution of Powers – BC & Social welfare
8	CWCD	Role of PRI in promoting girl child education
9	CDPA	Women in PRIs
10	CWCD	Nutritional needs of children and pregnant and lactating children
11	CDPA	Right to Information Act
12	CWCD	Institutional services of Government for Welfare of Women & Children
13	CWCD	Consumer Redressal Measures
14	CDPA	e-panchayat a tool for good governance
15	CWSS	Water quality Management
16	CW&S	Devolution of Powers – Rural Water Supply
17	CMED	Hazard, Risk, Vulnerability and Capacity assessment for PRIs
18	CSEE	Employment Generation and Marketing Mission
19	CDPA	Fixation of house taxes & other taxes, fees etc.
20	CWCD	Prevention of Disabilities among children
21	CDPA	Devolution of powers - Primary Education & Health
22	CWCD	Rights of Children
23	CMED	Water & Sanitation And Shelter Management
24	CW&S	Liquid waste management
25	CDPA	Human Development and Role of Panchayat Raj Institutions

## List of Films produced in house during 2011-12

Sl. No.	Centre	Documentary Film
1	CNRM	Process Document on Cheeded KEYCAP Initiative
2	CNRM	Sculpting of Bharat Nirman Volunteers
3	CNRM	Thank God! We are spotted (The story of a migratory black smith)
4	CNRM	Inspiring Short stories of Rama Krishna and Nissar
5	CNRM	Count us in! Please, The story of an inspired Youth
6	CNRM	Renewed Resurgence led by Kotala BNVs
7	CNRM	Reflections of Former Sarpanches turned as BNVs
8	CDP&A	Google Mechina Gramam Jegururpadu (An inspiring story of a women sarpanch)
9	CDP&A	Margadarsi : A film on the innovative governance in East Godavari Zilla Parishad

## Production of Computer Based Tutorials

This Activity forms a part of BRGF/RGSY Action Plans being implemented by CDP&A. The Centre for Media and Publications has been facilitating the production of Computer Based Tutorials. The Centre has empanelled 16 CBT Vendors following a rigorous procedure. The Centre follows a uniform rate of Rs. 1.50 lakhs for production of one hour CBTs. During the year 2010-11, the following CBTs were produced

- MGNREGS Structures (16.50 Hours)
- Integrated District Planning Manual (8 Hours)
- Ward Members Training (3 Hrs)
- Sarpanches Training (2 Hrs)
- Dry Land Agriculture (1Hrs)
- Procedure for obtaining Pattadar Pass book (45 Min)
- MPPs Training (1Hr)
- Preparation of DPR for Watershed (1 Hr)
- Plan Plus (2 Hrs)

## **Graphic Designs**

. The centre has undertaken the following graphic designing works i.e Cover Page Designs, Layouts, Pamphlets, TLM, etc.,. during the year 2010-11

- BRGF Success Stories
- FAQs on GP Administration
- FAQs on 13 Finance Commission
- Snakes and Ladders Game on Water and Sanitation
- Booklet on Aaduthu Paaduthu
- Booklet on Healthy and Happy
- CD Cover Designs