



प्रसार भारती/PRASAR BHARATI

(भारत का लोक सेवा प्रसारक/India's Public Service Broadcaster)

राष्ट्रीय प्रसारण एवं मल्टीमीडिया अकादमी

National Academy of Broadcasting and Multimedia

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Subject: File No. NABM/DEL/D20-P13/2020-21

Dated: 8th October, 2020

Circular

SUBJECT: NOMINATIONS FOR ONLINE TRAINING (WEBINAR) ON "CREATIVE APPROACH TO FLAGSHIP PROGRAMMES" (COURSE CODE: D20-P13)

As per Annual Training Calendar: 2020-21, NABM (Programme Division); Delhi is organizing a three day online Training Programme (Workshop) on "**Creative Approach to Flagship Programmes (Code: D20-P13)**" "from 25th to 27th November, 2020 from 11.00 AM to 12.30 PM & 03.00 PM to 04.30 PM (two sessions per day). Due to COVID-19 Pandemic, the aforesaid Workshop will be conducted in online mode through Webex Video conference application, in redesigned format. The other details of aforesaid webinar and procedure for nominations are as under:

- I. **Objective of the Workshop:** The workshop will aim not only to create awareness about Health, Welfare and developmental programmes of Government of India but also creative know how to make them listeners friendly. The main objective of training will be to develop professional, impartial and efficient broadcasters in the field of developmental communication that are responsive to the needs of the citizens/audience/viewers of AIR /DD. The focus area of the workshop will be as under:
 - Policy aspects of Flagship Programme Implementation
 - Digital India Initiatives for Flagships schemes
 - Technology Intervention in Developmental Communication
 - Role of Jingle and Promos in Flagship Programme Awareness-Innovative Approaches
 - Innovative Developmental Programme Productions
 - Gender Mainstreaming in Developmental Communication

II. Level of Participants: HoPs/AD(P)s/PEXs/TREXs/ Announcers/Production Assistants and other Programme Cadre Officers.

III. Mode of Nomination: Due to present crisis of COVID-19 and rotational duties of the staff at various AIR stations/ DD Kendra/offices, nomination is opened for all interested programme officials working in AIR or DD. Interested officials/programme Heads of AIR /DD, may submit send their nomination, after prior intimation to the respective controlling officers. Nomination may be submitted online latest by **22th November 2020, through google form.**

[PL CLICK ON FOLLOWING LINK OF GOOGLE FORM FOR NOMINATIONS](https://forms.gle/2FKWEVrRMc4sLZYj8)

<https://forms.gle/2FKWEVrRMc4sLZYj8>

Only online nominations through above link of GOOGLE FORM shall be accepted. (Separate e-mails or letter for this nomination will not be entertained)

IV. The Webinar may be attended through “**Cisco Webex Application**” by using Smart Phones/PCs/Laptops, etc. For which, participants will have to download “Cisco Webex App” from Google Play Store/Apple Play store”. All registered participants will be able to join aforesaid Webinar on aforesaid date and time. For which, a link will be e-mailed to all individuals before starting the webinar at their e-mail address, provided in above google form.

V. It may also be ensured that the participant is able to attend the webinar for all three days (02 sessions daily). After completion of above webinar, the participation/webinar certificate will be issued to all concerned accordingly.

This circular is being issued with the approval of competent authority in NABM.



(Dr.Umashanker Singh)

Programme Executive /Trg. Coordinator

To

All Programme Officials/ Programme Heads (AIR/DD)

Copy for information:

1. All Zonal Addl. DG (Prog.), AIR/DD for information
2. PA to ADG, NABM/ DDG (PT), NABM,Delhi