

भारत सरकार / Government of India
परमाणु ऊर्जा विभाग / Department of Atomic Energy
सचिवालय समन्वय अनुभाग / Secretariat Coordination Section

अणुशक्ति भवन / Anushakti Bhavan,
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022-22862661

No.17/1/2021-SCS/E-File/12286

Dated:- 13-10-2021

पृष्ठांकन / ENDORSEMENT

विषय /: Communication Plan for Cabinet / CCEA decisions -
Subject: regarding

उपरोक्त विषय पर मंत्रिमंडल सचिवालय, भारत सरकार, नई दिल्ली से प्राप्त दिनांक 22/09/2021 के कार्यालय ज्ञापन संख्या 1/50/1/2021-Cab की एक प्रति सूचना एवं सख्त अनुपालन हेतु अद्योषित है।

A copy of Office Memorandum No.1/50/1/2021-Cab dated 22/09/2021 received from Cabinet Secretariat, Government of India, New Delhi on the above-mentioned subject is forwarded for information and strict compliance.

संलग्न / Encl.: 1 Page.


(मिनिजा रमेश / Minija Ramesh)

अनुभाग अधिकारी (एस. सी. एस) / Section Officer (S.C.S)
(022 – 22862661)

पऊवि के सभी संघटक इकाईयों / सार्वजनिक क्षेत्र के उपक्रमों / सहायता प्राप्त संस्थानों के प्रशासनिक प्रधान।
All Administrative Heads of Constituent Units/PSUs/Aided Institutions of DAE.

प्रतिलिपि / Copy also to:

1. पऊवि के सभी अधिकारी एवं अनुभाग / All Officers & Sections in DAE Secretariat.-DARPAN
2. सचिव, स्टाफ साइड, पऊवि विभागीय परिषद् / Secretary, Staff Side, DAE Departmental Council.
3. गार्ड फाइल संख्या / 17/1/2021-SCS/E-File.-For digital filing.

No.1/50/1/2021-Cab. -
GOVERNMENT OF INDIA/BHARAT SARKAR
CABINET SECRETARIAT/MANTRIMANDAL SACHIVALAYA
RASHTRAPATI BHAWAN

New Delhi, the 22nd September, 2021

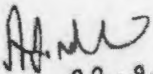
OFFICE MEMORANDUM

Subject: Communication Plan for Cabinet/CCEA decisions.

The undersigned is directed to refer to Cabinet Secretariat Office Memoranda No. 1/50/1/2016-Cab. dated 19.05.2017 and 27.06.2017 on the above mentioned subject which outlines the general principles for preparing a Communication Plan.

2. In this regard, it may be emphasized that the purpose of a Communication Plan is to facilitate effective dissemination of the decisions of the Cabinet/CCEA to the target groups, beneficiaries, regions, etc. It is, therefore, necessary that the Communication Plans may provide for preparation of contents in the appropriate regional language(s) also in addition to English and Hindi. Further, it is important that the information is disseminated in a manner which is easily understandable to the target groups, beneficiaries, etc. The Communication Plan shall, therefore, include the salient points of the proposal in a Question & Answer (Q&A) format for easy comprehension.

3. The aforesaid instructions may be disseminated to all concerned for information and strict compliance.


22.9.2021

(Ashutosh Jindal)
Joint Secretary
Tele No. 23012697

To

All Secretaries to the Government of India.