

PROPAGATING WELFARE SCHEMES WITH INVOLVEMENT OF STUDENTS

- **Shri. Prakash S. Naik**
Information Officer

In a democratic setup during elections a good voter turnout not only shows that voters are more vigilant about their right to exercise franchise, but also makes it evidently clear that democracy is deeply rooted in any country, thus paving way for strengthening democracy and nation building.

People who elect their representatives expect a lot be it a panchayat member, councillor, ZP member, MLA and member of parliament to fulfil their aspirations and get the work done to sustain livelihood. Taking this aspect into account any Government after taking over the reins of office constantly strives to provide good, transparent and effective governance to the people so as to win their credibility and confidence. To accomplish this goal the ruling dispensation makes utmost use of varied mode of communication such as print, electronic and social media handles.

Undoubtedly, it is the people who best judge the performance or efficiency of their representatives in catering to their needs and meeting their expectation particularly as regard to providing basic amenities and achieving all round development of their respective areas.

Mere devising schemes will not serve the purpose but what is more important is ensuring effective implementation of these welfare schemes to facilitate needy and deserving people reap its benefit. Keeping this in mind the Department of Information and Publicity which is the Nodal Agency of the State Government to disseminate information is working vigorously to see that greater awareness is made amongst the masses about the welfare measures and initiatives of the Government through all means of communication. Thrust has been laid by the Department in making extensive use of outdoor publicity with display of hoardings at Prime locations, Banners, Posters, Pole branding, Circle branding, Mobile LED Vans, Photo exhibition etc wherein the numerous strides achieved by the Government towards progress and development and welfare schemes implemented by the Government are prominently, showcased in larger perspective and in true sense.

Ever since the bifurcation of the Department almost four and half decades ago from Tourism Department, it has laid emphasis in making optimum use of traditional media as well in disseminating information through street plays involving students, staging of dramas and other cultural programmes for promotion of welfare schemes.

Among all other Government Departments, Corporations and Autonomous bodies the Department of Information and Publicity is one of the most important Department of the State Government. In recent years, the Department is endeavouring for active involvement of student community in the process of development with the prime objective of spreading awareness about the slew of schemes being implemented by the Government and supplement its efforts aimed at achieving socio economic development and improve living conditions of the people.

In order to ensure active involvement of students, the Department has been focussing on organising Quiz competitions on the theme welfare schemes of the State Government and other allied topics for which the Department has been receiving overwhelming response. Since last few years the Department has been stressing on this novel idea and embarked upon a mission mode to awaken the masses of the measures initiated by the Government for their well-being.

Apart from this, the other important activities that are carried out by the Department from time to time included holding of workshop for Public Relation Officers and Public Information Officers to appraise them about their role and responsibilities and for effective implementation of RTI Act.

Holding Quiz competitions exclusively for students of College and Higher Secondary School assumes significance as it serves the dual purpose of gaining valuable knowledge by the students on a given theme and disseminate information on various aspects of human endeavour and to see that effective and successive implementation of welfare schemes of the Government is ensured.

Issued by the

Department of Information & Publicity,
Government of Goa,
Udyog Bhavan, Third Floor,
Near Azad Maidan, Panaji – Goa.