



National Academy of Broadcasting and Multimedia
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File No.-NABM/DEL/D20-P05 (ONLINE)/2020-21

Dated: 2nd July 2020

Circular

NABM Delhi is organizing an “Online Training (Webinar)” on “**Current Affairs & Developmental Programming for Boarder Areas (CODE-D20-P05)**” for Programme Heads/ AD(P)s/ Programme Executives/Transmission Executives/Production Assistants/Announcers/Presenters, etc. of AIR and DD from **15th to 17th July 2020, daily from 11.00-12.30 hrs. (first session) & 15.00-16.30 Hrs (second Session)**. Participants may attend this Webinar through their Smart Phones/PCs/Laptops from office or home using “**Cisco Webex Application**”.

The workshop is aimed to strengthen and devise programmes to cope up with persuasive power of extremism and to offer media professionals a methodology to counter radical ideologies and proven strategies to respond to distortions of radical propaganda. The Ministry of Home Affairs (MHA) spends **10% funds of a Centrally sponsored scheme only on border projects in Ladakh, Arunachal Pradesh, Himachal Pradesh, Uttarakhand and Sikkim to ramp up infrastructure along the China border**. The training programmes on “Current Affairs & Developmental Programming for Border Areas aims to meet the strategic communication plan on special development needs of the people living in remote and inaccessible areas situated near the international border and to equip the border areas with the essential infrastructure through convergence of Central/State/BADP/Local schemes and participatory communication approach. The workshop is need based which includes some important topics like Boarder Area Crisis- Challenges & Role of Media, Balancing through Customized Local Developmental Communication Plan with National Mandate, Prasar Bharati’s Border Area Broadcast Policy, Challenges in Special Boarder Area Programme -Implementation and Awareness Plan, Ensuring Community Participation in Boarder Area Broadcast & Embedded Communication Strategy in Boarder Areas

All interested Officials may send their nominations at the earliest on **email id NABMCTC.PT@PRASARBHARATI.GOV.IN** with copy to **US.SINGH@NIC.IN** latest by **10th July 2020**. Stations/ Participants may send their nominations with following details in email (**IN MS WORD DOCUMENT ONLY**) (“pdf” file may not be accepted, due to technical reasons):

- ✧ **Name of the nominees:.....Designation:**
- ✧ **Place of Posting:WhatsApp No:.....**
- ✧ **EMAIL ID OF NOMINEES (for Sending Webinar LINK):.....**

It may also be ensured that the nominated official is able to attend the webinar for all 3 days (02 sessions daily). Participants will have to download “**Cisco Webex App**” from Google Play Store/Apple Play store or directly from Website “Cisco Webex Meeting Client” prior to Webinar to participate through your Smart Mobile/PC/Laptop with good internet connectivity. Registered participants will be able to join aforesaid Webinar on clicking the link which will be emailed to them before starting the sessions.This circular is being issued with the approval of competent authority.

(Dr.Umashanker Singh)
Programme Executive/Trg. Coordinator

To: All Programme Heads, AIR stations/DD Kendras

Copy to: 1. DDG(PT),NABM,Delhi
2.All Regional Addl. DG (Prog.),