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Ensure Registration of  
Every Birth and Death

No. Q-27001/IV/2009-Pb/

Dated: 04.2010

## **CENSUS-2011 – CIRCULAR NO. 10**

**Subject: - Census of India 2011 - Publicity for Houselisting Operations & NPR through Radio, Audio-visuals, Posters etc.**

### **Introduction**

The preparations for smooth conducting of the Houselisting Operations for the Census of India 2011 as also for collection of information for the preparation of National Population Register (NPR) during 1<sup>st</sup> May, 2010 to 15<sup>th</sup> June, 2010 in the State are in full swing.. For the successful completion of entire work it is extremely important that adequate publicity measures are undertaken to enhance public awareness about the Census. The past experience has been that publicity campaign on the Census enumeration highlighting the need for Census and listing out the questions that will be asked by the enumerators has gone down well in sensitizing the people about the need for the participation in this exercise, which is so vital for national planning. At the same time, prior publicity helps in establishing a rapport with the people so that when enumerators approach them for filling the Census/NPR Schedules, they are given a proper reception.

2. The publicity campaign would not only focus on the Questions that are sought to be canvassed but also to assure them that information given in census would be treated 'confidential' by law and, through that give confidence that they should not be afraid to share the correct information with the census enumerators. In case of NPR however, no such confidentiality is ensured or given. The publicity campaign using various media, such as radio, television, newspapers, etc., has contributed immensely in building a conducive environment, sensitizing the public and in capturing correct information in the past censuses.

3. The time now is appropriate to begin the campaign for Houselisting/NPR and should continue throughout the period. As this exercise would continue for about 45 days, the pace of the campaign would have to be suitably controlled depending upon the availability of fund. Scarce resources are to be carefully used to obtain maximum mileage for the amount spent from the public exchequer. (Every district has been issued the publicity funds to be utilized at district level).

#### 4. Publicity strategy at Central level

One of the key elements in formulating the publicity campaign for Census 2011 is the association of a reputed advertising agency in the country with support from UNDP and UNICEF. The agency has also finalized the format of the messages that will be used in the campaign using print, radio and TV media and is also producing the audio visual spots and the print copy for publication in print media in selected languages.

#### 5. Publicity strategy at Directorate level

**At the state level**, the Punjab Census Directorate have formulated a **Low Cost High Impact** strategy and taken up additional publicity measures suitable to the state by utilizing the fund allotted for this purpose. The modes of publicity at state/district level campaign would include wall writing, using mikes in announcing key messages, banner, display board, wall hangers, bus panel, announcements at bus or railway stations, printing messages on buses, telephone, electricity or other types of monthly bills, etc.

#### 6. Publicity strategy at District level

The publicity strategy at district/sub – district level would primarily include activities such as;

- Wall writing of Census captions/slogans
- Census message on NREGA calendar/cards
- Cinema slides/Local TV channel
- Any other innovative ideas

7. At the directorate level we have got printed the following publicity matter and sent for wide publicity;

**a) Text matter on Census to be read in school Prayer meeting:**

Sufficient number of one page printed text matter on Census of India 2011(bi-lingual) has already been sent to District Education Officers who are notified as Additional District Census Officers. It may be used in the following manner (list only indicative);

- i) Reading it out in morning assembly, at school functions, PTA meetings and other gatherings.
- ii) Organizing debate/handwriting competition, etc.
- iii) Display on notice boards
- iv) Project work for senior students

**b) Text matter / Slogans on Census in school books of Sarv Siksha Abhiyan (SSA):**

Text matter on Census is printed on the back of the front cover, and Census Captions/Slogans are printed on inner side of the back cover of schoolbooks of SSA. The teachers may be requested to make a special reference to the same in the class to sensitize students. Secondly, to the extent possible these captions/slogans may also be written on the school notice board/walls/other important locations in the school.

**c) Posters**

Two types of posters have been printed and sent at district/corporation headquarters. These Posters may be displayed on walls of buildings like School, Panchayat Ghar,

Dharamshala, Hospital/PHCs/Dispensary, and other important locations. The same may be used to be shown as Cinema Slides in theaters.

**d) Banners**

Cloth Banners have been sent for display on the outer gate of the building where training of Enumerators/Supervisors is taking place and at other important locations such as; bus stand, round about/crossings, station, other important locations in the area.

**e) Handbill Distribution**

Two types of Handbills have been prepared and are being sent to districts on house-to-house basis in rural/urban areas containing;

1. NPR details
2. Houselisting details

**8. Documentation Centre**

As already conveyed, Census directorate has set up a Documentation Centre for documenting every publicity effort made for 2011 Census. It is reiterated that all the news items/articles published in newspapers/proceedings/pictures of meeting or other print media or the audio-visuals at local levels training camps may be forwarded to this directorate for any future reference.

(Seema Jain, IAS)  
Director, Census Operations, Punjab  
(Chief Principal Census Officer)

No. Q-27001/IV/2002-Pb

Dated:

Copy forwarded to the following with the request to go through the contents of the circular meticulously and to ensure timely action:-

1. All the Deputy Commissioners/Commissioners of Municipal Corporation (Principal Census Officers)
2. All the Additional Deputy Commissioners in the State (District Census Officers)
3. All the Deputy Economic and Statistical Advisors in the State (Additional District Census Officer)
4. The Assistant Commissioners of Municipal Corporations (City Census Officers)
5. All the Sub-Divisional Magistrates (civil)(Sub-Divisional Census Officers)
6. All the Executive Officers of Municipal Councils/Nagar Panchayats/Cantonment Boards in the State (Town Census Officers)
7. All Tahsildars in the State (Charge Census Officers).
8. All District Education Officers (Elementary and Secondary).

(Bhagirath Singh)  
Deputy Director

No. Q-27001/IV/2002-Pb

Dated:

Copy for information and necessary action to :-

1. The Chief Secretary to Government of Punjab
2. The Financial Commissioner (Revenue), Punjab, Chandigarh.
3. The Financial Commissioner (Rural Development and Panchayats), Punjab, Chandigarh.
4. The Principal Secretary, Local Government, Punjab, Chandigarh.
5. The Principal Secretary, School Education, Punjab, Chandigarh.
6. The Principal Secretary, Planning, Punjab, Chandigarh.
7. The Principal Secretary, Home, Punjab, Chandigarh.
8. The Principal Secretary, Information and Public Relations, Punjab, Chandigarh.
9. All the Divisional Commissioners in the State.
10. The Director, Local Government, Punjab, Chandigarh.
11. The Director, Public Instructions (Secondary), Punjab, Chandigarh.
12. The Director, Public Instructions (Elementary), Punjab, Chandigarh.
13. The Director, (Rural Development and Panchayats), Punjab, S.A.S. Nagar (Mohali).

(Bhagirath Singh)  
Deputy Director

No. Q-27001/IV/2002-Pb

Dated:

Copy for information to :-

1. The Registrar General & Census Commissioners of India, 2/A, Mansingh Road, New Delhi
2. All the Directors of Census Operations in the States/Union Territories.

(Bhagirath Singh)  
Deputy Director

