

NPCIL's LATEST INITIATIVE IN CAPACITY BUILDING FOR OUTREACH ACTIVITIES

NPCIL has been continually innovating upon its public awareness and outreach programmes with the objective of strengthening the systemic approach to these activities. Several existing programmes have been improved upon while new programmes have been introduced over the past 1-2 years. The significance of the concept of media, reach and frequency (MRF), impressed upon the various groups and committees, is now being appreciated resulting in regularity and diversity of outreach being conducted.

Recognizing the need for capacity and competence building in the area of public communication in the current context, the services of a reputed expert in journalism and mass communication were utilized to conduct a trial orientation programme at H.O in May 2012. Based on the favorable feedback received, it was decided to replicate it at NPCIL sites for the benefit of the resource-persons serving on CSR & P.A committees and engaged in public awareness activities. The aim was to empower NPCIL personnel to understand the functioning of various media and to plan effective responses during their interactions with media.

The first structured orientation programme (at site) on the theme of media communication was organized at KGS, Kaiga on October 8-9, 2012. Several rounds of interactive discussions and tips on effective management of communication with media, including managing press conferences, were held. Senior management of KGS, including Site Director, Station Directors and Superintendents participated enthusiastically. A special session for senior officials who are frequently required to interact with the media was conducted on the second day. The additional insights gained from this orientation were appreciated by the 30 resource-persons and 16 members of senior team of KGS who attended the programme.

It is now planned to conduct this orientation programme on "Effective Media Communication" for resource-persons at other sites too. Similar competence-building programmes in related topics are also being explored. A resource-base of trained personnel from cross-functional teams is expected to enable NPCIL to meet the public awareness and outreach challenges of the future.

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