



आशा दास
ASHA DAS
Tel.: 3382683

662K/3535
101



O.No.14-19/2000/AE



Fax : 3385180

राविव

भारत सरकार

सामाजिक न्याय और

अधिकारिता मंत्रालय

शास्त्री भवन

नई दिल्ली-110001

SECRETARY

GOVERNMENT OF INDIA

MINISTRY OF SOCIAL

JUSTICE & EMPOWERMENT

SHASTRI BHAWAN

NEW DELHI-110001

October 9, 2000

of Ramesh

I am writing this to seek your cooperation for wider dissemination amongst beneficiaries and target groups of information about the various schemes being implemented for welfare of disadvantaged, marginalized and weaker sections of our society which include the scheduled castes, backward classes, minorities, disabled, the elderly and children in need of support.

2. My Ministry has produced several documentary video films on the above noted subjects. While providing information on how to access facilities under the schemes, they also aim at motivating people so that socio-cultural barriers coming in the way of mainstreaming of the weaker sections are broken and attitudinal changes required to ensure flow of benefits initiated. Doordarshan has been telecasting these films for some time. In addition, Directorate of Field Publicity of Ministry of Information and Broadcasting has been organizing field screening of these films.

3. The Directorate of Information and Public Relation and Department of Social Welfare/Women and Child Development in your State may also like to include these films in their publicity package and organize screening widely to increase social impact and coverage. I am enclosing synopses of these films for your perusal.

4. I shall be grateful if you could direct your DI & PR and Department of Social Welfare/Women and Child Development to send us an action plan for the usage of these films. We can send the VHS cassettes of these films to them on request.

With best wishes,

Yours sincerely,

(Asha Das)

Encl: As above.

Shri Ramesh Narayanaswamy,
Chief Secretary,
Andaman & Nicobar Administration,
Port Blair-744 101.