MOST IMMEDIATE
CENSUS OF INDIA 2011

Government of India
Ministry of Home Affairs
OFFICE OF THE REGISTRAR GENERAL, INDIA
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सत्यमेव जयते

CENSUS OF INDIA 2010 - CIRCULAR NO- 17

D.O. No.9/ 17 /2010-CD (CEN) *New Delhi. Dated the 3rd March, 2010*

Subject: - Publicity for Houselisting Operations & NPR during Census of India 2001 through Radio, Audiovisuals, Posters etc.

The preparations for smooth conducting of the Houselisting Operation for the Census of India 2011 as also for collection of information for the preparation of National Population Register (NPR) are in full swing in all States/UTs. In most States/UTs, the appointment of Census Officers, i.e. Principal Census Officers, District Census Officers, Additional District Census Officers, Census Charge Officer, etc., has been completed. The Houselisting Operations and NPR are scheduled to be conducted during April – July 2010 for which training of Census Officers has already begun.

2. For the success of the population enumeration in 2011, 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.

3. The publicity campaign would not only focus on the Questions that are sought to be canvassed during these two phases of 2011 Census 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., will contribute immensely in building a conducive environment, sensitizing the public and in capturing correct information in the past censuses.

4. The publicity campaign for the first phase of 2011 Census would begin about 7 to 10 days prior to the Houselisting/NPR exercise and would continue throughout the period. As this exercise would continue for about 45 days in each state/union territory, 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. In the second phase the campaign would begin in January 2011 and continue for the entire enumeration period in February 2011.

5. One of the key elements in formulating the publicity campaign in 2011 Census is the association of a reputed advertising agency in the country with support from UNDP and UNICEF. The agency has scientifically evaluated the past practices, the objectives, suitability of different media in different parts of the country and other factors and has already submitted a report on the best possible options to garner maximum publicity within the fund available. 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. The media plan recommended would guide us in actually booking space in print media or time on radio and TV at the central level by this office covering the entire country.

6. At the state level, every Census Directorate would have to formulate and take up additional publicity measures suitable to the state or the union territory by utilizing the fund allotted for this purpose (vide Annex 1). The plan would take into account the media most suitable for publicity in the state without overlapping or duplicating the efforts made at the central level. The modes of publicity at state 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 bus or railway tickets, or on the telephone, electricity or other types of monthly bills, etc. The ingenuity of the Census Directorate would be called upon to devise an effective publicity plan at the local level in both rural and urban areas. The DCOs are free to devise their own strategy and implement them within the financial powers delegated to them. Proposals not within their powers may only be referred to us for sanction.

7. Besides above, the State Governments/UT Administrations will also be required to come forward and initiate measures for publicity using their own resources and set up. The Census Directorates would have to specifically discuss the possibility of utilizing the local government machinery in undertaking a suitable publicity campaign. As in many states there are different agencies which undertake publicity campaign on central or state

development programmes, using existing infrastructure would not only be effective but also mostly without any additional expenditure.

8. Another area where the Census Directorates would have to be particular is in documenting the publicity efforts in 2011 Census made by ORGI and the DCO. Suitable teams must be constituted to collect all the news articles published in newspapers or other print media or the audio visuals shown on radio/tv as per media plan from the centre or otherwise for future reference. The DCOs would be required to submit a report on the implementation of the media plan in the state once the campaign is over.

(C. Chandramouli)
Registrar General and
Census Commissioner, India

To

All Census Directorates

Annexure

Allocation of Fund to DCOs for Publicity 2009 - 10

(Rs in '000)

S.No.	Name of DCO	101.03.00.26 Advertisement & Publicity (Revised)	800.08 National Population Register	Total
			800.08.00.50 Other Charges	
	India	**12,000**	**15,100**	**27,100**
1	A & N Islands	50	200	250
2	Andhra Pradesh	250	2,000	2,250
3	Arunachal Pradesh	300	-	300
4	Assam	600	-	600
5	Bihar	750	-	750
6	Chandigarh	250	-	250
7	Chhittisgarh	300	-	300
8	Delhi	450	-	450
9	Goa	100	500	600
10	Gujarat	200	1,500	1,700
11	Haryana	400	-	400
12	Himachal Pradesh	400	-	400
13	Jammu & Kashmir	500	-	500
14	Jharkhand	300	-	300
15	Karnataka	250	1,500	1,750
16	Kerala	200	2,000	2,200
17	Lakshadweep	50	200	250
18	Madhya Pradesh	650		650
19	Maharashtra	250	2,000	2,250
20	Manipur	400	-	400
21	Meghalaya	400	-	400
22	Mizoram	250	-	250
23	Nagaland	300	-	300
24	Orissa	200	1,500	1,700
25	Pondicherry	50	200	250
26	Punjab	400	-	400
27	Rajasthan	600	-	600
28	Sikkim	250	-	250
29	Tamil Nadu	250	2,000	2,250
30	Tripura	300	-	300
31	Uttar Pradesh	1,100	-	1,100
32	Uttarakhand	300	-	300
33	West Bengal	950	1,500	2,450