

IMPORTANT

No. 2021/O&M/13/1

Date: | 1.10.2021

Sub.: Communication Plan for Cabinet/CCEA decisions.

Attention is invited to Cabinet Secretariat's OM dated 22.09.2021,(enclosed for ready reference) wherein it has been emphasized that, it is important that the information is disseminated in a manner which is easily understandable to the target groups, beneficiaries etc. The Communication Plan shall, therefore, include the salient points of the proposal in a Question & Answer(Q&A) format for easy comprehension.

2. Accordingly, all concerned may please see for information and compliance of the instructions mentioned therein.

Encl: 1



(B. Majumdar)

Joint Secretary/Railway Board

DG/RHS, DG/RPF, DG/HR, DG/Safety

All Additional Members/PEDs.

All Executive Directors/Joint Secretaries

Copy to:-

- i) **Chairman & CEO Railway Board**
- ii) **MF, M/Infra, M/TRS, M/O&BD**
- iii) **Secretary, Rly Board.**
- iv) **PS/MR, EDPG/MR, Addl.PS/MR & OSD/MR**

No. 1

No.1/50/1/2021-Cab.
GOVERNMENT OF INDIA/BHARAT SARKAR
CABINET SECRETARIAT/MANTRIMANDAL SACHIVALAYA
RASHTRAPATI BHAWAN

New Delhi, the 22nd September, 2021

OFFICE MEMORANDUM

Chairman, Railway Board
E-Office No. 992227
Date 04/10/21

Subject: Communication Plan for Cabinet/CCEA decisions.

The undersigned is directed to refer to Cabinet Secretariat Office Memoranda No. 1/50/1/2016-Cab. dated 19.05.2017 and 27.06.2017 on the above mentioned subject which outlines the general principles for preparing a Communication Plan.

2. In this regard, it may be emphasized that the purpose of a Communication Plan is to facilitate effective dissemination of the decisions of the Cabinet/CCEA to the target groups, beneficiaries, regions, etc. It is, therefore, necessary that the Communication Plans may provide for preparation of contents in the appropriate regional language(s) also in addition to English and Hindi. Further, it is important that the information is disseminated in a manner which is easily understandable to the target groups, beneficiaries, etc. The Communication Plan shall, therefore, include the salient points of the proposal in a Question & Answer (Q&A) format for easy comprehension.

3. The aforesaid instructions may be disseminated to all concerned for information and strict compliance.

EDCC
4/10/21

22.9.2021

(Ashutosh Jindal)
Joint Secretary
Tele No. 23012697

Secy to Govt
4/10/21

All Secretaries to the Government of India.

JS
B.K.

Di/A
06.10.2021

1/5/02M