



# JEEVIKA

An Initiative of Government of Bihar for Poverty Alleviation

**Bihar Rural Livelihoods Promotion Society  
State Rural Livelihoods Mission, Bihar**



1<sup>st</sup> Floor, Vidyut Bhawan - II, Bailey Road, Patna- 800 021; Ph.:+91-612-250 4980; Fax: +91-612-250 4960, Website:www.brllp.in

Ref. No. BRLPS/Proj-Com/859/16/ 2143

Date: 06.08.2016

## Office Order

### Operational Guidelines for Monthly Magazine

#### 1. Rationale :

**Magazine** is a tool for dissemination of information, activities and events of the organization to the general public. In the present scenario, magazines are considered as one of the most effective way to cater to varied readership. A magazine with top notch content and a momentous configuration throws a continually enduring effect on its readership. The monthly magazine of Jeevika aims in binding the organization within the concise pages of the magazine incorporated with unique design concepts, diverse printing styles, thus satisfying each strata of the community.

#### 2. Objectives

- (i) To publish an in-house magazine which would cater to the information, educational and communication need of a vast and diversified team of Jeevika (from community members, cadres to organisation's paid and salaried staff).
- (ii) To project and highlight the unique working methodology of Jeevika remaining unexposed and hidden.
- (iii) To try and expand the goodwill and brand value of the organisation in the development sector.
- (iv) To help various stake holders and ancillary organisations to adopt unique practices for upliftment of social and economic condition of community adopted and practised by the organisation.
- (v) For better internal communication.
- (vi) For enhanced and unambiguous external communication regarding precision and adaptability of development inputs amongst stakeholders, sponsoring agencies and various organisations of the dev sector.
- (vii) For better knowledge management and working on improved ways to generate maximum benefits of innovative ideas and suggestions.

  
06/08/16

### 3. Proposal :

A monthly magazine incorporating articles and write up on various themes, Case studies, pictorial depiction, events and media coverage is proposed to be published.

### 4. Magazine Contents :

The major segment of the magazine are :

1. Foreword / Message from CEO's desk.
2. Editor's Notes
3. Special/Distinguished Article – An article from distinguished personalities in the development sector.
4. Thematic Segments - Latest updates/ Article/Case studies.
5. Big Story/ Cover Story/Centre Story
6. Studies and Reports – Excerpts of external or internal studies conducted.
7. Policy Briefs – Information regarding news policies drafted and implemented with inputs from respective theme and thematic head. The translated (hindi) version of the policy to be printed if policy drafted in English.
8. Latest Updates /HR information/Events
9. BADKI DIDI- A regular comic series disseminating important message of Jeevika. A sort of souvenir or trademark character of Jeevika.
10. Community Voice – Case lets of Transformed women.
11. Media Collage – News clippings / Media coverage.

### 5. Frequency : Monthly

### 6. Specifications for the Magazine are as below:-

Details	Specifications
Language	Hindi & English
Frequency of the Magazine	Monthly
No. of copies	800 (Bi-lingual) per month
Maximum No. of Pages	80
Paper for the cover	130 GSM Glossy paper
Paper for the inside pages	90 GSM Glossy paper
Size	A4
Type of printing	Multi Colour

### 7. Requirements:

To publish the magazine on a regular (monthly) basis following would be the basic requirements needed to be met:

**7.1 Infrastructural Requirements:** A separate publishing/editorial cell with a full time DTP operator.

**7.2 Other Requirements:**

- A full time editorial or documentation team to prepare the facsimile timely.
- Uninterrupted and timely financial support to meet the deadlines.
- Extensive monitoring and support to facilitate the documentation followed by its printing and publication on time.
- A well developed mechanism right from collection of news to printing, publication to more importantly timely distribution.

**8. Implementation Arrangements:**

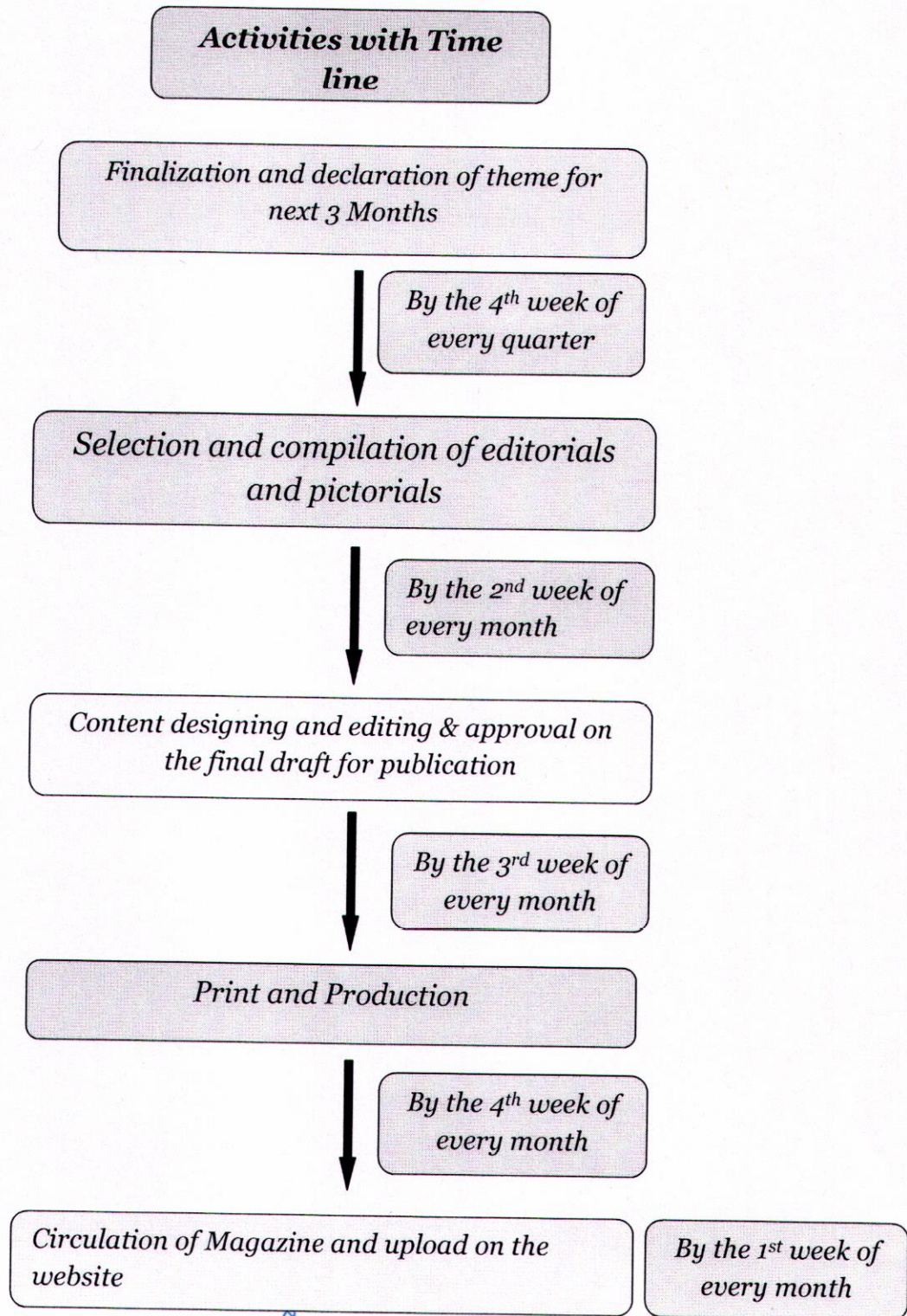
In order an Editorial cell will be constituted at the SPMU with the members from SPMU & DPCU level. The editorial cell would comprise of the following members: -

- Chief Advisor: CEO
- Advisory Committee: 1. OSD 2. PC FI 3. Director 4. AO
- Editor: PC-G&KM
- Editorial Board: SPM-Comm, PM-Comm, YP-KMC & Mgr Comm (5 Members)
- Design: DTP Operator
- Production: PM-Communication & One Mgr Communication
- Circulation: PA-Communication

**9. Business Process :**

Sl. No.	Activities	Responsibilities	Time Line
1	Finalization & Declaration of the theme for the Monthly Magazine	Editorial Board with approval from Chief Advisor/ Advisory Committee	By the last week of the every quarter for next three month.
2	Selection & Compilation of the Articles/Pictorials	Editorial Board with approval from concern thematic head	By the 2 <sup>nd</sup> week of Every Month.
3	Designing/Content Editing & Approval on the final draft for publishing.	Editorial Board with approval from Advisory Committee.	By the 3 <sup>rd</sup> week of Every Month.
4	Printing & Production	Production Team	By the 4 <sup>th</sup> week of Every Month.
5	Circulation & Upload on website	Circulation Team	By the 1 <sup>st</sup> week of Every Month.

## Business Plan of Monthly Magazine



*(Handwritten signature)*

### 10. Collection and Compilation of Articles

The Editorial Board will be responsible for selection and compilation of the articles for the Magazine.

10.1 The editorial Board will circulate formats from time to time to collect information on events, new initiatives and intervention conducted by the District.

10.2 The Editorial Board along with the KMC team will conduct content write workshop on periodic basis. Every DPCU teams would constitute 15-20 members case writing resource pool which would be trained on periodic basis. Manager Communication will conduct Case/Article write workshop at District level.

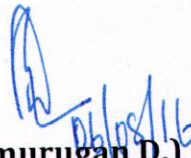
10.3 All the articles relating to the themes is required to be approved by the thematic heads before the publication.

### Budget:

Budget for Printing of Magazine per month:

Sl. No.	Particulars	Unit Cost	Amount in Rs.
1	DTP Operator cum Designer	10000/-	10000
2	Cartoonist	4000 Per Edition	4000
3	Printing Cost ( Eng & Hindi)	100000 per Month	100000
4	Content Writing	Lum sum	5000
5	Courier Charge for circulation at District level.	400 per district*37 District	14800
6	Translation/ Documentation	Lum sum	10000
6	Miscellaneous	10000 Per Month	10000
<b>GRAND TOTAL</b>			<b>1,53,800.00</b>

- The best articles published in magazine would be remunerated.
- The magazine will credit all the content writers.

  
(Balamurugan D.)

Chief Executive Officer-Cum-State Mission Director.

Copy to:-

1. OSD/Director/AO/CFO/FO
2. All PCs/SPMs/PMs/SFMs
3. All DPMs/ FMs/Manager-Communication, IBCB,MF, SD, LH,NF, Livestock, M&E,HR, & YPs.
4. All BPMs
5. Concern File
6. IT Section.