

Minutes of the meeting held on 24/06/2017 in the chamber of Executive Director to decide action plan from 24/06/2017 to 30/06/2017 and to develop standard operating procedure for PR team

1. TO DO for next one week

<b>Sl. No</b>	<b>Task</b>	<b>Achievement (fill on 30/06 and send by email)</b>
1	Get reports from 14 DMCs (on best practices)	Report got from all DMCs
2	Upload innovative MEs of all the districts	A total of 47 innovative MEs uploaded
3	Upload Featured topics of all districts	A total of 56 featured topics uploaded from all districts
4	Upload Featured article	2 articles uploaded
5	Upload Innovations of Kudumbashree	28 innovations uploaded with photo and description and with year of innovation
6	Upload new website by 28 <sup>th</sup> and ensure that all the pages are complete. Put 6 new posters	Done
7	In the website, for featured news, create a column for ticking district wise details. Also, have a dynamic colouring for website	Done
8	Publish a books 'aims of Kudumbashree'	Done
9	Change posters today	Done
10	Change Monitor Progress write up	Done
11	Discuss with Saasvaap and Collect softcopy of archives and inform me the details so that we can plan for uploading them all	Done
12	Make a panel of Associate Editors in all districts. Give topics for next 6 months (magazine theme) and get articles	Done
13	Ensure that all the magazines printed (April) are sent to DMCs. Follow up at DMCs level so that	

	magazines reaches CDS, ADS and finally at NHG	
14	Ensure that addresses of all NHG are collected in MIS	All district except xxxx gave addresses

2. Standard Operating Procedure (version 1)

Sl. No	Task	Frequency
1	Task Monitoring Page of all teams – Update with the information provided by the teams	On every 1 <sup>st</sup> and 15 <sup>th</sup>
2	Goals – Update with information provided by all teams	On every month, on 10 <sup>th</sup>
3	Monitor Progress – Ensure that all the teams upload the same before 10 <sup>th</sup> of every month	On every month, on 10 <sup>th</sup>
4	Events – Monitor so that all the teams update events as and when there are major events	Every day
5	Featured Story - Add 2 special stories every month	On 15 <sup>th</sup> of a month
6	Featured News – Add 2/3 news every day, depending on the news. Check whatsapp of district mission, develop a system to get News from all districts (make a panel of associate editors)	Every day
7	Change posters once in every 2 weeks	On 1 <sup>st</sup> and 15 <sup>th</sup>
8	Press releases – Update as and when there's a press release	Every day
9	Issue 20 press releases per month	Every day
10	Print magazine and despatch before 15 <sup>th</sup> of every month	15 <sup>th</sup>
11	Update Facebook on every day at 6 P.M. (with featured news. If there are more than one news; update at 12:30 P.M. and at 9:30 P.M)	Every day
12	Give direction to all teams to upload Circulars, Minutes, Newspaper clippings etc. in the site every day/ as and when there is a circular	Every day