

Activities of Audio -visual section

To provide technical information regarding mulberry cultivation, silkworm rearing, silk reeling to the sericulturists, reelers, officers and staff also to provide information regarding department programmes /schemes to the stakeholders the following programmes are being implemented through audio-visual section, Department of Sericulture.

1. Wide publicity is being provided through Bi-monthly magazine “Reshme Krishi” regarding sericulture activities, new technologies, season bound information, success stories of Silkworm rearers and Silk reelers, cocoons and silk transaction details, Department Programmes /schemes.
2. Wide publicity regarding mulberry cultivation, silkworm rearing, silk reeling, new technologies, schemes and subsidies, development programmes of the department and other activities related to sericulture and silk industry is being provided through sponsored programmes in Doordarshan and commercial advertisements in All India Radio(AIR).
3. Deputing the Department officers and scientists to the regular programmes of All India Radio(AIR) and Doordarshan to provide information to the stake holders on sericulture activities. Publicity on various activities of Sericulture through scrolling news in Doordarshan.
4. Annual Report, Annual Administration Report, Performance Budget and Annual Statistics Report are being printed and submitted to the government and different organizations of the department.
5. Printing and distribution of “Reshme krushikara pass book” for the benefit of farmers.
6. Co-ordinating with sub offices to organize Exhibitions, field days, Krishimelas, Exhibitions and tabulo during Dasara to provide wide publicity on department activities, programmes and Schemes.
7. Department calendars and diaries are being printed and distributed for the benefit of the Department officers and stakeholders.
8. Publicity through paper advertisements regarding department programmes and schemes

9. Co-ordination with central Silk Board for the workshops organized by 'International Sericultural commission' at National and International level.
10. Publication of 'Department Manual' for the benefit of Officers and staff and 'Coffee table book' for the benefit of Officers and delegates from National and International level is being undertaken.
