

H.P. BOARD OF DEPARTMENTAL EXAMINATION

Departmental Examination of other Gazetted Officers of H.P. (Public Relations) Session July, 2021

Paper No. 4

Time Allowed 3 hours

Maximum Marks: 100

Note:

Attempt any Five Questions. All questions carry equal marks. Question No. 1 is Compulsory. No books are allowed in the Examination Hall. Answer can be written in Hindi or in English, where it is not mentioned specifically.

Q. 1. Draft a press release from the material annexed as "A" and give six headings.

(20 Marks)

Q. 2. Prepare speech for the Governor of H.P. on the occasion of Convocation of Dr. YS Parmar Forest and Horticulture University, Solan in Hindi and English.

(2x10=20 Marks)

Q. 3. Prepare a speech of Chief Minister for Radio and TV in Hindi and English on the occasion of International Yog Day.

(2x10=20 Marks)

Q. 4.

(A) Prepare a 'Tweet' of Chief Minister on 'Jan Akrosh Rally' held by the ABC party.

(10 Marks)

(B) Prepare a post of Chief Minister for Facebook on vaccination drive for 18 plus age group.

(10 Marks)

Q. 5. Write at least five liner radio jingles on the followings:

1. Himcare
2. Janmanch
3. Sahara Yojna
4. Grihini Suvidha
5. Mukhya Mantri Seva Sankalp Helpline 1100

(5x4=20 Marks)

Q. 6. Write at least five tag lines each on the followings:

1. Completion of four years of the government
2. Swarnim Rath Yatra
3. Jan Manch
4. Importance of mask and vaccination
5. Himcare

(5x4=20Marks)

Q. 7. Security Personnel of VVIP have entered into a brawl within themselves, the video of which has gone viral. The VVIP is going to hold a press conference on the issue. What tips as PR Officer would you give to the VVIP and what communication strategies would you plan for media as part of crisis management? Elaborate.

(20 Marks)

Q. 8. What is Web Journalism? What is Citizen Journalism? Write a Blog on online education.

(20 Marks)

हिमाचल प्रदेश विभागीय परीक्षा बोर्ड

हिमाचल प्रदेश के अन्य राजपत्रित अधिकारियों की विभागीय परीक्षा
(जनसंपर्क) सत्र जुलाई, 2021

पेपर नंबर 4

समयावधि: 3 घंटे

अधिकतम अंक 100

टिप्पणी

कोई पांच प्रश्न हल करें। सभी प्रश्नों पर समान अंक हैं। प्रश्न संख्या 1 अनिवार्य है। परीक्षा हॉल में किसी भी पुस्तक को ले जाने की अनुमति नहीं है। जहां निर्दिष्ट नहीं है उन प्रश्नों के उत्तर हिंदी या अंग्रेजी में लिखे जा सकते हैं।

प्रश्न 1. 'अ' के रूप में संलग्न सामग्री से एक प्रेस विज्ञापित का मसौदा तैयार करें और इसे छह शीर्षक दें।

(20 अंक)

प्रश्न 2. हिमाचल प्रदेश के राज्यपाल के लिए डॉ. वाईएस परमार वानिकी एवं बागवानी विश्वविद्यालय, सोलन के दीक्षांत समारोह के अवसर के लिए हिंदी और अंग्रेजी में भाषण तैयार करें।

(2x10=20 अंक)

प्रश्न 3. अंतर्राष्ट्रीय योग दिवस के अवसर पर मुख्यमंत्री का रेडियो और टीवी के लिए हिंदी और अंग्रेजी में भाषण तैयार करें।

(2x10=20 अंक)

प्रश्न 4.

(अ) एबीसी पार्टी द्वारा निकाली गई 'जन आक्रोश रैली' पर मुख्यमंत्री का 'ट्वीट' तैयार करें।

(10 अंक)

(ब) 18 से अधिक आयु वर्ग के टीकाकरण अभियान पर फेसबुक के लिए मुख्यमंत्री का एक पोस्ट तैयार करें।

(10 अंक)

प्रश्न 5. निम्नलिखित में से प्रत्येक पर कम से कम पाँच लाइनर रेडियो जिंगल लिखिए:-

1. हिमकेयर
2. जनमंच
3. सहारा योजना
4. गृहिणी सुविधा
5. मुख्यमंत्री सेवा संकल्प हेल्पलाइन-1100

(5x4=20 अंक)

प्रश्न 6. निम्नलिखित में से प्रत्येक पर कम से कम पाँच टैग लाइन लिखिए:-

1. सरकार के चार साल पूरे होने के उपलक्ष्य पर
2. स्वर्णिम रथ यात्रा
3. जन मंच
4. मास्क और टीकाकरण का महत्व
5. हिमकेयर

(5x4=20 अंक)

प्रश्न 7. वीवीआईपी के सुरक्षाकर्मियों में आपस में ही झगड़ा हो गया है, जिसका वीडियो वायरल हो गया है। इस मुद्दे पर वीवीआईपी प्रेस कॉन्फ्रेंस करने जा रहा है। पीआर अधिकारी के रूप में आप वीवीआईपी को क्या सुझाव देंगे और संकट प्रबंधन के रूप में आप मीडिया के लिए कौन सी संचार रणनीतियों की योजना बनाएंगे? विस्तार से वर्णन करें।

(20 अंक)

प्रश्न 8. वेब पत्रकारिता क्या है? सिटीजन जर्नलिज्म क्या है? ऑनलाइन शिक्षा के संदर्भ में ब्लॉग लिखें।

(20 अंक)

Annexure-A

Various farmer clusters have been prepared for this purpose. To get the benefit of financial assistance, a farmer cluster must have at least two hectares of land. A cluster can comprise three adjoining villages in a 15 kilometre radius. Mortgaged land can also be used for the cultivation of these medicinal plants. As many as 318 farmers have been provided financial assistance amounting to Rs. 99.68 lakh for the cultivation of medicinal plants from January 2018 onwards.

The National Ayush Mission (NAM) in the year 2019-20 has provided financial assistance of about Rs. 128.94 lakh for medicinal plants component in the state. Out of this, Rs. 25 lakh has been allocated for one model nursery and Rs. 12.5 lakh for two small nurseries, Rs. 54.44 lakh for the cultivation of Atis, Kutki, Kuth, Shatavari, Stevia and Sarpagandha, Rs. 20 lakh for construction of drying shed and storage godown and Rs. 17.00 lakh for flexible component.

The State government has established herbal gardens in Joginder Nagar in district Mandi, Neri in district Hamirpur, Rohru in district Shimla and Jungle Jhalera in district Bilaspur to promote production of medicinal plants in the State. Different types of medicinal plants catering to different agro-climatic zones are being grown in these herbal gardens which are used to prepare different types of medicines for various ailments. There has been a revival of interest in medicinal plants in the international markets. Medicinal Plants form the major resource base of our indigenous health care traditions. The outreach and acceptability of AYUSH systems, both nationally as well as globally, are dependent on uninterrupted availability of quality medicinal plants based raw material due to which the trade in medicinal plants is growing in volume.

Himachal Pradesh is bestowed with rich biological diversity. For the promotion of medicinal plants and related activities in the hill state, the State Medicinal Plants Board has been functioning in the State under the aegis of Ayush Department. The focus is consideration of economic need and easy availability of medicinal plants for the manufacture of Ayurvedic medicines.

National Medicinal Plants Board, Ministry of AYUSH, Government of India has established Regional-cum-Facilitation Centre-Northern Region at Research Institute in Indian Systems of Medicine, Joginder Nagar, Distt. Mandi. This centre is promoting the cultivation and conservation of medicinal plants in six neighbouring North Indian states including Punjab, Haryana, Uttarakhand, Uttar Pradesh, Chandigarh and Himachal Pradesh and propagating the mandate of the National Medicinal Plants Board.

To generate awareness among masses of the State about medicinal plants, the plantation drive, 'CharakVatika' was carried out for two weeks in Phase-I, in which Charak Vatikas were established in 1167 Ayurvedic institutions

and about 11,526 plants were planted and Phase-II of Charak Vatika has been launched by the government on 7th June, 2021.

The State, having diverse climatic conditions, is home to nearly 640 species of medicinal plants which are distributed along the four agro-climatic zones. Tribal districts like Kinnaur, Lahaul-Spiti, Kullu, a few areas of Kangra and Shimla districts located at an altitude of over 2,500 metres, produce enormously useful medicinal plants. Some of these include Patis, Batsnabh, Atis, Tragen, Kirmala, Ratanjot, Kala jeera, Kesar, Somlata, Jangli heeng, Charma, Khursani ajwain, Pushkar mul, Hauver, Dhop, Dhamni, Nechni, Neri, Kejavo, Dhop Chrelu, Sharger, Gaggr and Buransh.

Besides this, the government has resorted to regular monitoring of population and habitats, establishment and conservation of species in situ conditions and replication of this approach in other parts of Indian Himalayan Region have been recommended. Awareness about the biodiversity values is being created among the inhabitants. Participation of inhabitants in conservation and management of biological resources is being ensured.

The state government has introduced policies to promote the conservation of medicinal plants and encourage farmers to cultivate them and supplement their incomes. To develop Himachal Pradesh as the hub of medicinal plants, the State government is providing financial assistance to farmers in different agro-climatic zones for cultivation of medicinal plants under the National Ayush Mission.

Medicinal Plants form the major resource base of our indigenous health care traditions. The outreach and acceptability of AYUSH systems, both nationally as well as globally, are dependent on uninterrupted availability of quality medicinal plants based raw material. More than 90% of the species used in trade continue to be sourced from the wild of which about 2/3 rd are harvested by destructive means.

Development and cultivation of medicinal plants has been hence been covered as a component under the Centrally Sponsored Scheme of National AYUSH Mission.

State is bestowed with rich biological diversity including Wetlands of International Importance, also known as Ramsar sites, namely Pong Dam at Kangra, Renuka at Sirmaur and Chandratal at Lahaul & Spiti besides, Rewalsar at Mandi and Khajjiar at Chamba. Four distinct bio-geographical zones namely Trans Himalaya including cold desert of Lahaul-Spiti, the Great Himalayas, High and middle mountains and semi-arid zone have also been included by the Ministry of Environment Forests and Climate Change, Govt. as Wetlands of International Importance.

Out of the total 47,000 plant species found in the country, 3,295 species are indigenous to Himachal Pradesh. There are 3,158 species of Angiosperms, 13

species of Gymnosperms and 124 Pteridophytes and 38 species of Orchids. State is a store house of medicinal plants and people in the villages are dependent on the rich medicinal herbal plant wealth for their livelihood.

A sizable population in the rural area rely on medicinal plants for the treatment of various ailments. The number of medicinal plant species decreased with increasing altitude. Total 643 species of medicinal plants are identified in the State. Many different plant parts are used for the treatment of various ailments by the people. Due to regular callous and unscientific extraction of the plants of medicinal and aromatic utility from the forests and Alpine pastures, several medicinal plant species of Himachal Pradesh are facing threats of various types. About 60 medicinal plants species of Himachal Pradesh ? fall in the endangered category as per the International Union for Conservation of Nature. Sharp decline in the diversity of medicinal plants is due to various anthropogenic activities and environmental factors.

The high demand of numerous medicinal plants in AYUSH industries accounts for a very high annual trade. The conservation of medicinal plants becomes the need of the hour. Therefore, for the conservation of this important group of plants, HP State Biodiversity Board (HPSBB) organises a variety of awareness campaigns for the stakeholders.

The unsustainable harnessing, habitat degradation, high anthropogenic pressure and changing environmental conditions may lead to mass extinction within a few years. Therefore, regular monitoring of population and habitats, development of propagation protocol, establishment and conservation of species in situ conditions and replication of this approach in other parts of Indian Himalayan Region have been recommended. Awareness about the biodiversity values is being created among the inhabitants. Participation of inhabitants in conservation and management of biological resources is being ensured.

Ayurveda treatment system is one of the oldest treatment systems in the world and has been given importance in the country and the state since ancient times. People worldwide are adopting ayurvedic treatment and are witnessing productive results. In the current era of global corona pandemic, Ayurveda has once again proved its role in health treatment due to which importance of Ayurveda has increased.

Ayurveda treatment has played an important role in dealing with corona virus. The credit for popularizing Ayurveda in the state goes to the state government. To strengthening the Ayurvedic system of medicine in the state the State Government has initiated various steps and Ayurvedic department is playing an important role in providing better health facilities in rural and remote areas of the state.

At present, 1252 Ayurvedic health institutions are providing health facilities to the people of the state, which includes 1185 Ayurvedic Health Centres, 34 Ayurvedic Hospitals, 14 Homeopathy Health Centres, three Unani Health Centres, four Amchi Health Centres and 12 other institutions. The popularity of Ayurvedic treatment in the state can also be determined from the fact that in the year 2019-20 out of a total of 42 lakh seven thousand 504 patients, 41 lakh 9,559 out-patients and 97,945 indoor patients have got their treatment done through Ayurveda system.

During corona pandemic, the Department of Ayurveda has also distributed Madhushishtiyadi Kashay (Kada), which helped in increasing the immunity of people. This Kada is being provided free of cost to senior citizens including Corona warriors. So far, about one and a half lakh packets of this kadha have been distributed and a target has been set to produce more than 7 lakh packets in the future.

Yoga and Naturopathy is an integral part of Ayurveda. To spread awareness among the masses about the benefits of yoga every year on 21 June, International Yoga Day is celebrated by the department from the state level to the sub divisional level. The government has also started Weekly Yoga Day under which on every Friday Yoga sessions has been initiated from 9:30 Am to 11:30 am in 471 selected health centres. So far now 25,872 beneficiaries have been benefitted through this programme.

The Department has also started School Adoption Programme and 1712 schools have been adopted under this program. In these schools, awareness regarding personal hygiene, daily lifestyle, food nutrition, common diseases and drug abuse through AYUSH has been provided to the students.

Under the National AYUSH Mission in the state, the Government of India is providing funds for strengthening and upgrading existing AYUSH institutions and to purchase medicines being provided to patients through AYUSH institutions. So far an amount of Rs. 57 crore has been made available to the department by the Ministry of AYUSH.