**Explain the role of field publicity wing in development communication**

The Directorate of Field Publicity is engaged in the task of publicizing various programmes and policies of the Government through its network of 268 Field Units under the control and supervision of 22 Regional Offices. Field Publicity came into existence in 1953 with 32 Field Units and 4 Regional Offices to supervise their work. The set-up created under the integrated publicity programme was named “Five Year Plan Publicity Organisation”. The Ministry of Information & Broadcasting directly exercises administrative control over the Units and Regional Offices. A full-fledged Directorate was constituted in 1959 to supervise and control the activities of the Field Units and it came to be called “Directorate of Field Publicity.

The primary function of the Directorate is to publicize, inform, educate and communicate in rural areas, which are largely beyond the reach of electronic and print media. The field units conduct film shows, oral communication programmes, special interactive programmes, song and drama programmes, photo exhibitions etc, on themes like, national integration, communal harmony, strengthening of democracy and secularism, health and family welfare, removal of social evils such as untouchability, dowry, child marriage etc. New themes are added as and when required on the advice of various Ministrie

The Bureau of Outreach and Communication (BOC) was created by the Ministry on 08.12.2017 by merging the erstwhile media units of Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity (DFP) and Song & Drama Division (S&DD) to have synergy and integrated approach between these organisations; better utilisation of resources and workforce; and to deliver better communication to the masses in every states and every districts. BOC is headed by DG level officer at Headquarter and consists of 23 Regional Outreach Bureaus (ROBs) and 148 Field Outreach Bureaus (FOBs).

BOC takes care of communication needs of the Ministry/Departments and Government Organisations at Headquarter level and interpersonal communication at Regional and Field level through live media utilizing wide range of performing arts such as Drama, Dance-Drama, Composite programmes, Puppetry, Ballets, Operas, Folk and Traditional Recitals, Mythological Recitals and other Local Folk and Traditional forms, propagating policies and programmes of the Government.