

Annual Report 2015 – 2016

Commission for Social Communications Society

Chairman
Most Rev. Dr. S. Singaroyan

Secretary & Treasure
Rev. Fr. A. David Arockiam

Significant Activities

1. Programmes for Madha TV:
The Commission for Social Communications Society produces daily almost eight hours of program for Madha TV.
2. Christmas Programmes from Dioceses:
It was planned to incorporate all the dioceses in the programmes of Madha TV. Opportunity was given to all the dioceses during the entire year and was ensured during the Christmas and New Year Programmes of 2015. Almost all the dioceses have participated in producing programs for the 2015 Christmas and more than 3000 people got a chance to appear in Madha TV.
3. Lenten Programmes from Dioceses:
All the zones were given opportunity to produce Lenten Programmes namely, Way of the Cross and a special programme for the Seven words of Jesus. Easter Day special programmes were also distributed to the dioceses and there was good participation.
4. World Communication Day:
As approved by TNBC the celebration of World Communications Day was fixed for the second week of July. A meeting was held with the diocesan communications secretaries for an effective celebration of the World communication Day with a special thrust on Madha TV. Each diocese is invited to organize special programmes in their respective dioceses by way of cultural programmes and competitions to bring awareness of the current theme of the World Communication Day and present a video report to the Regional Centre. Subsidies were promised to each diocese for the conduct of such programmes. The best programmes will be telecast in Madha TV. The Message of WCD along with Liturgical help material were sent to all dioceses.
5. Renovation of St. Thomas Building:
The thirty-five years old St. Thomas Building had major renovation works done 15 years back. There were cracks and deterioration because of adverse weather conditions. Hence a renovation work was planned and executed by way of weather treatment of the entire building and painting the entire building. The entrance façade was given a face-lift with ceramic panels in order to avoid damages caused by doves.

6. HR training for the Santhome Staff:

Owing to the surge in the number of staff in the Regional Commission Office, legal compliance with regard to the Labour Laws become applicable. Hence, we obtained the help of a senior HR consultant in order to help us frame the HR Policy with regard to the terms and conditions of the staff members. A training session was also planned for the staff members in order to help them familiarize with the duties, responsibilities and rights of the staff members.

7. Radio Veritas:

Radio Veritas from September 2015, onwards continues its successful broadcast through webcast, mobile Apps, Facebook, YouTube and Blog. The listeners are in contact through emails, phone calls and regular listeners meetings.

Challenges Faced

1. Damages due to Rain Water:

The major difficulty faced during this year was the seepage of rain and drain water inside the studio floors because of the recent floods and rains. The main control room and transmission room and the major studio facilities are housed in the ground floor of the Centre. When there is rain, the drains become clogged and there is water logging inside our facility. There is a constant danger of damage. Immediate solution by way of shifting the equipment elsewhere poses a difficulty as the limited space in the Centre is used to its full capacity at present.

New Initiatives from the Dioceses

1. Increase in Contribution:

There is a marked improvement in the spread and reach of Madha TV. The major share of the production work of Madha TV is taken up by the Regional Communication Centre. For improved quality and variety of programmes, more funds have to be generated. Hence we are working in coordination with the diocesan secretaries to work out plans to increase the contribution of the faithful towards Madha TV.

Plan for the Forthcoming Year

1. Training Programmes:

One of the major functions of the Regional Communication Centre is to provide opportunities for the training in media. For the past two years although we had provided intermittent short courses, in view of Television production, the target group was limited to our staff and the production staff at the zonal and diocesan levels. Now that we are on a comfortable footing with regard to the regular work flow of television

production, the Centre plans to revive the training opportunities to all interested people.

2. Software for *Madhamdhorum Madhavukku*:

In order to facilitate efficient tracking of collections made in every diocese by way of *Madhamdhorum Madhavukku*, we had planned for a software using the internet facility. It was under testing for few months and now it is ready to be made available to the diocesan secretaries. This software enables tracking of receipt books, donors, collections made by agents and secretaries and also draw out statement of accounts of collections by the diocese and the zones.

3. Standing Instruction Forms:

To make the process of contributing via *Madhamdhorum Madhavukku*, we sought the assistance of Banks to provide a channel by which prospective donors can make a regular payment every month through their bank accounts. This is now made possible by way of standing instruction forms obtained with the help of Punjab National Bank from the RBI. Process is on to identify prospective donors who will be willing to donate atleast Rs.1000 per month and obtain their willingness to sign the Standing Instruction forms to make regular payment to Madha TV. We have a target of achieving at least 1000 people this year

4. Radio Veritas:

Plan to strengthen the existing RVA clubs and to start new RVA clubs in schools and colleges to strengthen the RVA Tamil Service. Promoting RVA Tamil Service through Madha TV, Social Network and linking with other Catholic Websites.