Government of India
Ministry of Railways
(Railway Board)

Office Order No. 44 of 1999

It has been decided, to merge the Directorate of Public Relations and Directorate of Information & Publicity under a common Directorate viz. **'Directorate of Public Relations'** headed by the Executive Director, Public Relations. Besides, it has also been decided to re-designate the post of Director, Public Relations as Dy. Principal Information Officer or DPR(PIB) (Depending upon the scale whether JAG/SG).

2. The revised allocation of work amongst Officers in P.R Directorate will be as follows:-

A. Executive Director, Public Relations(EDPR) :- EDPR will be the nodal officer for Public Relations, Media & Press Relations in the Ministry of Railways (Railway Board).

1. Planning & execution of all PR activities of the Ministry of Railways (Railway Board);
2. Perform all functions as Official Spokesman of Railway Board;
3. Interaction with MR/MOS(R)/CRB and Board Members on PR related matters;
4. Dissemination of information related to Railway Board, Zonal Railways/ Units to the press and media through PIB and /or directly;
5. Firming up of Media Plan for the IndianRailways;
6. Framing of policy directives regarding press, media advertising , publicity literature, exhibition, films and any other medium of coporate communications;
7. Monitoring of PR activities, especially media relations of Zonal Railways/Units and re-orientation of their PR network;
8. Overall control, supervision and coordination of PR Dte.;
9. Planning 'Press tours' to various projects under execution on Indian Railways;
10. Conceptualising media advertising campaigns on selected occasions for Indian Railways.

B. Dy.PIO/DPR(PIB) :- DPR(PIB) will Perform his duties in the Ministry of Railways through the nodal officer i.e, EDPR, Railway Board.

1. Channeling of information for the Ministers of Railways to media through PIB as its representative under the guidance of EDPR, Railway Board;
2. Perform all functions as Official Spokesman of Railway Board;
3. Liaison with various units of Ministry of I & B such as DD, AIR, Publications Division, DAVP, Dte of Film Festivals, Directorate of Field Publicity etc;
4. Organising special articles and features in the media for the Ministry of Railways on special occasions in association with EDPR;
5. Monitoring press gallery in Parliament during any debate pertaining to Ministry of Railways and apprising the EDPR;
6. Entertaining special requests from the media for news material concerning the Ministry of Railways and apprising the EDPR;
7. Organising Press conferences and preparing briefings for MR/MOS(R), CRB and Board Members in consultation with EDPR;
8. Any other allied items as suggested by EDPR.

C. Director, Information & Publicity (DIP) :-

1. Discharging the functions of Dy.PIO/DPR(PIB) in his absence or non-availability;
2. Routing all files of the Directorate, including those connected with media;
3. Management feedback through 'Daily Press Clippings';
4. Conducting of Press tours to important Railways Projects;
5. Reviewing the establishment needs of PR cadre on Indian Railways;
6. Advertising of Board's level & monitoring of advertising by Zonal Railways/Units;
7. Production of TV Films, Quickies, Documentaries etc;
8. Printing of publicity material e.g. Books/Information Booklets/Brochures/Pamphlets etc;

9. National and international exhibitions;

10. Permission for film shooting etc on railways premises;

11. Co-ordination of Railways Magazines viz, 'Indian Railways' & 'Bhartiya Rail';

12. EQ Reservations for media persons.

5/11/99

No. 99/O&M/70
Dated: 5 /11/99

(S.Regunathan)
Joint Secretary,
Railway Board.

To,

All Officers And Branches in Board's Office.