GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS
(RAILWAY BOARD)

Office Order No. 19 of 2005

In partial modification to Office Order No.25 of 2001(copy enclosed for ready reference), indicating the distribution of work between Director Public Relations-DPR and Director Information & Publicity-DIP, it has been decided that the work of **'Preparing the draft messages from Hon'ble MR for various purposes (Railway & Non-Railway)'** would be handled/dealt with by DPR.

N0.2005/O&M/7/4
Dated: 27/4/05

(M.S.Mehra)
Joint Secretary/Railway Board

All Officers and Branches in Board's Office.
Other Necessary Endorsements Overleaf.

GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS
(RAILWAY BOARD)

OFFICE ORDER NO. 25 OF 2001

In partial modification of Office Order No. 44 of 1999, it has been decided that the ectorate of Public Relations shall function under Director Public Relations- DPR/PIB and rector Information and Publicity-DIP. The allocation of work between them shall be as under:-

A. **Director Public Relations-DPR/PIB or Deputy Principal Information Officer-DPIO/PIB (Depending upon the scale whether SG/JAG)**

i. Channelling of information for the Ministry of Railways to media through PIB as its representative.

ii. Performing all the functions of an Official Spokesperson of the Ministry of Railways.

iii. Management feedback through 'Daily Press Clippings'

iv. Liaison for press work with various units of the M/o I&B such as DD, AIR, DAVP, Publication Division, Dte. of Film Festival, Dte. of Field Publicity, etc.

v. Organizing special articles and features in the media for the Ministry of Railways on special occasions.

vi. Monitoring press gallery in Parliament during any debate pertaining to the Ministry of Railways.

vii. Entertaining special requests from the media for news material concerning the Ministry of Railways.

viii. Organizing press tours, press conferences and preparing briefs for MR/MSRs/CRB and other Board Members.

ix) EQ reservation for media persons.

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B. Director Information & Publicity-DIP :

i. Planning and execution of all PR activities and preparation of demands for therefor. Functioning as Branch Officer for day-to-day routine and administrative matters concerning the Directorate.

ii. Reviewing the establishment needs of PR cadre on Indian Railways.

iii. Advertising Policy on print and electronic media, conceptualizing advertising campaigns for Indian Railways, advertising at Board's level and monitoring advertising at Zonal Railways/Units.

iv. Production of Radio/TV spots, quickies, films/documentaries and their broadcast/telecast on AIR/TV Channels.

v. Printing of publicity materials, e.g., Books, Information booklets, Brochures, Pamphlets, etc.

vi. Participation in national/international exhibitions.

vii. Permission for still photography and film shooting in Railway premises and the policy thereon.

viii. Co-ordination of work relating to publication of Magazines ("Indian Railways" and "Bharatiya Rail") with the assistance of the respective Editors.

ix. Matters requiring attention at Board's level with respect to Functions organised by Railways including compilation of local addresses of Members of Rajya Sabha for extending invitations.

2. Both DPR/PIB and DIP will be discharging the duties of each other in absence.

No:2001/O&M/7/3
Dated: 17/7/2001

(S.R.Dhar)
Joint Secretary/Railway Board

To:-

All Officers & Branches in Board's Office.