

NORTHERN RAILWAY

Public Relations Office
State Entry Road
New Delhi

No-100-PR/14/2022

Dated:-01.03.2023

Sub:- DUTY LISTS OF Sr. PUBLIC RELATIONS OFFICERS/PUBLIC RELATIONS OFFICERS

Consequent upon the retirement of Sh. Ravinder Kumar, Sr.PRO on 28/02/2023 and Voluntary Retirement of Smt. Geetanjali Kame, the Duty List of existing PR Officers shall be as under:

Sh.Rajesh Khare Sr.PRO-I

1. Briefing Daily News Clippings Position to CPRO in the morning.
2. Empanelment of newspapers, publications such as dailies, monthlies, quarterlies, half yearlies etc.
3. Release of Tenders to the Newspapers including assigning agency and payment of related bills thereafter.
4. Quarterly appraisal of the work/services by the Advertising Agencies and putting up of the report to CPRO.
5. Monitoring the work related to empanelment of advertising agencies.
6. Organizing Interviews of Railway officials on media/channels.
7. Photographic and video coverage of various events & processing related cases/proposals wherever necessary.
8. Organizing PR related works for ceremonial functions, Press Conferences, Press Briefing, Informal Media Interactions.
9. Issuance of Press Releases other than Operating Department including technical and developmental issues with the approval of CPRO.
10. Monitoring of the Hindi version text of Brochure, Articles, Speeches, Messages, etc. at different occasions/ceremonial events etc.
11. Monitoring of up keeping, cleanliness & Bio metric/attendance system in the PR Office.
12. Issues related to audit & account inspection and reply thereof.
13. Establishment/Administration related matters of PR Deptt and Staff Welfare and Rajbhasha cases.
14. Hospitality and General Office Imprest.
15. Photography/Videography permission to foreigners/tourist and rail enthusiasts and the Cases pertaining to Commercial and Non-Commercial film shootings permissions including foreigner producers.
16. Production of audio-visual spots, Documentaries etc on DAVP Rates in association with Sh.Kultar Singh, Sr.PRO
17. Any other duty assigned by CPRO from time to time.





Sh. Kultar Singh-Sr.PRO-II

1. Monitoring and briefing CPRO about social media daily position.
2. Release and publication of Public Notices related to the Operating Deptt and e-auctions.
3. Release of Tenders to the Newspapers in the absence of Sh.Rajesh Khare, Sr.PRO
4. Quarterly appraisal of the work/services by the Advertising Agencies and putting up of the report to CPRO for Public Notices.
5. Issuance of advertisements to CBC/NMW approved Digital Media with the approval of CPRO.
6. Management and AMC of software of Release Order Management System (ROMS).
7. Selection of Social Media Management Agency and overall supervision of Social Media Team.
8. Monitoring of uploading of information on social media platforms such as Facebook, Twitter, Koo, Instagram, Medium and U-tube and any other new popular Social Media platform introduced etc.
9. Supervision of APAR related activities of the staff of Public Relations Deptt.
10. Supervision of APAR related activities of officers on Parichay Portal.
11. Super Administration, Content Management and updation of Public Relations Deptt on Northern Railway's official website www.nr.indianrailways.gov.in
12. Production of audio-visual spots, Documentaries etc on DAVP Rates in association with Sh.Rajesh Khare, Sr.PRO
13. VIP references and proposed reply thereof with the approval of CPRO
14. Parliamentary Questions and proposed reply thereof with the approval of CPRO
15. Any other duty assigned by CPRO from time to time.

Sh. Vinod Kumar-PRO-I

1. Briefing CPRO about daily news clipping position and sharing the same with the related Railway Board's Whats App Groups.
2. VIP references and the Parliamentary Questions and proposed reply thereof with the approval of CPRO
3. Release and publication of all kinds of Public other than Operating Deptt.
4. Opening and dealing the cases and files pertaining to the production of audio and visual spots.
5. Handling of public complaints received through newspapers and issuance of rejoinders wherever required with the approval of CPRO.
6. Handling annual budget for PR Office.



7. Issue of Press Releases related to Operating Deptt with the approval of CPRO
8. Media invitation for various events including ceremonial functions.
9. Monitor the Hindi version text of brochure, GM Articles, Speeches, Messages, etc. at different occasions/events.
10. Supervision of Procurement and maintenance of registers for all tools and plants and office machinery.
11. Updation of VIP and Invitee list of Northern Railway.
12. Handling of public complaints received through e-mail, Fax, by post etc.
13. SMS campaign for generating awareness towards safety precautions and initiating and processing the related cases and preparation of the proposal of telecast/broadcast on radio and TV channels.
14. Reply to RTI queries, cases related to Tribunal, Court & Consumer Forum etc.
15. Any other duty assigned by CPRO from time to time.

Smt. Nidhi Singh Pandey-PRO-II

1. Brief CPRO on Daily News Clipping Position in the morning.
2. Drafting of speeches by MR, MOSR, CRB, GM etc. for different events/occasions text/material for brochures/publicity literatures etc.
3. Creative writing for publication in the newspapers, magazines etc.
4. Conducted Press Tour related all activities.
5. Contributing articles and news features for Indian Railway and Bhartiya Rail Magazines.
6. Providing statistics/data for various Railway Year Books and Gazetteers.
7. Printing of brochure and other publicity literature involving preparation of drafts thereof.
8. Drafting and uploading of technical / achievemental / developmental press releases including faxing & emailing.
9. Drafting of the speeches for MR, MOSR, CRB, GM etc. for ceremonial functions and for Independence Day and Republic Day.
10. Release of Educative and Ceremonial Display Advertisements to the daily newspapers/publications with the approval of CPRO including assigning agencies (on creativity basis) and payment of related bills.
11. Drafting of Invitation Card, Dais Seating Plan, Back Drop, Plaque Text, Minute to Minute Programme etc. at the time of ceremonial function.
12. Handling of all kinds of Exhibitions including IITF (ITPO)
13. Assisting Mahila Samiti Functions during staff welfare activities.
14. Any other duty assigned by CPRO from time to time.


(Deepak Kumar)