

**NORTHERN RAILWAY**

No-100-PR/14/2022

Dated:-1.4.2022

**Sub:- DUTIES OF INSPECTORS IN PUBLIC RELATIONS OFFICE**

**Shri A.K.Singh-CPI**

- 1.To function as Incharge of Advertising Cell.
- 2.To supervise and supercheck Advertising bills of advertising agencies.
- 3.Maintaining the files of these agencies and put up report to competent authority.  
Business done every week (tender, display and notices)
  - b.Periodicity of insertion in papers of (tenders, display & notices)
- 4.Proper interaction coordination with the advertising agencies and the newspapers to ensure that ads are correctly published on the targeted date even at a very short notice.
  - a Checking of advertisements text of tender notices. Use of minimum space has to be ensured in publication of advertisements for economy in the expenditure.
  - b. To ensure issue of Release Order to the advertising agencies for tender advertisements.
- 5.Preparing and putting up the media list for approval to competent authority.
- 6.To monitor uploading of media list and ROs in the software in the computer daily and editing ROs on the ROMs system whenever required.

7.Updating ROMs with newspapers and revision of DAVP rates.

8.Information/figures relating to RTI Act and Parliament question and draft reply thereof. Reply to the question/complaints related with release and publication of advertisements and expenditure etc. by different Railway/Non-Railway organization.

9.He will also maintain the figures of the expenditure incurred on publication of notices languageswise. Newspaperswise & agency wise.Cases of the pending payments to the newspapers and complaints received in this respect. Written explanation from the agencies has to be taken from advertising agencies and placed on record in their respective files.

10.In respect of any complaint of the non-payment from the newspapers will be chased up with the agency and factual position will be put up to the competent authority.

11.Quarterly appraisal of the working of all the empanelled advertising agencies.All the complaints as received from the newspapers have to be taken into account while submitting appraisal

**Sh. Paresh Saraswat-CPI**

1.Drafting and uploading of press releases including faxing and e-mailing.

2.Moving proposals for proposing estimates for ceremonial functions and conducted press tours and Press Conference etc. and finalization of the bills related with procurement of Press Kit.Mementos, including closing of file.

3.Coordination and constant liaisoning with Press,Doordarshn,AIR, and other electronic media to arrange coverage of ceremonial functions and other Railway events.

4.Moving & chasing of proposals for advertising in Electronic media i.e. T.V. Radio & Mobile phone. Supervision of cases pertaining to production of radio

spots/jingles/TV spots,quickies,checking and processing of bills thereof and finally closing the files.

5.All cases pertaining to film shooting.

**Smt. Mamta Gupta SPI**

1.Drafting and uploading of press releases including faxing and e-mailing.

2.Moving proposals for proposing estimates for ceremonial functions and conducted press tours and Press Conference etc. and finalization of the bills related with procurement of Press Kit.Mementos, including closing of file.

3.Coordination and constant liaisoning with Press, Doordarshn, AIR and other electronic media to arrange coverage of ceremonial functions and other Railway events.

4. Preparation of Daily News Clipping Pads

5. Any work assigned by PRO/CPRO.



**Chief Public Relations Officer**