

## **RIGHT TO INFORMATION ACT - 2005**

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|-----|-------------------|---|
| I.  | Organization Name | : Department of Information<br>and Public Relations Department.                     |
| II. | Contact details   | : <b>Commissioner,</b>  |
|     | (A) Address       | I&PR Department,<br>II Floor, Samachar Bhavan,<br>A.C. Guards, Hyderabad – 500 028. |
|     | (B) Telephone No. | 23399048  |

### **Sections 4(1) (b) (i) – Particulars of Organisation Functions and duties**

#### **OBJECTIVES:-**

The Department of Information and Public Relations functions to achieve its objectives and goals through dissemination and transmission of information, publicity and public relations. The Department operates its multi-media systems for effective publicity and performs a signal service in acting as a bridge between the people and the Government and creates awareness among all sections of the people on government policies, plans and program intended for welfare and development.

#### **Dissemination of Information :-**

The main objective of the department is basically two fold viz., informing the public about the policies and programmes of the Government on one hand and on the other keeping the Government informed of the peoples' reaction to its policies and programmes. Communication is the most vital process of socio-economic development.

This Department adopts different modes for dissemination of information and publicity activities.

## FUNCTIONS:

The Department discharges the following key functions:

1. To publicize the activities of the Government through the mass media communication systems,, the Department maintains liaison with Press, AIR, Doordarshan, Films Division, directorate of Audio Visual Publicity, Press Information Bureau, News Agencies, Private T.V. Channels, department's Electronic News Coverage as well as conducting of Press Tours, Preparation and issuing of Advertisements, Organizing of Exhibitions, song and Drama Programs, Photographic Services and Exhibitions, Films besides bringing out Publications like posters, brochures, Booklets, A.P. Journal. Maintenance of Media Information Monitoring System, Research and Reference, conducting training, community radio and television, installation of Public Address system and A.V. Equipment, electronic news recording, and analysis, maintaining Website etc.,
2. Winning social acceptance for new schemes and programs of the Government through publicity.
3. Keeping the people informed about the policies, schemes and programs of the Government.
4. Creating awareness on eradication of social evils like Untouchability, dowry, Jogini, Bonded Labour, Child Labour, Banamati, etc.

### **4(1)(B)(ii) – the powers and duties of its Officers and employees**

#### **1. Commissioner:**

Head of the Department and takes policy decisions and Co-Ordination with Government and department.

#### **2. Director:**

Overall supervision of all wings and assists CIPR in administration.

#### **3. Additional Directors:**

Control and supervision of different wings of the Department and assisting CIPR

**4. Chief Information Engineer:**

Control and supervision of information engineering wing and periodical inspections of RIE offices. He will report to the CIPR. He will assist the CIPR in all technical issues and electronic media advertisements.

**5. Joint Directors:**

Control and supervision of the work in Press, Field Publicity, Advertisements, Publication, films and Inspection of RDD offices etc.

**6. Deputy Directors:**

At Commissionerate level they are handling the subjects of films, Administration, Advertisement and planning etc.

**7. Deputy Director(Photo and Exhibition):**

Supervisor of Photo coverage and Exhibition at Commissionerate Level.

**8. Regional Information Engineers (Field)**

- Supervise P.A System and video coverage, Live telecast arrangement for VVIP/VIP's from District for onward transmission to DDK and Other private Media TV channels.
- Periodical inspection of Dy.E.I.E Offices.
- Inspection of Community TV Sets.
- Monitoring of video Coverages sent to Commissionerate by FTP Process.
- To organize training programs to Dist office staff.

**9. Regional Information Engineer's (HQRS).**

- Monitoring of issue of Advertise Release orders to AIR,. Private Radio channels
- Supervise Public Address system for VVIP/VIP's
- Maintenance of Computers. Web Sites
- Procurement of Computers and Public Address System.
- Co-ordinating with National Informatics Centre and other software agencies
- In developing Software applications as part computerization.
- Review of monthly progress reports, field officers Tour diary and Stores
- Preparation of pre-recorded audio cassettes on welfare schemes of Government with the help of Film Development Corporation.

### **10. Regional Information Engineer (TV)**

- Monitoring of Live Telecast of VVIP/VIP programmes from Districts by coordinating with Dist, Regional Information Engineers.
- Monitoring of Providing of live outputs to all private channels during Assembly Sessions and for VVIP/VIP programmes in the twin cities.
- Monitoring of Digitalization process of Video Archives.
- Co-ordinating for preparation of Govt advertisements with FDC officials.
- Monitoring of issue of Release orders to private TV channels of Govt. Advertisements for wide publicity.

### **11. Assistant Directors:**

Look after Press, Advertisement, Films, Publication etc. in the Commissionerate.

### **12. Assistant Director (Photo)**

In-charge of the Photo coverage of VIPs etc., in the Commissionerate.

### **13. Dy. Executive Information Engineer (Dist)**

- Video publicity ,.- Video Coverage of VIPs and district officials
- Arranging public Address Systems.
- Sending of print media news through online
- Attending Video Conference.
- Supervising of Video conference system.
- Implementation of cable TV regularization act in district.

### **14. Dy.Executive Information Engineer (TV)**

- Providing News footage covered by this department to private media channels.
- Processing of video clippings received by FTP from Districts.
- Maintaining of Archives of video footage.
- Providing news footage on request to CMO officers and other dignitaries appeared in local news channels.
- Supervision of 24 Hour TV channel news recording.

**15. Dy.Executive Information Engineer (TV-Field).**

- Supervising daily video Coverages of Hon'ble CM and other dignitaries in twin cities live coverages.
- Coordination of Assembly sessions.

**16. Dy.Executive Information Engineer (HQ)**

- Arranging Public Address system to VVIP/VIP's and other dignitaries.
- Maintenance of Computers and peripherals.

**17. Editor (Telugu).**

Editing of A.P. Journal of Telugu and also bringing out Adhoc Publications etc.

**18. Editor(Urdu):**

Editing of A.P. Journal of Urdu and bringing out Adhoc Publications.

**19. Information Officer:**

Collection of information of various schemes of developmental activities of Government, Public Sector Undertakings/Heads of the Departments and issue of feature articles.

**20. Script-Writer(Urdu).**

Translation of Press releases and feature articles and important Adhoc publications. He will assist Editor (Urdu)

**21. Public Relations Officers:**

At the Comissionerate level, the PROs will look after office establishment, press, publications, advertisements and the work assigned to them from time to time.

**4(1)(b)(iii) – the procedure followed in the decision making process, including channels of supervision and accountability.**

The procedure prescribed in the District Office Manual is being followed. The currents are received in Tappal Section. On receipt of the same the Tappal clerk gives Tappal Number and keep all Tappal papers in a separate Tappal Book and send it to the officers concerned. On perusal of Tappal by the concerned officers, send back to the concerned sections. The concerned Senior Assistant/Junior Assistant make an entry in the personal register and put up the same in the shape of a file with relevant extracts of Acts and Rules and submit the file to the concerned Superintendent. The Superintendent scrutinize the file and writes his remarks, and forward the file to the concerned PRO/Dy.Exe.I.E./AD/DD. The Officer scrutinizes the file and forward the same for necessary action to the Director/Commissioner through the concerned Joint Director/C.I.E./Additional Director as the case may be. Wherever necessary, the files will be circulated to the DIPR/CIPR for orders. Some times, the Joint Director/C.I.E./Additional Director initiates the file and obtains orders of DIPR/CIPR in case of urgency. All the files relating to financial matters are sent to the Accounts Section (The Staff and officers are drafted from the Directorate of Treasuries and Accounts) for remarks before issuing of the financial orders by the Commissioner.

**4(1)(b)(iv) – the norms set by it for the discharge of its functions:**

The norms set by District Office manual are being followed for the discharge of functions.

- |  |   |   |
|--|---|---|
| 1. Release of Press notes to press, intimations about press conferences.                                   | : | Same day  |
| 2. Release of classified Advertisements  | : | 3 working days  |
| 3. Release of Display Advertisements on important occasions.   | : | One day before the Date of publication in News Papers |
| 4. Issue of Video Clippings  | : | Same day  |
| 5. Arranging P.A. System other than State functions on Payment basis. Functions (for Govt. Functions only) | : | 3 days prior notice.                                  |

**4(1)(b)(v) – the rules, regulations, instructions, manuals and records, held by it or under its control or used by its employees for discharging its functions.**

While discharging the functions, the Department follows the rules and orders of Government issued from time to time on the subject, which are enuciated under the following books:

1. Fundamental Rules
2. A.P. Financial Code
3. A.P. Treasury Code
4. A.P. Budget Manual
5. A.P. Accounts Code.
6. A.P. State & Subordinate Service Rules.
7. A.P. Information Service Rules (G.O.Ms.No.261, G.A.(I&PR) Dept., dt; 6.5.92.
8. A.P. Information Subordinate Service Rules. (G.O.Ms.No.339, G.A. (I&PR) Dept., dt. 22.6.92.
9. A.P. Ministerial Service Rules.
10. A.P. General subordinate Service Rules.
11. A.P. Last Grade Service Rules.
12. A.P. Civil services (CCA) Rules.
13. Accreditation Rules (G.O. Ms.No.176, G.A.(I&PR) Dept., dt. 7.4.1999.
14. Advertisements (G.O.Ms.No.37, G.A. (I&PR) Dept., dt 22.1.1994 & G.O.Ms.No. 431, G.A. (I&PR) Dept., dt 23.7.84)
15. Entertainment Tax exemption G.O.
16. Pratibha Rajiv Puraskar Awards.
17. G.O.Ms.No.148, Fin & Planning (FW.Admn. I TFR) Dept., Dt. 21.10.2000.
18. Welfare Fund Rules (G.O.Ms.No.1, G.A. (I&P.R) Dept., dt: 1.1.86.

**4(1)(b)(vi) – A statement of the categories of documents there held by it or under its control.**

1. Govt.Orders
2. Memorandum
3. Circular Memos.
4. Appointment Orders Etc.

**4(1)(b)(vii) – The particulars of any arrangement that exists for consultation with, or representation by the members of the public in relation to the formulation of its policy or implementation there of.**

The following committees constituted by the Government will be consulted for the formulating of policy and implementation.

1. State Media Accreditation Committee.
2. State Committee for Administration of Welfare Fund
3. High Power Committee on attacks and assaults on the journalists.
4. Best Journalists Awards Committee.
5. Best Photography Awards Committee.

**4(1)(b)(viii)-a Statement of the boards, councils, committees and other bodies consisting of two or more persons constituted as its part or for the purpose of its advice, and as to whether meetings of those boards, councils, committees and other bodies are open to the public, or the minutes of such meetings are accessible for public.**

The following committees appointed by the CIPR shall make recommendations:

1. Publication Section: Committee empanelment of printers.
2. Exhibition Section: Committee for finalization of tenders of tableau.
3. V.E. Section & AE Section: Purchase of Equipment etc.
4. Administration Sections: Purchase of stationery, equipment, etc.



**4(1)(b)(ix)-a directory of its officers and employees**

EPABZ No's 23399048/ 23395713/23398104

**OFFICERS:**

Sl No	Name (Sarvasri) Sri/Smt	Extn. No.	Mobile No	Telephone Office	Telephone (Residence)	Scale of Pay
1.	M. Dana Kishore, I.A.S. Commissioner	111		23399247		Cadre Post
2.	A.Subash Goud Director	117	9949351503	23313712		31550-53060
3.	V. Subhash, Addl. Director	102	9949351501	23399048		29200-53060
4.	D.Srinivas, Addl. Director	118	9949351506	-do-		29200-53060
5.	L.L.R.Kishore Babu, C.IE	125	9949351505	-do-		29200-53060
6.	K Ram Pulla Reddy Joint Director	141	9949351508	-do-		25600-50560
7.	T.Nagaraja, Regional Inf. Engineer	121	9949351512	-do-		23650-49360
8.	C.V.Krishna Reddy, Regional Inf. Engineer	120	9949351511	-do-		23650-49360
9.	Shaik Lal Jan Deputy Director	124	9949351540	-do-		21820-48160
10.	N.Venkatesh Deputy Director	132	9949351564	23399048		21820-48160
11.	G.Sujatha Deputy Director	127	994935153	-do-		21820-48160
12.	G.Vijayalakshmi Deputy Director	147	9949351515	-do-		21820-48160

13.	M.Sai Ram Accounts Officer	133	9949351534	23399048		19050-45850
14.	A.S.R.Anjaneyulu, Dy.E.I.E	144	9949351527	-do-		19050-45850
15.	C.Damodhar, Dy.E.I.E	135	9949351526	-do-		19050-45850
16.	K.Bhikshamaih Asst. Director	128	9949351513	23399048		18030-43630
17.	Ch. Seetharam Reddy Asst. Director	122	9949351502	-do-		18030-43630
18.	P.B.Saraswahti, Asst. Director.	112	9949351532	23450420		18030-43630
19.	Srinivas Jeevan Asst. Director	153	9949351713	23399048		18030-43630
20.	E.Venkatesham Asst. Director		9949351270	23450420		18030-43630
21.	G.Sanjeeva Reddy Asst. Director	143	9949351529	23399048		18030-43630
22.	T.Murali Mohan Babu, Asst. Director	129	9949351524	-do-		16150-42590
23.	P. Kamalakar, Asst. Director		9949351529	-do-		-do-
24.	Jaya Rao, Asst. Director			-do-		-do-
25.	Mahaboob Basha Asst. Director			-do-		-do-
26.	P. Bhaskar Asst. Director			-do-		-do-
27.	S.S.Habibuddin Qadri Editor Urdu.	139	9949351520	23399048		18030-43630
28.	Shouri Reddy Asst Accts Officer	134	9949351534	-do-		16150-42590

29.	V.Bhaskar Narsimha P.R.O.	128	9949351531	-do-		16150-42590
30.	Rama Krishana P.R.O.	112	9949351550	-do-		16150-42590
31.	R.Nagamani, Divl.P.R.O.	143	9949351542	-do-		14860-39540
32.	K.Subhashini, Divl.P.R.O.	122	9949351538	-do-		14860-39540
33.	Dhanaraju, Divl.P.R.O.	110	9949351552	-do-		14860-39540
34.	G.V.Bhanu Prasad Divl.P.R.O.	155	9949351548	-do-		14860-39540
35.	B.V.Satyanarayana Divl.P.R.O.	128	9949351541	-do-		14860-39540
36.	K.Narayana Reddy, Divl.P.R.O.	151	9949351528	-do-		14860-39540
37.	Bheem Rao, Librarian. Gr.II	155		-do-		13660-38570
38.	M.Venkataramana, A.E.I.E.		9949351545	-do-		16150-42590
39.	S.K.Manjulavani A.E.I.E.	156	9949351547	-do-		16150-42590
40.	K.Vimala, Suptd.	143		-do-		14860-39540
41.	D. Venkata Chary, Supdt.,	110		-do-		14860-39540
42.	D.Srinivas, Suptd.	155		-do-		14860-39540
43.	N.Sarala Kumari, Suptd.			-do-		14860-39540
44.	M.Rupavani, Suptd.	142		-do-		14860-39540
45.	G.V.Chakaravarthy,	124		-do-		14860-39540

	Suptd.					
46.	G.V.Prasad, Suptd.	140		-do-		14860-39540
47.	Ch.Eshwara Prasad, Suptd.	157		-do-		14860-39540
48.	G.Bhaskar Rao, Suptd.			-do-		14860-39540
49.	N.Jyothi, Suptd.			-do-		14860-39540
50.	Mahamood Ali, Suptd.	143		-do-		14860-39540
51.	S.M.Samdhani, Suptd.	157		-do-		14860-39540
52.	C. Padmavathi, Suptd.	142		-do-		14860-39540
53.	S. Sangeetha, Supdt.,			-do-		14860-39540

**4(1)(b)(x) The Monthly remuneration received by each of its officers and employees, including the system of compensation as provided in its regulations**

Sl.No.	Name (sarvasri) Sri/Smt	Gross Salary
1	M. Dana Kishore, I.A.S., Commissioner	Cadre Post
2	A.Subash Goud Director	<b>92,641</b>
3	V. Subhash Addl. Director	<b>87,069</b>
4	D.Srinivas, Addl. Director	<b>76,838</b>
5	L.L.R.Kishore Babu, C.I.E.	<b>73,589</b>
6	Ram Pulla Reddy	<b>83,493</b>

	Joint Director	
7	T.Nagaraja, R.I.E	<b>71,796</b>
8	C.V.Krishna Reddy, R.I.E.	<b>73,589</b>
9	Shaik Lal Jan Deputy Director	<b>83,493</b>
10	G. Vijaya Laxmi Deputy Director	<b>83,493</b>
11	G. Sujatha Deputy Director	<b>58,934</b>
12	N.Venkatesh Deputy Director	<b>58,824</b>
13	M. Sai Ram Accounts Officer	<b>55,422</b>
14	C.Damodhar, Dy.E.I.E	<b>88,718</b>
15	A.S.R.Anjaneyulu, Dy.E.I.E	<b>55,868</b>
16	K.Bhikshamaih Asst. Director	<b>81,775</b>
17	G.Sanjeeva Reddy Asst. Director	<b>58,914</b>
18	T.Murali Mohan Babu, Asst. Director	<b>57,346</b>
19	P. Kamalakar, Asst. Director	<b>60,318</b>
20	Ch. Seetharam Reddy Asst. Director	<b>65,125</b>
21	P.B.Saraswahti, Asst. Director.	<b>51,740</b>
22	P. Bhaskar, Asst. Director	<b>51,170</b>

23	Srinivas Jeevan Asst. Director	<b>57,346</b>
24	E. Venkatesham Asst. Director	<b>50,487</b>
25	Jaya Rao Asst. Director	<b>53,136</b>
26	Mahaboob Basha Asst. Director	<b>51,317</b>
27	S.S. Habibuddin Quadri Editor Urdu.	<b>40,970</b>
28	Shouri Reddy A.A.O.	<b>45,126</b>
29	V.Bhaskar Narsimha P.R.O.	<b>53,096</b>
30	Y.Rama Krishna P.R.O.	<b>36,706</b>
31	R.Nagamani, D.I.P.R.O.	<b>47,830</b>
32	K.Subhashini, D.I.P.R.O.	<b>47,900</b>
33	K.Dhanaraju, D.I.P.R.O.	<b>55,888</b>
34	G.V.Bhanu Prasad D.I.P.R.O.	<b>39,792</b>
35	B.V.Satyanarayana D.I.P.R.O.	<b>34,347</b>
36	K.Narayana Reddy, D.I.P.R.O.	<b>27,579</b>
37	Bheem Rao, Librarian. Gr.II	<b>55,868</b>
38	M.Venkataramana,	<b>61,908</b>

	A.E.I.E.	
39	S.K.Manjulavani A.E.I.E.	<b>45,428</b>
40	K.Vimala, Suptd.	<b>55,888</b>
41	D. Venkatacharyulu Supdt.,	<b>58,844</b>
42	D.Srinivas, Suptd.	<b>33,447</b>
43	N.Sarala Kumari, Suptd.	<b>39,822</b>
44	M.Rupavani, Suptd.	<b>39,822</b>
45	G.V.Chakaravathy, Suptd.	<b>39,822</b>
46	G.V.Prasad, Suptd.	<b>38,738</b>
47	Ch.Eshwara Prasad, Suptd.	<b>36,736</b>
48	G.Bhaskar Rao, Suptd.	<b>38,768</b>
49	N.Jyothi, Suptd.	<b>47,980</b>
50	Mahamood Ali, Suptd.	<b>35,756</b>
51	S.M.Samdhani, Suptd.	<b>46,689</b>
52	C.Padmavathi Suptd	<b>50,477</b>
53	S. Sangeetha, Supdt.,	<b>47,890</b>

**4(1)(b)(xi)- the budget allocated to each of its agency, indicating the particulars of all plans, proposed expenditures and reports on disbursements made.**

The Government allocates budget to the Department under Plan and Non-Plan schemes. The commissioner (HOD) allocates budget to the filed officers and different sections of the Comissionerate as per requirement.

(Rupees in Thousands)

S.No	Head of Accounts	Budget Estimates 2012-13		
		Non-Plan	Plan	Total
1	Films	6,25,15	--	6,25,15
2	Direction & Administration	38,60,90	--	38,60,90
3	Research and Training in Mass Communications	--	7,55,00	7,55,00
4	Advertising and Visual Publicity	27,18,64	110,00,00	137,18,64
5	Press Information Services	1,02,41	--	1,02,41
6	Other Expenditure	30,00	--	30,00
7	Special Component Plan for Scheduled Castes	--	10,00,00	10,00,00
8	A P Information Commission	5,90,50	--	5,90,50
	<b>GRAND TOTAL</b>	<b>79,27,60</b>	<b>127,55,00</b>	<b>206,82,60</b>

**4(1)(b)(xii) – the manner of execution of subsidy programs, including the amounts allocated and the details of beneficiaries of such programs**

**No Such Programes**



**4(1)(b)(xiii) Particular of recipients of concessions, permits of authorizations granted by it.**

The Accredited Journalists are provided the following concessions:-

1. To travel in Rail (50% Concession)
2. 1/3rd concession in A.P.S.R.T.C. Buses.
3. Concession of import duty on photo equipments
4. The journalists, who are in dire need and distress are provided financial Assistance from Welfare Fund.
4. Accommodation to journalists in A.P. Bhavan, New Delhi.
5. Grant – in Aid to Press Club.
6. Medi-claim policy to journalists.
7. Health scheme on the lines of Rajiv Arogyasree.

**4(1)(b)(xiv) - Details in respect of the information , available to or held by it, reduced in an electronic form.**

**4(1)(b)(xv)-the particulars of facilities available to citizens for obtaining information, including the working hours of a library or reading room, if maintained for public use.**

Visitors with any problems are welcome between 3 p.m. and 5 pm on all working days to meet any of the designated officials.

The A.P. State Information Centre, Located at Gruhakalpa Complex, M.J.Market Road, Hyderabad functions form 9.30am to 6 PM on all working days.

**4(1)(b)(xvi)- the names, designations and other particulars of the Public Information Officers.**

- |                     |                 |   |
|---------------------|-----------------|---|
| 1. Sri P. Kamalakar | Asst. Director. | Asst. Public Information Officer<br>Cell No. 9949351529 |
| 2. Sri D. Srinivas, | Addl. Director  | Public Information Officer.<br>Cell No. 9949351506      |

**RTI Act – 2005 Section.**

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|-----------------------|-----------|---------------------|
| 5. Sri K. Anil Kumar, | Sr. Asst. | Cell No. 9849700771 |
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**4(1)(b)(xvii)-such other information as- may be prescribed and thereafter update these publications every year.**

1. MIMS/APONE;
2. Feedback Reports
3. Success Stories.

**COMMISSIONER**