

**GOVERNMENT OF TELANGANA STATE
DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS**

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 utilizes 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 programmes intended for their welfare and development.

METHODOLOGY

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 people's reaction to its policies and programmes. Communication is a most vital process of socio-economic development.

This department adopts different modes to conduct dissemination of information and publicity activities of the department.

FUNCTIONS

The Department discharges the following key functions:

1. Publicizes the activities of the government through mass media, it maintains liaison with Press, AIR, Doordarshan, Films Division, Directorate of Audio Visual Publicity, Press Information Bureau, news agencies, private T.V.

channels besides conducting press tours, issuing advertisements, organizing exhibitions, Song and Drama Programmes, photographic services and films besides bringing out Publications like Telangana magazine, maintaining Media Information, Monitoring & Analysis System, conducting training, maintaining community radio and television sets, installation of public address system, audio visual equipment, electronic news recording & analysis, department's Information Technology services like computer usage and web site maintenance, besides deployment of digital media.

2. Keeping the people informed of the services made available for them by the Government.
3. Giving publicity for eradication of social evils like untouchability, dowry, child marriages, jogini, bonded labour, child labour, banamathi etc.

ORGANISATIONAL SET UP

COMMISSIONERATE:

The Department is headed by Commissioner assisted by Director, Additional Director, Chief Information Engineer, Regional Information Engineers, Deputy Directors, Assistant Directors, Editors, Script Writers, Information Officer, District Public Relations Officers, Deputy Executive Information Engineers and Assistant Accounts Officer, Junior Accounts Officers from Treasuries and Accounts Department and subordinate staff.

PUBLICITY CELL:

The Department's Publicity Cell at Secretariat monitored by an Additional Director with supported staff. The Publicity Cell organizes Press conferences of

Hon'ble Chief Minister, Hon'ble Ministers and Secretaries to Government of all departments and arranges media coverage for Government functions.

STATE INFORMATION CENTRE AT NEW DELHI

The main functions of State Information Centre located at New Delhi, are disseminating information of the State Government to national and international media and extending professional assistance to media by making available backgrounders, providing information from time to time. The Information Centre which functions under a Special Officer with assisting officers and staff arranges media coverages to the VIPs who visit national capital, organizes press conferences for the national and international media besides projecting the image of the state.

During these occasions, video, photo coverages of the event are arranged by Information Centre ; and footage and pictures along with appropriate write-ups are released to the media. For the benefit of large number of visitors to New Delhi, Information Centre organises regular photo exhibitions highlighting the programmes of the State Government. Media tours are being conducted from New Delhi to different places in the state to provide first hand information on the developmental activities taken up by the state government by providing a national platform and recognition. The Information Centre runs a media centre for the benefit of media representatives with internet, TV and telephone facilities.

FIELD UNITS

The Department's 2 Regional Offices located at Hyderabad and Warangal are functioning under the control of respective Regional Joint Directors with assisting staff. The Regional Joint Directors control and supervise the functions of 10 District Public Relations Officers, one Assistant Director of State Information Centre located at Warangal and four Assistant Project Officers of Special Publicity Cells.

The field units of Information Engineering Wing of the Department have one Regional Office headed by a Regional Information Engineer, located at Hyderabad to control and supervise the functions of 10 Deputy Executive Information Engineers in their respective jurisdictions. One Regional Information Engineer is kept in-charge of T.V, video coverage and public address system in Commissionerate.

SPECIAL PUBLICITY CELLS IN TRIBAL AREAS

Out of four Special Publicity Cells under the control of Assistant Project Officers, two are functioning in tribal areas at the headquarters of Integrated Tribal Development Agencies (ITDA) at Bhadrachalam (Khammam), Utnoor (Adilabad) and another two Special Publicity cells are also functioning at Wanaparthy (Mahaboobnagar) and Manthani (Karimnagar).

MEDIA RELATIONS

ACCREDITATION:-

“Accreditation” means recognition for media representative by the government for the purpose of access to all sources of official information in the government.

WELFARE SCHEMES TO JOURNALISTS

1. WELFARE FUND COMMITTEE TO JOURNALISTS

- A corpus fund of Rs. 42.76 lakhs is available under Welfare Fund in Telangana State
- The Welfare Fund Committee for Journalists will be constituted shortly.
- Financial assistance and pension shall be sanctioned to the journalists, who are in distress, from the interest accrued on the corpus fund of Rs.42.76 lakhs.
- Pensions @ Rs.1,000=00 per month for 3 years will be sanctioned to the dependents of the deceased journalists .

2. HEALTH INSURANCE SCHEME:-

Government is working on a new health insurance scheme to accredited Telangana journalists shortly.

HIGH POWER COMMITTEE TO LOOK INTO THE CASES OF ASSAULTS AND ATTACKS ON JOURNALISTS:-

- The High Power Committee with the Hon'ble Minister for Home as Chairman of the Committee, Hon'ble Minister (I&PR) as Vice-Chairman, officials and journalists as members will look after the cases of assaults and attacks on journalists.

TRIPARTITE COMMITTEE:-

The Tripartite Committee is being constituted by the Govt. to oversee the implementations of the recommendations of the Majitha wage board and to settle the disputes between the workmen and management. The committee will be headed by the Commissioner of Labour Department along with representatives of managements and journalists.

MEDIA INFORMATION MONITORING SYSTEM (M.I.M.S.)

In a democratic set up, newspapers play a significant role in providing feedback to the government on the development and welfare programmes taken up by it from time to time and also on the policies of the Government. The reports appeared in newspapers pave the way to formulate opinions on the policies, programmes and functioning of the government. In true spirit, every government views newspaper reports as a feedback and reviews its performance.

The Media Information Monitoring System (MIMS) section prepares Daily News Digest for perusal of Hon'ble Chief Minister, Chief Secretary CMO officers,

CIPR and CPRO to C.M. In order to work effectively, the news items that appear in print media are categorized under different heads like Development, Welfare, Adverse, Information and Political and other burning issues etc.,

The soft copy of daily news digest is also forwarded through e-mail to Chief Secretary, CIPR, CPRO to C.M. and other officers etc., for instant access and to get latest information on the terms to take necessary action.

MONITORING OF ADVERSE PRESS REPORTS:

The MIMS section also analyses various issues in respect of all departments, guides the departments in tackling the issues especially those relating to adverse items to issue clarifications/rejoinders. It identifies adverse items published in newspapers on various departments for action taken reports and rejoinders wherever necessary. It coordinates with the concerned departments for action taken reports on adverse items published in newspapers and the rejoinders to those items are published in newspapers. Newspaper clippings related to important issues come up during Assembly Sessions will be maintained separately for the reference of the Hon'ble Chief Minister and his officers during the sessions.

PHOTO SERVICES

“A picture is worth of thousand words”. Photo medium is an important tool of visual communication. The development and welfare schemes of Government are effectively depicted through this medium.

The photo section organizes day-to-day photo coverages of:

- All the programs in CMO, Rajbhavan

- During VVIP visits
- On all major events, programmes and meetings of all departments

With a view to organize effective and qualitative photo coverages, the department provided high end digital still cameras with accessories to all the field functionaries of the department. The photos are transmitted through e-mail from districts to the State headquarters to avoid delay.

The department conceptualized to develop Photo Bank. The photo bank contains all important digitalized photos. The purpose of Photo Bank is to develop photo data chronologically event-wise, subject-wise, and with other classification. The photo bank will also provide an access to search out and use as and when necessary by department as well as media.

The photos taken up by department photographers are used by media and also used for department publications and exhibitions. World Photography Day is a major event for the department. Every year 19th August the department organizes World Photography Day. On this occasion, photo competitions are organized for press photographers. Prizes are awarded for the Best First, Second and Third apart from consolation prizes. Prize amounts comprises Rs.15,000/-; Rs.10,000/-; Rs.6,000/- and Rs.3,000/- towards first, second, third and consolation prizes.

ADVERTISING AND VISUAL PUBLICITY

Quality and economy are quite essential for constructive development of a society, where there is inevitable competition – these two elements certainly exist. Huge participation of relevant people/ agencies/ organisations can only create tough and healthy competition. For this, wider publicity is required. Advertisement plays a vital role in this aspect.

All the departments perform their activities to fulfill the objects which involve participation of people/ agencies/ organisations etc., take the matters to their notices through release of advertisements. The main purpose of releasing advertisements is mainly to give wide publicity on the policies and programmes for successful implementation and to empower citizens regarding government's welfare programmes.

Depending upon the objects and subject matters, advertisements are being designed and released in two types. Mainly they are:- 1) Classified and 2) Display.

Having realized the importance of advertisements, the Government have centralized the policy of issuing advertisements w.e.f. 1.4.1994 and issued orders vide G.O.Ms.No.37, General Administration (I&PR) Department, dated 22.1.1994 that all the advertisements of Government departments, Government Undertakings, Government Companies should be released by Information and Public Relations Department only.

The department is also releasing display advertisements for publicity on the important Government programmes.

EXHIBITIONS

Exhibitions are effective media of visual publicity and have the accessibility for common man in an effective manner. The department coordinates with state and central government departments in presenting colorful tableaux on the eve of Independence Day and Republic Day celebrations during ceremonial parade. The Government have nominated this department to liaise and co-ordinate with other departments for presenting various departmental tableaux.

On the occasion of Republic Day and Independence Day celebrations every year, the department shall conduct coordination meetings with the participating departments for presenting tableaux in the ceremonial parade at Secunderabad parade grounds.

The department is also organizing various photo exhibitions at fairs and festivals to educate the people about welfare and developmental activities of the state government. The department also arranges photo exhibitions whenever the central and state relief committees visit the state to assess damage caused by natural calamities, besides participation in all state level festivals like Bathukamma and Bonalu etc.,

All district offices are also being provided with “display boards” for organizing photo exhibitions at district level on various developmental activities of Government to create awareness among general public.

COMMUNITY VIDEO PUBLICITY PROGRAMME:

The department has a Community Video Publicity Scheme since the reach of Doordarshan was unable to cover all the developmental programmes. There is a great demand of Community Video programmes in rural areas.

Under this scheme, the video cassettes/DVD's supplied by this department and other Government departments such as Health, Family Welfare Department, Education, Rural Development departments etc., are being screened to a large number of audience through TV and LCD projectors on big screens. For the effective implementation of this programmes 2,071 video shows through 10 Video Publicity Vans and also 2 Rural Publicity Vans supplied under this scheme with sophisticated

Projection Equipment. The Rural Publicity Vans are kept at Nizamabad and Ranga Reddy Districts, So far 4,048 shows were exhibited in rural areas during the year 2013- 14.

VIDEO CONFERENCING SYSTEM:

Technical persons working in the Dy. Executive Information Engineer offices at district level have under gone training to operate Video Conference System. One technical person, on turn basis is attending the video conference system in their respective districts.

COMMUNITY RADIO SETS:

This department is maintaining 7976 community radio sets across the State. Out of which 6678 community radio sets have been installed in the Grampanchayats and 1298 community radio sets in SC& ST habitations and 426 in schools, institutes and jails etc. Now these sets are under breakdown maintenance.

COMMUNITY TV SETS:

This department is maintaining 728 community TV sets across the state. Out of which 702 Community TV sets have been installed at gram panchayats, SC&ST Colonies and 26 CTV sets in jails and other institutions.

PUBLIC ADDRESS SYSTEM ARRANGEMENTS:

This department is arranging public address system during VVIP/VIPs visits and state functions for large gatherings. During the year 2013-14 the department has arranged 765 Public Address systems during the visits of VVIP/VIP visits in the districts and as well as at the State Head Quarters.

VIDEO SERVICES:

All the districts have been provided with the digital video cameras, LED screens are being installed whenever necessary for extensive coverage of VIP/VVIP programmes, development and welfare activities for giving wide publicity. The engineering wing of the department receives various video coverages from the field offices and transmits version of the coverage is sent to doordarshan and private channels for telecast from the Commissionerate. During the year 2013-14 as many as 2,300 coverages have been sent to different channels for telecast purpose. The video connectivity linked between state headquarters and district headquarters enables the facility for transmitting the video coverages carried out at district level to Commissionerate and subsequently to Doordarshan and Private channels for telecast. The department is providing live feed of all government/state/Hon'ble CM and other important programems to be telecast over all the electronic new channels.

WEBSITE:

The I&PR Department web site caters to the media needs including various referral materials with factual details for the benefit of both print and electronic media.

There are several other links detailing various other factual details for the benefit of public in general.

SONG AND DRAMA

The department is utilising the traditional art forms like Harikatha, Burrakatha, Uggukatha, Playlets, Magic, Mimicry, Folk Songs, street plays etc., to publicise the welfare and developmental programmes of the government in rural and urban areas through-out the state. The Department will organize cultural programmes on

important occasions in Telangana and to create awareness among the masses on the welfare and development programmes of Government using various traditional art forms. During festivals like Bonalu, Batukamma in twin cities and Samakka-Sarakka jatara every (2) consecutive years at Warangal district, Song and drama programs are organized to enlighten the masses with regard to welfare and developmental schemes.

INFORMATION CENTERS

The main objective of Information Centre is to make available authentic information at one place to organizations and individuals interested in policies, programmes and achievements of the government on different subjects. The Information Centre which serves as clearing house of knowledge is equipped with Reading Room, Reference Library and Enquiry Desk.

The State Information Centres are functioning at Hyderabad and Warangal, District Information Centres at district headquarters and Divisional Information Centres at divisional headquarters get newspapers, journals and publicity material for the use of visitors and information is also made available in the form of charts, maps, photographs, etc., to publicize government activities and project image of the State.

The State Information Centre in Hyderabad is well treasured with over 18,000 books and reports. On an average 1000 books in a month are issued to readers for reference.

PUBLICATIONS

The Printed word with visuals carries a great impact among literates. The department creates awareness among the people through its publications whenever the government launches a new scheme or programme. The department is utilizing

the publication medium to a maximum extent possible by bringing out regular publication “TELANGANA” Journal in Telugu, apart from adhoc publications, viz posters, pamphlets, folders, booklets, brochures, etc., on various developmental and welfare activities. These publications are circulated to the public libraries, schools, gram Panchayats, government offices, people’s representatives, opinion leaders and research scholars specializing in development, planning and administration. Publications brought out by the department are being distributed in the entire state through the field staff who are provided with publicity vehicles.

The field officers are also bringing out publications in consultation with District Collectors reflecting the progress made in the districts especially ameliorative programmes implemented for the welfare of farmers, weaker sections in the society.

TELANGANA JOURNAL

“TELANGANA”, a monthly Journal, is being published by the Department of Information and Public Relations in Telugu. The copies are being sent to the VIPs, writers, accredited journalists, subscribers, people representatives, all district libraries etc. It is also proposed to commence Urdu Edition shortly.