

XXIV INFORMATION & PUBLICITY

DIRECTORATE OF INFORMATION & PUBLICITY

The main function of the Directorate of Information & Publicity (DIP) is to disseminate information about the Government policies, programmes, schemes and measures being taken by the Government for the welfare of people of Delhi, particularly for the weaker sections of the society. In a democratic set up, it is essential that people know about the programmes of the Government and participate in them, which is possible only, if they are adequately educated and informed about them.

This work is being accomplished through the activities of various publicity units of the DIP office, for which funds are provided. For the purpose of better performance of various units, it is proposed to further augment the activities of these units and strengthen them.

1. Strengthening of Dte. of Information & Publicity (Rs.40.00 lakhs)

For smooth functioning of the Directorate and strengthening of its set up, it is proposed that Office set-up be strengthened further by computerization, purchase of software for clippings and other reference material, software for Accounts and renovation of Office etc. It is also proposed that the post of Director (I&P) should be upgraded. An amount of Rs.40.00 lakh is approved for 10th Five Year Plan which includes Rs.5.00 lakh for Annual Plan 2002-03

2. Research & Reference Cell (Rs. 25.00 lakhs)

Research & Reference Unit is an integral part of any publicity set up to provide ready reference material to the Information Officers, Field Publicity Officers, Exhibition Officers and others and also to maintain record of day-to-day developments for compiling an authoritative reference material.

For this purpose a Library is being maintained, wherein latest periodicals and daily papers are purchased. Clippings are taken out of these papers and periodicals with regard

to important news items and relevant reference material. Practically the activities of this cell are being looked after by one Librarian and one Asstt. Information Officer.

It is felt that the activities of this cell should be further strengthened. For proper functioning of this cell, continuous screening of newspapers, magazines and other periodicals, purchased or received on exchange basis, is required to be done, so that relevant material is marked and properly indexed. Information thus compiled is to be supplied to the Deptts. as feed back as and when required. It can also be used for writing special features/articles for departmental magazine and other publications.

The purchase of computer and software is proposed for R&R cell for maintaining proper record of reference material. Supporting staff is also required to cope up with increasing reference work. Therefore, it is proposed to create the following additional posts :-

Sl.No.	Name of post	No. of post	Pay scale (Rs.)
1.	Research Assistant	1	4,500-7,000
2.	Daftry	1	2,610-3,540

An amount of Rs.25.00 lakh is approved for 10th Five Year Plan which includes Rs.2.00 lakh for Annual Plan 2002-03.

3. Advertisement Cell (Rs. 260.00 lakhs)

The basic objective and function of this unit is to publicize the schemes of various departments of Delhi Government through the medium of advertisement in the newspapers, periodicals and other media with a view to apprise the public of the activities of various departments of Delhi Government and to inform people about the plans and the projects of the departments, so that they could benefit from them. The objective of the cell is to be achieved through launching of various advertisement/ campaigns for various Deptts. of Delhi Government, which involves preparation of advertisement material, designs and lay-outs of supplements, release of display advertisements, as also the classified advertisements to the newspapers/periodicals.

For accomplishing this work in an effective manner, it is proposed to utilize the services of Advertising Agencies for designing/layout and releasing of advts. without entailing any extra expenditure or financial loss to the Government.

An amount of Rs. 260.00 lakh is approved for 10th Five Year Plan which includes Rs.80.00 lakh for Annual Plan 2002-03.

4. Publication Cell (Rs.55.00 lakhs)

Publication unit of this Directorate has to bring out pamphlets, posters, brochures, invitation cards and telephone directory of Delhi Government. It also publishes a monthly magazine "Dilli" in Hindi, Punjabi & Urdu languages.

Publication unit may also be required to print calendars and diaries for distribution to the offices of Delhi Government. A computer is required for this unit for composition and designing/layout work.

It is proposed to create one post of Sub-Editor-cum-Translator (Hindi) and to change the designation of the existing posts of Translator (Urdu) and Translator (Punjabi) to Sub-Editor-cum-Translator. These posts should be at par with the Asstt. Information Officer, in the Pay scale of Rs. 5,000- 8,000. It is also proposed to re-designate the post of Editor as Dy. Director (Publication), for smooth supervision of the complete publication work of the DIP office.

An amount of Rs.55.00 lakh is approved for 10th Five Year Plan which includes Rs.13.00 lakh for Annual Plan 2002-03.

5. Photo Cell (Rs. 50.00 lakhs)

Photographs are important tools of publicity. They help in communicating significant visual things in realistic, faithful and expressive manner, which serve as lasting records. Hence, photo publicity is a very essential part of any publicity set up. To make it effective, it requires a well equipped sophisticated and modern photographic unit.

There is a small photo unit under the Directorate with facilities for preparing black and white photographs, with staff of Lab. Asstt., Dark Room Attn. and Photographers. This unit is responsible for photo coverage of various functions and activities of Delhi Government, maintaining its record (photo negatives) and preparing and issuing photographs for Press, TV and Exhibitions. The photo cell has to furnish photos for "Dilli" magazine also.

To further strengthen the working of this unit, it is proposed to create a post of Photo Officer, who will not only supervise the functioning of the photo unit, but will also work as the senior-most Photographer. Besides it, the post of L.D.C.-cum-Photo Librarian is also proposed to be created for smooth functioning of the unit.

<u>Sl.No.</u>	<u>Name of post</u>	<u>No. of post</u>	<u>Pay scale (Rs.)</u>
1.	Photo Officer	1	6,500-10,500
2.	LDC-cum-Photo Librarian	1	3,050-4,590

An amount of Rs.50.00 lakh is approved for 10th Five Year Plan which includes Rs.10.00 lakh for Annual Plan 2002-03.

6. Press Cell (Rs. 10.00 lakhs)

This unit has to perform very delicate and important work of keeping liaison with the press and electronic media, which are the most powerful medium of the mass communication today. The main function of the unit is publicity and press relation. The work of the press accreditation is also being done by this unit. Delhi being the national capital has a very large number of national dailies and a large number of periodicals are also published from here. Press relations require maintenance of continuous, sustained and close rapport with all sections of press, especially, the daily press, news agencies, All India Radio and Doordarshan, their news reporters and editors. Besides, maintaining personal contacts with them, they have also to be invited to various functions, seminars and workshops of Delhi government and to the press conferences, press briefings and press tours, which are to be organised by the press cell. All this important work is being done with the help of the existing general publicity staff.

The press unit is also maintaining a press room for the facility of the press reporters, where facilities of telephone, fax, computer etc. are provided for the reporters and media persons.

To further strengthen the publicity work, it is proposed that there should be a separate publicity unit for C.M.s publicity programmes, comprising of one Jt. Director/Dy. Director, one Information Officer/Asstt. Information Officer, one Stenographer (Eng.), one Stenographer (Hindi), one photographer, one Peon and one Motor Cycle Messenger (MCM), besides a vehicle with a driver and of course the modern communication facilities like telephone, fax machine, computer etc. Likewise, the publicity of other Ministers also needs to be streamlined. It is proposed that publicity of the Ministers and Speaker, Dy. Speaker should be looked after by one Information Officer each and there should be at least two A.I.Os., two Stenographers (Eng.) and two Stenographers (Hindi) to help in the whole publicity work, as the publicity work is required to be done on holidays also. Besides that, one I.O., one A.I.O., one L.D.C. and one Peon are required for organising the activities of the Press unit like press conferences, press facilities and hospitality etc. to press reporters. One vehicle with driver is exclusively required for the activities of press and hospitality unit.

For overall coordination and liaison with press & media, it is proposed to create a post of Jt. Director. As such, following additional posts are proposed :-

<u>Sl.No.</u>	<u>Name of post</u>	<u>No. of post</u>	<u>Pay scale (Rs.)</u>
1.	Addl./Joint Director (Media)	1	12,000-16,500
2.	Information Officer	1	6,500-10,500
3.	Asstt. Information Officer	1	5,000-8,000
4.	Stenographers (1 Eng. & 1 Hindi)	2	4,000-6,000

An amount of Rs.10.00 lakh is approved for 10th Five year Plan which includes Rs.2.00 lakh for Annual Plan 2002-03.

7. Hospitality Cell (Rs. 90 lakhs)

Under this unit, the expenditure is incurred on entertaining journalists and other media persons at the lunch/dinner/evening tea etc. in the interest of publicity promotion. Regular press briefings, press tours and press conferences are held on various occasions by the Hon'ble Speaker, Dy. Speaker, Chief Minister, Ministers, Chief Secretary and Secretary (PR), at which hospitality is extended to reporters/media persons.

To further strengthen the functioning of this cell, one vehicle is required exclusively for press unit & hospitality unit. Following staff is required to look after the work of this unit on regular basis :-

<u>Sl.No.</u>	<u>Name of post</u>	<u>No. of post</u>	<u>Pay scale (Rs.)</u>
1.	Asstt. Information Officer	1	5,000-8,000

An amount of Rs.50.00 lakh which is approved for 10th Five Year Plan which includes Rs.11.00 lakh for Annual Plan 2002-03.

8. Publicity through Video & TV (Rs. 75.00 lakhs)

With the latest technological advancement, the electronic media has become more popular and effective. TV has played an important role in disseminating information to the viewers and is a very powerful means of publicity. Production of U-matic films, purchase of cassettes and preparation of quickies, spots, short films etc. are the main function of this cell.

Delhi Government has also been allotted a 15 minutes slot on Doordarshan on weekly basis, during which a programme "Delhi Round-up", based on week's activities, is telecast every Friday evening.

This unit also proposes to undertake the publicity work through short circuit TV system at the main inter-sections of Delhi and also through cable network.

To strengthen the unit, it is proposed to appoint the following additional staff :-

Sl.No.	Name of post	No. of post	Pay scale (Rs.)
1.	Production Asstt.	1	4,500-7,000
2.	Film Librarian-cum-Store Keeper	1	3,050-4,590

An amount of Rs. 75.00 lakh is approved for 10th Five Year Plan which includes 12.00 lakh for Annual Plan 2002-03.

9. Film Cell (Rs. 15.00 lakhs)

Films constitute a very powerful media for mass communication. This Directorate has its independent film unit having film projector and feature as well as documentary films in 16mm. These films are being screened in various parts of NCT of Delhi, particularly in Slum Areas, JJ Colonies and far flung areas of Rural Delhi. The unit is further to be modernized with latest infrastructure.

It is proposed to establish one multi purpose van with full size screen, film projector, generator set, panels for display of photographs on the achievements of Delhi Government. Large video screen with video cassette player is also proposed to be purchased as the production of films is being done on video tapes mostly, instead of 16mm. films these days.

An amount of Rs. 15.00 lakh is approved for 10th Five Year Plan which includes 2.00 lakh for Annual Plan 2002-03.

10. Exhibition Cell (Rs. 75.00 lakhs)

Exhibition is the important medium through which publicity can be done in an effective manner. Visual exhibits have lasting effect on the viewer's mind. As such, the organization of exhibitions had been a regular feature of DIP office. This work has been carried out with the help of the general staff in previous years.

To make exhibitions more impressive, it is proposed to further strengthen the cell by creating the following posts :-

<u>Sl.No.</u>	<u>Name of post</u>	<u>No. of post</u>	<u>Pay scale (Rs.)</u>
1.	Field Publicity Assistant	1	4,500-7,000

An amount of Rs. 75.00 lakh is approved for 10th Five Year Plan which includes 11.00 lakh for Annual Plan 2002-03.

11. Outdoor Publicity (Rs. 100.00 lakhs)

The outdoor publicity i.e. publicity through hoardings, wall paintings, bus panels, kiosks etc. has played a vital role in disseminating the information about the important programmes and achievements of the Government to the masses. The Directorate proposes to display the achievements of Delhi Government by putting up hoardings at prominent points, besides kiosks on electronic poles and wall paintings in rural areas, slum areas etc. It is also proposed to display electronic boards on the achievements of Delhi Government at important inter-sections of Delhi, for publicity and general awareness. The fabrication of tableau for Republic Day parade held at Rajpath is also assigned to this Directorate. This work is being carried out with the assistance of the staff available in the Exhibition unit and the Outdoor Publicity unit.

To carry on the work of outdoor publicity in an effective manner, services of a Field Publicity Asstt. are required to assist the Information Officer/FPO in the work.

An amount of Rs. 100.00 lakh is approved for 10th Five Year Plan which includes 10.00 lakh for Annual Plan 2002-03.

12. National/State level Functions (Rs. 80.00 lakhs)

Besides Independence Day and Republic Day functions, a number of other functions are being organised by this Directorate. In connection with the organisation of

these functions, the printing and distribution of invitation cards, seating arrangement, ushering and publicity work is normally assigned to DIP office.

An amount of Rs. 80.00 lakh is approved for 10th Five Year Plan which includes 10.00 lakh for Annual Plan 2002-03.

13. Protocol Cell (Rs. 150.00 lakhs)

This unit is a new unit of Delhi Government. This important work has been given to the DIP with no extra staff so far. If this work is to be done efficiently and at par with other State Governments, the following facilities are required :-

- a) Staff
- b) Transport
- c) Accommodation
- d) Hospitality & Misc. expenditure

All the above facilities are not available with the Department nor the Government of Delhi has any infrastructure for this purpose. We have to procure these facilities from the open market, or we create our own infrastructure.

Hospitality will have to be extended to the VIPs, dignitaries and those who are given the status of State Guests are to be stayed at suitable Government approved ITDC hotels or reputed private hotels, keeping in view their status. Miscellaneous office expenditure, expenditure on the purchase of gifts, mementos, on the spot arrangement for the hiring taxis etc. when needed and other sundry expenditure will have to be incurred as per the exigency of the situation.

To develop own infrastructure and for doing day to day Protocol work, the following minimum staff and other facilities are required :-

Sl.No.	Name of post	No. of post	Pay scale (Rs.)
1.	Protocol Officer	1	6,500-10,500
2.	Asstt. Protocol Officer	1	5,000-8,000
3.	Stenographer	1	4,000-6,000

An amount of Rs. 150.00 lakh is approved for 10th Five Year Plan which includes 5.00 lakh for Annual Plan 2002-03.

14. Free DTC passes for Accredited Journalists (Rs. 15 lakhs)

There are about 250 reporters accredited with Delhi Government. Free DTC passes are being provided to these reporters for travelling in local DTC buses.

An amount of Rs. 15.00 lakh is approved for 10th Five Year Plan which includes 2.00 lakh for Annual Plan 2002-03.

New Schemes

15. FINANCIAL ASSISTANCE TO BHAGIDAR CITIZEN GROUPS FOR PRINTING OF NEWS LETTERS

Bhagidari Programme has proved to be a success, as also the centralised workshops for Resident Welfare Associations/Market Traders Associations. The Bhagidari has been intensified and has been decentralized at district level. Four workshops, covering eight districts, have been organized so far. The response is very encouraging and more and more Departments are participating in the Government-Citizen Partnership. More than 500 Resident Welfare Associations and Market Traders Associations have already been associated with the Bhagidari.

The Citizen Groups are infused with the greater sense of responsibility and feel that they are having due participation and role, not only in solving their day to day problems, but some share in the governance also. Most of them are continuously themselves with the different Departments of the Government and are constantly in touch with the Bhagaidari Cell. Some of them have been carrying out their new letters, leaflets for disseminating information to their members about their activities and achievements, educating about their roles in the new environment of the Government-Citizen Partnership.

To encourage the Citizen Groups including Resident Welfare Associations/Market Traders Associations for publishing their news letters on the activities of Bhagidari, it is proposed that some financial assistance of Rs.500/- to Rs.2000/- may be provided to such associations, depending upon the circulation as well as the quality of the production including format, colours scheme and papers to be used for the news letters. Broadly the criteria for newsletters for providing financial assistance may be as under :-

1. Periodicity;
2. Circulation;
3. Production quality;
4. Number of pages;
5. Total membership of the association;
6. The newsletter to be published by a citizen group jointly;

To make the financial assistance scheme more effective as well as a transparent one, a Committee headed by Secretary to CM will be constituted. The Committee may decide the amount to be given to these associations keeping in view the criteria, as proposed above.

For the remaining period of the current financial year an amount of Rs.5 lakhs is proposed for this scheme. However, this amount will be kept under a Herad to be operated by DPR.

Advertising and Publishing

16. Printing of News letters :

It was experienced during last yer that Bhagidars which participated in earlier workshops, inform the department about the progress of their commitments and they give update on the various works undertaken in their area by the civic agency/public utility department. The various inputs provided by departments as well as RWAs/MTAs serve as useful source to motivate others. For this purpose it is felt that such information/achievements should be published in the form of a Newsletter through

Directorate of Information & Publicity. This News-letter shall be published monthly by the DPR and would contain following information :

- (i) List of Bhagidars registered during the previous month district wise.
- (ii) Achievements report of districts/Bhagidars vis-à-vis commitments.
- (iii) Suggestions/appreciations from Bhagidars received during the previous month.
- (iv) Articles/News reports on “Bhagidari”
- (v) Future plans/projects to be covered under “Bhagidari Scheme”
- (vi) Report on Bhagidari Workshop held in the previous month.

II. DIRECTORATE OF PROHIBITION

1. PROHIBITION, PROPAGANDA, PUBLICITY SCHEME (Rs. 450.00 lacs)

To fulfill the objective of prohibition as envisaged in Article 47 of the Constitution of India, the Directorate of Prohibition proposes to continue to carry out the assigned task of educating the people/masses of NCT of Delhi against consumption of liquor. Prohibition is an integral part of Excise and Govt. of Delhi under social obligation is to serve the liquor to the foreign delegates since all embassies exist in Capital of India. Under the 10th Five Year Plan 2002-07 and Annual Plan 2002-03, the depts. propose to utilize all available print and electronic media for its publicity drive, such as Doordarshan, A.I.R., Newspapers, Bus Back Panels, Bus Queue Shelters, Installation of Exhibitions, display of Banners, distribution of posters, Animation films, displaying kiosks and staging film shows and Nukkar programmes etc.

The details of financial and physical targets proposed in the Draft 10th Five Year Plan 2002-07 and Annual Plan 2002-03 are as under :

1. Publicity through Doordarshan/AIR :- T.V./AIR media are popular among all the section of society i.e. weaker and elite class. These media are very powerful media of information and also entertaining. For the purpose, the Deptt. decides to continue its publicity campaign through Doordarshan making arrangements of production Telefilms, Quickies, spot and arranging their telecast on Doordarshan. It is proposed to produce 20 films and 10 quickies in the 10th Five Year Plan and 2 films and 2 quickies in the Annual Plan 2002-03 and arrange their telecast on

- various channel of Doordarshan. For radio publicity, the department proposes to produce 20 radio spots 4 in each year under 10th Five Year Plan and arrange their broadcasts once a day during whole years. For the purpose, the department proposes a sum of Rs. 113.75 lacs and Rs. 22.75 lacs in FYP & Annual Plan respectively.
2. Newspapers :- Media of Newspaper plays an important role in disseminating the message of prohibition. The department brings out advertisements in local leading newspapers on the occasions of National Holidays such as Republic Days, Independence Day, Gandhi Jayanti, Mahatma Gandhi Martyrdom Day and other festivals. The department proposes to bring out 500 advertisements and 125 advertisements during 10th Five Year Plan and Annual Plan respectively.
 3. D.T.C. Bus Back Panels :- For outdoor publicity means, the department proposes to display advertisements on 150 panels for a period 12 months for the whole 5 years of 10th Five Year Plan and proposes a sum of Rs. 110.00 lacs under 10th Five Year Plan and Annual Plan the deptt. proposes a sum of Rs. 22.00 lacs.
 4. Bus Queue Shelters :- Publicity through Bus Queue Shelters is a continuing item of publicity of the department. For its publicity drive through this media, the deptt. proposes to display the message of Prohibition with slogan and designs for a period of 6 months on 100 Bus Queue Shelters of each years of 10th Five Year Plan & six months of similar numbers of shelters under the Annual Plan against an expenditure of Rs. 50.00 lacs and 10.00 respectively.
 5. Kiosks: – To propagate the cause of prohibition, the department proposes to utilize the media of kiosks on the poles installed one way or both way of roads. The department proposes to display the message of prohibition putting kiosks on these poles and has a plan to put 400 kiosks for a period of 5 years and 12 months under Annual Plan 2002-03 against a sum of Rs. 50.00 lacs and 10.00 lacs respectively.
 6. Exhibitions :- Installation of exhibitions is a powerful media of information. In the exhibition, the department is able to elaborate the achievements and highlights the hazards of drinking with slogans and designs. In the past the department has been able to install exhibition successfully in the locality of weaker section. For 50 big

- exhibitions at least 5 days or more duration, the department proposes a sum of Rs. 30.00 lacs for 10 exhibitions during Annual Plan 2002-03.
7. Banners :- Preparation and putting up banners, attracts general public about the information. At the time of installation of exhibitions and on other occasions, the department displays banners on the theme of prohibition. A sum of Rs. 5.00 lacs under 10th FYP and 1.00 lacs in the Annual Plan has been proposed to put 3500 and 700 banners respectively.
 8. Drama (NUKKAR PROGRAMMES) :- Staging Nukkar programmes and street plays is a traditional media of the present age. For its publicity campaign, the department utilizes this media and arranges the Nukkar programmes. To involve the younger generation especially school goes, in its publicity campaigns, the department proposes to arrange the staging of 3500 such Nukkar programmes (Drama, Composite and Magic) under the 10th Five Year Plan 2002-07 and 700 Nukkar programmes in schools during Annual Plan 2002-03 and proposes expenditure of Rs. 70.00 lacs and Rs. 14.00 lacs respectively. These programmes will be performed by the approved parties/troups of Song & Drama Divn. Govt. of India, Ministry of Information & Broadcasting, New Delhi at their approved rates.
 9. Railway Station Publicity :- To bring awareness among the commuters of trains of Delhites, the department proposes to display advertisements putting up hoardings, kiosks and boards on Railway Stations such as Shakurbasti, Subjimondi, Safdarjung, Shahdara, Sadar Bazar, Lajpat Nagar, Delhi/New Delhi located in the NCT region of Delhi. The department proposes to put 6 hoardings, 250 kiosks and 30 boards on these railway station through out the years of 10th Five Year Plan 2002-07 and for 12 months during Annual Plan against an expenditure of Rs. 50.00 lacs and 10 lacs respectively.
 10. Computer Animation System :- To display the advertisements on Prohibition, Computer Animation System Display has emerged a powerful media and to propogate the cause of prohibition through this media, the department proposes to produce 60 spots of 3 minutes duration and their display at 5 Crossing whole 5 years under the 10th Five Year Plan and 12 months under Annual Plan 2002-03 against an expenditure of Rs. 65.00 lacs and 13.00 lacs respectively.

11. **Metallic posters.** preparation and distribution of pamphlets and posters on the concepts helps in mobilizing the public opinion. There is approx 800 such Metallic posters are available with the department and plans to prepare and display such Metallic posters during the 10th Five Year plan and Annual plan 2002-03. To prepare and distribute such metallic posters in multicolors with slogans and designs on the theme prohibition, the department processes to produce 2500 posters under the 10th Five Year plan against the expenditure of Rs. 11.25 lacs and a token amount of Rs. 2.25 lacs under Annual plan 2002-03 for the purpose.

12. **Fim Shows:-** The department through its film unit arranges Film shows in the localities such as J.J. colonies/Clusters and other Rural and Urban areas with the help and assistance of local Associations/Societies/NGOs. Working in the field of Prohibition and prevention of drug abuse. These programmes are being organized especially in the weaker sections and drug and liquor prone areas. Under the 10th FYP the department keeps a target of 500 film shows and 120 film shows in Annual plan 2002-03.

Hence a sum of Rs. 450.00 lacs is approved for 10th Five Year plan which includes Rs. 92.00 lacs for Annual plan 2002-03 for prohibition, propaganda and publicity scheme.

13. **STG. OF PROHIBITION (Rs. 50 lacs) :-** After setting up an independent Directorate of Prohibition, the Administration has sanctioned the following posts under its Stg. of Prohibition scheme to strengthen the Prohibition Deptt.

S.No	Designation of posts with pay scale	No.of posts	Whether filled/ vacant
1.	Programme officer Rs. 5500-9000	1	1 vacant
2.	Projectionist Rs. 4500-7000	1	1 filled
3.	Stenographer Rs. 4000-6000	1	1 filled
4.	UDC Rs. 4000-6000	1	1 filled
5.	LDC Rs. 3050-4590	1	1 vacant
6.	Driver Rs. 3050-4590	2	1 vacant
7.	Peon (Class IV) Rs. 2550-3200	2	2 filled

For the purpose of pay allowances of the above sanctioned posts a sum of Rs. 50.00 lacs is approved for 10th FYP which includes Rs. 8.00 lacs for Annual Plan 2002-03.