

## **XXIV 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. Brief details of various schemes included under this sector are given below:-

### **1. Strengthening of Dte. of Information and Publicity (Rs. 1.00 lakh)**

For smooth functioning of the Directorate and strengthening of its set up, it is proposed 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.1.00 lakh is approved for this scheme for Annual Plan 2003-04.

### **2. Research & Reference Unit (Rs. 3.00 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 :-

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

An amount of Rs.3.00 lakh is approved for this scheme for Annual Plan 2003-04.

3. **Advertisement Unit (Rs. 180.00 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.180.00 lakh is approved for this scheme for Annual Plan 2003-04.

4. **Publication Unit (Rs.14.00 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.14.00 lakh is approved for this scheme for Annual Plan 2003-04.

5. **Photo Unit (Rs. 10.00 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 Atnd. 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.10.00 lakh is approved for this scheme for Annual Plan 2003-04.

6. **Press Unit (Rs. 2.00 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.2.00 lakh is approved for this scheme for Annual Plan 2003-04.

**7. Hospitality Unit (Rs. 15.00 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.15.00 lakh is approved for this scheme for Annual Plan 2003-04.

**8. Free DTC Passes for Accredited Journalists (Rs. 3.00 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.3.00 lakh is approved for this scheme for Annual Plan 2003-04.

**9. Publicity through Video & T.V. (Rs. 12.00 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 :-

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

An amount of Rs.12.00 lakh is approved for this scheme for Annual Plan 2003-04.

10. **Film Unit (Rs. 1.00 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.1.00 lakh is approved for this scheme for Annual Plan 2003-04.

**11. Exhibition Unit (Rs. 10.00 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.10.00 lakh is approved for this scheme for Annual Plan 2003-04.

**12. Outdoor Publicity (Rs. 8.00 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.8.00 lakh is approved for this scheme for Annual Plan 2003-04.

**13. National/State Level Functions (Rs. 10.00 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.10.00 lakh is approved for this scheme for Annual Plan 2003-04.

**14. Protocol Unit (Rs. 6.00 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, momentos, on the spot arrangement for the hiring taxies 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 :-

<u>Sl.No.</u>	<u>Name of post</u>	<u>No. of post</u>	<u>Pay scale (Rs.)</u>
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.6.00 lakh is approved for this scheme for Annual Plan 2003-04.

**15. DILLI MADHYAM (Rs. 15.00 lakhs)**

1. The Directorate of Information & Publicity has been working in the field of disseminating information about the various policies, programmes and activities of the Govt. of Delhi, its various departments and 'undertakings. The directorate caters to the communication needs of the Government of Delhi through 7 big and 40 small advertising agencies. In today's world, information and publicity can be used as extremely potent tools of social and economic change if they are implemented and carried out as a part of a well researched communication strategy. As such, apart from implementing the Information and Publicity exercise it also becomes the responsibility of the implementing agency - in this case, the Directorate of Information & Publicity, to devise and develop a commensurate communication strategy. The Directorate of Information and Publicity has been attending to these tasks.

2. Delhi being the national capital city has special status and requires aggressive, professional and cohesive communication strategy. There is urgent need of result-oriented programmes. The Directorate has been experiencing problems of coordination with the various advertising agencies, communication gap between policy formulators and implementers, inordinate delays due to the inherent inflexibility of the system and above all lack of trained communication professionals who can effectively develop and implement a communication strategy. There is urgent need of an agency/organization that takes care of the Information, Education and Communication (IEC) needs of the Govt. vis-à-vis the people of Delhi. The challenges before the Directorate were discussed and the patterns of other state governments were also looked into. It was suggested that Madhya Pradesh Government has an agency-" Madhya Pradesh Madhyam"- a society fully owned by Madhya Pradesh Government to attend to these challenges. The model

was considered to be worth accepting. It is also imperative that this be . without creating any further financial burden on the Govt. With this in view the creation of ‘Dilli Madhyam’, a multidimensional communication agency in the shape of society of the Govt. of Delhi is proposed.

3. This Society will use the existing infrastructure and generate resources for itself by undertaking various activities like-releasing the advertisements of Delhi Government, Conceptualizing, Designing and Producing promotional and publicity material of the Govt. and other such activities. In doing so the Society will take the services of other organization and individuals on an essentially contractual basis, thereby not creating any extra manpower burden. The Govt. will not only save on cost but will also manage to enhance the quality and standard of its products and services by thoroughly professionalising it. It is worth mentioning here that similar system in Madhya Pradesh has proved to be extremely successful.

4. The said society, “Dilli Madhyam” will be registered with the Registrar of Societies under Registration of Societies Act 1860. It will consist of the following seven members who will also form the General Body of the society.

- i. Chief Minister
- ii. Principal Secretary, Finance
- iii. Principal Secretary, Health
- iv. Secretary, Land & Building
- v. Secretary, Environment
- vi. Secretary, Public Relation
- vii. Director, Information and Publicity.

It will have a governing body comprising of the following office holders,

- |      |                              |             |
|------|------------------------------|-------------|
| (i)  | Chief Minister               | Chairperson |
| (ii) | Principal Secretary, Finance | Member      |

- (iii) Secretary, Public Relation                      Member
- (iv) Director, Inf. & Publicity                      Member-Secretary & Managing Director

5. The society will undertake the following as a part of its initial launching exercise.

(i) "DILLI MADHYAM" can start with releasing the classified advertisement of Delhi Government, which does not involve creative and artwork. This will be reviewed after three months, and upon successful review, Hon'ble Chief Minister could approve the release of such advertisements pertaining to other Delhi Government undertakings and autonomous bodies. The society by releasing the classified advertisement, which are now being issued by the Directorate of Information & Publicity, will be earning 15% commission from the media. This commission is not earned by the govt. as of now and will form the major chunk of society's fund, without creating any extra burden on the govt. exchequer.

(ii) "DILLI MADHYAM" can be designated as the nodal agency of the Delhi Government for the production of all promotional material. It could undertake printing and publication, production of Films, development of C.D.s and other publicity material. 5-10% service charges on such jobs may be payable to the society by various departments who use this service. -

(iii) A grant/corpus fund of Rs. 15 lakhs could be made available by the government to the society to enable the society to function.

(iv) The society can take the services of other organisations and individuals on a contractual basis to carry out its functions.

An amount of Rs.15.00 lakhs is approved for this scheme for Annual Plan 2003-04.

## **PROHIBITION DEPARTMENT**

### **1. Prohibition, Propoganda Publicity Scheme (Rs.103.00 Lakh)**

INTRODUCTION: The objective of Prohibition is well stated in Article 47 of the Constitution of India. Mahatma Gandhi the father of the Nation was the Chief propounder of this Policy and it has been accepted as a National Policy of the Country.

Intoxicants lead to physical, mental, intellectual and economic degeneration of the addict. In the recent past drinking and drug addiction is on alarming increase and it has crossed all the barriers and reached into the homes of all section of society i.e. economically weaker section and elite class and especially in youth community. Alcoholism in the society has ominous implication and has weakened the entire social structure by disrupting the family and the country and also distorts the priority of development process.

The Directorate of Prohibition, Govt. of Delhi has been educating the people of Delhi about the ill-effects of vices like drinking and drug abuse. The focus of activities of the Deptt. is Prohibition and the message for Prohibition has been conveyed through various modes of publicity.

The Deptt. has arranged telecast of 2 tele films of 30 minutes duration each, 4 short films of 2 minutes duration each and one song based spot of 5 minutes duration on Doordarshan National channel. 139 Advertisements were brought out on the occasions of National Holidays during 2001-02 and 125 advertisements are anticipated to be brought out during 2002-2003. During 2001-02 the Deptt. has arranged the display of advertisements on 200 D.T.C. Bus Back Panels for 5 months being the most popular way of transportation of Delhities, 50 kiosks, 2 Hoardings were utilized for 2 months at Railway Stations for prohibition publicity purpose. Advertisements were arranged on 800 kiosks covering entire region of Delhi and also carried out its outdoor publicity displaying advertisements on the theme of Prohibition on 85 D.T.C. Bus Queue Shelters for 5 months and such a similar campaign on 85 shelters is anticipated during the current financial year 2002-2003.

During the year 2001-02, the Deptt. has installed 9 big exhibition in J.J. Colonies-Nangloi, Nand Nagari, Khichri Pur, Jahangir Puri, ISBT Mori Gate, Shakur Pur, Hastsaal and also participated in the Perfect Health Mela organized by Heart Care Foundation of India at Lal Quila Grounds, New Delhi. During the course of Exhibition the deptt. also arranged Nukkar Programmes and displayed Banners also. During the year 2001-2, the Deptt. under its publicity drive 'Special Awareness Campaign against Alcoholism' in schools and educational institutions through staging Nukkar Programmes arranged 697 shows (200 dramas, 197 Composite Programmes and 300 magic shows) in the schools of Delhi. A similar campaign as arranged previous year, the deptt. has proposed to arrange 775 such programmes in the schools during the current financial year 2002-2003. The Directorate of Prohibition through its Film Unit arranged 110 film shows in the year 2001-02 and has a target of 140 film shows during the year 2002-03.

The following programmes have been proposed to be undertaken during 2003-2004 under the Annual Plan 2003-2004 by the Directorate of Prohibition, Govt. of NCT of Delhi.

1. Publicity through Doordarshan: Doordarshan being the most powerful media of the day, the deptt. produces telefims/quickies and song based spots and arranges their telecast on Doordarshan. The Deptt. proposes to be produced 4 telefilms and 88 Radio Programmes of 15 minutes duration on the theme of prohibition .
2. Publicity through D.T.C. Bus Back Panels: Under Visual Publicity, the deptt. displays advertisements on the back of D.T.C. Buses. To bring out 180 advertisements on Bus Back Panels for 10 months.
3. Publicity through Kiosks: To propagate the cause of prohibition, the deptt. has proposed to display advertisements with slogans and designs on 600 kiosks for 10 months.
4. Publicity through D.T.C. Bus Queue Shelters:- For its outdoor publicity the deptt. arranges display of advertisements on theme of prohibition through the media of

Bus Queue Shelters. It is proposed to display advertisements on 100 Bus Queue Shelters for 6 months.

5. Exhibitions: Installation of exhibition has its own impact in bringing the awareness among the masses and for the same the deptt. successfully installs exhibitions on prohibition. The deptt. proposes to install 12 big exhibition during the year 2003-2004.
6. **Banners:** The deptt. on the occasions of National Holidays and during the course of exhibition and mela displays banners. A sum of Rs. 1.00 lac has been proposed during the Annual Plan 2003-2004 for displaying 750 banners.
7. Publicity through Nukkar Programmes: For the prohibition publicity purpose, the deptt. organizes street plays etc. To involve the youth community and common men in its publicity campaign, the deptt. proposes to organize 780 programmes (225 Dramas, 245 Composite programmes & 310 Magic shows) in the Educational Institutions and schools of Delhi during the Annual Plan 2003-2004. Parties of Song & drama Divn. Govt. of India, Ministry of Information and Broadcasting, New Delhi shall be deputed for performance at their rates.
8. Publicity through Hoardings/Railway Station Publicity: Under this media the Deptt. proposes to bring out advertisements on the Hoardings/Boards & kiosks at the Railway Stations of Delhi.
9. Film Shows: The Directorate of prohibition through its Film unit arranges daily film shows in the locality of J.J.Colonies/ clusters and during the course of exhibitions with the help and assistance of voluntary organizations working in the field of prohibition and prevention of drug abuse. The deptt. proposes to organize such 125 film shows during 2003-2004.

An outlay of Rs. 103.00 lakh is approved for this scheme for 2003-04.

**2. STG. OF PROHIBITION DEPTT(Rs. 7.00 lakh)**

The Directorate has submitted a proposal for the creation of 2 posts of Dy. Directors & Up-gradation of 2 posts of Programme Organizer/Social Worker to the post of Assistant Prohibition Propaganda Officer & abolition of one post of programme Officer under matching and savings as per detail below:-

Creation

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|------------------------------|---|---------------|
| 1. Dy. Director (Counseling) | 1 | Rs.8000-13500 |
| 2. Dy. Director (Media)      | 1 | Rs.8000-13500 |

Upgradation:

- |                                   |   |               |
|-----------------------------------|---|---------------|
| 1. APPOs (From the post of PO/SW) | 2 | Rs. 5500-9000 |
|-----------------------------------|---|---------------|

Surrender: Programme Officer 1 Rs. 5500-9000

A.R. Study for this purpose is being carried out by the A.R. Department.

A sum of Rs. 50.00 lacs has been approved under 10<sup>th</sup> F.Y.P. A sum of Rs. 7.00 is approved lacs for the Annual Plan 2003-04 is approved.