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**A GUIDE TO
INFORMATION, PUBLIC RELATIONS
AND
CULTURAL AFFAIRS IN HARYANA**

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FOREWORD

In a democracy like India, popular support is required for any Government to exist. The Government, therefore, has to inform, motivate, change the attitude and mind-set and finally seek support from the public to achieve its objectives. Public Relations hence is an essential ingredient in the successful functioning of a democracy. No Government or Organization can afford to ignore or dispense with this relatively new branch of knowledge.

The aim of Public Relations and publicity is to reach the target audience at the right time with the right capsule of message to create the desired perceptions. It is a behavioural science which places emphasis on persuasive communication and feed-back. The Information and Public Relations Department serves this objective in regard to dissemination of information regarding Government programmes and schemes to general public well in time and with clarity. The methodology and style of working of Public Relations Department stands in sharp contrast to the mode of functioning of its sister departments in the Government. It has to grapple with unpredictable situations and sudden developments cropping up in the organization. So, speed and immediate action, are the hallmarks of the Public Relations field.

Today, we are in the thick of communication revolution when messages and pictures are bounced off a satellite thousands of miles out in space and back in our drawing-rooms within seconds. Application of electronic media is overtaking the conventional print media. In the backdrop of this scenario the role of PR practitioner has become more complicated and challenging. In Public Relations Department the PR practitioner is the kingpin on whose shoulders rests the heavy burden of informing, motivating and involving the public in development programmes launched by the Government. He is the image builder of the Government of the day. He has to be versatile a communicator, a copywriter, a visualiser and a graphic artist-all rolled into one. This job is definitely most exacting.

The Department had a few years ago brought out a small compendium outlining major guidelines which a PR practitioner should bear in mind while performing duties as an effective communicator. The present booklet 'A Guide to Public Relations in Haryana', re-produced by the Department up to the present times is not a critical or comprehensive treatise on the subject but simply seeks to explain in brief the basics of Public Relations and sets out certain guidelines which may be useful to the PR personnel such as IPROs and DIPROs.

Hope this booklet will not only be useful for the officials of the Department but also for the PR persons who want to have an idea about the techniques and ideas practiced by PR men.

PREFACE

Public Relations is all about communicating with public, either through the spoken word or written word, or by using a visual for some other means. Gone are the days when the Public Relations activity used to be confined only to publicity. With the passage of time, we see that a lot of scientific approach has gone into it due to which there is a marked shift from Publicity to Public Relations. In order to achieve some meaningful results PR activity has become a thoroughly planned activity. The emphasis now is not so much on procedures; rather it is on suitable action so as to achieve the desired results, keeping in view the requirements of accountability.

The present booklet “A Guide to Public Relations in Haryana” has been designed and prepared and republished up to the present times. It is a modest attempt to educate those who are in the profession – whether in the Government or outside – and for those who wish the Government to be a part of any PR outfit. A stage has come for us to adopt a more lucid and clear-cut approach while pursuing the PR ideals. The present study does not claim to be something very original because herein have been gleaned some popular ideas and opinions which govern the different PR media in the present age.

Hope if the PR professionals assimilate and absorb the guidelines given in the booklet, they would not stumble and would steer clear of the pitfalls likely to be faced by them daily in their work field.

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**A GUIDE TO INFORMATION, PUBLIC
RELATIONS
AND CULTURAL AFFAIRS DEPARTMENT
HARYANA**

Broad concept of Information and Public Relations

In the present scenario, the skill of effective communication has emerged as an important facet and an essential component in all spheres of life. The concept of Information and Public Relations encompasses various methods used for disseminating messages to the target groups. These are basically communication processes in which the emphasis is on persuasion and the objective is to develop goodwill, understanding and cooperation between an organization and its public. It is also a management function that involves monitoring and evaluating public attitudes while maintaining mutual relations.

Communication is also the most important instrument of democracy and like all other activities of a welfare State, in order to fulfill its commitment to bring about economic and social change. The basic purpose of PR activity at State level is to serve the public. Democracy is primarily the rule of law where the supreme power rests with the people. In a democratic set-up, public opinion holds the authority. If there is proper communication, it is only that we can have the rule of law. Since Information and Public Relations are processes of communication, the role of PR organizer, therefore, assumes greater importance in a democracy.

In view of the fact that Public Relations is a behavioural science, its mode of working stands in sharp contrast to the method of functioning of other usual Government Departments. The extraordinary feature of the Information and Public Relations Directorate is that it has to grapple with unpredictable situations. Obviously the emphasis is on swift action and results. Achievement of objectives has to be ensured by dispensing with procedural hassels. Hence, the Directorate has developed its own style of functioning without sacrificing the requirement of accountability.

Goals and Objectives

The main objective of effective communication in a Government set-up is to disseminate the required information and ensure that it percolates down to people at large. Therefore, public relations activity at the State Government level involves the main tasks of giving regular information about all its policies, schemes and achievements, informing and educating people regarding various welfare issues and collecting feedback from the public to redress their grievances.

All over the country, the State Governments have their own independent Information and Public Relations Institutions for proper dissemination of information concerning welfare policies and programmes being implemented there. In Haryana, this task is being efficiently accomplished by the Directorate of Information, Public Relations and Cultural Affairs headed by the Director General.

Information, Public Relations and Cultural Affairs Department

The Information, Public Relations and Cultural Affairs Department of the State Government plays a pivotal role by providing information to the people. To create, maintain and protect the reputation, enhance prestige and present favourable image of the Government is the mission of this Department. To achieve this goal the Department commonly utilizes various tools of Public Relations including issuing of news releases, organising press conferences, projecting the views and ideologies of public leaders, through both print and electronic media. Besides this, the other PR tools being effectively used include printing of publicity material, telecasting documentary films and issuing advertisements aimed at informing the general public about various developmental plans, programmes and welfare schemes.

Adapting to the fast-paced changes taking place in the world of Information Technology, revolutionising all aspects of social development through new thresholds in human connectivity, the Department has undertaken computerisation of most of its activities in a big way. The Department is now fully equipped to meet the challenges of the new I.T. world successfully. The Public Relations personnel who are the representatives of the State Government working at the Headquarter as well as the District level play a crucial role in disseminating various types of information to the target group by utilising various tools of Information Technology. Presently, the staff of the Department is connected with each other through computers, internet and mobile phones. The Department personnel update and disseminate data concerning new policies, announcements and achievements of the Government regularly through e-mails. The Public Relations objectives just like those of other Departments of the Government must be result oriented and the Department is at present geared fully with state-of-art facilities to achieve them in a planned manner.

ORGANISATIONAL STRUCTURE

Haryana attained statehood as a result of bifurcation of Punjab on November 1, 1966. Almost all the Departments of the State owe their origin to their parent departments of the composite Punjab. At that time the Department inherited the same apparatus of Public Relations which existed in Punjab prior to its reorganisation although not in substance but in superficial area of nomenclature.

However, in the year 2011, the Department was reorganised as Information, Public Relations and Cultural Affairs, Directorate Haryana. The Chief Minister is the Political Head of the Department and the State Minister supports the Chief Minister in framing of major policies and personnel decisions of the Directorate. Further, the Principal Secretary and the Director General of the Directorate assist the Political Head and the State Minister in the entire functioning of the Department. The role of the Department at the level of the Government could be spelt out as:

1. Planning of Publicity in entirety: both Print and Electronic Media
2. Dissemination of Information
3. Spelling out the Objectives of the Directorate
4. Ensuring Crisis Management
5. Liaison with both the Print and Electronic Media (Especially situated at Chandigarh and Delhi)
6. Strategic Planning of Advertisement Campaigns
7. Publishing of good quality Publicity Material
8. Constant upgradation in the field of Information Technology and introducing major technological innovations leading to greater effectiveness in achieving its objectives
9. Training of key personnel
10. Coordination between the Department and other Government media including Doordarshan, AIR and other publicity units of Government of India
11. Strengthening the administrative part of the Department
12. Updating Departmental websites by inserting latest information

The IPR Department is maintaining cordial relations within itself and other administrative Departments of the Government, ensuring that the communication requirement of the Government is preparedly secured.

Director General, Information, Public Relations & Cultural Affairs

The Department is headed by the Director General who is responsible for the day to day functioning of the IPR Department. While he has a crucial role to play in providing the necessary inputs for policy formulations of the Department, he is also responsible for ensuring that the plans, programmes and schemes of the

Government are effectively communicated and implemented. Hence he provides critical leadership and coordinating functions. He is the final authority in matters relating to the non-gazetted personnel of the Directorate and acts as the continuing point of contact between the media and the Government.

Other Sections

The IPR Department virtually leaves no medium of communication untapped for harnessing into service so as to achieve its objectives. Therefore, the Department has been divided into various Sections, each dealing with a particular medium and headed by a person of the rank of an Additional Director, a Joint Director or a Deputy Director, on whose style of functioning and ability, greatly depends the effectiveness of the Department.

The break-up of the Directorate is as follows:

1. Press Section
2. CM Cell
3. Advertisement Section
4. Production (Publications) Section
5. Magazine Section
6. Art Section
7. Exhibition Section
8. Field Section
9. Research and Reference Section
10. Photo and Cinema Section
11. Film Section
12. Feedback Section
13. Technical Section
14. Auto Section
15. Cultural Affairs Section
16. Administration and Accounts Section
17. IT Cell

The above may be called the Line Sections in as much as these are the Sections which actually do the business of communication through the media of Press, Radio, TV, films, websites, publications of Posters, Folders, Booklets, cultural and traditional media, consisting of Indian classical dances, folk dances, folk music, folk theatre and puppetry etc.

In addition, there are two other Sections – the Establishment Section and the Accounts Section. These are called Staff Sections because they provide support services to the Line Sections in discharging their duties.

PRESS SECTION

The main function of the Press Section is to earn public understanding and acceptance of the policies and programmes of the government of the day, and spread the message that it is working for the welfare of the people, and for all-round development of the state. This objective is sought to be achieved by feeding the media with extensive information on a day-to-day basis.

The responsibility for carrying out this important and multifarious task rests with the Press Section which disseminates information about government's plans and initiatives through print and electronic media on a daily basis. Though the emphasis at present is more on the print media, electronic media too has come to command attention and importance.

The Press Section is gearing up to utilize the electronic media, both local and national channels. The Web Studio built at the Media Centre for the recording of statements of dignitaries, announcing important decisions of the state government are released to the electronic media.

Functions

Press Section performs the following functions:-

Basic Functions

- a) Coverage of Hon'ble Chief Minister, Ministers, Chief Parliamentary Secretaries and the Chief Secretary
- b) Issuing press notes
- c) Drafting speeches and messages
- d) Arranging press conferences
- e) Conducting press parties to project sites and other important functions of VIPs and VVIPs
- f) Providing Press facilities
- g) Arranging interviews, talks and features with electronic media
- h) Maintaining liaison with accredited media persons, news editors, chief sub-editors and sub-editors
- i) Obtaining information from various departments and disseminating it to the media after modifying and rewriting the contents to suit their needs.

Other functions

The Press Section is also engaged in some other duties which include:

- a) Forming accreditation rules and media policy
- b) Providing accreditation to media persons

- c) Supplying background material and photographs
- d) Conducting attitude surveys and opinion polls, research on government plans and their implementation, to get feedback
- e) Conducting training programmes for those working in the Press Section.

Both print and electronic media serve as a link between the government and the people by disseminating information about the various initiatives taken by the government for their welfare. The Press Section also provides feedback to the government on the impact of its policies, programmes and initiatives.

While media provides support system to the government for creating awareness among the people about its policies and programmes, the government, in reciprocation, honours media persons for their exceptional work and ensures their welfare. The measures taken in this connection include:

- a) Media persons are honoured with awards every year for outstanding performance in their respective fields.
- b) The Haryana Media Personnel Welfare Fund Administration Scheme has been implemented to provide timely and adequate financial assistance to deserving members of the media working in various capacities all over the state, or covering Haryana. Financial help is also extended to their dependents or legal heirs in case of dire need on account of illness, demise, accident or any other exigency.
- c) Implementation of "The Haryana Media-Awards Rules" and "Haryana Media Personnel Welfare Fund Administration Scheme" is now the responsibility of the Press Section.

Coverage of Hon'ble Chief Minister, Ministers, Chief Parliamentary Secretary and Chief Secretary

IPROs and AIPROs serving in the Press Section, are attached with the Hon'ble Chief Minister, Ministers, Chief Parliamentary Secretaries and the Chief Secretary. Departments under concerned ministers are also distributed among the IPROs and AIPROs. They attend meetings and functions of ministers and also draft speeches and messages for them by obtaining information from the departments. They also provide daily media feedback to the ministers they are attached with. Guidelines for Information and Public Relations Officers and Assistant Public Relations Officers to be successful

- a) Any PR executive attached with minister should not only be familiar with the plans, programmes and policies of the department but also with various stages of their implementation. This would help them a lot in preparing press releases and drafting speeches and messages.
- b) PR executive should be in regular touch with administrative secretaries and heads of department. He must attend meetings of the department covered by him.

- c) Background notes on various projects should be kept ready and updated for release on demand.
- d) Any information requested by media persons should be supplied at the earliest.
- e) IPROs and AIPROs should have sustained liaison with government departments and all other agencies, including public sector undertakings, to collect information and prepare Press Releases. IPROs and AIPROs should attend important meetings convened by administrative secretaries, heads of department and chairmen or managing directors of public sector undertakings. It will not only enable them to keep themselves abreast with the latest information but also bring them face to face with those who matter in running the organization.
- f) PR personnel should always make themselves available to media persons as they serve as a link between the government and the media. In case he is unable to attend to media persons for being busy in some urgent work, he should call back and attend to their needs.
- g) With a view to having better coordination and liaison with media persons, PR person should become part of their formal and informal gatherings by taking membership of the Press Club and other such organizations they are attached with.

Press Release

Press release is one of the most reliable tools extensively used by the Press Section to disseminate information to the print media. The ultimate objective of issuing a press note is to get it published in newspapers at proper time and in a proper manner. Drafting a press note is the most creative job a PR man does. Important information is culled out from a pile of matter, and given the shape of a press release. Generally, most of the press releases issued to the media get published. Systematic procedure is followed for the release of press notes to remove any ambiguity. Press Releases, prepared by AIPROs and IPROs, are edited or rewritten by the Deputy Director and released after due approval of the Additional Director.

Form and content of press note

Content, form and presentation constitute the most important features of a press note. A neatly drafted press note, couched in the language media- persons use, instantly attracts the attention of the reporter and the desk. The basic structure of a press note comprises the headline, intro and the news content.

Headline

In a newspaper office, a sub-editor has to give and adjust a headline to a pre-determined typographical font and style, and he rarely uses the headline supplied by the Press Section. However, a proper and to-the-point headline, summing up the essence of the report, can click with the sub-editor and he may feel inclined to use it.

Headline writing is the most creative job, and writing a good headline requires skill and command over language. The art of writing a good headline cannot be taught. It has to be developed and perfected through sheer diligence and long practice.

Guidelines for writing a good headline

- a) Since intro sums up the talking point of the report, the headline should be drawn largely from the opening paragraph.
- b) It should be written in minimum possible words to draw the attention of the reader, and make him go through the report.
- c) The headline should be in the present tense and do without unnecessary frills and encumbrances.

Lead

Intro/ lead is the most important part of any story, feature or article.

Guidelines for writing a good intro/ lead

- a) The intro/ lead should comprise the talking point of the report and sum up its essence in a few words.
- b) It should normally tell one-fourth of the story.
- c) The conventional inverted pyramid style—as you go down the report you go down in importance--should be followed.
- d) The details should follow in the subsequent paragraphs according to their relative importance.
- e) It is for the IPRO or AIPRO to decide what important information he wants to highlight in the intro of the press note. But discretion must be tempered by news sense and sagacity.

Main Story

The gist of the report being conveyed through the headline and intro, information like details of any policy or programme, benefits of the scheme and the likely impact of government's decisions etc, should be supplied in the stomach of the report.

Guidelines for writing main story

- a) Avoid abstract or high-sounding words as far as possible, and make sure that your language is simple, familiar and easy to understand.
- b) Substitute difficult words with simple ones. In case of sentences, care should be taken that they are short, simple and not compounded.

- c) Break all long sentences.
- d) Don't pack more than one idea in one sentence.
- e) Don't use an important word more than once in the same sentence.
- f) Don't begin a sentence the same way as you started the previous one.
- g) Avoid repetition of phrases.
- h) Avoid beginning a sentence with time factor.
- i) Similarly, a sentence should not start with a digit but, if necessary, it must be given in words.
- j) Avoid starting a sentence with an adverb.
- k) Avoid common or hackneyed phrases or figures of speech. For instance, nip the evil in the bun, as busy as bee, lady luck etc. should be avoided.
- l) Writing should be concise and tight. This can be achieved by avoiding superfluous words, phrases and clauses. Don't mix tenses.
- m) Avoid negative statements.
- n) Pay special attention to spellings.
- o) Wrong spellings and grammatical mistakes create a bad impression in the Press.
- p) Simplicity, dignity and clarity should be the hallmark of a press note.
- q) Language is a vital tool of communication in Public Relations. Words used in a PR campaign wield great influence on the audience.
- r) It is unethical to use such words as are morally or otherwise objectionable to the society as a whole.
- s) The ability to write quickly and coherently distinguishes a PR professional from others in an organization.

Drafting speeches

Hon'ble ministers and other dignitaries attend functions and programmes. The AIPROs and IPROs attached with them have to supply draft speeches or background material to them.

Guidelines for writing speeches

- a) Draft speech should be relevant to the topic of the programme or function.

- b) The department concerned should be asked to send the latest report on its activities and achievements.
- c) A reference to the prevailing scenario on the subject should be made right in the introduction. For example, if the function is related to female foeticide, attention should be drawn to the happenings in the society on this issue, and its ill effects.
- d) Information on government schemes and programmes should be mentioned.
- e) The speech should not be too lengthy as undue length robs any speech of its punch or impact.
- f) A brief summary on the organizers should be included in the draft speech.
- g) Use of simple, familiar and easy-to-pronounce words should be preferred to connect with the audience.
- h) Use small sentences
- i) Avoid negative statements
- j) Never use such words as are morally or otherwise objectionable to the people
- k) Avoid statements which hurt the sentiments of people
- l) Avoid provocative statements
- M) Phrases and quotes of important personalities should be incorporated in the speech to inspire the audience.
- m) The length of the speech should neither be too long nor too short. It should be so worded as to hold the audience, and should not be repetitive and boring.
- n) Religious overtones or connotations should be strictly avoided.
- o) Biased or prejudiced statements should also be kept out.

Drafting messages

Dignitaries are often requested by media organisations for messages to be published in their special editions or supplements. Sometimes, the messages are to be published in souvenirs. Draft messages are supplied by the Information Officers attached with them

Guidelines for writing messages

- a) The pattern of drafting messages has remained the same over a period of time
- b) The messages should be short and business-like
- c) Irrelevant messages should be avoided

- d) Messages should be relevant only to the topic

Features

A feature is a creative, sometimes subjective article, designed to entertain and inform the readers about an event, situation or aspect of life. A feature has a longer shelf life as compared to a press note.

Guidelines for writing a good feature

- a) There is lot of difference between a news story and a feature. While a news story presents bare facts, a feature should dramatize and supplement them, giving detailed information, including background, that should be of interest to the readers.
- b) Feature can be attempted on any subject. But one should confine oneself to doing development-oriented features, throwing in lot of human interest element, and quotes from people.
- c) Illustrations and visuals should be used to enhance the impact of the feature.
- d) While using graphics and illustrations, care must be taken to ensure that these are relevant to the theme of the feature and are properly captioned.
- e) Feature should be so drafted as to sustain the interest of the reader right up to the end. It should be neither too long, nor too short. The moment it begins to get monotonous and boring, it should be slashed.
- f) The content of feature should include basic facts. Even such small but interesting details as are not necessary in a press note, can be included.
- g) Besides good treatment of the subject, flow of writing is no less important.
- h) Sentences and paragraphs should merge into each other, and the text should offer no jerks to the reader.
- i) Feature must not be written in inverted pyramid style. Intro should be very special and unconventional. However, one can take liberty with the language.
- j) Comparisons and contrasts make a feature interesting.
- k) Feature must revolve around a central theme and avoid any slant or bias.

Press Conferences

Arranging and covering press conferences are very important functions of a PR executive. It is his exclusive duty to ensure their success.

Guidelines for making press conference a success

At the outset, we must identify the objectives of a press conference. These should be clearly spelled out before hand. It should be decided if any policy or performance of the government is to be explained in general, or in the context of a particular situation.

- a) Then, we must decide the date, time and venue. The venue selected should be comfortable, have enough seating capacity for correspondents, and must have facilities for hospitality.
- b) The press conference should be preferably held in the forenoon for achieving the objective of getting maximum coverage.
- c) It should be ensured that no other press briefing is scheduled at the same time, at same venue, and on the same date. If there is one, we should try and change the date. For, two press conferences same day would mean less coverage.
- d) Briefing is very important. The IPRO and APRO must get proper brief from the VIP addressing the press conference, and, in turn, should also brief the VIP regarding the type of questions likely to be asked.
- e) A decision has to be taken if the questions to be asked by correspondents will be pre-decided or extempore. In the former case, questions must be obtained from the correspondents and communicated to the minister or VIP addressing the conference.
- f) A list of invitees should be prepared well in advance. Generally, accredited correspondents should be invited to the press conference.
- g) Invitation should be sent to them well in advance, preferably a day earlier, indicating the date, time and place as decided by the person addressing the press conference.
- h) Invitation should also be communicated over the telephone, or by SMS, which would facilitate confirmation from correspondents.
- i) Exclusive press briefings should be avoided because these undermine the impartiality and credibility of the department. Moreover, the danger of being misquoted is greater in an exclusive briefing rather than at a general press conference where other media persons are also present.
- j) Snacks should not be served during the press conference. Tis should be done either before or after the press conference. IPRO and AIPRO should not hesitate to advise the person addressing the press conference on what kind of remarks should be treated as off the record by the Press. In fact, the VIP has to act as a director of a film. He should not only answer the questions but also direct the press conference. An equitable procedure should be followed in making correspondents ask the questions to ensure equal opportunity to all.

Conducting a Press Party

The purpose of taking press parties to field units is to familiarize reporters and correspondents with developmental projects. Another objective of taking correspondents to field visits is to enable them to study the situation on the spot, and gain knowledge about how a particular situation is handled by the government. Press tours are also arranged to cover important public functions of national leaders or foreign dignitaries.

Guidelines for organizing a successful press party

- a) Before a press party is organized, briefing from the concerned department, government agency or government undertaking is necessary on what is intended to be shown to the Press.
- b) Actual date of visit should be fixed in consultation with members of the Press community.
- c) It is better to call all intending members of a press party for a brief meeting where all arrangements should be made clear to them in order to avoid any subsequent misunderstanding. This meeting should make clear such things as the date of press party, time of assembly of journalists, place of assembly, transport, meals and hospitality en route, boarding and lodging arrangements at the site, and any other point which requires clarification. Background material and photographs should also be made available at the meeting to update and mentally prepare mediapersons for the tour.
- d) A responsible officer should be sent ahead of the arrival of the press party to contact officers of the department/agency/ undertaking at the site, and reconfirm all arrangements made for the visiting press party, in consultation with officers.
- e) A minute-to-minute programme should be drawn and circulated to the press party on arrival. It should provide a reasonable amount of time for transit from one place to another, rest and recreation.
- f) It must be ensured that, as far as possible, each member of the press party has a room to himself. In case sharing of rooms becomes inevitable, it must be ensured that only compatible people are lodged together.
- g) Neatness, hygiene and cleanliness of the place of stay are of paramount importance. Even though this task is delegated to someone else, the final check must be made by PR officer, since, in Public Relations, you can't undo the damage once done.
- h) As regards food, accurate information about vegetarian and non-vegetarian members of the Press party, and their specific likes and dislikes, should be obtained.

- i) Hospitality need not necessarily be very lavish but it should be adequate and timely.
- j) If more than one officer is accompanying the press party, or even if one officer alone is accompanying the party, he must share a room with members of the Press party in case sharing of rooms is inevitable.
- k) He must also share meals with the Press fraternity, not with senior officers of the project. In fact, it must be ensured that the senior- most officers at the project site are available to members of the Press party for interaction during the visit.
- l) A common date of coverage of the event in the Press should be settled with all members of the Press party. For, the impact of the report on the event is less if news appears in different sections of the media on different dates.
- m) A note of thanks should be sent to all media persons who made up the Press party, especially those who have given a good coverage to the event. This can be done through SMS or paying a personal visit.

Press Facilities

Members of the Press are provided the facilities of accreditation, transport, hospitality, boarding and lodging, and background material.

Accreditation confers such benefits as entitlement to government accommodation, bus passes and the facility of stay in government rest houses and hotels at subsidized rates.

Guidelines for facilitation of media persons

- a) There should be no rigid or strict rule-bound stand on entertaining such requests. For instance, if a newspaper editor has written a letter introducing a correspondent freshly appointed to cover Haryana, and there are minor anomalies in the request like lack of signature on the application form for accreditation, he should be granted temporary accreditation and the drawbacks can be got removed later.
- b) Media persons often require transportation facility for certain field assignments. The vehicles should be so deployed as to ensure that one vehicle is always kept ready and available for such purposes. Often, editors of correspondents located in Haryana and their senior colleagues from outside, visit the state on special assignments. They should be provided transportation facility.
- c) All assistance must be extended by way of board and lodging, transport and liaison with the persons they may wish to contact.
- d) Besides the accredited media persons, regular rapport should also be maintained by AIPROs, IPROs, deputy directors, joint directors, additional directors, and even the DGIPR, with the desk which comprises news editor, deputy news editor,

chief sub-editor and sub-editors. Desk hands should be given equal importance as it is at the desk that the quality of press notes issued by the PR Department is put to test. It is the desk that decides how and where a particular press note is to be used in the newspaper.

e) The PR Department should be familiar with names of the desk staff and maintain regular liaison with them through the instrument of the Press Club and hospitality allowance.

f) All members of the desk should be treated equally and a regular flow of information should be maintained by supplying them with government material like pamphlets, books, publications, calendars, diaries and greeting cards.

g) It would be a good idea for the head of the department to meet the desk staff exclusively from time to time.

h) With a view to maintaining personal rapport with accredited media persons, DO letters should be routinely sent to them on important occasions like birthdays or anniversaries along with with a bouquet.

Tapping the Electronic Media

Radio

Radio, the most important tool of mass communication, is very popular among the masses. All India Radio being a government-controlled media, there is a tendency to take it for granted. This is an unhealthy trend and we must check it and ensure that equal importance is given to radio. Since some FM channels have gained immense popularity, these should be utilized for achieving the objective of ensuring maximum coverage and publicity.

Guidelines for better relations with media persons associated with radio

a) Radio correspondents, members of the desk, producers of feature programmes and station directors should be treated like other members of the Press, and accorded due recognition.

b) Since it is essentially an audio media, the emphasis is on the spoken word which remains the most natural method of communication. The spoken word clicks with the masses if conveyed in a very simple language.

c) Radio can be utilised for projecting development stories. Instead of the traditional method of supplying script for reading, it would be better to arrange interview-based programmes, highlighting various aspects of development.

d) It would be better for PR professionals to arrange a panel discussion which should have at least one dissenting member to lend credibility to the programme.

- e) In order to make use of radio as a tool of publicity, we should arrange spot visits by radio team for recording features.
- f) The language in all matter supplied to radio should be simple and in personalized conversational mode.
- g) Similarly, in supplying news items exclusively for use by the radio, matter should not be cluttered up with statistical data. Statistics should be used only if these are dramatic, and point to a definite trend.

Television channels

Being an audio-visual media, television provides for instantaneous communication system. Since it is live, has music and combines voice with visuals, it is one of the most effective and powerful media. Scientific research has proved that because of its audio-visual characteristics, TV has maximum credibility, and its permanency is assured. The recall rate of items appearing on TV is extremely high. Since "seeing is believing", better think of doing it on TV. Apart from abstract ideas and policies, there is hardly any item or activity which cannot be projected visually.

Guidelines for maximum coverage on channels

- a) Avail yourself of every opportunity to supply news clips, features, slides, charts and even telling still photographs, for use by television channels.
- b) Short stories on the developmental works in the state should be prepared for the electronic media.
- c) Interviews and Talk Shows involving dignitaries should be prepared for release to the electronic media.
- d) Statements regarding major announcements made by the government should also be released to local and national channels
- e) Major decisions, including those taken by the Cabinet, should be released to the electronic media through SMS so that these can be run as news strips.

Accreditation

Accreditation means recognition to news media or press representatives by the government for the purpose of having access to sources of information of public interest in the government, and also to news material, written or pictorial, released by the DGIPR or other agencies of the Haryana Government.

Media Awards

'Media Awards' or 'Patrakar Puruskars' are given to uphold the dignity of media persons, to inspire budding media persons to excel in the field of journalism, and to provide encouragement to veteran media persons by according recognition to their

services. The awards include the 'Life Time Achievement Award', State Level Awards, including commemorative awards, District Level Awards and other awards instituted by the government.

Presentation of awards

The awards are presented at a special ceremony every year, preferably on 'Press Day', either at the state headquarters or any other place in the state. The awardees are invited to receive the awards in person, except in cases where the award is being given posthumously. All the participants are given some recognition for their valid entries.

CHIEF MINISTER'S CELL

The Chief Minister's Cell of the Department prepares Speeches, Interviews, Note for Pad and basic material for Vidhan Sabha Sessions for Hon'ble Chief Minister. For collecting the required material this cell maintains liaison with different departments and organizations. CM Speeches are prepared on the basis of information and material supplied by the concerned department and organization.

Additional Director (Press) is the overall incharge of CM Cell. The CM Cell is headed by a Joint Director who is assisted by a Deputy Director, an Information & Public Relations Officer, One Assistant Information & Public Relations Officer, a Features Writer, a Translator, tow Computer Operators and a Peon.

ADVERTISEMENT SECTION

Advertisement is the most effective tool for publicising various policies, schemes and programmes of the State. It is both persuasive as well as an aggressive mode of communication. The purpose of advertisement is to inform, guide, advise and educate the people and convert them to a specific point of view.

The Department of Information, Public Relations and Cultural Affairs undertakes issuing of advertisements for the entire State in the print media as well as release TV spots and Radio jingles in the electronic media for State Government Departments and Organisations including Autonomous Bodies, Boards & Corporations on AIR, Doordarshan, Satellite TV/Radio channels and also websites.

The Department is also the nodal agency for release of programmes and advertisements on both public and private TV/Radio channels/websites and other internet based mediums such as internet editions of newspapers etc.

Release of Advertisements:

All State Government and its Organizations' publicity releases both on public or private TV/Radio channels/websites and in the print media are routed through the Department of Information, Public Relations and Cultural Affairs. All attached offices, autonomous organisations & PSUs under the Department also route their releases through the Department.

Media planning is done by the Advertisement Section on the basis of publicity requirement and target audience. While making the media plan for the release of advertisements, the Department considers the recommendations of the client advertiser regarding their preference of publications/channels and the number of publications/Channels in which advertisement is to be published, broadcast or telecast. However, the decision of the Department is final in this regard.

Payment of Bills:

The Advertisement Section makes every effort to ensure that the payment of various publications/ channels /websites is made as early as possible after the receipt of the bills.

Empanelment:

Advertisement Section maintains a list of publications, journals, channels, websites and magazines approved for release of advertisements by empanelling or registering newspapers, journals, other publications as well as TV and Radio channels. Advertisement Section empanells various publications, channels and

websites through an Empanelment Advisory Committee(EAC) headed by Additional Director and further comprising of Joint/Deputy Director (Press), Joint/Deputy Director (Advertisement) and Joint/ Deputy Director (R&R) as members. After an extensive scrutiny, this Committee then submits its report to the Director General for approval. The recommendations of the EAC accepted as such or modified by the DGIPR would be final.

PRODUCTION SECTION

Publication is the most visible and vital medium of publicity which provides information to the target groups of all the Public Relations disciplines. The printed word is a very important medium of communication and a powerful manipulator of public opinion in our society. In view of the importance of the published material, the Government of India has established a separate wing/section called the Production Division. On a similar pattern, the Production Section was created in the Department of IPR for preparation and publishing of printed material for publicizing the policies and achievements of the Government.

The Section is headed by a Joint Director rank Officer, assisted by a Deputy Director. Information and Public Relations Officers (Hindi/English) along with editorial staff assist in planning and production of printed publicity material. This Section is further interlinked with other Sections of the Directorate such as the Art Section which provides the designing expertise. The Production section involves a specialized nature of job where literary and professional staff members having creative ability as well as credibility contribute in preparation of various jobs. These literary task personnel help to achieve the objective of dissemination of information in a better and a more professional manner.

The Section has been set up to publish and distribute a variety of informative publicity literature including Fortnightly Wall Newspaper - 'Jai Haryana', CM Speeches, Governor Addresses/Obituary Resolutions during Vidhan Sabha Sessions, Telephone Charts, Telephone Directories, Booklets, Pamphlets, Brochures, Leaflets, Planners, Posters, Visiting Cards, Invitation Cards and pro-actively involvement in the designing and production of New Year Calendars and dairies of the Government of Haryana.

To prepare features, articles and advertisement text for Media:

To prepare features, articles and advertisement text matter for media is a very crucial job and important responsibility of this Section. It is a specialized nature of job where literary and professional staff having creative ability as well as credibility contribute in preparation of features, articles and advertisement. In order to disseminate various kinds of information in an effective manner the Production Section creatively prepares features, articles and advertisement for Media to highlight policies, schemes and programmes of the State Government.

This Section forwards the material thus prepared to the Art Section for designing and art work for features, articles and advertisements.

Major Publications of this Section:

- 1) **‘Jai Haryana’ fortnightly**– This fortnightly wall newspaper is an informative in-house publication of the Department. Being a regular feature of this Section, it has created credibility among the people of the State.
- 2) **Telephone Directory, Telephone Chart & Mini Telephone directory**– This publication is a regular feature that provides exhaustive information regarding all the Telephone Numbers, Residential and Official Addresses of the VIP’s, Government Departments, Institutions and Undertakings and the entire officers/officials working in the State.
- 3) **District Wise Booklet (To Know Your District)**– This Section also prepares, updates and produces illustrated information in the form of a District Wise Booklet entitled ‘To Know Your District’, containing cultural, historical, administrative and other important information about all the Districts of the State.
- 4) **Annual Calendar/Deluxe/Ordinary Diaries of Government of Haryana** – The Production Section is pro-actively involved in the designing and production of Annual Calendars and Diaries of the Government of Haryana.
- 5) **Booklet/Folders/Brochures containing progress/achievements** – The text matter regarding developmental policies and achievements of various Departments is being prepared/drafted and printed in the shape of Folders/Brochures/Booklets.

- 6) **Haryana At A Glance**– This is a concise and very useful Administrative/Current Census Data/Information of the entire State in the shape of a folder or Brochure entitled 'Haryana At a Glance' and is being brought out in both in Hindi and English languages time to time .
- 7) **Occasional Folders/Brochures/Posters**– Production Section prepares Folders/Brochures/ Posters containing Chief Minister's Message on various occasions i.e. Republic Day, Independence Day, Dr. Bhim Rao Ambedkar Day, Haryana War and Heroes Day/Martyrs Day, Shahid Bhagat Singh Day and the New Year Message on behalf of Hon'ble Chief Minister.
- 8) **Governor Address and Obituary Resolution** – This Section is responsible for quality printing of Governor Address to be delivered during the Assembly Sessions and also performs the work of layout designing and proof reading of Obituary Resolutions in both Hindi and English languages.
- 9) **Speeches** – The Section is also responsible for publication of Hon'ble Chief Minister's speeches to be delivered on various occasions. The designing and printing of speeches for important and prestigious conferences and meetings is regularly undertaken.
- 10) **Miscellaneous Jobs** – Besides this, Production Section is also required to undertake the printing of CM's Invitation Cards/Greeting Cards/Visiting Cards and Envelops, Press Cutting Sheets, Fax Message Sheets for the use of Delhi, Chandigarh and District Offices and Slip pads etc. Review and purchase of various Books for District Information Centres is also done. Special informative publications/booklets/folders are produced on occasions such as the Pehowa Mela, Kurukshetra Solar Eclipse Mela and Geeta Jayanti.

The Production Section disseminates information by designing and printing publications and ensuring their distribution among the target masses. Although most of its activities can be forecast and planned for proper execution of the job but the last minute action cannot be predicted in advanced. The planning for regular periodical publications can be done in advance and a calendar of yearly activities (month wise) must be prepared by the Head of the Section. For quality and timely publications the Printing and Stationery Department must be informed and involved in advance. The officials of the Section should have an adequate working knowledge of modern printing process, computer typing, designing, paper quality and technology concerning the said procedure.

For our publications to be effective, these must be read by all the people for whom they are intended and must reach the target groups. For that purpose the following steps will be found helpful:

- Section should prepare a proper distribution plan among the target groups and maintain a master-list of all addressees who are to receive the publications timely.
- It should carry out random support checks with the help of District Level Officers or Field Staff of the Directorate and verify physical receipt of the publicity material by the intended address.

Publications of the Government activities are a permanent record from where some reference, information or assistance could be obtained as and when required. In fact, publications of this Section are considered as very authentic sources of information. Many competitors of the Union and State Services Examinations and research scholars of various universities make use of these publications resultantly creating more scope for publicity of the Government.

MAGAZINE SECTION

Magazines are an important medium for dissemination of information to the target groups of all Public Relations disciplines. To make this publications effective, it is necessary that it must be read by all the people for whom it is are intended. The main functions of the Magazine Section are enlisted below:-

1. Publication and printing of various magazines like 'Haryana Samvad' Hindi, along with its supplement 'Krishi Samvad', 'Haryana Review' English, 'Haryana Samvad (Punjabi)', 'Tamir-E-Haryana' Urdu through Samvad Society, depicting various schemes launched by the State Government.
2. To distribute above mentioned magazines to its subscribers. Besides this, the Section also distributes 'Jai Haryana' the fortnightly wall poster of the Department all over the State.
3. The Magazine Section also deliveres various publications to the Governors/CMs/MPs/DGIPR & CS of all States, Ministers, MLAs, Chief Parliamentary Secretaries, Financial Commissioners, Secretaries, Commissioners, Deputy Commissioners, all Departments, Press Correspondents, all Tourist places of Haryana, all Govt./Private Colleges, Govt. Sr. Sec./High/Middle Schools, all Engg. Colleges & Polytechnics, Doctors affiliated with IMA, all Universities H.O.Ds., CII Members, Editors, all Sarpanches, Panches, Member of Panchayat Samitis, Numberdars, Members of Zila Parisad, Members of Distt. Grievances Committees and Haryana Seeds Development Corporation, Haryana Raj Bhawan and Haryana

Civil Secretariates at Chandigarh as per mailing lists every month through Post Office and by Government vehicles to all districts in Haryana.

4. To ensure smooth functioning of this system, the mailing lists are also got updated from time to time.

ART SECTION

The Art Section of the Department had been a subsidiary unit of the Production Section and so is now. It functions for the image building of the State Government and to highlight its policies and achievements through printed publications. The Art Section prepares designs for various printed publicity jobs undertaken by the Department such as folders, booklets, brochures, pamphlets, advertisements, stickers, leaflets, invitation/greeting cards, letterheads, calendars, telephone directories, telephone charts etc.

Planning for Quality Designing

Attractive and eye catching designs are prepared by using text and quality photographs provided by Production Section or downloaded from Internet. For this purpose the Art Section also remains in touch with the Photo Section of the Department for provision of good quality black/white and coloured photos relating to the developmental policies/achievements of the State Government. A record library of photographs is also maintained to execute urgent jobs well in time.

Reference CD's of clip art/books/albums of printed material on important subjects such as layouts, designs, illustrations, type-faces etc. should be held in reserve for ready reference. Art Section should have sufficient number of

computers/C.D's/hard disks/ pen drives coloured/Black & White printers and also good quality paper.(i.e. of different sizes & different weights.) for producing better quality designs. It is the need of the hour that Artists should also have a good working knowledge of computers and use of different software for designing purposes.

The requirement of DTP's who have knowledge of softwares such as Coral Draw, Page-maker, Photo Shop, Quark etc. has become essential for quality designing and in-house printing. The DTP's and Artists should have a keen sense of designing strengthened with innovative ideas for producing better printed publicity material based on policies and achievements of the State Government.

It is an era of IT and computers. Computers play vital role in designing. Its use has reduced the manual work of Artist. Any of the change in the basic design can be done with a click of a key. Whereas manually it takes a lot more time to recreate the design with amendments.

Sometimes outside professionals or empanelled advertisement agencies are also involved for designing jobs so as to create healthy competition and bring about freshness in designing jobs. The Art Section should not in any way compromise with quality and aesthetic sense as far as designing is concerned.

EXHIBITION SECTION

Exhibitions on one hand disseminate information to masses and on the other provide a platform to entrepreneurs to display their products which in turn help in boosting the economy of the State.

Exhibitions and Trade Fairs have become a much accepted medium of Public Relations and trade promotions these days. Exhibition as one of the visual publicity media has immense educative and informative value and also plays a vital role in image building of the State Government by highlighting its policies and programmes aimed at the welfare of the public. These are like big fairs that are attractively planned to project the Governments' policies and programmes. Exhibitions showcase publicity messages through Panels, Exhibits, Models, Symbols, Motifs, Illustrations, Photo Blow-ups, Write ups and Banners which have artistic significance. Besides this, publicity through mobile display video vans, hoardings backdrops and tableaux have also become popular because of their mass visual appeal through well planned designing and presentation. To make these exhibitions a success, cultural activities near the venue also help to attract the masses. In the modern context, for planning and designing of such exhibitions, the Section needs personnel who not only have an artistic bent of mind but are also computer savvy so as to be able to create designs that project the developmental policies of the State Government in an attractive manner.

Factors to be taken into consideration while planning an Exhibition:-

1. First of all, major events, festivals, conferences, seminars, meetings etc. may be identified and the venue finalized. The budgetary provision must also be made before hand.
2. Theme for the exhibition may be decided and accordingly the number of participants be finalized.
3. Site should be on the main approach road with sufficient facility for holding exhibitions and providing easy access for transportation, electricity and telephone facilities for holding an exhibition.
4. The exhibits should be displayed in order to depict a success story and bring home the idea of development. These should be in the form of products/exhibits, working models and photo blow-ups.
5. Emphasis should be to educate the masses with live demonstration of working models and through printed literature etc.
6. Sale of goods/items and discounts may be got arranged by participating Departments to attract masses to visit the exhibition.
7. While preparing for exhibition, liaison with Press Section, Film Section, Photo Section and R&R Section can be helpful to improve the quality of exhibits and to create an attractive atmosphere for the masses.

8. Quiz competitions, live shows or on the spot competitions arranged during the exhibition also help to attract visitors.
9. Use of electronic media/T.V and projectors further enhance the quality of presentation of the exhibits.
10. Visit of VIP's for inauguration and closing day ceremonies and on regular days also helps to popularize the event. A curtain raiser/press briefing may also be arranged to inform the public before hand.
11. Liaison with field staff / DIPRO, print and electronic media persons also helps to draw local publicity. Other Government Departments, Boards and Corporations can also be helpful to project the theme in a planned manner. Liaison and proper briefing to Press and electronic media persons helps in achieving the publicity purpose of the exhibition.
12. Publicity of the event through putting hoarding and banners certainly helps to make people aware of the ongoing activities. Besides this, news paper and electronic media advertisements and day to day coverage make the function more popular.
13. Properly planned and arranged exhibition should be explained to the visitors by experienced and professional staff or guides on duty and a Visitors' Book is a must for an exhibition for proper feed-back. Apart from this, giving a serious thought to an idea, timing, space, place, budget, designing, time-table, publicity, staff, transport, lighting and various administrative snags that occur while arranging attractive exhibitions is also a must.

FIELD SECTION

Effective field publicity is an essential outcome of the Mass Communication system. In Haryana, the field publicity is being pursued with the help of the modern as well as traditional means like drama parties, folk-dances, folk songs, bhajan parties, cinema units, puppetries and films. The Department is using print and social media for publicity of the policies, programmes and achievements of the Government.

The most important mode of communication used by the field publicity units is the oral communication or inter-personal communication. Seminars, workshops, symposia, public meetings, group discussions etc. are the various methods of oral communication. Since the field officers/officials come face to face with the people, they have the advantage of using this medium for communication or communicating various messages. The field staff through these programmes has the advantage of watching the reactions of the people. While they try to remove the doubts of the people on the spot, they also report back to the headquarters about the reactions where action at a higher level is called for.

Besides this, the field publicity work is also being done through personal contact programmes by a team of Assistant Public Relations Officers, District Publicity Organizers, Field Publicity Assistants and Block Publicity Workers up to the remotest corner of the State.

Field Publicity Wing of this section communicates various programmes, policies and achievements of the Government through its network of publicity units. This wing plays a pivotal role in building strong and prosperous relations with the active involvement of the people belonging to all strata of society.

The Field Section is headed by a Joint Director or Deputy Director assisted by supporting staff. Field Section coordinates the working of all the District Information and Public Relations Offices and to assume direct responsibility to organize VVIPs/VIPs/National and State level functions including visits of the President or the Prime Minister or other dignitaries.

This Section administers, coordinates and inspects all district field offices/officers with the objective to improve the working of the field staff. It obtains, analyses and follows up the reports sent by the DIPROs and prepares the agenda for periodical review meetings of the DIPROs presided over by Minister-in-charge, PSIPR and DGIPR.

One of the main functions of the Field Section is to ensure that cinema shows, drama shows, public meetings and conferences are got organized by DIPROs in accordance with already laid norms. The field publicity wing also organizes some special programmes with the objective to have people's participation and involvement on special

issues from time to time. Special publicity campaigns are launched on special issues and dates. All publicity efforts are directed towards achieving the objective of seeking people's participation. Keeping this in mind the field publicity units carry on publicity in their respective areas in a sustained manner.

The in charge of the section takes initiative to launch special publicity campaigns and programmes at chosen time and theme to accelerate the pace of efforts. During the campaign the field publicity units issues special success and developmental stories based on individual or collective achievements in furtherance of or in reaction to various socio-economic development programmes. In these stories, stress is laid not on the achievement of the Government but on the efforts of common people who make use of the programmes or schemes to become self reliant.

Field Section also collect and compile the feedback reports received from the field offices in every fortnight. After compilation, these reports are sent to the Government for necessary action. Feedback reporting is an important responsibility of the branch which is done by Field Publicity Units can aptly be called the eyes and ears of the Government.

The Field section works on specialized objectives like:-

- Keeping the common masses informed through sustained publicity campaigns.
- Bringing about attitudinal change in the mind of people through publicity programmes.
- Mobilizing public opinion in favour of welfare and development programmes or schemes of the government.
- To effectively propagate the ideas, ideals and policies of the Government.
- To take information about the schemes of the Government so as to reach the door step of the common masses.
- To effectively use folk media for dissemination of information.
- To create awareness among the people, especially the rural masses about the welfare measures, the importance of education and sanitation, prevention of diseases, poverty alleviation, curbing female foeticide, promote plantation etc.
- Upgradation of equipment and infrastructure to keep at par with the times.
- To fix measurable objectives and goals in the department and develop a suitable mechanism to evaluate these objectives and goals for the better and efficient publicity of the Government.

The In charge of the Field Section is required to ensure effective publicity through its field publicity wing by taking following steps:-

- Select a theme for publicizing every month in advance and convey it to all DIPROs. This theme should preferably be in commensurate with, the theme selected for Press publicity, exhibitions, documentaries and advertising campaigns.

- Field section collects and supplies latest talking points to all DIPROs for their use. Field publicity wing answers the queries of public and clears doubts of the masses with the help of these talking points.
- Tie up with the Film Section, Exhibition Section and Press Section for support on theme for greater thrust and effect.
- Pick up themes of interest to the public. That would be PR and not publicity only.
- To coordinate with the other departments and request them to issue instructions to their field staff to assist the DIPROs in their publicity campaigns, if needed.
- In case of Special Publicity Campaign, he will ensure a DO letter from Hon'ble PSIPR/DGIPR to all the Deputy Commissioners of the State for better coordination and necessary help to the DIPRO at the district level for the success of the campaign.
- Review the actual progress by conducting random checking in the districts.
- Obtain impact reports of the campaign showing number of audience, their reaction and so on.
- Arrange occasional conferences or workshops for the field staff.
- Compile actual progress report on the basis of already received reports from DIPROs against the given targets.

Check list for a state level function

- (a) Be prepared mentally and physically to face any eventuality with proper and effective planning for the ensuing functions.
- (b) Prepare a background note on the functions and confirm date, exact time and venue.
- (c) Research the P.R. objectives of the function and be clear about why the function is being held.
- (d) Issue invitation cards, if any to the concerned particularly to the media persons.
- (e) Setup a media center equipped with latest gadget along with latest technology of hardware as well as software.
- (f) Ensure proper seating arrangement for media persons and the officers of the department. To supervise public address systems, announcements and speeches in consultation with organizers of the function.
- (g) Arrange Press, Photo, Video and AIR coverage of the function.
- (h) Earmark vehicles for deployment with publicity units to cover the function.
- (i) Clearly identify personnel required for performing various tasks at the function site and assign them duties in writing to avoid overlapping and confusion.
- (j) Arrange special seating arrangements for the Press personnel and earmark place from where the electronic media personnel can cover the function effectively.
- (k) Arrange a special vehicle for the photo/Videographers who will be leaving a bit earlier in order to capture a good presentable photo/video to be used for coverage.

- (l) Arrange hospitality and transport facility for members of the Press wherever required.
- (m) Obtain advance copies of main speeches and distribute these to members of the Press, if possible.
- (n) Check manpower, budget and resources in advance.
- (o) Be cautious for the feedback of such functions too.
- (p) Review all arrangements at the site earlier and rehearse all arrangements prior to the start of the function.
- (q) Finally remember, when preparing for a VIP function, keep all eventualities like rain, excessive crowd and all possible contingencies in mind, however remote possibilities of their happening may be.

The Field Section should also ensure that inspections are carried out in accordance with the standard Performa prescribed for it and district offices are inspected as per their allotted targets. It will accordingly submit the inspection report within seven days of the inspection.

These inspection reports should be sent to DIPROs for sending compliance/recertification reports on observations made therein. A fortnightly review action needs to be taken on these inspection reports.

In inspections also, a thematic key result area approach may be adopted. During the month, or a few months, greater attention should be paid to some priority issues for e.g. distribution of literature or implementation of the suggestions scheme for the staff, weeding out of old records, as the case may be.

Song and Drama Units

To sell or transmit an idea or a message of an organization the song and Drama Units have proved very effective. Songs and dramas are very popular and powerful media to educate and formulate public opinion. The Drama Unit initiates publicity on a thematic basis, taking a problem at a time.

The functions of these units are:

1. To provide cultural programme support for state level functions.
2. To coordinate the activities and programmes of the Song and Drama Cells attached with the office of the District Public Relations Officer.
3. To maintain a list of casual artists, classified as per their standing, quality, ratings and fees.
4. To maintain a list of traditional folk performers and get programmes produced through them on the subjects related with the developmental activities of the Government.
5. To look out and encourage new voices and fresh faces.
6. To liaison with the National School of Drama and Departments of Theatre in the universities of the State.
7. To coordinate song and drama functions with the Cultural Affairs Department to avoid overlapping and duplication.

8. To provide entertainment programmes in slum areas and labour colonies.
9. To provide scripts for drama for the district units.
10. To get written worthwhile scripts from eminent outside dramatists.
11. To sponsor plays having social impact or relevant themes.
12. To liaison with the Field Section to monitor district troops.
13. To liaison with the Photo Section to produce audio-visual shows on themes relating to the social, economic and cultural development of Haryana.
14. To coordinate with the Film Section and write scripts and commentaries for newsreels and documentaries.
15. To acquaint the young generation with the fast disappearing cultural heritage of Haryana and the new developmental activities of the state through dramas, folk songs and folk-dances.

RESEARCH & REFERENCE SECTION

This Section plays a pivotal role in providing concrete and authentic information for the use of Hon'ble Chief Minister, Ministers, VVIP's, VIPs and other dignitaries. The main work of this Section is to collect data from various Departments, Boards and Corporations and compile it in such a manner that the same could be used for various publicity purposes and for dissemination of information in both print and electronic media simultaneously.

The Section also updates this data from time to time by collecting fresh figures and list of achievements from various Departments periodically. Besides, it also performs the duties of updating the "Mass Media India and Annual Book of the Government of India" regularly.

Another important function of this Section is to prepare the obituaries that are read on the floor of the august House of Haryana Vidhan Sabha by the Hon'ble Chief Minister and other Members of the Assembly. The obituaries are prepared by incorporating comprehensive background details of those to be included in the obituary references from the Who's Who printed by Haryana Vidhan Sabha and the information received from the DIPRO's.

This Section is also entrusted with the responsibility of providing news clippings to the VVIP's. In the changing scenario the responsibility of DGIPR has also increased substantially and it is very important to keep a close watch on everything that appears in the Press and may have a direct or indirect bearing on the Government interests, policies and programmes. The Section provides important news clippings to the Hon'ble Chief Minister, Ministers and other VVIP's so as to enable them to monitor the news and maintain a close liaison with departments and boards and corporations.

For quick retrieval and proper analysis of the news and views appearing in the Press, a regular file of clippings is being maintained by the Section subject wise. Besides, separate files of interviews of Hon'ble Chief Minister and other dignitaries are also being kept in the record. Apart from this, a separate file of features appearing in magazines and periodicals is also being maintained by this Section.

The Section also purchases newspapers and magazines for the VVIPs and ensures their distribution well in time. The important files of various newspapers are got bound and kept intact as record so that these could be available as ready reference material as and when required.

The Section maintains a reference library consisting of more than 7,000 books for consultation of the officers, officials of the department and media persons according to their requirement. A number of important magazines having contents relating to the Haryana State are sent by this Section to the Hon'ble Chief Minister for perusal.

Basic Statistical data regarding Haryana and comparative achievements of the present and previous regime are also prepared regularly by the Section.

The Section is further engaged in Analytical and Investigative Study of the relevant information being received from various Departments. Apart from this, collection and compilation of material for IITF brochures and folders, Annual Book and Facts Speak for Themselves and other literature for publication are also being updated by this Section. Similarly, Material for Manorma Year Book 'India Annual' and 'Mass Media in India' (G.O.I) Publications are also being constantly updated.

In a nut shell this Section is working as a back bone of the department and has proved its ability a number of times by providing timely information to the dignitaries in the hour of need.

PHOTO & CINEMA SECTION

A good photograph adds an aesthetic touch in projecting any activity and the Photo Section of the Department have to make all-out efforts to enhance the image of the State Government through this impressive art and medium of publicity.

One of the main functions of the Photo Section is to ensure photo coverage of all the important functions of the State Government, including those of His Excellency the Governor, Hon'ble Chief Minister, Ministers and other VVIPs. In this era of technological advancements and to keep pace with it, the Photo Section uses hi-tech digital cameras as well as latest computers, including laptops with internet facility, to not only ensure quality photographs, but also their quick release.

Apart from this, the Photo Section also provides timely as well as quality input (photographs) for the following purposes:

- To provide photographs for features and press releases.
- To provide photographs for photographic panels and blow-ups to the Exhibition Section.
- To provide photographs for the promotion of art and culture.
- To provide photographs for illustrating points during Press Conferences.
- To provide photographs for various publications, like booklets, magazines, calendars, pamphlets, advertisements, etc.

The Photo Section have also to maintain a library of digital photographs.

The job profile of Photo Section is of highly sophisticated nature, which requires utmost attention and professional expertise to produce quick and best result.

The Photo Section is headed by Additional Director (Press). The work of Photo Section is supervised by Deputy Director (Photo) who is supported by Photo & Cinema Officer, Assistant Photo & Cinema Officer, Photographers, Printers and other staff.

FILM SECTION

Audio-visual effect has assumed great prominence in the modern sophisticated publicity media. Film is a powerful audio-visual media which is very often used to reinforce what has appeared in the Press. This medium renders a helping hand in publicizing new trends, innovative and novel projects of an organization efficiently, instantaneously and effectively.

The Film Section of the Department is headed by a Film Officer who is assisted by Television-cum-Video Film Officer, Cameramen, Cine Script Writer, Light Men and other technical members. Some important functions of the Film Section are to produce periodical newsreels on important happenings and events of the State in socio-economic and political fields besides projecting a vivid picture of history, art and culture of Haryana. The Section also produces documentaries on important developments and provides news-clips to Doordarshan. It liaises with the Film Division of the Government of India to provide features to Doordarshan Kendras and assists the Press Section with film coverage of important events. It also liaises with the Press and Field Sections to purchase and distribute feature films for the field cinema units working under the control of the District Public Relations Officers.

Some Important Points to be taken care of :

For Newsreels

- Keep in touch with the Press Section – you will get to know what functions or places of interest you have to cover.
- Visit the site to be covered and research your positioning of camera and light, power supply, standby sources of power, the positioning of VIPs and the audience much in advance of the function.
- Get to know security requirements and comply with them carefully.
- Remember to record audience reactions and not concentrate on celebrities alone.
- Record audio-visual pictures, live sounds like speeches and music etc.
- Release your newsreel quickly. Don't forget that the Press, Radio and TV are competing with you. They are quicker too. So, your newsreel must be produced quickly and it must say things differently and better than the Press, TV or Radio.

For Documentaries

- First of all research your subject thoroughly.
- Start only when you have a complete shooting script-the audio and the visual.
- Scout your locations in advance.
- Use actual voices and interviews and avoid a monotonous commentary.

- Juxtaposition of shots and scenes should be done in such a way that the final film does not appear monotonous, but remains interest-catching. If necessary, help of animation-effects be sought to explain the idea.
- Alternate a male and female voice in commentary for added effect.
- Produce documentaries highlighting success stories.
- Produce documentaries on relevant themes.

Film should not only be entertaining, but should also be educative, instructive and informative. It is easy to take the easy way out and succumb to pressure from the field and only circulate entertaining films. Complete records regarding availability, circulation, audience, print-condition and other pertinent facts should be maintained.

Liaison with TV

Film Section must liaise closely with Doordarshan and the Press Section and ensure that it supplies good visuals and occasional features to Doordarshan regularly. It must, therefore, develop a journalistic instinct for separating what makes news from what merely makes noise.

FEEDBACK SECTION

Feedback is a very important observable fact which plays a significant role in improving and strengthening the functioning of any Department of the Government.

Information, Public Relations and Cultural Affairs Department plays a vital role in dissemination of information and in publicizing the welfare programmes and policies of the Government at the grass root level, so that a common man can take benefit of these welfare schemes, to raise the standard of living in general.

The upliftment of poorest amongst the poor is the prime duty of a welfare State. The type of impact that the welfare schemes launched by the Government from time to time have on the life of a common man and whether the people are being really benefited by these schemes, is the true motive of the Feedback system.

Joint Director (Feedback) is In-charge of the Feedback Section assisted by an IPRO and AIPRO. The Joint Director (Feedback)'s prime duty is to visit and inspect the field offices of the IPR Department in the State so as to get feedback and convey the ground realities to the concerned authorities, based on which the future plan can be chalked out.

Another important function of Feedback Section is to send the negative news published in different newspapers daily to the concerned Financial Commissioner & Principal Secretary of the Department through DGIPR, for their comments.

The Feedback about the Government's functioning and the feedback received through the Mass-Media plays a significant role in building the image of the Government.

TECHNICAL SECTION

Without vehicles and audio visual equipment, the PR personnel are just like soldiers on the war front without arms. These are very essential tools for PR. Their proper maintenance and deployment, coupled with a fool-proof system to recognize good workers would improve the efficiency of the Department.

Vehicle history card

Each vehicle should carry a vehicle history card to ensure its proper maintenance. This should contain the following particulars :

- A proper record of numbers and models of the vehicles.
- Date and source of purchase.
- A preventive maintenance schedule covering routine servicing, change of parts (spark plugs, tyres and batteries) when due and when done.
- Mileage given by the vehicle/litre of fuel.
- Expenditure incurred on maintenance.
- Details of major accidents and repairs carried out and expenditure incurred on repairs as well as routine maintenance.
- Driver's handling of the vehicle, to fix responsibility and appraise performance.
- Major overhauls.
- Date of condemnation.

Systematic deployment of vehicles

Availability of vehicles for travel and tour often becomes a bone of contention among the officers. This is not because the Department lacks a sufficient number of vehicles but more because of the absence of a system for proper deployment of vehicles. The following system will take care of most of, if not all, such problems :

- Officers should plan their tour programmes for the next month at least by the last week of the previous month and inform the Technical Section.
- Officers may be asked to pool the vehicle while travelling on the same route. For instance, an officer proceeding on tour to Rohtak can drop and pick up the officer travelling to Karnal or Panipat.
- For travelling to Delhi, vehicle should be dispensed with and the journey should be undertaken by train, air-conditioned bus or air travel, as the case may be.
- Vehicles should normally be earmarked for critical sections like the Press Section, the Film Section, the Photo Section and the Publications Section.
- Adequate arrangements for diesel and petrol for vehicles should be made well in advance.

Other equipment

Other equipment like the mike system, audio-visuals, projectors, generators and stabilizers should also be carefully listed and a preventive maintenance approach here too will help. If these measures are followed up by an occasional inspection by the Director General himself, there is no reason why any tempers should be lost or any vehicle jacked up and rendered immobile for months together.

The latest technology and the most sophisticated instruments are sure to produce better results in the PR system.

AUTO SECTION

Auto Section plays a very vital and important role in the effective working of the Department. The Section has a fleet of over 100 heavy and light vehicles deployed at the Headquarter as well as in the districts.

The vehicles present in the fleet are based on the latest technology and prove very productive because the cases of breakdown and machine failure have been reduced to a great extent, which was common with vehicles earlier. Auto Section is responsible for making arrangement for POL, maintenance of the vehicles, purchasing new vehicles and replacement of condemned ones.

The Section has a proper record of maintenance for each vehicle. A maintenance record contains information about the numbers and models of the vehicles, date and source of purchase, mileage, expenditure incurred during maintenance, details of major accidents and costs of repairs, major overhauls and date of condemnation for each vehicle.

The Auto Section is also responsible for effective deployment of vehicles for other Sections of the Department at the Headquarter, for Delhi office as well as for district level offices.

ADMINISTRATRATION & ACCOUNTS SECTION

The functioning of Information Public Relations and Cultural Affairs Department as far as the administrative set up is concerned is not much different from any other department of the government. But what distinguishes it from other departments is that PR does not deal with any tangible product or palpable service. The challenge of personnel management, therefore, is to identify the stage of development of each person or category of people and cater to their unfulfilled needs through appropriate policies, procedures, methods, systems, techniques and processes.

The success of an organization depends upon the selection of the right type of personnel to handle various jobs and their proper placement. Induction of fresh recruits cuts down learning time, helps in the adoption of a uniform work-culture and improves inter-personal relations and inter-sectional coordination.

As per the requirement of various sections of the department, the Establishment Section also engages persons on contact basis to ensure their smooth functioning. This Section also makes the recruitments for the posts, which are out of purview of the recruiting agencies.

A fool-proof grievance procedure, a continuing training programme and proper appraisal system which takes into account the performance in relation to the objectives and also the personal qualities of the officers are other factors which lead to higher efficiency.

Performance appraisal

Performance appraisal is what is normally referred to as annual confidential report. The performance appraisal is expected to serve the following ends :

- a) The Administrative Wing keeps the personal records of the staff and manages all their service matters like leaves, salaries, promotions, transfers, confirmations etc.
- b) To appraise the performance of an individual during a particular period is another duty.
- c) To furnish information and record of the staff to DGIPR for rewards and punishments.
- d) To identify the major strengths and weaknesses of an individual pertaining to his conduct, character and other antecedents and his training needs for improving his professional caliber are other cares of this wing.
- e) This section also plans the career of individual officers/officials.

Training

In the modern age of electronics and computerization the PR system has also undergone certain major transformations. Therefore, in this era of technology the importance of training hardly needs to be emphasized. The rationale of training is that in a situation of rapid changes in the environment in which the Department is functioning-Political, social, economic and technological - it become necessary to keep abreast of these developments. As a rule of thumb, five per cent of our time and one per cent to two per cent of our resources should be spent on the training of personnel of all categories. Obviously the Administrative Wing arranges to manage all this process.

Discipline, punctuality and regularity

What is needed is “constructive discipline”. Its aim is the prevention of those acts which call for corrective or harsh punishment.

Punctuality and regularity flow out of a positive attitude towards the task allotted. Lack of clarity about the task and absence of fixed time schedule to achieve the same generate both these shortcomings. This wing puts the whole PR system in order with the help of certain sets of rules and regulation.

Accounts

Money spent lavishly without maintaining proper accounts leads an organization to fiscal stringency and budgetary deficit. But the Accounts Section of any set up helps in overcoming such snags. The Accounts Section operates and maintains the accounts of the department in accordance with Financial Rules.

Observance of strict financial discipline by the service departments is also necessary to achieve maximum results by proper utilization of available funds. Full cooperation of media heads is very necessary to achieve this objective and also to settle individual claims of the employees and also the claims of the suppliers of goods and services.

All the work of this section is fully computerized. The Section has adopted the concept of E-Salary and E-Bills with the changing IT scenario and now all the bills are prepared online.

Audit Section

Audit Section conductss pre audit/internal audit of expenditure incurred by all the sections at headquarters as well as district offices. Monitoring of Audit paras received from Principal Accountant General (Audit) Haryana is done by this section. This section verifies the cases of pay fixation, ACP, Pension, DCRG and leave encashment of retiring officers/ official. Verification of due amount of medical reimbursement bills, amount of monthly financial assistance in death cases. Annual

increments, amount of interest on loans/advances taken from the government by the employees is also done. Apart from this, reply to CAG paras and PAC paras are also taken from the branch concerned and sent to the office of Principal Accountant General (Audit) Haryana. The Administrative Department and the Finance Department, as the case may be, after getting the reply consolidated/scrutinized.

IT CELL

Information Technology (IT) is a branch of engineering dealing with the use of computers and telecommunications equipment to store, retrieve, transmit and manipulate data. With the paradigm shift to computing technology and "paperless" workplaces, Information Technology has come to be a household phrase. It defines a branch that uses computers, networking, software programming, and other equipment and processes to store, process, retrieve, transmit, and protect information. Communication has advanced, from physical postal mail, to telephone fax transmissions, to nearly instantaneous digital communication through electronic mail (email). So, IT can be defined as 'the study, design, development, application, implementation, support and management of computer based system. As IT touches all aspects of life, all work places, its significance obviously becomes very valuable in this age of information.

IT Cell of the Information, Public Relations and Cultural Affairs Department is responsible for storing, protecting, processing and transmitting information of every branch of the department, besides district level offices of the department. IT Cell plays a significant role in building a strong IT communication system for the department. It connects not only all the sections of the department at headquarters, but also at all field offices situated in the entire state of Haryana through telecommunication and internet.

IT Cell is supervised by IT In-charge who is assisted by a Programmer. IT Cell streamlines computer based system to interconnect all sections of the department. The Cell is fully responsible for maintenance of telecommunication and internet system. All the IT related purchases are made through this section. Identity Cards of all employees issued by the department are also prepared by the IT Cell. Besides, the e-salary and budget allocation is made through this section. IT Cell maintains all the records of recruitment of the department from time to time.

CULTURAL AFFAIRS SECTION

'Art' is an act of 'expression' and the Cultural Affairs Section of the Department is making concerted efforts for the promotion and development of performing and visual art forms of the State.

Haryana has a rich cultural heritage, which is a harmonious mixture of melodious music, thrilling songs and dances. The musical instruments like 'been', 'tasha', 'sarangi', 'nagara', etc. have special significance in the folk music of Haryana. The Section gives special emphasis on the promotion and preservation of rich cultural heritage and has been able to generate positive interest in reviving the traditions of folk music, dance, theatre and visual arts.

The Cultural Affairs Section organises number of prestigious programmes and festivals at State and district level and even in rural areas of the State. Apart from this, mega events like "Saang Festival" and "Raagni Utsav" are being organised twice a year from the year 2006 onwards to revive the dying folk arts of the State. Besides this, "Saang Shows" are organised in rural areas of the State throughout the year.

An annual 'Saanjhi' competition is also organised every year in all the districts of the State. Magnificent cultural programmes are organised during Navartra Mela at Mansa Devi, Gita Jayanti at Kurukshetra and India International Trade Fair at New Delhi every year. Organisation of Kavi Sammelan in Hindi as well as Haryanvi is also a regular feature of this Section. To give an added impetus to the celebration of festivals of Haryana, cultural programmes are organised to celebrate the occasion of Baisakhi, Teej, etc. and on other important days like Gandhi Jayanti, Kabir Jayanti, Mahaveer Jayanti, Parshuram Jayanti, Maharana Pratap Jayanti and Haryanvi Veer Shaheedi Diwas, etc. With the efforts of this Section, the 'Teej' festival has been given State-Level Status.

Another very innovative and talent-search programme, titled 'Rafi Nite' is organised annually, wherein talented youth from all over the State are invited to participate. Modeling events showcasing Haryanvi traditional costumes is also a regular feature of this Section.

Programmes of classical music, viz 'sitar', 'flute', etc. are also arranged at different places of the State, including Chandigarh. Besides this, workshops on different sufiana forms are organised at various places of the State. A magnificent 'Development and Cultural Mela' was organised at Faridabad last year to promote art and culture.

Cultural troupes are also deployed in other States of the country under inter-state cultural exchange programme to promote our art and culture in other States as well. Similarly, cultural troupes are also sent by other States to Haryana under this programme.

The Section is also actively involved with NZCC in implementing a visionary scheme, named "Guru-Shishay Parampara" aimed at reviving the dying Haryanvi art and culture. Under this scheme, fee is paid to the 'Gurus' to adopt students and impart them free training.

ADMINISTRATIVE WING

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