



Government Information System

SEMESTER 6

Study Material for Students



Government Information System

CAREER OPPORTUNITIES IN MEDIA WORLD

Mass communication and Journalism is institutionalized and source specific. It functions through well-organized professionals and has an ever increasing interlace. Mass media has a global availability and it has converted the whole world in to a global village. A qualified journalism professional can take up a job of educating, entertaining, informing, persuading, interpreting, and guiding. Working in print media offers the opportunities to be a news reporter, news presenter, an editor, a feature writer, a photojournalist, etc. Electronic media offers great opportunities of being a news reporter, news editor, newsreader, programme host, interviewer, cameraman, producer, director, etc.

Other titles of Mass Communication and Journalism professionals are script writer, production assistant, technical director, floor manager, lighting director, scenic director, coordinator, creative director, advertiser, media planner, media consultant, public relation officer, counselor, front office executive, event manager and others.



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INTRODUCTION

This book covers Basic principles of Government publicity, Government publicity guidelines and Operation of Government publicity. The second part of the book has Handling Government and other information sources.

The syllabus of this book will tell students about maintaining press relations through press conferences, press releases, and press tours. Supporting service like background, research, references and photo coverage in Government information system, will also be covered here.



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SYLLABUS

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Part I

Publicity System

The need for Government publicity.

Basic principles of Government publicity- Government publicity guidelines-

Operation of Government publicity.

Maintaining press relations through press conferences, press releases, press tours.

Supporting service like background, research, references and photo coverage.

Government information system.

Part II

Handling Government and other information sources

Information needs for a journalist in social, developmental, national and international areas.

The press information officers in Ministry and Government Departments.

The Press Information Bureau.

The UN, UNESCO and World Bank officers as source of information.

The CII, FICCI, as information sources for business, industry.

The Bombay Stock Exchange Directory and the Registrar of Companies as sources for profile on companies.

GOVERNMENT INFORMATION SYSTEM

OBJECTIVES

- To learn about the publicity system in India
- To know the basic government publicity
- To know about maintaining press relations through press conferences, press releases, press tours
- To know the role of Press Information Bureau
- To know the UN, UNESCO and World Bank officers as source of information

PART 1. : PUBLICITY SYSTEM

INTRODUCTION

Government Publicity should have some basic conventions. The main conventions require that Government publicity:

- i. should be relevant to Government responsibilities;
- ii. should be objective and explanatory, not tendentious or polemical;
- iii. should not be, or be liable to misrepresentation as being, party political; and
- iv. should be conducted in an economic and appropriate way, having regard to the need to be able to justify the costs as expenditure of public funds.



There is work to be done after government policies are framed and programs are chalked out. The Publicity Wing of the government publicizes such information and ensures that it reaches the farthest corners of the country. The government's publicity organizations play a most crucial role in disseminating information about the government's stand on any issue. The Directorate of Advertising and Visual Publicity brings out pamphlets, bill boards, booklets, advertisements in the print, audio and video media, audio-visually, short films, documentaries, etc as part of the multi-media campaigns



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to propagate communal harmony, the literacy drive and the government's new economic policy, apart from spreading information on pertinent subjects like health, insurance, energy, environment, etc. The Directorate of Field Publicity organizes dramas, contests and performances to involve the public directly with the message sought to be publicized.

1.1 Directorate of Advertising & Visual Publicity

The Directorate of Advertising and Visual Publicity (DAVP) came into being in 1955 and is an important agency under the Ministry of Information and Broadcasting for providing publicity to the Government of India. It has its headquarters in Delhi and Regional Offices in Bangalore and Guwahati. Its work is further facilitated by two regional distribution centers at Kolkata and Chennai with assistance from some 35 field exhibition units. The Directorate includes an Exhibition Wing, Mass Mailing Wing, Outdoor Publicity Wing, Research Wing, Distribution Wing and Language Wing in addition to the Audio Visual Publicity Cell. Each of these sections contributes in the preparation and distribution of multi-media campaigns, print publicity, press advertising, exhibitions and audio visual publicity.

DAVP has been working as a catalyst of social change and economic growth over the years. It has been instrumental in creating awareness amongst masses on socio-economic themes, seeking their participation in developmental activities and for eradication of poverty and social evils.

- To perform the functions of a multi-media advertising agency for the Central Government.
- To act as service agency for Central Government ministries/departments to meet their publicity needs including production of media inputs as well as dissemination of messages/information.
- To help Central Government departments in formulating communication strategies/media plans and help implement them at the grass-root level by providing multi-media support.

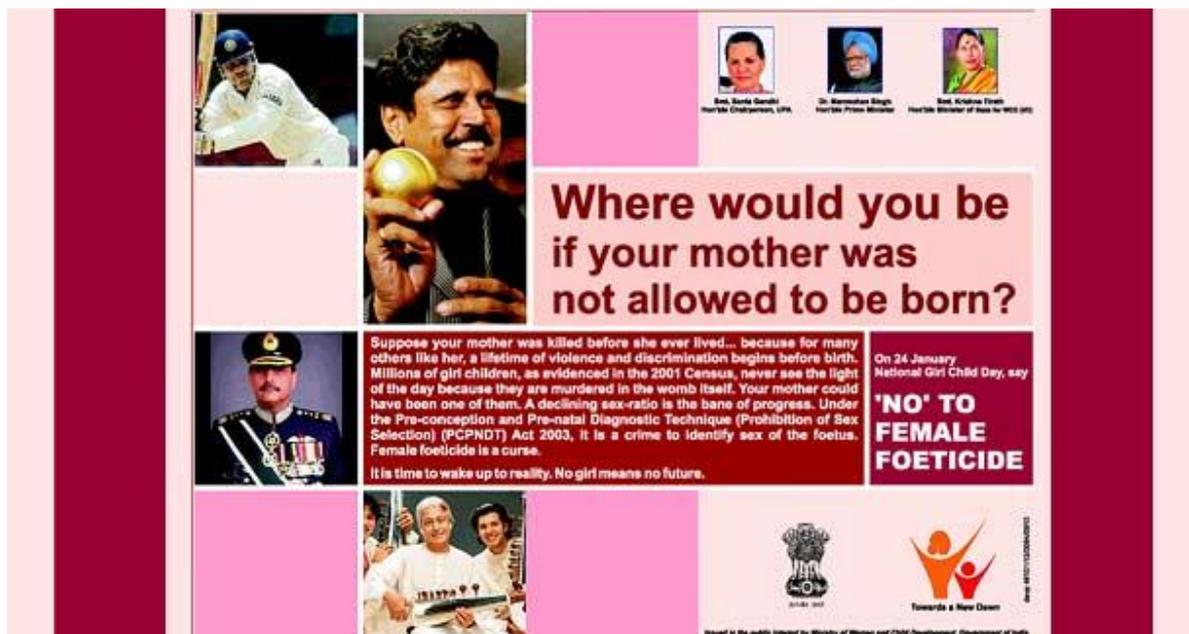
The channels of communication used are:

- Advertisements - Release of press ads
- Exhibitions - Putting up exhibitions
- Outdoor Publicity - Display of hoardings, kiosks, bus panels, wall paintings, cinema slides, banners etc.

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- Printed Publicity - Booklets, folders, posters, leaflets, calendars, diaries etc.
- Audio & Visual Publicity - Spots/Quickies, jingles, sponsored programmes, short films etc.
- Mailing of publicity material - Distribution of publicity material

In a major goof-up, the Indian government's Directorate of Advertising and Visual Publicity (DAVP) issued a full -page ad on the occasion of the National Girl Child Day featuring the photograph of former Pakistan Air Chief Marshal Tanvir Ahmed 2006 -2009, along with its national heroes such as crick eters Kapil Dev, Virender Sehwag and classical musician Amjad Ali Khan. The following advertisement, splashed in all major newspapers and thereafter on all television channels and the electronic media, caused a furor and left the Indian Air Force, in particular.



1.2. Directorate of Field Publicity

The Directorate of Field Publicity was established in 1953 under the title 'Five Year Plans Publicity Organization'. This unit was renamed Directorate of Field Publicity in 1959. It has been constituted under the Ministry of Information and Broadcasting. The Directorate carries out its work through Field Publicity Units and Regional Offices. The Directorate organizes contests, exhibitions and programmes which invite public participation even as they publicize information



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for and about the government. These activities are then evaluated by the Directorate of Field Publicity and suggestions placed before the government for necessary follow-up. The Directorate, therefore, may be said to be an interactive medium for the government.

The Directorate of Field Publicity is one of the Media Units of the Ministry of Information and Broadcasting. It is engaged in the task of publicizing various programmes and policies of the Government through its network of 207 Field Publicity Units under the control and supervision of 22 Regional Offices.

Field Publicity came into existence in 1953 with 32 Field Publicity Units under the control of four Regional Offices. The set-up was created under the integrated publicity programme named "Five Year Plan Publicity Organization". The Ministry directly exercised administrative control over the Units and Regional Offices. Later a full-fledged Directorate was constituted in 1959 to supervise and control the activities of the Regional Offices and the Field Publicity Units and it came to be called "Directorate of Field Publicity".

The Directorate of Field Publicity, by virtue of being a field-oriented organization, has been playing a pivotal role in building a strong and prosperous with the active involvement of the people belonging to all strata of society. This is sought to be done by seeking people's participation in various developmental schemes and activities formulated by the Government for the benefit of different sections of society, particularly the weak and the down-trodden, and by bringing about a change in their attitudes. Equipped with men and material suitable for the job of delivering messages virtually at the doorsteps of the people at the grassroots level, **DFP** field units endeavor to expose the mass to the diverse socio-economic and cultural milieu of the country and inspire them to untidily move ahead as citizens of the largest democracy in the world.

Broadly, the aims and objectives of the Directorate are: -

- To project the policies and programmes of the Government to the people and to inform them about the plans and schemes formulated for their benefit.
- To educate the people about the fundamental national values like democracy, socialism and secularism and to reinforce their faith in them through constant personal contacts.
- To establish rapport with the people at the grassroots level for their active participation in the developmental activities, as also to mobilize public opinion in favour of implementation of welfare and developmental programmes.

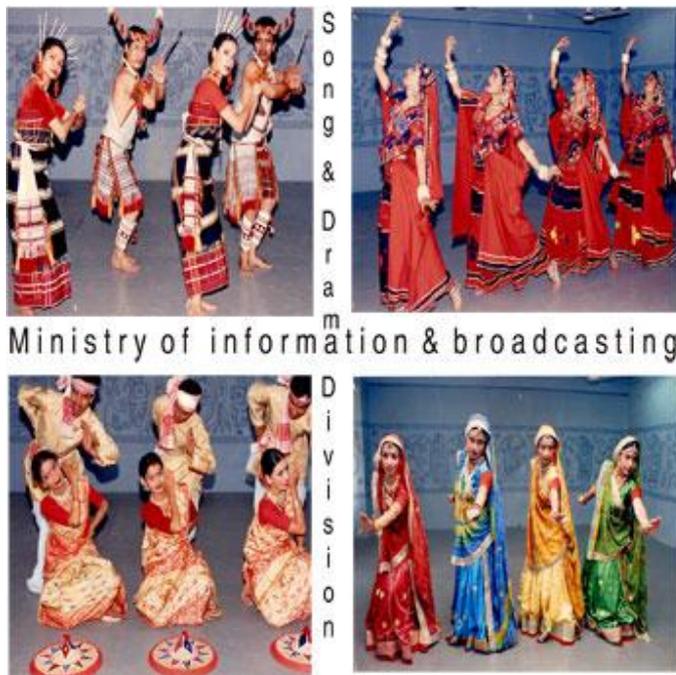
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- To gather people's reactions to the programmes and policies of the Government and their implementation and to report them back for appropriate and corrective action by the Government. The Directorate thus acts as two-way channel of communication between the Government and the people.

1.3. Song & Drama Division

At the time of its inception in 1954, this Division was attached to AIR. From 1960, the Division is a separate unit of the Information and Broadcasting Ministry. It has its headquarters in Delhi and eight Regional Centers and nine sub-centers. The sub-centers are at various district headquarters. The Division functions with 44 departmental troops, besides 700 registered parties of performers on its panel.

The Sound and Light Wing of the Division was established in 1976 in Delhi. A similar unit was installed in Bangalore by 1981. The Armed Forces Entertainment Wing came into being earlier in 1967. The performances of the Border Publicity Schemes of the Wing are popular among the villagers staying near India's international boundaries.



It was established for tapping the resourceful live media, particularly the traditional and the folk forms for plan publicity. It has the advantage of instant rapport with the people and the flexibility in its forms to incorporate new ideas effectively. It



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utilizes a wide range of stage forms such as drama, folk and traditional plays, dance-drama, folk recitals and puppet shows besides the Sound and Light medium to focus the attention of the audience on important aspects of the country” life and development in different fields. On an average, the Division puts up about 36,000 programmes all over the country every year.

The main function of the Division is to create awareness and emotional receptivity among the general public regarding social, economic and democratic ideals which are conducive to the progress of the nation: creating among the people in border areas a sense of defense preparedness and cultural integrity with the rest of the country and keeping up the morale of the Army *Jawans* posted in isolated forward areas through live entertainment media which includes both urban theatre forms and folk forms covering all the regions of the country.

- presenting special drama programmes with publicity contents through drama troupes maintained departmentally
- Organizing programmes stressing national solidarity, unity, emotional integration, anti-aggression and defense, publicity in areas adjoining international borders.
- Presenting entertainment programmes for members of Armed Forces
- Organizing drama festivals with the active cooperation of the State Govts.
- Organizing intensive publicity campaigns for family welfare
- Training of folk dancers and presentation of programmes in the annual Republic Day Folk Dance Festival
- Utilizing private troupes, artistes and other professional and amateur talent available in the country for presenting publicity programmes with a message through ballets, dramas, folk plays, poetic symposia, composite programmes, folk and mythological epics, folk recitals, puppet shows and other popular media in all regional languages.
- Acquiring scripts in different languages on contemporary themes for use by troupes and artistes performing in the field on behalf of the Division
- Presenting special sound and light features on various themes.

1.4. Photo Publicity

Photo Division, an independent media unit meant for visual support for the varied activities of the Government of India, is a subordinate office of the Ministry of Information and Broadcasting and the biggest production unit of its kind in the country in the field of photography.



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Photo Division was established on 6th October 1959 as an integrated Photo Unit which was renamed as Photo Division in the early sixties. Government of India took a decision to establish this organization in the end of fifties, integrating the photo studio of the Publication Division and the Photo Unit of the Press Information Bureau & D.A.V.P. in view of the importance of the medium for right projection of the development of the country and also keeping in view of eliminating the duplication of the activities.

The Division is responsible for visual documentation and the preparing photographs both in Black & White and Colour initially for both of internal and external publicity on behalf of the Government of India.

The major function of the Photo Division is to document photographically, the growth, Development and the political, economical and social changes in the country and to provide visuals still to the media units of the Ministry of Information & Broadcasting and other Central and State Government Agencies, Ministries/Departments including President Secretariat, Vice-President Secretariat, Prime Minister's Office, Lok Sabha & Rajya Sabha Secretariats and Indian Missions abroad through XP Division of the Ministry of External Affairs.

External Publicity Division of the Ministry of External Affairs and the P.I.B get the major chunks of the services provided by the Photo Division. While PIB uses the picture taken by the Division for the day-today feeding to the Press through Internet, DAVP depends on the complete visual support from the archives of the Division, which is developed during the last four decades for the preparation/production of various kinds of Exhibition/advertising materials to be circulated amongst the large population of the country. On the other hand External Publicity Division of the Ministry of External Affairs takes a major chunk of its production for the external publicity of the Government of India. This includes extensive documentation of the visit of all the Heads of States/Government of Foreign countries and presentation of the albums of the documentation of those visits on the departure of VVIP's.

The Division also supplies photographs on payment both in Black & White and Colour to the non-publicity organizations and general public through its Pricing Scheme.

The main function of the Photo Division is to document photographically the growth and special changes in the country and to provide photographic support



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required in communication. The Division has well equipped laboratories and equipment for handling different kind of photographic jobs and assignments at its Headquarters in Delhi. A Photo Data Bank has also been installed in the head office of the photo Division in *Soochna Bhavan*, New Delhi. Work on the network for linking the Photo Bank with all regional offices is also been done. The process of storing the photographs in the Photo Bank is also in progress. The division has four regional offices in Mumbai, Chennai, Kolkata, and Guwahati.

1.5. Research, Reference & Training Division

Research, reference and Training Division functions as an information servicing agency to the Ministry of Information and Broadcasting, its media units and their field offices. It serves as an information bank as well as an information feeder service to the media units to help in their programming and publicity campaigns. It also studies trends in mass media and maintains a reference and documentation service on mass communication. The Division provides backgrounders, reference and research material and other facilitates for the use of the ministry, its media units and others engaged in mass communication.

The Division looks after the training aspects of the Indian Information Service Officers in collaboration with Indian Institute of Mass Communication (IIMC) projecting the Ministry's emphasis on manpower planning and development. The Division has undertaken computerization to speed up information management and retrieval as well.

Objectives

- To collect and collate basic information on matters of national significance.
- To provide reference services to the media units of the Ministry of Information and Broadcasting.
- To provide research support in matters of interest to the Ministry of I&B and its Media Units.
- To convert the information available with other media units into reference material for use by press/officers.
- To provide, on demand, packaged information to accredited Indian and foreign media persons, researchers, academic institutes and other such bodies.
- To prepare and publish newsletters, research papers and journals, reference papers and reference annual like "India - A Reference Annual", "Mass Media in India", etc.



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- To design and conduct in-service training programmes for IIS officers and other professionals.
- To oversee the training of IIS Probationers being conducted at IIMC Indian Institute of Mass Communication.
- To conduct seminars, workshops and panel discussions for skill up gradation in various Media Units.
- To create communication channels to synergies the efforts of various Media Units to assist them in effective communication of plans, policies and programmes of the Govt. of India.

1.6 BASIC PRINCIPLES OF GOVERNMENT PUBLICITY

Organization

Department of Information and Public Relations creates the development awareness and communication among all sections of the people particularly the weaker sections and women by operating the department's tools of Mass Media Communication combined with intensive publicity and public relations. The Department obtains feedback from the people, who serve as a potential instrument in the formation of public opinion and thus acts as a bridge between the Government and people. A well-informed and responsive public benefited through various development schemes of the Government. The success of various development and welfare schemes of the Government lies with the enlightened cooperation of the people, which could be possible by creating awareness in the cross section of the society about these schemes. The main objective of the department is to eliminate information poverty.

Functions

1. To publicize the activities of the Government through the mass media communication systems, the department maintains liaison with press, AIR, Doordarshan, Films Division, Directorate of Audio Visual Publicity, Press Information Bureau, News Agencies, private TV channels, Department's Electronic News coverage as well as conducting of press tours, preparation and issuing of Advertisements, organizing of Exhibitions, song and Drama programmes, photographic services and exhibits Films besides bringing out publications like posters, brochures, booklets, AP Journal, maintaining Media Information Monitoring System, Research and Reference, conducting training, community Radio



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- and Television, Installation of public Addresses system and AV Equipment ,Electronic News Recording and Analysis etc.
2. Winning social acceptance for new legislation's enacted with the application of above tools
 3. Keeping the people informed about the policies, schemes and programmes made available for them by Government.
 4. Eradicating social evils like untouchability, dowry, bonded labour, child labour, etc. though proper enlightenment.
 5. Providing feedback to Government and for ensuring people's participatory development.

The Powers and duties of Offices and employees:

1. District Public Relations Officer

- i. Maintaining cordial relations with Print and Electronic media for enlisting their cooperation in dissemination of government activities and policies
- ii. Collection of feedback, writing of Success Stories and Feature Articles on model achievements.
- iii. Arranging Press Conferences and Press Tours.
- iv. Looking after media facilities like Accreditation, House sites etc. provided by the government to media units and representatives.
- v. Timely release of Press notes on government activities at district level.
- vi. Coordinating media during VVIP, VIP visits to district.

2. Divisional Public Relations Officer:

All the above functions of DPRO at divisional level

3. Assistant Public Relations Officer:

- i. Assistance to DPRO in conducting the above functions
- ii. Release of Rejoinders.
- iii. Coverage of local government functions.

4. Audio Visual Supervisor:

- i. Coordinating field publicity activities like film shows, photo exhibitions, publicity campaigns.
- ii. Distribution of Pensions provided by the government to Old age artistes.



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iii. Maintenance of public address systems, publicity vehicles.

5. Senior Assistant:

Maintenance of budget accounts and establishment affairs

6. Publicity Assistant:

- i. Exhibition of Film shows.
- ii. Arrangement of Photo Exhibitions.
- iii. Arrangement of Public Address System at Government functions.
- iv. Photography, Videography, data collection, feedback collection etc.

7. Typist:

Typing and office works

1.7. Information and Publicity

One of the main objectives of the Department of Information and Public Relations is to reach the rural and urban areas through appropriate media of Mass communication and aimed at ensuring peoples' involvement and participation in the development efforts of the Government. During the Plan period programmes were implemented with a view to informing the people about development activities of the Government as part of an integrated multi-media communication strategy.

Outlay and Objectives

Various schemes under Information and Publicity are aimed for achieving the following objectives:

1. To effectively propagate the ideas, ideals and policies of the Government and carry information on the schemes of the Government to the door step of the people.
2. To effectively use mass media for dissemination of such information.
3. To create awareness in the people on importance of education, sanitation, disease prevention, poverty alleviation, population control etc.
4. To redefine the objective of public relation strategy with emphasis on field publicity, ensuring reach ability even to the remote corners of the State.



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5. To fix measurable objectives and goals in the Department and develop a suitable mechanism to evaluate these objectives and goals for better performance of the Department.
6. Improving the content and display of Government publications

1.8. Government Information Systems: Press Information Service in India

The Information and Public Relations I & P.R. department plays a vital role in disseminating information to the public on various programme and policies of the state Government as well as in creating public awareness about the need for citizen participation in development activities. It acts as a link between the people and the Government. The activities of Information and Public Relation I & P.R. department are manifold and great importance in molding public opinion.

A **pressroom** is functioning to provide information to the press and media representative at state headquarters. Information officers are working in the pressroom under the direct supervision of the Deputy Director, Press. The press information wing releases press note, press handouts, backgrounder and features etc. for publication in the newspapers. Press clippings are submitted to ministers and commissioners of the department to bring their notice. The reaction of the press and public on different issues concerning to their department.

Teleprinter services have been installed in information center at Rourkela, Berhampur, Sambalpur, Balesore, Puri, Orrisa Bhavan, and New Delhi, State Information Centre, Raj Bhawan, Chief Minister resident office and Secretariat pressroom. There is no teleprinter service in Keonjhar district. There are 37 numbers district level press reporters in the Keonjhar district headquarters.

Photo unit also covers important development project, natural calamity including relief & rehabilitation measure and visit of other dignitaries. District level photography coverage is made through selected private photographers, who have been retained by the Information & Public Relations department. In addition to the black & white laboratory a color laboratory has also been set up.

Objectives:

The Department of Information and Public Relations functions to achieve its objectives and goals through dissemination and transmission of information, publicity and public relations. The Department operates its multi/media systems for effective publicity and performs a signal service in acting as a bridge between the



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people and the Government and creates awareness among all sections of the peoples on Government policies, plans and programmes intended for welfare and development.

Dissemination of information:

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

The Department adopts different modes for dissemination of information and publicity activities:

Functions:

1. To publicize the actives of the Government through the mass media communication system, the Department maintains liaison with press, AIR, Doordarshan, Films Division, Directorate of Audio Visual publicity, press information Bureau, News Agencies, private T.V. Channels, Department's Electronic News coverage as well as conducting of press tours, preparation and issuing of Advertisements, organizing of Exhibitions, song and Drama programmes, photographic service and exhibitions Films besides bringing out publications like posters, brochures, booklets, A.P. Journal, Maintaining Media Information Monitoring system, Research and Reference conducting training community Radio and Television, Installation of public Addresses system and A.V. Equipment, Electronic News Recording and Analysis, maintaining website etc.
2. Winning social acceptance for new legislation's enacted.
3. Keeping the people informed about the policies, schemes and programmes of the Government.
4. Eradicating social evils like untouchable, dowry, Bonded labour, child labour, etc.

Assistant project officer publicity

- Maintain cordial relation with press in dissemination of Government Development activities.

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- Collect feedback reporters, success stories, and feature articles, Rejoinders, press conferences and submit them to Government.

Assistant Public Relation officer:

Press coverage during VIPs and VVIPs visit and also press coverage of official meetings and maintain cordial relation with press.

Publicity assistants:

Arrange P.A. system and film shows and coverage of tape recording of VVIPS

Junior Assistant:

- Administration and office establishment works.
- Maintaining press relations through press conferences, press releases, press tours. Supporting service like background, research, references and photo coverage.

1.9. . GOVERNMENT INFORMATION SYSTEM: PR & MEDIA RELATIONS

One of the most popular and exciting aspects of public relations is "media relations," the broad process of working with the mass media to generate publicity for people, organizations, causes, or events. And, among public relations practitioners, it's almost axiomatic that effective media relations efforts will generate positive media coverage. If this is, indeed, true, how obvious are the results of these efforts? Can you readily spot news stories that were triggered by a public relations practitioner rather than being the unprompted and unsolicited reporting of the news staff?

Begin looking for evidence of media relations each day as you read, watch, and listen to the news media. There are at least two distinct benefits of this type of observation.

1. You become more aware of just how much of the content of the major news media actually derives from public relations sources. Most studies report an average of about 50 percent.
2. By paying careful attention to the stories about organizations similar to yours, you may pick up tips that will make your own efforts at getting media coverage more successful.



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Admittedly, there's some guess work involved in this type of analysis, but it will probably be much easier than you expect once you get used to doing it. By carefully studying the news coverage you normally attend to anyway, you should soon spot clues that suggest some of the stories were provided in their entirety as "news releases" or were otherwise *pitched*, *planted* or *cultivated* by a public relations person who wanted them to appear in the media.

Some clues are more obvious than others. Here are a few you can begin looking for in any news story in any medium.

- The story may actually say information came from a news conference, press briefing, or other special event. Or, without being that specific, the story could refer to information that was "announced today" or to a report that "was recently released."
- There may be quotes attributed to a spokesperson or other public relations practitioner. But, don't jump to conclusions about this. It's possible that the reporter asked the PR person for a quote, but it doesn't happen often. Lots of reporters will ask PR people to provide them with an informed source; they usually want quotes from those sources, not from the PR person. Good reporters usually prefer to talk to directly involved subject matter experts -- engineers, accountants, sales managers, police officers, or line executives rather than a designated spokesperson.
- The story might refer to "an exclusive interview" or describe internal workings of an organization physical or procedural that could not have been obtained without special access or inside information.
- You might have seen essentially identical stories not simply different stories about the same event in more than one news medium.
- A story that doesn't directly focus on a particular company but which, nonetheless, quotes several people employed by that company might have originated as a release from that company.
- A story which quotes only one or two people but which includes unusually long quotes, especially "warm and fuzzy," vapid, or up-beat and glowing ones, might also have originated as a release.
- In trade magazines or special sections of a newspaper e.g., an annual home improvement section, a story about a new product that just happens to appear on the same page as an ad for that product may be more than a coincidence. There's a good chance the story originated as a release or a pitched idea that ended up as a placement because of the advertisement.

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Remember, these are only clues and should be thought of as such. Sometimes a story originated by the media without any public relations involvement can come out looking like those cited above. That doesn't matter. What's important is to remember that there is nothing wrong with any of these practices from a public relations standpoint. Favorable news coverage is one of the most desired goals of all public relations practitioners and their clients, and it's almost impossible to go wrong by getting positive media coverage.

On the other hand, there are hardcore, traditional journalists who might consider some of these practices "lazy" or less than ideal from a journalism perspective. They might even consider a reporter who uses them to be unethical or to have violated journalistic standards. So, to avoid offending such people and to be sure you don't cast helpful and friendly reporters in a bad light in their colleagues' eyes, it may be best to not talk about any of this in the presence of reporters, editors or other media people.

An organization's reputation, profitability, and even its continued existence can depend on the degree to which it's targeted? Publics? Support its goals and policies. Public relations specialists—also referred to as communications specialists and media specialists, among other titles—serve as advocates for businesses, nonprofit associations, universities, hospitals, and other organizations, and build and maintain positive relationships with the public. As managers recognize the importance of good public relations to the success of their organizations, they increasingly rely on public relations specialists for advice on the strategy and policy of such programs.

Public relations specialists handle organizational functions such as media, community, consumer, industry, and governmental relations; political campaigns; interest-group representation; conflict mediation; and employee and investor relations. They do more than? Tell the organization's story. They must understand the attitudes and concerns of community, consumer, employee, and public interest groups and establish and maintain cooperative relationships with them and with representatives from print and broadcast journalism.

Public relations specialists draft press releases and contact people in the media who might print or broadcast their material. Many radio or television special reports, newspaper stories, and magazine articles start at the desks of public relations specialists. Sometimes the subject is an organization and its policies toward its employees or its role in the community. Often the subject is a public issue, such as

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health, energy, or the environment, and what an organization does to advance that issue.

Public relations specialists also arrange and conduct programs to keep up contact between organization representatives and the public. For example, they set up speaking engagements and often prepare speeches for company officials. These media specialists represent employers at community projects; make film, slide, or other visual presentations at meetings and school assemblies; and plan conventions. In addition, they are responsible for preparing annual reports and writing proposals for various projects.

In government, public relations specialists—who may be called **press secretaries, information officers, public affairs specialists, or communication specialists**—keep the public informed about the activities of agencies and officials. For example, public affairs specialists in the U.S. Department of State keep the public informed of travel advisories and of U.S. positions on foreign issues. A press secretary for a member of Congress keeps constituents aware of the representative's accomplishments.

In large organizations, the key public relations executive, who often is a vice president, may develop overall plans and policies with other executives. In addition, public relations departments employ public relations specialists to write, research, prepare materials, maintain contacts, and respond to inquiries.

People who handle publicity for an individual or who direct public relations for a small organization may deal with all aspects of the job. They contact people, plan and research, and prepare materials for distribution. They also may handle advertising or sales promotion work to support marketing efforts.

Work environment- Public relations specialists work in busy offices. The pressures of deadlines and tight work schedules can be stressful. Some public relations specialists work a standard 35- to 40-hour week, but unpaid overtime is common and work schedules can be irregular and frequently interrupted. Occasionally, they must be at the job or on call around the clock, especially if there is an emergency or crisis. Schedules often have to be rearranged so that workers can meet deadlines, deliver speeches, attend meetings and community activities, and travel.

Public Relation is a management function that involves monitoring and evaluating public attitudes and maintaining mutual relations and understanding between an



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organization and its public. Public could include shareholders, government, consumers, employees and the media. It is the act of getting along with people we constantly come in touch with. PROs ensure internal cohesion in the company by maintaining a clear communications network between the management and employees. Its first objective is to improve channels of communication and to establish new ways of setting up a two-way flow of information and understanding.

Public relations as a separate career option has come into existence when lots of private or government companies and institution felt the need to market their product, service and facilities. Public image is important to all organizations and prominent personalities. The role of public relation specialist becomes pertinent in crisis situations when the correct and timely transmission of information can help save the face of the organization.

In terms of career opportunities, Public relations is broadly practiced for product publicity, corporate publicity, to have better relations with the government, to publish corporate publications like newsletter, bulletins, magazines for employees etc.

1.10. Government PR

By definition, democratic governments should reflect public opinion and work best when the citizens are well-informed. Thus, public relations should have a natural and welcome role in government. There were lots of examples of what we now call public relations undertaken by federal and local governments following the Civil War. Publicity, promotional, and informational campaigns were launched by various federal departments, and cities and states.

These government efforts paralleled what many businesses were doing at the time, and the government employees who performed these tasks had the same titles as their business counterparts. They were known by such terms as publicity agent, promoter, press agent, press secretary, and public relations specialist.

Government communicators link government and the people.

It may sound overly dramatic, but government communicators can and do make life or death differences in people's lives. Consider, for instance,

- Needy people who learn they're eligible for free food or medical care by reading government produced and distributed brochures for Food Stamps,

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- the Women, Infants and Children (WIC) Supplementary Food Program, the Surplus Commodity Distribution Program, Medicare, or Medicaid;
- Victims saved from further abuse, or even death, because television public service announcements about child abuse, spouse abuse, and elder abuse publicized toll-free hotlines and encouraged people to use them for reporting abuse;
 - People saved from using defective product whether a bean bag inadvertently filled with toxic beans or a car whose fuel line is likely to rupture and start an engine fire because of news releases or press conferences by the Consumer Product Safety Commission, the National Transportation Safety Board, or their counterparts at the state or local levels.

Not all government communication is so meaningful or so dramatic. There's lots of dull, boring, and routine communication too. The explanation of how to fill out new tax forms, the announcements about new hours at the drivers' license bureau, this year's hunting seasons, or the new fees for obtaining birth certificates and the publicity about the appointment of new members to various commissions and boards are just a few examples. But, whether it's dull and boring or dramatically life-changing, the information, issues, and policies that government communicators deal with do affect their publics.

1.11 Working in government is different than working in business.

Regardless of government employees' duties whether they involve communication, accounting, or other services and regardless of the level or agency of government for which they work, there are four characteristics that make working for government very different than working for a profit-motivated business or even a private, non-profit organization. They affect public relations practitioners at least as much as, if not more than, other types of government employees.

Unique characteristics of government employment include:

- The direct and powerful impact the work has on large numbers of people,
- The diverse and multiple levels of accountability that extend all the way to the general public and often involve a civil service commission or similar agency,
- The fish bowl environment in which government employees work, and
- The fiscal constraints placed on government spending.

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1.12. PR through Press Conference

There are two major reasons for holding a news conference. One is so that a newsmaker who gets many questions from reporters can answer them all at once rather than answering dozens of phone calls. Another is so someone can try to attract news coverage for something that was not of interest to journalists before. In a news conference, one or more speakers may make a statement, which may be followed by questions from reporters. Sometimes only questioning occurs; sometimes there is a statement with no questions permitted.

A media event at which no statements are made, and no questions allowed, is called a photo opportunity. A government may wish to open their proceedings for the media to witness events, such as the passing of a piece of legislation from the government in parliament, via media availability.

Television stations and networks especially value news conferences: because today's TV news programs air for hours at a time, or even continuously, assignment editors have a steady appetite for ever-larger quantities of footage.

News conferences are often held by politicians; by sports teams; by celebrities or film studios; by commercial organizations to promote products; by attorneys to promote lawsuits; and by almost anyone who finds benefit in the free publicity afforded by media coverage. Some people, including many police chiefs, hold news conferences reluctantly in order to avoid dealing with reporters individually.

A news conference is often announced by sending an advisory or news release to assignment editors, preferably well in advance. Sometimes they are held spontaneously when several reporters gather around a newsmaker.

News conferences can be held just about anywhere, in settings as formal as the White House room set aside for the purpose to as informal as the street in front of a crime scene. Hotel conference rooms and courthouses are often used for news conferences.

Few media events are as misunderstood and abused as the press conference. Newsmakers love the concept of calling a press conference because it makes them feel important. Schedule a press conference, they reason, and reporters will trip all over each other to get the best seats in the house.



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That couldn't be further from the truth. The media actually despise press conferences for several reasons:

- Reporters are all fed the identical story. Unless a reporter can steal a few minutes alone with the newsmaker, the story in tomorrow's paper will be very similar to the one in the other newspaper across town, on the 11 o'clock news and on all the local radio stations.
- Press conferences also known as news conferences are often mistakenly called to make announcements that aren't very newsworthy. A reporter might have to fight rush-hour traffic, and then search in desperation for a parking space, then learn the news conference he almost broke his neck to get to on time was for a minor announcement that could have been handled a lot easier and quicker with a press release.
- Press conferences are usually controlled by the organization that calls them. In other words, it's their show, so they get to make up the rules. Reporters can't yell out questions whenever they feel like it.
- Often the news conference is limited to a specific time period, like 15 minutes. So if time runs out before all the questions are answered, tough.
- A press conference seldom results in interesting visuals for television. Usually, there's little more to photograph than a bunch of talking heads.
- Reporters know that the press conference is nothing more than spin. A company will do everything necessary to put its best foot forward, even if it means refusing to answer certain questions.

However, if you are determined you have something of considerable import to impart, and then a **press conference** may be the way to go. But you'd better be sure it's done to perfection! And how do you go about that?

First, choose a date that doesn't clash with the inauguration of the US President, the UK Queen's Speech or the Second Coming. And let your invited **press** know early. They do have a life outside your reason for living!

Second, find a venue that all the journalists you want present can get to quickly and easily.

Third, if you have samples of your product, make them available for inspection, evaluation and, hopefully, a bit of fun. It's very boring for **press** people to be told about something they can't handle or test. And can you blame them? Why should they take your word for anything? They are not in the business of 'puff' promotion.

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Their argument would be if you want that, book some media space/time and pay for it!

Fourth, make sure that venue has all the communication facilities a media professional would need to file copy very quickly, if necessary.

Fifth, treat all journalists equally. Don't fawn over the 'big boys/girls' and ignore local or specialist hacks. They could very easily contribute much more effectively to your success than over pressured national and international journalists who might never turn up, or care!

Sixth, if you are going to have an all singing all dancing audio visual orgy, make sure someone puts the plugs in the right sockets!

Many a well intentioned **press** presentation has left journalists deeply unimpressed when a screen fails to display any information. Or when a microphone makes more noise than the person speaking into it. Embarrassing!

Seventh, make sure you've covered all the bases. The last thing you want is for a journalist to home in on the one weakness your product/service has – and it will have and they will do, believe me – leaving you wrong footed.

Make sure all your PR staff on the day are on the ball, totally informed, prepared for the worst and ready to 'sell' your product, warts and all, confidently and with no apologies.

Which brings me to the **eighth** point – make sure it's the guests who get the goodies and not your PR staff.

If your **press conference** works well, journalists should go away enthused and root for you in their columns or TV/radio slots.

If you get it wrong, just expect a big bill for your ill fated efforts.

1.13. Press Release

A press release is pseudo-news story, written in third person that seeks to demonstrate to an editor or reporter the newsworthiness of a particular person, event, service or product.



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Press releases are often sent alone, by e-mail, fax or snail mail. They can also be part of a full press kit, or may be accompanied by a pitch letter.

Publicity is the most cost-effective marketing tool there is and it's the only part of a marketing strategy that builds credibility. Many industries have innovative up-start companies that are relatively unknown. For these new companies to gain an edge over their competition, it is vital that they build credibility through publicity.

Press Releases Can Go the Distance

A well-written release can dramatically increase your sales, expose your company to the masses, and greatly enhance the image of your business or products.

The Bottom Line

Credibility is the one thing that can win the customer's heart and pocketbook at the same time and nothing builds more credibility than a well-written press release that gets picked up by the media.

How to write your own press releases:

1. Make sure the information is newsworthy.
2. Tell the audience that the information is intended for them and why they should continue to read it.
3. Start with a brief description of the news, and then distinguish who announced it, and not the other way around.
4. Ask yourself, "How are people going to relate to this and will they be able to connect?"
5. Make sure the first 10 words of your release are effective, as they are the most important.
6. Avoid excessive use of adjectives and fancy language.
7. Deal with the facts.
8. Provide as much Contact information as possible: Individual to Contact, address, phone, fax, email, Web site address.
9. Make sure you wait until you have something with enough substance to issue a release.
10. Make it as easy as possible for media representatives to do their jobs.

A **press release**, also known as a *news release*, is simply a written statement distributed to the media. They can announce a range of news items: scheduled events, personnel promotions, awards, news products and services, sales accomplishments, etc. They can also be used in generating a feature story.



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Reporters are more likely to consider a story idea if they first receive a release. It is a fundamental tool of PR work, one that anyone who's willing to use the proper format can use.

Steps

Write the lead, the first sentence which grabs the reader and says who, what, when, where, why, and how. Then fill in the next 1-2 sentences which expand the lead.

- The press release headline should be brief, clear and to the point. Treat press release headlines and sub-heads as the ultra-compact version of your entire press release content.
- Generally, news release headlines should portray an "announcement"-type style in order to attract readers, i.e., journalists. It may describe the latest achievement of an organization, a recent newsworthy event, a new product or service. For example, "XYZ Company Announces Strategic Partnership with ABC Company in India & United States."
- Headlines are written in bold and are typically much larger in size than the press release text. Conventional press release headlines include the use of present tense and exclusion of "a" and "the" as well as forms of the verb "to be" in certain contexts.
- The first word in the press release headline should be capitalized, as should all proper nouns. Most headline words appear in lower-case letters, although adding a stylized "small caps" style can create a more graphically news-attractive look and feel. Do not capitalize every word.
- The simplest method to arrive at the press release headline is to extract main points highlights and then the most important keywords from your press release. Now from these keywords, try to frame a logical and attractive statement. Using keywords will give you better visibility in search engines and it would be simpler for journalists and readers to get the idea of the press release content.

Write the press release body copy. The press release should be written as you want it to appear in a news story.

- Start with the date and city for which the press release is originated.



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- The press release **body copy** should be compact. Avoid using very long sentences and paragraphs. Avoid repetition and over use of grammar, fancy language and jargon.
- A first paragraph two to three sentences must actually sum up the press release and the further content must elaborate it. In a fast-paced world, neither journalists nor other readers would read the entire press release if the start of the article didn't generate interest.
- Deal with actual facts - events, product, service, people, target, goals, plans, and projects. Try to provide maximum use of these 'real' facts and contents. A simple method for writing an effective press release is to make a list of following things:
- **Communicate the 5 Ws and the H.** Who, what, when, where, why, and how. Then consider the points below if pertinent.
 - ✓ What is the actual news?
 - ✓ Why this is news?
 - ✓ The people, products, items, dates and other things related with the news.
 - ✓ The purpose behind the news.
 - ✓ Your company - the source of this news.
- Now from the points gathered, try to construct paragraphs and assemble them sequentially: The headline > the summary or introduction of the news > event or achievements > product > people > again the concluding summary > the company.
- The length of a press release should be at least a page and maximum two or three pages. These must be double-spaced.
- The more newsworthy you make the press release copy, the better the chances of it being selected by a journalist or reporting. Find out what "newsworthy" means and use it to hook your reader.

Include information about the company. When a journalist picks up your press release for a story, he/she would logically have to mention the company in the news article.

Tie it together. Provide some extra information links which support your press release or close the press release with the contact information.

Add contact information. If your press release is really newsworthy, journalists would surely like more information or would like to interview key people associated with it.



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- If you are comfortable with the idea of letting your key people being directly contacted by media, you can provide their contact details on the press release page itself. For example, in case of some innovation, you can provide the contact information of your engineering or research team for the media.
- Otherwise, you must provide the details of your MEDIA/PR department in the contact section. If you do not have dedicated team for this function, you must appoint somebody who will act as a link between the media and your people.
- The contact details must be limited and specific only to the current press release.

The contact details must include:

- ✓ The Company's Official Name
- ✓ Media Department's official Name and Contact Person
- ✓ Office Address
- ✓ Telephone & FAX Numbers with proper country/city codes and extension numbers
- ✓ Mobile Phone Number optional
- ✓ Timings of availability
- ✓ Email Addresses
- ✓ Website Address

Signal the end of the press release with three # symbols, centered directly underneath the last line of the release. This is a journalistic standard.

1.14. Press Tours and Press Kits

Press kits are like business cards. If you don't have one, you have no way to make an introduction and no way to provide valuable information to people with whom you want to do business. A press kit is a collection of a few vital pieces of information that makes it easier for the media to tell your story accurately and with full details. By putting the power of your press kit to work, your company can enjoy more accurate media coverage, more exposure for story ideas, and more complete information through press coverage.

Hitting the Road Steps to a successful press tour

A press tour (a.k.a. media tour) is a series of arranged opportunities to meet with editors/analysts to introduce a key company spokesperson, a new product or



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market concept, or explain a company position regarding the competition or market situation.

Meetings with the media or analysts are normally held in their offices, which means traveling to wherever they might be. Or these meetings can be at a convenient, central location that the media and analysts can travel to in order to meet with a company.

Why conduct a press tour? Two key reasons for conducting a press tour are to **tell the company's story** and **to listen for editors/analysts perceptions**. Press tours provide time for information exchange with media and analysts to address specific issues regarding the company and develop connections. A spokesperson can personally present company information and address questions to advance the company's position by influencing the perception and opinions held by media and analysts.

A press tour is also a time for the company to discover perceptions currently held by the primary target audience for public relations -- media and analysts. Questions can be asked in these meetings to further identify opinions held by these key awareness-shapers. Using this time for discovery can help shape public relations strategy, messages and continued dialog with these audiences.

Press tour timing

Timing of a press tour can be centered on a new product launch, an image or positioning campaign, or the introduction of a new CEO, president or significant leader within the company. Timing for press tours can also be dictated by marketplace activities.

Press tour planning: A press tour plan is a blueprint that includes definition of communication goals, news value of a story angle, preparation activities and expectations for the tour. Developing a plan is a prerequisite to initiating any press tour activities because it is a tool that communicates the reasons for conducting a tour.

Management's agreement that a press tour is warranted is crucial. The spokesperson must be physically and mentally available as well as at a level that accurately represents the company. Don't send a junior manager for a major announcement or discussion.

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Press tour planning & research: The development of a press tour plan entails research of the competition's statements reported by the press, reviewing editorial statements or comments made by media and journalists, and investigating pending news or issues that might affect the timing of the tour.

Communication strategies and messages need to be defined for each media and analyst with considerations made to the audience they address. For example, a message to a trade publication would be different to a business publication, even when the same subject is being discussed. Understanding the media and analysts targeted by the press tour is PR's task. The opinions, personalities, and potential news angle that will be of interest must be highlighted for the spokesperson and also directly affects the way the meeting discussion will be handled. For example, some editor/analyst personalities are very business-like and prefer presentations with question and answers afterwards. Business-like editors/analysts adhere to a strict meeting timetable. Others are more casual and prefer a discussion conversation style. It is up to the PR person to prepare messages, message delivery style and prep the spokesperson to be flexible in approach. Also PR determines the length of time to meet with each editor/analyst. Figure a maximum of 30 minutes per conversation, allowing for extending visits based on the editor/analyst and spokesperson availability and interest.

Press tour briefing document: A press tour briefing document briefing book provides a foundation for the spokesperson. The briefing book contains the tour daily timetable, a statement about the publication, its focus, and audience, background descriptions of each editor/analyst, message statements for each interview and content of published material for the last six months. The document should allow for these specific messages to be called out early in the description associated with editor/analyst.

During the press tour: Press tours are the ultimate test of a PR person's mettle. Just ensuring that your spokesperson arrives on time and in the right location for the interview with the editor/analyst is challenging enough; you also need to monitor that the spokesperson stays on topic and makes enough of an impact to capture the editor's or analyst's attention. The key to staying cool, calm and collected during a press tour is pre-meeting planning and flexibility. Make sure to have multiple communication tools including cell phone and laptop as well as phone numbers of all the editors/analysts, maps and the all-important briefing book. Budgeting for a rent a car with a GPS is a time saver, as is hiring a driver for congested city traffic. Think of your role as similar to an orchestra conductor: the conductor is the one person who organizes all the different instruments into a



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single harmonious unit. Be a kind conductor; plan time for bathroom and food stops. Working with the hotel the night prior to a long day of meetings and arranging for box lunches or snacks is also part of your conducting responsibilities, and make sure to have extra staples available if you hire a driver for the day. If you're nice to the driver, the driver will return the favor.

After the press tour, just because you've waved goodbye to the editors/analysts and are headed back home, doesn't mean the job is finished. Creating a report detailing the press tour by editor/analyst visit along with any action items generated is necessary.

Manners count (Writing brief thank you notes not emails!) to each editor/analyst shows respect for that person as well as level of sophistication that will elevate you ahead of other companies on press tours. Be sure to complete action items quickly. Broken promises and actions left undone are the sign of an organization that has little respect for the editor/analyst. Likewise, contact some friendly editors/analysts and get their scorecard on the effectiveness of the visit both in terms of the spokesperson and the message. Often, getting information about a spokesperson's style or effectiveness are keys to press tour success.

While they're neither simple nor easy, an effective press tour will be a key to your communication success.

1.15. Government Press Units

The following items of work have been allocated to the Press & Media Unit:

- i. All work relating to the Press Gallery involving issue of Press Gallery passes for Session periods, admission of Newspapers/News Agencies to Press Gallery issue of Sectional Parking Labels to Journalists and Press Correspondents, etc.;
- ii. Liaison with Government publicity organizations and communication media, press correspondents, newspapers and other bodies;
- iii. Publicity of activities of Rajya Sabha through Press releases/communiqués;
- iv. Display and circulation of UNI Teleprinter news items;
- v. Management of Press Counter during Session periods for the supply of parliamentary papers to press representatives; and
- vi. Any other miscellaneous work relating to press & media.



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Work relating to Press Gallery: Press & Media Unit issued 29 passes to the Journalists under Long and Distinguished Service category for two years. The Unit also issued permanent Rajya Sabha Press Gallery laminated passes to the correspondents of newspapers having quota for Rajya Sabha Press Gallery for one-year duration.

Press Counter: Press and Media Unit are managing a Press Counter near the Press Gallery of Rajya Sabha. During the session period one person is deputed to the Press Counter to provide parliamentary papers to the Correspondents of both print and electronic media covering the proceedings of Rajya Sabha. Parliamentary papers such as Bills, List of Business, List of Starred/Unstarred Questions, statements made by the Ministers, Report of the various Parliamentary Committees, Special Mentions etc. are supplied/ made available at the Press Counter.

Issuance of Parking Labels: Press & Media Unit handled the work relating to issuance of Parking Labels to Press Correspondents to enable them to have unhindered entry into the Parliament House Complex.

UNI Teleprinter: Teleprinter services of the UNI are being subscribed by Press and Media Unit and two electronic teleprinters are installed in Parliament House, which receive news in English and Hindi. Important news received through these teleprinters is displayed on the notice board for information of members and others.

Preparation of Briefs and Notes: The Unit prepares briefs and notes as and when required.

Audio Visual Unit: A proposal for setting up of Audio Visual Unit was approved by the Secretary-General, Rajya Sabha. The Unit provided details of the gadgets to be procured by the Stores Section for use in the Audio Visual Unit.

Arrangement of photographer for covering important events: The Unit also made arrangements of the photographer for covering the Oath taking ceremony, farewell function organized for the retiring members and also on other occasions.

Publicity Work: The Unit also did a large amount of liaison work with the different news agencies, newspapers, correspondents of electronic and print media for giving wide publicity to the following activities and events that took place during the year:

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Press and Media Unit issued Press Releases on various Reports of Committee of Rajya Sabha to the news agencies/news papers for wider coverage. Many English and Hindi newspapers gave good publicity to some of the significant recommendations made by the Committees in these Reports.

Information & Publicity by Government

For the planned and balanced economic growth a two-way communication between Government and the people of the State is essential. With this objective, the Department of Information and Publicity is utilizing different media for conveying to the people policies and programmes of the government through press release, articles, folders, posters, documentary films, radio, televisions, video scope etc. On the other hand, public reactions, suggestions, and comments are also brought to the notice of the Government through daily scrutiny of articles appearing in the newspaper, magazines etc. The two-way Communication between the Government and the people not only helps in securing public participation and co-operation in various development activities of the Government but also provides basic information to the Government for framing the future policies.

2. PART: HANDLING GOVERNMENT AND OTHER INFORMATION SOURCES

2.1 Information needs for a journalist in social, developmental, national & international areas

UNESCO Declaration stated that "the exercise of freedom of opinion, expression and information, recognized as an integral part of human rights and fundamental freedoms, is a vital factor in the strengthening of peace and international understanding." Furthermore, the meeting recognized the important role which information and communication play in the contemporary world, both in national and international spheres, with a growing social responsibility being placed upon the mass media and journalists.

On this basis the following principles of professional ethics in journalism were prepared as an international common ground and as a source of inspiration for national and regional codes of ethics. This set of principles is intended to be



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promoted autonomously by each professional organization through ways and means most adequate to its members.

Principle I: People's right to true information

People and individuals have the right to acquire an objective picture of reality by means of accurate and comprehensive information as well as to express themselves freely through the various media of culture and communication.

Principle II: The journalist's dedication to objective reality

The foremost task of the journalist is to serve the people's right to true and authentic information through an honest dedication to objective reality whereby facts are reported conscientiously in their proper context, pointing out their essential connections and without causing distortions, with due deployment of the creative capacity of the journalist, so that the public is provided with adequate material to facilitate the formation of an accurate and comprehensive picture of the world in which the origin, nature and essence of events, processes and state of affairs are understood as objectively as possible.

Principle III: The journalist's social responsibility

Information in journalism is understood as a social good and not as a commodity, which means that the journalist shares responsibility for the information transmitted and is thus accountable not only to those controlling the media but ultimately to the public at large, including various social interests. The journalist's social responsibility requires that he or she will act under all circumstances in conformity with a personal ethical consciousness.

Principle IV: The journalist's professional integrity

The social role of the journalist demands that the profession maintain high standards of integrity, including the journalist's right to refrain from working against his or her conviction or from disclosing sources of information as well as the right to participate in the decision-making of the medium in which he or she is employed. The integrity of the profession does not permit the journalist to accept any form of bribe or the promotion of any private interest contrary to the general welfare. Likewise, it belongs to professional ethics to respect intellectual property and, in particular, to refrain from plagiarism.



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Principle V: Public access and participation

The nature of the profession demands that the journalist promote access by the public to information and participation of the public in the media, including the right of correction or rectification and the right of reply.

Principle VI: Respect for privacy and human dignity

An integral part of the professional standards of the journalists is respect for the right of the individual to privacy and human dignity, in conformity with provisions of international and national law concerning protection of the rights and the reputation of others, prohibiting libel, calumny, slander and defamation.

Principle VII: Respect for public interest

The professional standards of the journalist prescribe due respect for the national community, its democratic institutions and public morals.

Principle VIII: Respect for universal values and diversity of cultures

A true journalist stands for the universal values of humanism, above all peace, democracy, human rights, social progress and national liberation, while respecting the distinctive character, value and dignity of each culture, as well as the right of each people freely to choose and develop its political, social, economic and cultural systems. Thus the journalist participates actively in social transformation towards democratic betterment of society and contributes through dialogue to a climate of confidence in international relations conducive to peace and justice everywhere, to détente, disarmament and national development. It belongs to the ethics of the profession that the journalist be aware of relevant provisions contained in international conventions, declarations and resolutions.

Principle IX: Elimination of war and other great evils confronting humanity

The ethical commitment to the universal values of humanism calls for the journalist to abstain from any justification for, or incitement to, wars of aggression and the arms race, especially in nuclear weapons, and all other forms of violence, hatred or discrimination, especially racialism and apartheid, oppression by tyrannical regimes, colonialism and neocolonialism, as well as other great evils which afflict humanity, such as poverty, malnutrition and diseases. By so doing, the journalist can help eliminate ignorance and misunderstanding among peoples, make nationals of a country sensitive to the needs and desires of others, ensure



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respect for the rights and dignity of all nations, all peoples and all individuals without distinction of race, sex, language, nationality, religion or philosophical conviction.

Principle X: Promotion of a new world information and communication order

The journalist operates in the contemporary world within the framework of a movement towards new international relations in general and a new information order in particular. The new order, understood as an integral part of the New International Economic Order, is aimed at the decolonization and democratization of information and communication, both nationally and internationally, on the basis of peaceful coexistence among peoples and with full respect for their cultural identity. The journalist has a special obligation to promote the process of democratization of international relations in the field of information, in particular by safeguarding and fostering peaceful and friendly relations among states and peoples.

2.2 PIB

The Press Information Bureau **PIB** is the nodal agency of the Government of India to disseminate information to the print and electronic media on government policies, programme initiatives and achievements. Functioning as an interface between the Government and the media, the PIB also provides feedback to the Government with people's reaction as reflected in the media. With its 8 Regional Offices and 34 Branch Offices and Information Centres, the PIB disseminates information through different modes of communication, such as Press Releases, Press Notes, Feature Articles, Backgrounders, Press Briefings, Photographs, Press Conferences, Interviews, Database available on Bureau's website, Press tours, A.V. Clippings etc. The information material released in English, Hindi, Urdu and other regional languages reaches about 8,400 newspapers and media organizations.

At its headquarters, the Bureau has Departmental Publicity Officers who are attached to various ministries and departments for the purpose of assisting them in disseminating information to the media through press releases and press conferences, etc., and advise on all matters pertaining to publicity activities. They also provide feedback to their respective ministries and departments. As part of the Special Services, the Feedback Cell in the PIB prepares a daily digest and special digests based on news stories editorials from national as well as regional dailies and periodicals. The Feature Unit of the Special Services of the Bureau provides backgrounders, updates, features and graphics. These are circulated in the national

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network and also sent to the Regional and Branch Offices for translation and circulation to the local Press.



The Feature Unit of the Bureau provides backgrounders, updates, info-nuggets, features and graphics which are circulated on the National Network, Internet and also sent to the regional/Branch offices for translation and circulation to the local press. The unit releases special features for highlighting policies and programmes of the Government. Special mention may be made of features on Women Empowerment, Child Labour, Drinking Water, Rural Employment Guarantee Scheme, Education, Health AIDS), SSI and other topical issues. This unit has been producing on an average over 250 features annually including photo features and backgrounders.

PIB arranges photo coverage of various Government functions throughout the year and photographs are supplied to dailies and periodicals. Between 1st April 2006 and December 2006 the Photo Publicity Unit of the Bureau covered 936 assignments, released 2930 photos. The Photo Unit has undertaken digitization of Photo Library Archives this year. The Library has about 8 Lakh rare photographs in positives with captions. About one lakh photographs have been digitized so far. During the period the Bureau issued 59,393 press releases and 3773 features and organized 1053 press conferences. The Bureau gave excellent publicity to the recently held IFFI-2006, at Goa.

PIB provides accreditation to Media representatives including foreign media at the Headquarters. This facilitates them to access information from the Government



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sources. About 1194 correspondents and 331 cameramen/ photographers are accredited. Besides 140 technicians and about 70 Editors and Media critics have also been granted accreditation.

The Feedback cell of the Bureau prepares a Daily Digest of News & Views based on news items, as well as editorial comments, as reflected in the print media. This digest is prepared on each working day and is sent regularly to the President & Vice President's Office Prime Minister's Office, Cabinet Secretariat, all Cabinet Ministers and all Secretaries and important functionaries in the Government. Besides, the Cell also prepares a weekly 'Media Report on Economic Issues.' In addition, Special Digests and Special Reports on emerging issues which draw adequate attention and focus from national as well as regional press, is also prepared from time to time. During the period January-March, 2007, apart from Daily Digest and Media Report on Economic Issues, the Cell would be producing Special Digests on Conference on Social Sector Issues, Economic Survey, Railway Budget and General Budget.

An institutionalized mechanism has also been put in place to brief media-persons on daily basis in the media room Press tours with Home Minister/Home Secretary were conducted which included the ones to Wagah Border with Home Secretary in connection with Amritsar-Lahore bus service, Indo-Bangladesh border with Home Minister, Jammu and Kashmir to review security arrangements for Amarnath Yatra with Home Secretary, Srinagar with Home Secretary who participated in Editors' Conference at Srinagar, Latur for the foundation laying ceremony of CRPF's Disaster Management Training Institute in Tekanpur on the occasion of passing out parade at BSF academy.

Media support was provided to various Commissions and Committees such as Trade and Economic Relations Committee, Economic Advisory Council, Energy Coordination Committee, Agriculture Coordination Committee. Similarly, Prime Minister's initiatives in Committees like Knowledge Commission, Infrastructure Committee, and Committee on Rural Infrastructure were disseminated to the media.

PM's Reply in Rajya Sabha on Indo-US nuclear deal was disseminated to the media. PIB translated it into Hindi and Urdu and the copies were made available to the PMO and DAVP for printing in a booklet form. One hundred CDs of PM's speech were prepared for wider dissemination across the country. PM's speeches in Rajya Sabha and Lok Sabha on the issue have been placed on PIB website in an



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audio-visual format. Wide publicity was organized for PM's discussions with nuclear scientists.

The other major items highlighted in the media included advance estimates of crop production, Rabi campaign and the announcement of minimum support prices for agricultural products.

Wide publicity was given to the ban on employing children as domestic servants or in dhabas, restaurants, spas etc. , framing of draft legislation for providing Social Security to Unorganized Sector workers, Scheme of Skill Development Initiative through public-private partnership for providing vocational training to one million in 5 years and subsequently to one million workers each year, increase in various medical benefit expenditures for beneficiary workers by the Employees State Insurance Corporation. Launch of 're-inventing EPF India' Project in six pilot sites on trial basis by the Employees Provident Fund Organization for computerization of EPF operations and issue of unique National Social Security Number to EPF subscribers was also given adequate coverage.

Wide publicity was accorded through issue of press releases, backgrounders, features etc. to Minority Education, Education in Tenth Plan, Indian Opening of New Institute of Science Education & Research at Mohali, International Literacy Day celebration, Sarva Shiksha Abhiyan, Mid-Day Meal Scheme, Kasturba Gandhi Balika Vidyalaya for Girls, UGC-CEC Edusat Network, National Monitoring Committee on Minority Education, Promoting Girls Education, Open Schooling as an Aid for spreading literacy in India.

Publicity was provided to the launching of Sakshat-a free educational portal by Ex-President, Dr. A.P.J. Abdul Kalam and inauguration of 58th Frankfurt Book Fair at Frankfurt, Germany by HRD Minister, Shri Arjun Singh. A special feature on "Frankfurt Book Fair" was released by PIB.

Press releases were issued highlighting the developmental activities of the Department of Food and Public Distribution and Department of Consumer Affairs. The policy decisions on the Public Distribution System and Consumer Affairs were projected through handouts, press conferences by the Minister and Senior Officials in Delhi and other cities on several occasions.

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2.3. United Nations UN

The **United Nations Organization UNO** or simply **United Nations UN** is an international organization whose stated aims are facilitating cooperation in international law, international security, economic development, social progress, human rights, and achievement of world peace. The UN was founded in 1945 after World War II to replace the League of Nations, to stop wars between countries, and to provide a platform for dialogue. It contains multiple subsidiary organizations to carry out its missions.



There are currently 192 member states, including nearly every sovereign state in the world. From its offices around the world, the UN and its specialized agencies decide on substantive and administrative issues in regular meetings held throughout the year. The organization has six principal organs: the General Assembly the main deliberative

assembly; the Security Council for deciding certain resolutions for peace and security; the Economic and Social Council for assisting in promoting international economic and social cooperation and development; the Secretariat for providing studies, information, and facilities needed by the UN; the International Court of Justice the primary judicial organ; and the United Nations Trusteeship Council which is currently inactive). Other prominent UN System agencies include the World Health Organization WHO, the World Food Programme WFP) and United Nations Children's Fund UNICEF). The UN's most visible public figure is the Secretary-General. The organization is financed from assessed and voluntary contributions from its member states, and has six official languages: Arabic, Chinese Mandarin, English, French, Russian, and Spanish.

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2.4. UNESCO

The **United Nations Educational, Scientific and Cultural Organization UNESCO** is a specialized agency of the United Nations established on 16 November 1945.

Its stated purpose is to contribute to peace and security by promoting international collaboration through education, science, and culture in order to further universal respect for justice, the rule of law, and the human rights along with fundamental freedoms proclaimed in the UN Charter. It is the heir of the League of Nations' International Commission on Intellectual Cooperation.

UNESCO has 193 Member States and seven Associate Members. The organization is based in Paris, with over 50 field offices and many specialized institutes and centres throughout the world. Most of the field offices are "cluster" offices



covering three or more countries; there are also national and regional offices. UNESCO pursues its objectives through five major programs: education, natural sciences, social and human sciences, culture, and communication and information. Projects sponsored by UNESCO include literacy, technical, and teacher-training programmes; international science programmes; the promotion of independent media and freedom of

the press; regional and cultural history projects; the promotion of cultural diversity; international cooperation agreements to secure the world cultural and natural heritage World Heritage Sites and to preserve human rights, and attempts to bridge the worldwide digital divide.

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2.5 Right to Information Act



We all pay taxes. Even a beggar on the street pays sales tax when he buys anything from the market. This money belongs to us. But where does this money go? Why are there no medicines in the hospitals? Why are people dying of starvation? Why are the roads in such pathetic conditions? Why are the taps dry?

Now we have a right to question governments. The Parliament of India has passed Right to Information Laws, which empower citizens to question the government, inspect their files, and take copies of government documents and also to inspect government works.

RTI stands for Right to Information. Right to Information is a part of fundamental rights under Article 191 of the Constitution. Article 19 1 says that every citizen has freedom of speech and expression. As early as in 1976, the Supreme Court said in the case of Raj Narain v/s State of UP that people cannot speak or express themselves unless they know. Therefore, right to information is embedded in article 19. In the same case, Supreme Court further said that India is a democracy. People are the masters. Therefore, the masters have a right to know how the governments, meant to serve them, are functioning. The citizens therefore, have a right to know how their money was being spent. These three principles were laid down by the Supreme Court while saying that RTI is a part of our fundamental rights.

The **Right to Information Act, 2005** RTI is a law enacted by the Parliament of India "to provide for setting out the practical regime of right to information for citizens." The Act applies to all States and Union Territories of India, except the State of Jammu and Kashmir - which is covered under a State-level law. Under the provisions of the Act, any citizen excluding the citizens within J&K may request information from a "public authority" a body of Government or "instrumentality of State" which is required to reply expeditiously or within thirty days. The Act also requires every public authority to computerize their records for wide dissemination and to proactively publish certain categories of information so that the citizens need minimum recourse to request for information formally.

This law was passed by Parliament on 15 June 2005 and came fully into force on 12 October 2005. Information disclosure in India was hitherto restricted by



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the Official Secrets Act 1923 and various other special laws, which the new RTI Act now relaxes.

Disclosure of Government Information in India is governed by a law enacted during the British rule over large parts of what is now India, the Official Secrets Act of 1889 which was amended in 1923. This law secures information related to security of the State, sovereignty of the country and friendly relations with foreign states, and contains provisions which prohibit disclosure of non-classified information. Civil Service conduct rules and the Indian Evidence Act impose further restrictions on government officials' powers to disclose information to the public.

The RTI Laws were first successfully enacted by the state governments of — Tamil Nadu 1997, Goa 1997, Rajasthan 2000, Karnataka 2000, Delhi 2001, Maharashtra 2002, Assam 2002, Madhya Pradesh 2003, and Jammu and Kashmir 2004. The Maharashtra and Delhi State level enactments are considered to have been the most widely used. The Delhi RTI Act is still in force. Jammu & Kashmir has its own Right to Information Act of 2009, the successor to the repealed J&K Right to Information Act, 2004 and its 2008 amendment.

Right to Information Act 2005 mandates timely response to citizen requests for government information. It is an initiative taken by Department of Personnel and Training, Ministry of Personnel, Public Grievances and Pensions to provide a— *RTI* Portal Gateway to the citizens for quick search of information on the details of first Appellate Authorities, PIOs, Directory of Employees etc. amongst others, besides access to RTI related information published on the web by various Public Authorities under the government of India as well as the State Governments. Maintaining press relations through press conferences, press releases, press tours. It is also supporting service like background, research, references and photo coverage.

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2.6. Stock Exchange



A **stock exchange**, **share market** or **bourse** is a corporation or mutual organization which provides "trading" facilities for stock brokers and traders, to trade stocks and other securities. Stock exchanges also provide facilities for the issue and redemption of securities as well as other financial instruments and capital events including the payment of income and dividends. The securities traded on a stock exchange include: shares issued by companies, unit trusts and other pooled investment products and bonds. To be able to trade a security on a certain stock exchange, it has to be listed there. Usually there is a central location at least for recordkeeping, but trade is less and less linked to such a physical place, as modern markets are electronic networks, which gives them advantages of speed and cost of transactions. Trade on an exchange is by members only. The initial offering of stocks and bonds to investors is by definition done in the primary market and subsequent trading is done in the secondary market. A stock exchange is often the most important component of a stock market. Supply and demand in stock markets are driven by various factors which, as in all free markets, affect the price of stocks.

There is usually no compulsion to issue stock via the stock exchange itself, nor must stock be subsequently traded on the exchange. Such trading is said to be off

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exchange or over-the-counter. This is the usual way that bonds are traded. Increasingly, stock exchanges are part of a global market for securities.

Bombay Stock Exchange

Trading members of Bombay Stock Exchange Ltd are individuals and corporate who holds the right to trade in the stocks listed on the Exchange. An investor can buy or sell securities through one of the trading members of the Exchange only, to which the Securities Exchange Board of India has granted the registration number. The Exchange at present has 852 trading members to whom the clearing number is allotted by the Exchange. Out of these there are 168 individual trading members and 684 are corporate trading members.

2.7. CII



The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes. CII is a non-government, not-for-profit, industry led and industry-managed organization, playing a proactive role in India's development process. Founded over 113 years ago, it is India's premier business association, with a direct membership of over 7500 organizations from the private as well as public sectors, and an indirect membership of over 83,000 companies from around 380 national

and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialized services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry to identify and execute corporate citizenship programmes. Partnerships with over 120 NGOs across the country carry forward our initiatives in integrated and inclusive

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development, which include health, education, livelihood, diversity management, skill development and water, to name a few.

Complementing this vision, CII's theme "India@75: The Emerging Agenda", reflects its aspiration role to facilitate the acceleration in India's transformation into an economically vital, technologically innovative, socially and ethically vibrant global leader by year 2022.

With 64 offices in India, 8 overseas in Australia, Austria, China, France, Japan, Singapore, UK, USA and institutional partnerships with 271 counterpart organizations in 100 countries, CII serves as a reference point for Indian industry and the international business community.

2.8. World Bank



The **World Bank** often referred to by employees and others as simply "the Bank" is an internationally supported bank that provides financial and technical assistance to developing countries for development programs e.g. bridges, roads, schools, etc. with the stated goal of reducing poverty. The World Bank differs from the World Bank Group in that the former comprises only the International Bank for Reconstruction and Development and the International Development Association, while the latter incorporates these entities in addition to three others.

The World Bank was formally established on December 27, 1945, following the ratification of the Bretton Woods agreement. The concept was originally conceived in July 1944 at the United Nations Monetary and Financial Conference. Two years later, the Bank issued its first loan: \$250 million to France for post-war reconstruction, the main focus of the Bank's work in the early post-World War II years. Over time, the "development" side of the Bank's work has assumed a larger share of its lending, although it is still involved in post-conflict reconstruction, together with reconstruction after natural disasters, response to humanitarian emergencies and post-conflict rehabilitation needs affecting developing and transition economies. There are some criticisms of the results of the World Bank's "development schemes" leading to corruption and widespread exploitation of the corporations who are given monopolies of developing nations' resources.

The World Bank is one of the two Bretton Woods Institutions which were created in 1944 to rebuild a war-torn Europe after World War II. Later, largely due to the



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contributions of the Marshall Plan, the World Bank was forced to find a new area in which to focus its efforts. Subsequently, it began attempting to rebuild the infrastructure of Europe's former colonies. Since then it has made a variety of changes regarding its focus and goals. From 1968-1981 it focused largely on poverty alleviation. From the '80s and into the 1990s its main focus was both debt management and structural adjustment.

The World Bank's current focus is on the achievement of the **Millennium Development Goals** MDGs, goals calling for the elimination of poverty and the implementation of sustainable development. The Bank's mission is to aid developing countries and their inhabitants achieve development and the reduction of poverty, including achievement of the MDGs, by helping countries develop an environment for investment, jobs and sustainable growth, thus promoting economic growth through investment and enabling the poor to share the fruits of economic growth. The World Bank sees the five key factors necessary for economic growth and the creation of an enabling business environment as:

1. Build capacity – Strengthening governments and educating government officials
2. Infrastructure creation – implementation of legal and judicial systems for the encouragement of business, the protection of individual and property rights and the honoring of contracts
3. Development of Financial Systems – the establishment of strong systems capable of supporting endeavors from micro credit to the financing of larger corporate ventures
4. Combating corruption – Support for countries' efforts at eradicating corruption
5. Research, Consultancy and Training - the World Bank provides platform for research on development issues, consultancy and conduct training programs web based, on line, video/tele conferencing and class room based open for those who are interested from academia, students, government and non-governmental organization NGO officers etc.

The Bank also distributes grants for the facilitation of development projects through the encouragement of innovation, cooperation between organizations and the participation of local stakeholders in projects. IDA grants are predominantly used for:

- Debt burden relief in the most indebted and poverty struck countries
- Amelioration of sanitation and water supply

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- Support of vaccination and immunization programs for the reduction of communicable diseases such as malaria
- Combating the HIV/AIDS pandemic
- Support civil society organizations
- Creating initiatives for the reduction of greenhouse gases

The Bank not only provides financial support to its member states, but also analytical and advisory services to facilitate the implementation of the lasting economic and social improvements that are needed in many under-developed countries, as well as educating members with the knowledge necessary to resolve their development problems while promoting economic growth.

The World Bank provides over \$20 billion in assistance to developing and transition countries every year. The Bank's projects and policies affect the lives and livelihoods of billions of people worldwide - sometimes for the better, but very often in controversial and problematic ways.

The World Bank was originally established to support reconstruction in Europe after World War II, but has since reframed its mission and expanded its operations both geographically and substantively. Today, the **Bank's mission is to reduce poverty**. It has over 184 member countries and provides over \$20 billion annually for activities ranging from agriculture to trade policy, from health and education to energy and mining. **The World Bank is not a bank in the common sense of the word**. A single person cannot open an account or ask for a loan. Rather, the Bank provides loans, grants and technical assistance to countries and the private sector to reduce poverty in developing and transition countries.

2.9. Information and Facilitation Counters IFCs

Information and Facilitation Counter (IFC) is a facility set up by selected Central Government organisations to provide information to citizens about their programmes/schemes, rules and procedures etc. as well as status of cases/applications. An IFC also acts as a nodal point for redress of public grievances. The IFC, therefore, is a physical manifestation of Citizens' Charter. Hence it has now been decided to set up IFCs in all government ministries/ departments having Citizens' Charters. 105 Information and Facilitation Counters/ May I Help You/ Inquiry Counters have been set up so far. Evaluation of the functioning of the IFCs was carried out by the DARPG and the Consumer Coordination Council. The organisations concerned have taken action on deficiencies pointed out in these evaluations. This Department also regularly

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monitors the working of the IFCs through a half-yearly return prescribed for all the organisations that have set up IFCs.

2.10. Press Information Officers

Public Relation is a management function that involves monitoring and evaluating public attitudes and maintaining mutual relations and understanding between an organization and its public. Public could include shareholders, government, consumers, employees and the media. It is the act of getting along with people we constantly come in touch with. PROs ensure internal cohesion in the company by maintaining a clear communications network between the management and employees. Its first objective is to improve channels of communication and to establish new ways of setting up a two-way flow of information and understanding.

Public relations as a separate career option has come into existence when lots of private or government companies and institution felt the need to market their product, service and facilities. Public image is important to all organizations and prominent personalities. The role of public relation specialist becomes pertinent in crisis situations when the correct and timely transmission of information can help save the face of the organization.

In terms of career opportunities, Public relations is broadly practiced for product publicity, corporate publicity, to have better relations with the government, to publish corporate publications like newsletter, bulletins, magazines for employees etc.

One must have excellent communication skills; both spoken and written so have to express thoughts clearly and simply. An effective personality and the ability to get along with a wide range of people both inside and outside an organization is necessary. An organizing ability is required too, as one may have to organize press conferences, lectures, exhibitions and events. They must have self-confidence and farsightedness. He must be able to understand human psychology and take decisions apt to the situation. Analytical skills are required to interpret research information and plan activity.

Personal factor

1. The PR personnel must have an analytical mind, farsightedness and the ability to handle crises. The job demands an alert mind for planning, defense and guarding the image of the firm, person or product.



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2. A good command over language is required for preparing news releases, leaflets, reports, articles and effective oral communication skills to make press briefings, hold meetings, conferences and presentations.
3. Good organizational skills and the ability to handle a number of tasks simultaneously. Ability to appreciate suggestions from others is essential for effective functioning.
4. Resilience, a good sense of humour, patience and diplomacy are assets for PR professionals

Public relations officers have to work within and outside the organization. Within the concern they have to conduct management-employee meets, to inform organizations policies, activities and accomplishments. Outside he has to liaison with government departments, trade unions, press etc whose cooperation is required for the smooth functioning, and also have to manage complaints from the consumers, organized events like fairs, exhibitions etc. The work involves keeping management aware of public attitudes and concerns of the many groups and organizations with which they must deal. In addition, public relations departments employ public relations specialists to write, research, prepare materials, maintain contacts, and respond to inquiries.

Another important area of work in this field is to create public identity or an image for public figures like political parties, models and film stars. It include advising them on every aspect of personality, including dress code, behavior, statement given in press, public appearances etc.

Lobbying, a new field in this career, involves bringing about the passage of laws favorable to the special interest group they represent like a company, industries, government etc. It is a strategy used to raise public consciousness and influence policy makers in areas like environment, human rights, education etc. This is an interesting area of work in public relation.

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There are a number of fields that require the services of a Public Relations Officer, which makes this career very interesting. Some of the fields are: -

- **Corporate Sector** - shows that there is more to a particular organization than merely making money; the activities and attitudes are portrayed as being beneficial and friendly towards the public.
- **Government** - deals with informing the public about the government's schemes and activities and showing the overall benefit of these projects to society at large
- **Pressure Groups/Causes/Lobbies** - This is possibly the most difficult area to work in, but the most fulfilling since it deals with particular groups of society or organizations that have been built with a cause to improve society in some way or the other. It is a relatively new area in India and demands dedication and extensive knowledge about the cause being fought for such as child labour, women's' issues, the environment, political ideology and so on. The work involves making the public aware of the issues through public programmes, fund-raising, charity shows, so that people are inspired to change and in-turn help convince the policy-makers.
- **Products** - involves creating a good image of the product before it is launched to ensure that consumers, retailers, distributors are enticed by it
- **Public Personalities** - This is probably the most glamorous of all the PR jobs since it deals with building and enhancing an image of well-known people such as politicians, sports people, musicians, actors/ actresses, writers etc.
- **Public Sector** - aims to show and prove to the policy-makers and common person that the public money is being spent in a worthwhile manner
- **Schemes/ Projects** - this involves informing the community being catered to or the organization's employees about new schemes to reduce their apprehension towards change, answer any queries and show the overall benefit of these projects
- **Tourism/Hospitality Industry** - quite an important field since the image projected will determine or influence people's attitudes.



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2.11 DFP

The Directorate of Field Publicity (DFP) is a media unit of the Ministry of Information and Broadcasting which publicizes policies, programmes and achievements of the Government, especially at the grass roots level, and collects public reactions thereon as feedback. DFP organizes inter-personal Information, Education and Communication (IEC) programmes through its 22 Regional Offices and 207 Field Publicity Units throughout the country. They act as a facilitator in coordination with state/ central government departments/ agencies to create awareness about the policies, programmes and achievements of the government. Their mission thus is to empower the weaker sections of society especially at the grass roots level with information about schemes meant for their betterment and persuade them to derive benefit from them.

They envision removing ignorance and empowering the people with awareness on important issues of public concern by –

- Making people informed through sustained publicity campaigning;
- Bringing about attitudinal changes in the mind of the people through publicity programmes; and
- Mobilizing public opinion in favour of implementation of welfare and development programmes.

Their clients

- Central government ministries/ departments;
- States/ Union Territories; and
- Autonomous bodies, national and international organizations like NACO, UNICEF and WHO.

Their services to government

- project the policies, programmes and achievements of the government to the people by bringing our men and material face to face to them; and
- Work as two-way channel of communication between the government and the people. We gather people's reactions to the programmes and policies of the government and their implementation at the grass roots level and report them back to the government for appropriate and corrective action.

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The organization is committed to make people at the grass roots level aware of the schemes meant for their betterment so that they could on their own come forward to derive benefit from them.

These schemes include: -

- Employment schemes;
- Housing for weaker sections; and
- Health related issues such as AIDS control, Iodine Deficiency Disorder control etc.

2.12. FICCI



**Federation of Indian Chambers
of Commerce and Industry**

The **Federation of Indian Chambers of Commerce and Industry** FICCI is an association of business organizations in India, headquartered in the national capital New Delhi. FICCI is one of the main organizations to fund and support many governmental and non-governmental educational institutes. It was founded by GD Birla and Purushottam Takkur in 1927, on the advice of Mahatma Gandhi.

Established in 1927, FICCI is the largest and oldest apex business organization in India. Its history is closely interwoven with India's struggle for independence and its subsequent emergence as one of the most rapidly growing economies globally. FICCI plays a leading role in policy debates that are at the forefront of social, economic and political change. Through its 400 professionals, FICCI is active in 39 sectors of the economy. FICCI's stand on policy issues is sought out by think tanks, governments and academia. Its publications are widely read for their in-depth research and policy prescriptions. FICCI has joint business councils with 79 countries around the world.



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A non-government, not-for-profit organization, FICCI is the voice of India's business and industry. FICCI has direct membership from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 83,000 companies from regional chambers of commerce.

FICCI works closely with the government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialized services and global linkages. It also provides a platform for sector specific consensus building and networking.

Partnerships with countries across the world carry forward our initiatives in inclusive development, which encompass health, education, livelihood, governance, skill development, etc. FICCI serves as the first port of call for Indian industry and the international business community.

FICCI is the rallying point for free enterprises in India. It has empowered Indian businesses, in the changing times, to shore up their competitiveness and enhance their global reach.

With a nationwide membership of over 1500 corporate and over 500 chambers of commerce and business associations, FICCI espouses the shared vision of Indian businesses and speaks directly and indirectly for over 2,50,000 business units. It has an expanding direct membership of enterprises drawn from large, medium, small and tiny segments of manufacturing, distributive trade and services. FICCI maintains the lead as the proactive business solution provider through research, interactions at the highest political level and global networking.

Set up in 1927, on the advice of Mahatma Gandhi, FICCI is the largest and oldest apex business organization of Indian business. Its history is very closely interwoven with the freedom movement. FICCI inspired economic nationalism as a political tool to fight against discriminatory economic policies. That commitment, drive and mission continue in the ever-changing economic landscape of India, chasing always-newer agenda.

In the knowledge-driven globalized economy, FICCI stands for quality, competitiveness, transparency, accountability and business-government-civil society partnership to spread ethics-based business practices and to enhance the quality of life of the common people



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Core Skills

- A reservoir of experience and expertise in diverse fields
- Quality service provider
- Forum for continuous government-industry interface for evolving a shared vision on economic matters
- Information superhighway for corporates in India and abroad
- Rallying point for track-two business diplomacy for promoting global trade and investment
- Professional Committees on all segments of the economy
- Highly trained, experienced and accomplished multidisciplinary intellectual capital as its Secretariat
- Internationally acclaimed state-of-the-art office infrastructure for conferences, board meetings and business consultations
- Specialized organizations and think-tanks to address the present and futuristic issues
- Strong database with connectivity to every conceivable networks to access and provide data online to industry, government and business organizations
- Professional approach for evolving quick solutions to economic and industrial issues
- Perspective groups to visualize the future challenges and requirements of the industry
- International Business Forum to help and guide overseas business partners
- Institutionalized advisory groups to provide customized consultancies in quality assurance, energy auditing and sustainable and environmental issues
- A state-of-the-art food testing laboratory which has been the referral point for the emerging multi-billion food industry in the country
- Well-conceived social outreach programmes targeted at the civil society

2.13. RNI

The Office of the Registrar of Newspapers for India, popularly known as RNI came into being on 1st July, 1956, on the recommendation of the First Press Commission in 1953 and by amending the Press and Registration of Books Act PRB Act 1867.

The Press and Registration of Books Act contain the duties and functions of the RNI. On account of some more responsibilities entrusted upon RNI during all these years the office is performing both statutory as well as non-statutory functions. Statutory functions:



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- Compilation and maintenance of a register of newspapers containing particulars about all the newspapers published in the country;
- Issue of certificate of registration to the newspapers published under valid declaration;
- Scrutiny and analysis of annual statements sent by the publishers of newspapers every year under Section 19-D of the Press and Registration of Books Act containing information on circulation, ownership etc.
- Informing the District Magistrates about availability of titles to intending publishers for filing declaration;
- To ensure that newspapers are published in accordance with the provisions of the Press and Registration of Books Acts;
- Verification under Section 19-F of the PRB Act of circulation claims furnished by the publishers in their Annual Statements; and
- Preparation and submission to the Government on or before 30th September each year a report containing all available information and statistics about the press in India with particular reference to the emerging trends in circulation and in the direction of common ownership units etc.

Printing and publishing of newspapers and periodicals within India are governed by the Press and Registration of Books Act, 1867 and the Registration of Newspapers Central Rules, 1956. According to the Act, no newspaper or periodical should bear a title which is the same or similar to any other newspaper or periodical already being published, either in the same language or in the same State, unless the latter is also owned by the same person.

In order to ensure compliance of this condition, the Government of India has appointed the Registrar of Newspapers, also called the Press Registrar, who maintains a register of newspapers and periodicals published in India.

The Office of the Registrar of Newspapers for India is headquartered in New Delhi, and has three regional offices at Calcutta, Mumbai and Chennai to cater to the needs of publishers in all corners of the country. The Press Registrar is assisted by a Deputy Press Registrar and four Assistant Press Registrars one each at the headquarters and the regional offices. There is also a Senior Circulation Officer and five Circulation Officers two at headquarters and one each in the regional offices to assist the Press Registrar in assessing the circulation claims of newspapers.



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Non-statutory functions:

1. Formulation of Newsprint Allocation Policy - guidelines and issue of Eligibility Certificate to the newspapers to enable them to import newsprint and to procure indigenous newsprint.
2. Assessing and certifying the essential need and requirement of newspaper establishments to import printing and composing machinery and allied materials.

2.14. Photo Division India

Photo Division is the biggest production unit of its kind in the country in the field of photography. The Division provides photographs to the media units of the Ministry of Information and broadcasting and other central and state Government. The Division also supplies on payment photographs and transparencies to the general public. The Division has its headquarters in New Delhi, with well-equipped laboratories and equipment for handling different kinds of photographs stored in the photo-library for easy retrieval of data.

Photo Division has switched over to digital mode of photo transmission.

The Division has well equipped laboratories and equipment for handling different kinds of photographic jobs and assignments both in black-and-white and in colour at its Headquarters in Delhi. News Photo Network has also been installed at its Head Office in New Delhi. The network for linking with all regional offices is in progress. The process of digitally storing photographs on current events in the News Photo Network is currently on. It also feeds photographs to the Press Information Bureau, which makes available these photographs in their Home Page on the Internet. The Division has four regional offices at Mumbai, Chennai, Calcutta and Guwahati.

2.15. Directorate of Film Festivals

Directorate of Film Festivals was set up by the Government of India in 1973, to organize International and National Film Festivals within the country. It facilitates India's participation in festivals abroad, arranges programmes of Foreign Films in India, Indian Films abroad and holds the National Film Awards function. As a vehicle of cultural change, DFF promotes international friendship, provides access to new trends in world cinema, generates healthy competition and in the process, helps to improve the standards of Indian Cinema.

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The Objectives of the Directorate are:

- Promote good Indian Cinema within the country and abroad.
- Provide International exposure to outstanding Indian films.
- Screen in festivals, films by outstanding International Directors.

The Activities include:

- International Film Festival of India IFFI
- National Film Awards and Festival (NFF)
- Participation in festivals abroad
- Cultural Exchange Programmes (CEP) in India & abroad
- Other film programmes
- Selection of Indian Panorama Films
- Special programmes
- Print collection & documentation

An advisory Committee guides the activities of DFF. It provides platform for the best in Indian cinema by organizing the National Film Awards, the Indian Panorama and the International Film Festivals of India every year, Promotes cultural understanding and friendship at international level, Makes latest trends in world cinema accessible to the public country.

2.16. National Informatics Center NIC



We live in the age of the Information Technology IT revolution. The universal acceptance of the power of IT to transform and accelerate the development process, especially in developing economies is indisputable. The rapid advance of Communication technologies, especially the Internet, has enabled governments all



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over the world to reach out to their most remote constituencies to improve the lives of their most underprivileged citizens.

NIC, under the Department of Information Technology of the Government of India, is a premier Science and Technology organization, at the forefront of the active promotion and implementation of Information and Communication Technology ICT solutions in the government. NIC has spearheaded the e - Governance drive in the country for the last three decades building a strong foundation for better and more transparent governance and assisting the governments endeavor to reach the unreached.

The mid-1970s, in India, were watershed years, heralding a revolutionary transformation in governance. In the year 1975, the Government of India envisioned that the strategic use of Information Technology IT in government would lead to more transparent and efficacious governance which could give a fillip to all-round development. In 1976, in the wake of this recognition of the potency of IT, the Government visualized a project of enduring importance viz. the "National Informatics Centre NIC)". Subsequently, with the financial assistance of the United Nations Development Program UNDP) amounting to US \$4.4 million, NIC was set up.

NIC has leveraged ICT to provide a robust communication backbone and effective support for e-Governance to the Central Government, State Governments, UT Administrations, Districts and other Government bodies. It offers a wide range of ICT services. This includes NICNET, a Nationwide Communication Network with gateway nodes at about 53 departments of the Government of India, 35 State/UT Secretariats and 603 District collectorates to service ICT applications. NICNET has played a pivotal role in decentralized planning, improvement in Government services, wider transparency of national and local Governments and improving their accountability to the people. NIC assists in implementing ICT projects, in close collaboration with Central and State Governments and endeavors to ensure that state-of-the-art technology is available to its users in all areas of ICT.

National Informatics Center NIC) of the Department of Information Technology is providing network backbone and e-Governance support to Central Government, State Governments, UT Administrations, Districts and other Government bodies. It offers a wide range of ICT services including Nationwide Communication Network for decentralized planning, improvement in Government services and wider transparency of national and local Governments. NIC assists in implementing Information Technology Projects, in close collaboration with Central



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and State Governments, in the areas of a) Centrally sponsored schemes and Central sector schemes, b) State sector and State sponsored projects, and c) District Administration sponsored projects. NIC endeavors to ensure that the latest technology in all areas of IT is available to its users.

The organizational set up of NIC encompasses its Headquarters at New Delhi, State Units in all the 28 State capitals and 7 Union Territory Headquarters and District centres in almost all the Districts of India. The Organization employs a large pool of efficient technical manpower.

At the NIC Headquarters, a large number of Application Divisions exist which provide total Informatics Support to the Ministries and Departments of the Central Government. NIC computer cells are located in almost all the Ministry Bhawans of the Central Government and Apex Offices including the Prime Minister's Office, the Rashtrapati Bhawan and the Parliament House.

2.17. AIR All India Radio

All India Radio AIR is a national service planned, developed and operated by the Ministry of Information & Broadcasting under the Government of India. Sound broadcasting started in India in 1927 with the proliferation of private radio clubs. The operations of All India Radio began formally in 1936, as a government organization, with clear objectives to inform, educate and entertain the masses.

When India attained Independence in 1947, AIR had a network of six stations and a complement of 18 transmitters. The coverage was 2.5% of the area and just 11% of the population. Rapid expansion of the network took place post Independence.

AIR today has a network of 223 broadcasting centres with 143 medium frequency MW, 54 high frequency SW and 161 FM transmitters. The coverage is 91.42% of the area, serving 99.13% of the people in the largest democracy of the world. AIR covers 24 Languages and 146 dialects in home services. In External services, it covers 27 languages; 17 national and 10 foreign languages. All India Radio comes under the Ministry of Information and Broadcasting Government of India. A secretary and four joint secretaries who are supposed to do the following jobs assist the minister of information and broadcasting:

- Policy
- Broadcasting
- Financial Advisor and
- Film

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In order to help the joint secretaries in the execution of above jobs, there are deputy secretary and under secretaries also.

Radio stations come in all sizes and generally are classified as being small, medium or large market outlets. The size of the community that a station serves usually reflects the size of its staff. For example, the station in a town of five thousand residents may have six to eight fulltime employees in the station.

Medium markets are set up in more densely populated areas and in this type of station; there are twelve to twenty employees. Mostly, overlapping of duties occur in the larger stations, positions are usually limited to specific areas of responsibility. Large stations may employ as many as sixty to hundred people and as few as twenty depending on the nature of their format.

In All India Radio, Director General is the head of the organization, and therefore it is a sensitive post requiring a wide cultural background, initiative, tact, administrative abilities, sound judgment of matters and people, a deep commitment to broadcasting and qualities of leadership of a high order.

Occasionally, Indian Administration Service Officers are assigned an additional task of Director General of All India Radio and since independence; there have been around 15 IAS officers who have performed the task of Director General of AIR.

There are Additional Director General and Deputy Director Generals also who help the Director General is assisted by Director of Programmes. A Director whose rank is equivalent to Deputy Director General heads news Division. The Director is assisted by Chief News Editor, News Editor, Joint Director, etc. others employed in the news department of the radio station are the News Readers, Announcers, Translators and others.

The Engineering Division of AIR is looked after by Engineer-in-Chief and is assisted by Chief Engineer and Regional Engineers. The Regional Stations of AIR is under the control of Station Director who is assisted by Assistant Station Directors and Programme Executives.

B.G. Verghese Committee has also proposed an organizational structure for AIR, which has the following posts of General Managers:

1. GM Legal Services

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2. GM Planning
3. GM Information

The committee also proposed a Central News Room consisting of a General Manager, Editor, Foreign Editor, Editor Monitoring. This committee has also proposed the creation of the posts of Station Manager, Accounts and Personnel Officer, Programme Officer, Extension Officer, etc.

2.18. Doordarshan



Doordarshan is a Public broadcast Terrestrial television channel run by Prasar Bharati, a board nominated by the Government of India. It is one of the largest broadcasting organizations in the world in terms of the infrastructure of studios and transmitters. Recently it has also started Digital Terrestrial Transmitters.

Doordarshan had a modest beginning with the experimental telecast starting in Delhi in September 1959 with a small transmitter and a makeshift studio. The regular daily transmission started in 1965 as a part of All India Radio. The television service was extended to Mumbai then Bombay and Amritsar in 1972. Till 1975, seven Indian cities had television service and Doordarshan remained the only television channel in India. Television services were separated from radio in 1976. Each office of All India Radio and Doordarshan were placed under the management of two separate Director Generals in New Delhi. Finally Doordarshan as a National Broadcaster came into existence.

National programme was introduced in 1982. In the same year, colour TVs were introduced in the Indian markets with the live telecast of the Independence Day parade on 15 August 1982, followed by the Asian Games being held in Delhi. The 80s was the era of Doordarshan with soaps like *Hum Log* 1984, *Buniyaad* 1986 - 87 and mythological dramas like *Ramayana* 1987 -88 and *Mahabharata* 1988 - 89 glued millions to DoorDarshan. Other popular programs included Hindi film songs based programs like *Chitrahaar* and *Rangoli* and crime thrillers like *Karamchand*.

Now more than 90 percent of the Indian population can receive DoorDarshan DD1 programmes through a network of nearly 1400 terrestrial transmitters.



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About 46 DoorDarshan Studios are producing TV programs today. Presently, DoorDarshan operates 19 channels – two All India channels, 11 Regional Languages Satellite Channels (RLSC), four State Networks (SN), an International channel, a Sports Channel and two channels (DD -RS & DD-LS) for live broadcast of parliamentary proceedings.

2.19. Major Government Media Organizations

Government media Organizations relate to the print, film and electronic media. All policies, plans and programmes of the Government of India are publicized through its official media organizations. In any sphere of public activity, be it economic, social, cultural or political, it is important to generate an informed opinion among the people. This information is channelized systematically and reaches the public in various formats like bill boards, press advertising, exhibitions, news reels, films, posters and pamphlets.

The administration of the various media organizations of the government of India is overseen by the Ministry of Information and Broadcasting. **The National library** is an exception; it is directly under the Ministry of Human Resources Development. In the area of print, the authentic government view is provided by the **Press Information Bureau**, which is the official agency that issues daily press handouts about the activities of the government. **The Publication Division** publishes several volumes on Indian culture and heritage and other subjects. These books and journals are priced nominally. **The Office of the Registrar of Newspaper** for India is the government organization where newspapers and periodicals are registered. The circulation figures claimed by the newspapers and periodicals are further verified by the office of the RNI. **The Research and Reference Division** undertakes the documentation and cataloging work.

The Photo Division documents government activities and the various facets of the Indian ways of life. This photographic documentation is provided to the press and also filed for future reference. **The Press Council of India** is empowered to judge the ethical correctness of any matter published in the Indian press. Its decisions on any case of dispute have to be accepted by the parties to the case.

The government machinery in respect of the film medium includes the **Central Board of Film Certification**, which certifies for exhibition Indian and imported films before public viewing. **The Films Division** produces short films and documentaries of topical interest. **The National Film Archive of India** collects and maintains negatives and positive prints of films of yesteryears. **The National**



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2.20. Film Development Corporation finances and produces feature films besides financing the construction of cinema halls. **The National Center of Films for Children and Young People** organizes film festivals for children and produces short films and animation films, especially for children. It also distributes children's films and cartoons after dubbing the dialogues in Hindi.

The electronic media of **All India Radio** and **Doordarshan** are funded by the government of India. Both have separated Audience Research Units. The News Services Division and External Services Division are important departments of AIR. The Central Production Center of Doordarshan produces programmes such as ballets, dramas and concerts by top grade artists.

The publicity organizations are by far the busiest of the government media organs. **The Directorate of Advertising and Visual Publicity** organizes multi media campaigns in the interests of the people. These campaigns highlight national integration, health and family welfare and the government's economic and other policies. This advertising is meant to educate the people and keep them informed.

The Directorate of Field Publicity executes its government policies. This evaluation by the Directorate is conveyed to the government. It organizes dramas, programmes and even contexts for general participation by the public. **The Song and Drama Division** has departmental troops and registered parties who perform before the public. The Division has an Armed Forces Entertainment Wing and a Sound and Light Wing.

The Indian Institute of Mass Communication, New Delhi, and **Film and Television Institute of India**, Pune, are premier institutions of Mass Communication funded by the government of India. The IIMC is equipped with an excellent library and other facilities to train the students in the latest communication processes. The FTII organizes orientation courses for in service personnel of Doordarshan. It also offers diploma courses in special aspects of film making.



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SUMMARY

The **Directorate of Advertising and Visual Publicity DAVP** came into being in 1955 and is an important agency under the Ministry of Information and Broadcasting for providing publicity to the Government of India. It has its headquarters in Delhi and Regional Offices in Bangalore and Guwahati. Its work is further facilitated by two regional distribution centers at Kolkata and Chennai with assistance from some 35 field exhibition units. The Directorate includes an Exhibition Wing, Mass Mailing Wing, Outdoor Publicity Wing, Research Wing, Distribution Wing and Language Wing in addition to the Audio Visual Publicity Cell. Each of these sections contributes in the preparation and distribution of multi-media campaigns, print publicity, press advertising, exhibitions and audio visual publicity.

The **Directorate of Field Publicity** was established in 1953 under the title 'Five Year Plans Publicity Organization'. This unit was renamed Directorate of Field Publicity in 1959. It has been constituted under the Ministry of Information and Broadcasting. The Directorate carries out its work through Field Publicity Units and Regional Offices. The Directorate organizes contests, exhibitions and programmes which invite public participation even as they publicize information for and about the government. These activities are then evaluated by the Directorate of Field Publicity and suggestions placed before the government for necessary follow-up.

The main function of the **Song & Drama Division** is to create awareness and emotional receptivity among the general public regarding social, economic and democratic ideals which are conducive to the progress of the nation: creating among the people in border areas a sense of defense preparedness and cultural integrity with the rest of the country and keeping up the morale of the Army *Jawans* posted in isolated forward areas through live entertainment media which includes both urban theatre forms and folk forms covering all the regions of the country.

Photo Division, an independent media unit meant for visual support for the varied activities of the Government of India, is a subordinate office of the Ministry of Information and Broadcasting and the biggest production unit of its kind in the country in the field of photography.

Research, reference and Training Division functions as an information servicing agency to the Ministry of Information and Broadcasting, its media units and their



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field offices. It serves as an information bank as well as an information feeder service to the media units to help in their programming and publicity campaigns. It also studies trends in mass media and maintains a reference and documentation service on mass communication. The Division provides backgrounders, reference and research material and other facilitates for the use of the ministry, its media units and others engaged in mass communication.

Department of Information and Public Relations creates the development awareness and communication among all sections of the people particularly the weaker sections and women by operating the department's tools of Mass Media Communication combined with intensive publicity and public relations. The Department obtains feedback from the people, who serve as a potential instrument in the formation of public opinion and thus acts as a bridge between the Government and people. A well-informed and responsive public benefited through various development schemes of the Government.

In government, public relations specialists—who may be called **press secretaries, information officers, public affairs specialists, or communication specialists**—keep the public informed about the activities of agencies and officials. For example, public affairs specialists in the U.S. Department of State keep the public informed of travel advisories and of U.S. positions on foreign issues. A press secretary for a member of Congress keeps constituents aware of the representative's accomplishments.

A **press release**, also known as a *news release*, is simply a written statement distributed to the media. They can announce a range of news items: scheduled events, personnel promotions, awards, news products and services, sales accomplishments, etc. They can also be used in generating a feature story. Reporters are more likely to consider a story idea if they first receive a release. It is a fundamental tool of PR work, one that anyone who's willing to use the proper format can use.

The Press Information Bureau **PIB** is the nodal agency of the Government of India to disseminate information to the print and electronic media on government policies, programme initiatives and achievements. Functioning as an interface between the Government and the media, the PIB also provides feedback to the Government with people's reaction as reflected in the media. With its 8 Regional Offices and 34 Branch Offices and Information Centres, the PIB disseminates information through different modes of communication, such as Press Releases,



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Press Notes, Feature Articles, Backgrounders, Press Briefings, Photographs, Press Conferences, Interviews, Database available on Bureau's website, Press tours, A.V. Clippings etc. The information material released in English, Hindi, Urdu and other regional languages reaches about 8,400 newspapers and media organizations.

The **United Nations Organization UNO** or simply **United Nations UN** is an international organization whose stated aims are facilitating cooperation in international law, international security, economic development, social progress, human rights, and achievement of world peace. The UN was founded in 1945 after World War II to replace the League of Nations, to stop wars between countries, and to provide a platform for dialogue. It contains multiple subsidiary organizations to carry out its missions. The **United Nations Educational, Scientific and Cultural Organization UNESCO** is a specialized agency of the United Nations established on 16 November 1945.

The **Right to Information Act, 2005 RTI** is a law enacted by the Parliament of India "to provide for setting out the practical regime of right to information for citizens." The Act applies to all States and Union Territories of India, except the State of Jammu and Kashmir - which is covered under a State-level law.

Trading members of **Bombay Stock Exchange Ltd** are individuals and corporate who holds the right to trade in the stocks listed on the Exchange. An investor can buy or sell securities through one of the trading members of the Exchange only, to which the Securities Exchange Board of India has granted the registration number. The Exchange at present has 852 trading members to whom the clearing number is allotted by the Exchange. Out of these there are 168 individual trading members and 684 are corporate trading members.

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes. CII is a non-government, not-for-profit, industry led and industry-managed organization, playing a proactive role in India's development process.

The **World Bank** often referred to by employees and others as simply "the Bank" is an internationally supported bank that provides financial and technical assistance to developing countries for development programs e.g. bridges, roads, schools, etc. with the stated goal of reducing poverty. The World Bank differs from the World Bank Group in that the former comprises only the International Bank for



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Reconstruction and Development and the International Development Association, while the latter incorporates these entities in addition to three others.

QUESTIONS FOR PRACTICE

1. Why does the Government needs publicity?
2. What is a Press Release?
3. What is the role of DAVP?
4. What is the significance of media planning?
5. What are the works done by Department of Field Publicity?
6. Define the functions of Songs & Drama Division.
7. Write a detailed note on PIB?
8. What is the intention to conduct a Press Tour?
9. Discuss the relevance of Press Information Officers in Government departments.
10. Write note on UNESCO.

SUGGESTED READING

1. Government Public Relations: A Reader Paperback by Mordecai Lee