

RIGHT TO INFORMATION ACT - 2005

- I. Organization Name : Department of Information
and Public Relations Department.
- II. Contact details : **Commissioner,**
(A) Address I&PR Department,
2nd Floor,
NTR Administrative Block,
Pundit Nehru Bus Station,, Vijayawada.
- (B) Telephone No. 0866-2973532

Sections 4(1) (b) (i) – Particulars of Organisation Functions and duties

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 people and the Government and creates awareness among all sections of the people on government policies, plans and program 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 peoples' reaction to its policies and programmes. Communication is the most vital process of socio-economic development.

This Department adopts different modes for dissemination of information and publicity activities.

FUNCTIONS:

The Department discharges the following key 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 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 Programs, Photographic Services and Exhibitions, Films besides bringing out Publications like posters, brochures, Booklets, A.P. Journal. Maintenance of Media Information Monitoring System, Research and Reference, conducting training, community radio and television, installation of Public Address system and A.V. Equipment, electronic news recording, and analysis, maintaining Website etc.,
2. Winning social acceptance for new schemes and programs of the Government through publicity.
3. Keeping the people informed about the policies, schemes and programs of the Government.
4. Creating awareness on eradication of social evils like Untouchability, dowry, Jogini, Bonded Labour, Child Labour, Banamati, etc.

4(1)(B)(ii) – the powers and duties of its Officers and employees

1. Commissioner:

Head of the Department and takes policy decisions and Co-Ordination with Government and department.

2. Additional Director:

Overall supervision of all wings and assists CIPR in administration Control

3. Chief Information Engineer :

Overall supervision of technical activities in the Dept, introducing technological advancement, innovative methods for better service delivery.

4. Joint Director:

Control and supervision of the work in Press, Field Publicity, Advertisements, Publication, films and Inspection of RDD offices etc.

5. Regional Information Engineer (HQRS).

- Monitoring of issue of Advertisement Release orders to AIR,. Private Radio channels
- Supervise Public Address system for VVIP/VIP's
- Arrangement of Public Address System.
- Review of monthly progress reports, field officers Tour diary and Stores
- Preparation of pre-recorded audio cassettes on welfare schemes of Government with the help of Film Development Corporation.

- Preparation of video documentaries in coordination with APSFTvTDC
- Monitoring of Live Telecast of VVIP/VIP programmes from Districts by coordinating with Regional Information Engineers.
- Monitoring of Providing of live outputs to all private channels during Assembly Sessions and for VVIP/VIP programmes.
- Monitoring of Digitalization process of Video Archives.
- Co-ordinating for preparation of Govt advertisements with FDC officials.
- Monitoring of issue of Release orders to private TV channels of Govt. Advertisements for wide publicity.
- Maintenance of Computers. Web Sites, procurement of computers.
- Co-ordinating with National Informatics Centre and other software agencies
- Developing Software applications as part computerization.
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6. Deputy Director:

- At Commissionerate level they are handling the subjects of films, Administration, Advertisement and planning etc.

7. Deputy Director ((Photo and Exhibition):

- In-charge of the Photo coverage of VIPs etc. and Exhibition at Commissionerate Level..

8. Assistant Director:

Look after Press, Advertisement, Films, Publication etc. in the Commissionerate.

9. Dy.Executive Information Engineer (HQ)

- Arranging Public Address system to VVIP/VIP's and other dignitaries.
- Maintenance of Computers and peripherals.

10. Editor (Telugu).

Editing of A.P. Journal of Telugu and also bringing out Adhoc Publications etc.

11. Information Officer:

Collection of information of various schemes of developmental activities of Government, Public Sector Undertakings/Heads of the Departments and issue of feature articles.

12. Script Writer (Telugu):

Translation of Press releases and feature articles and important Adhoc publications. He will assist Editor (Telugu)

13. Public Relations Officer:

At the Commissionerate level, the PROs will look after office establishment, press, publications, advertisements and the work assigned to them from time to time.

4(1)(b)(iii) – the procedure followed in the decision making process, including channels of supervision and accountability.

The procedure prescribed in the District Office Manual is being followed. The currents are received in Tappal Section. On receipt of the same the Tappal clerk gives Tappal Number and keep all Tappal papers in a separate Tappal Book and send it to the officers concerned. On perusal of Tappal by the concerned officers, send back to the concerned sections. The concerned Senior Assistant/Junior Assistant make an entry in the personal register and put up the same in the shape of a file with relevant extracts of Acts and Rules and submit the file to the concerned Superintendent. The Superintendent scrutinize the file and writes his remarks, and forward the file to the concerned PRO/Dy.Exe.I.E./AD/DD. The Officer scrutinizes the file and forward the same for necessary action to the Director/Commissioner through the concerned Joint Director/C.I.E./Additional Director as the case may be. Wherever necessary, the files will be circulated to the DIPR/CIPR for orders. Some times, the Joint Director/C.I.E./Additional Director initiates the file and obtains orders of DIPR/CIPR in case of urgency. All the files relating to financial matters are sent to the Accounts Section (The Staff and officers are drafted from the Directorate of Treasuries and Accounts) for remarks before issuing of the financial orders by the Commissioner.

4(1)(b)(iv) – The norms set by it for the discharge of its functions:

The norms set by District Office manual are being followed for the discharge of functions.

- | | | |
|---|---|---|
| 1. Release of Press notes to press, intimations about press conferences. | : | Same day |
| 2. Release of classified Advertisements | : | 3 working days |
| 3. Release of Display Advertisements on important occasions. | : | One day before the Date of publication in News Papers |
| 4. Issue of Video Clippings | : | Same day |
| 5. Arranging P.A. System other than State functions on Payment basis (for Govt. Functions only) | : | 3 days prior notice. |

4(1)(b)(v) – the rules, regulations, instructions, manuals and records, held by it or under its control or used by its employees for discharging its functions.

While discharging the functions, the Department follows the rules and orders of Government issued from time to time on the subject, which are enuciated under the following books:

1. Fundamental Rules
2. A.P. Financial Code
3. A.P. Treasury Code
4. A.P. Budget Manual
5. A.P. Accounts Code.
6. A.P. State & Subordinate Service Rules.
7. A.P. Information Service Rules (G.O.Ms.No.261, G.A.(I&PR) Dept., dt; 6.5.92.
8. A.P. Information Subordinate Service Rules. (G.O.Ms.No.339, G.A. (I&PR) Dept., dt. 22.6.92.
9. A.P. Ministerial Service Rules.
10. A.P. General subordinate Service Rules.
11. A.P. Last Grade Service Rules.
12. A.P. Civil services (CCA) Rules.
13. Accreditation Rules (G.O. Ms.No.176, G.A.(I&PR) Dept., dt. 7.4.1999.
14. Advertisements (G.O.Ms.No.37, G.A. (I&PR) Dept., dt 22.1.1994 & G.O.Ms.No. 431, G.A. (I&PR) Dept., dt 23.7.84)
15. Entertainment Tax exemption G.O.
16. G.O.Ms.No.148, Fin & Planning (FW.Admn. I TFR) Dept., Dt. 21.10.2000.
17. Welfare Fund Rules (G.O.Ms.No.1, G.A. (I&P.R) Dept., dt: 1.1.86.

4(1)(b)(vi) – A statement of the categories of documents there held by it or under its control.

1. Govt. Orders
2. Memorandum
3. Circular Memos.
4. Appointment Orders Etc.

4(1)(b)(vii) – The particulars of any arrangement that exists for consultation with, or representation by the members of the public in relation to the formulation of its policy or implementation there of.

The following committees constituted by the Government will be consulted for the formulating of policy and implementation.

1. State Media Accreditation Committee.
2. State Committee for Administration of Welfare Fund
3. High Power Committee on attacks and assaults on the journalists.
4. Best Journalists Awards Committee.

5. Best Photography Awards Committee.

4(1)(b)(viii)-a Statement of the boards, councils, committees and other bodies consisting of two or more persons constituted as its part or for the purpose of its advice, and as to whether meetings of those boards, co uncils, committees and other bodies are open to the public, or the minutes of such meetings are accessible for public.

The following committees appointed by the CIPR shall make recommendations:

1. Publication Section: Committee empanelment of printers.
2. Exhibition Section: Committee for finalization of tenders of tableau.
3. V.E. Section & AE Section: Purchase of Equipment etc.
4. Administration Sections: Purchase of stationery, equipment, etc.

4(1)(b)(ix)-a directory of its officers and employees

OFFICERS:

| Sl. No | Name (Sarvasri) Sri/Smt | MobileNo | Scale of Pay |
|--------|---------------------------------------|------------|--------------|
| 1 | S. Venkateswar IIS, Commissioner | | |
| 2 | M.V.V. Krishnanand, Addl. Director | 9949351500 | 61450-105810 |
| 3 | O. Madhusudhana, Chief Inf. Engineer. | 9676153399 | 56870-105810 |
| 4 | C.V Krishna Reddy, RIE | 9949351511 | 56870-105810 |

| | | | |
|----|--------------------------------------|------------|--------------|
| 5 | P.Kiran Kumar, Joint Director | 9949351555 | 49870-100770 |
| 6 | S.L.N. Murthy, Joint Director | | 49870-100770 |
| 7 | Kasturi Bai Tella, Deputy . Director | 9949351271 | 40270-93780 |
| 8 | P. Jaya Rao, Dy.E.I.E | 9949351527 | 46060-98440 |
| 9 | G. Sanjeeva Reddy, Asst. Director | 9949351537 | 37100-91450 |
| 10 | T. Murali Mohan Babu, Asst. Director | 9949351524 | 37100-91450 |
| 11 | P. Kamalakar, Asst. Director | 9949351529 | 37100-91450 |
| 12 | K. Jaya Rao Asst. Director | 9949351510 | 37100-91450 |
| 13 | Y. Rama Krishana, Asst Director. | 9949351550 | 37100-91450 |
| 14 | K. Trinad, Asst Director | 9949351530 | 37100-91450 |
| 15 | Shan Navaz Khan, Divl.PRO | | 31450-64970 |
| 16 | P.Shiva lakshmi A.E.I.E | 9949351546 | 40270-93780 |
| 17 | S.K. Manjulavani, A.E.I.E. | 9949351547 | 40270-93780 |
| 18 | N. Sarala Kumari, Suptd. | 9441736276 | 29760-80930 |
| 19 | M. Rupavani, Suptd. | | 29760-80930 |
| 20 | G.V. Prasad, Suptd. | 9246506699 | 29760-80930 |
| 21 | Ch. Eshwara Prasad, Suptd. | 9989662462 | 29760-80930 |
| 22 | N. Jyothi, Suptd. | | 29760-80930 |
| 23 | B.BhaskaraRao Suptd. | 9989256694 | 29760-80930 |
| 24 | B, Govinda Naik, Suptd | 9848266387 | 29760-80930 |
| 25 | R.Ashok Kumar, Suptd | | 29760-80930 |
| 26 | B. Sekhar Babu, Suptd | 9948767309 | 29760-80930 |
| 27 | G. Madhu, Art Demonstrator. | 9963209092 | 29760-80930 |

4(1)(b)(x) The Monthly remuneration received by each of its officers and employees, including the system of compensation as provided in its regulations

| Sl.No. | Name (sarvasri) Sri/Smt | Gross Salary |
|--------|-------------------------------------|--------------|
| 1. | S.Venkateswar I I S , Commissioner | |
| 2. | M.V.V.. Krishnanand, Addl. Director | 125671 |

| | | |
|-----|---------------------------------------|--------|
| 3. | O. Madhusudhana, Chief Inf. Engineer. | 126566 |
| 4. | S.L.N.Murthy, Joint Director | 98880 |
| 5. | P.Kiran Kumar, Joint Director | 98880 |
| 6. | C V Krishna Reddy, R.I.E | 115892 |
| 7. | Kasturi Bai Tella Deputy Director | 82025 |
| 8. | P.Jaya Rao ,Dy.E.I.E | 84192 |
| 9. | G.Sanjeeva Reddy, Asst. Director | 98970 |
| 10. | T.Murali Mohan Babu, Asst. Director | 95047 |
| 11. | P. Kamalakar, Asst. Director | 98895 |
| 12. | K. Jaya Rao Asst. Director | 98895 |
| 13. | Y.Rama Krishna, Asst. Director. | 64981 |
| 14. | K.Trinad, Asst.Director. | 82055 |
| 15. | Shan Navaz Khan , DI.P.R.O. | 93173 |
| 16. | P.Shiva lakshmi ,A E I E, | 75941 |
| 17. | S.K.Manjulavani,A.E.I.E. | 75941 |
| 18. | N.Sarala Kumari, Suptd. | 66775 |
| 19. | M.Rupavani, Suptd. | 66775 |
| 20. | G.V.Prasad, Suptd. | 68509 |
| 21. | Ch.Eshwara Prasad, Suptd. | 50471 |
| 25 | N.Jyothi, Suptd. | 82175 |
| 26 | B.BhaskaraRao Suptd. | 66775 |
| 27 | B,Govinda Naik, Suptd | 50884 |
| 28 | Ashok Kumar, Suptd | 60092 |
| 29 | B. Sekhar Babu, Suptd | 50884 |
| 30 | G..Madhu, Art Demonstrator. | 84192 |

4(1)(b)(xi)- the budget allocated to each of its agency, indicating the particulars of all plans, proposed expenditures and reports on disbursements made.

The Government allocates budget to the Department under Plan and Non-Plan schemes. The commissioner (HOD) allocates budget to the filed officers and different sections of the Comissionerate as per requirement.

(Rupees in Lakhs)

| S.No | Head of Accounts | Budget Estimates 2016-17 | | |
|------|--|--------------------------|----------------|-----------------|
| | | Non-Plan | Plan | Total |
| 1 | Films | 251.83 | -- | 251.83 |
| 2 | Direction & Administration | 3927.39 | -- | 3927.39 |
| 3 | Research and Training in Mass communications | -- | 1973.00 | 1973.00 |
| 4 | Advertising and Visual Publicity | 1213.87 | 5700.00 | 8013.87 |
| 5 | Press Information Services | 5150.00 | -- | 5150.00 |
| 6 | Other Expenditure | 10.00 | -- | 10.00 |
| 7 | Special Component Plan for Scheduled castes | -- | — | — |
| 8 | Tribal Sub Plan | -- | -- | |
| | GRAND TOTAL | 6534.59 | 7673.00 | 14227.59 |

4(1)(b)(xii) – the manner of execution of subsidy programs, including the amounts allocated and the details of beneficiaries of such programs

No Such Programmes

4(1)(b)(xiii) Particular of recipients of concessions, permits of authorizations granted by it.

The Accredited Journalists are provided the following concessions:-

1. To travel in Rail (50% Concession)
2. 1/3rd concession in A.P.S.R.T.C. Buses.
3. Concession of import duty on photo equipments
4. The journalists, who are in dire need and distress are provided financial Assistance from Welfare Fund.
5. Accommodation to journalists in A.P. Bhavan, New Delhi.
6. Grant – in Aid to Press Club.
7. Medi-claim policy to journalists.

8. Health scheme on the lines of Rajiv Arogyasree.

4(1)(b)(xiv) - Details in respect of the information , available to or held by it, reduced in an electronic form.

4(1)(b)(xv)-the particulars of facilities available to citizens for obtaining information, including the working hours of a library or reading room, if maintained for public use.

Visitors with any problems are welcome between 3 p.m. and 5 pm on all working days to meet any of the designated officials.

The A.P. State Information Centre, Located at Gruhakalpa Complex, M.J.Market Road, Hyderabad functions from 9.30am to 6 PM on all working days.

4(1)(b)(xvi)- the names, designations and other particulars of the Public Information Officers.

- | | |
|---|-------------------------------------|
| 1. Sri M.V V Krishnanand , Addl. Director | 1 st Appellate Authority |
| 2. Sri.C. V. Krishna Reddy, R.I.E | Public Information Officer. |
| 3. Sri. Y. Rama Krishna Asst Director | Asst Public Information Officer |

RTI Act – 2005 Section.

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|---|---------------------|
| 1. Sri. C.V. Krishna Reddy, R.I.E | Cell No.9949351511 |
| 2. Sri. Y. Ramakrishna , Asst..Director | CellNo.9949351550 |
| 3. Sri B. Sekhar Babu, Suptd. | Cell No. 9948767309 |

4(1)(b)(xvii)-such other information as- may be prescribed and thereafter update these publications every year.

1. MIMS/APONE;
2. Feedback Reports
3. Success Stories.

COMMISSIONER