

GOVERNMENT OF ANDHRA PRADESH
DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS

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 programmes intended for welfare and development.

METHODOLOGY:

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.

This department adopts different modes to conduct dissemination of information and publicity activities of the department.

FUNCTIONS:

The Department discharges the following key functions:

- 1) Publicizes the activities of the government through mass media, it maintains liaison with Press, AIR, Doordarshan, Films Division, Directorate of Audio Visual Publicity, Press Information Bureau, news agencies, Private T.V. channels besides conducting Press tours, issuing advertisements, organizing exhibitions, Song and Drama

Programmes, photographic services and films besides bringing out Publications like A.P. Journal, maintaining Media Information Monitoring & Analysis System, conducting training, maintaining community radio and television sets, installation of public address system, audio visual equipment, electronic news recording & analysis, department's Information Technology services like computer usage and web site maintenance.

- 2) Keeping the people informed of the services made available for them by the Government.
- 3) Giving publicity for eradication of social evils like untouchability, dowry, child marriages, jogini, bonded labour, child labour, banamati, etc.

ORGANISATIONAL SET UP:

Commissionerate:

The Department is headed by Commissioner assisted by Additional Director, Joint Director, Regional Information Engineers, Deputy Directors, Assistant Directors, Editors, Script Writers, Information Officer, District Public Relations Officers, Deputy Executive Information Engineer, Accounts Officer, Junior Accounts Officers and subordinate staff at the commissionerate level.

PUBLICITY CELL

The Department's Publicity Cell at Secretariat is monitored by a Deputy Director assisted by Assistant Directors and staff. The Publicity Cell organizes Press conferences of Hon'ble Chief Minister, Hon'ble Ministers and Secretaries to Government of all departments and arranges media coverage for Government functions.

STATE INFORMATION CENTRE AT NEW DELHI

The Andhra Pradesh State Information Centre (APIC) at New Delhi was established in 1968. Its main functions are disseminating information of the State Government to national and international media and assisting media by making available backgrounders, providing information from time to time. The APIC which functions under a Special Officer with assisting officers and staff arranges media coverages to the VIPs who visit national capital, organizes press conferences for the national and international media besides projecting the image of the state are its other functions. During these occasions, video and photo coverages of the event are arranged by APIC and footage and pictures along with appropriate write-ups are released to the media. For the benefit of large number of visitors to A.P. Bhavan, APIC organizes regular photo exhibitions highlighting the programmes of the State Government. Media tours are being conducted from New Delhi to different places in the state to provide first hand information on the developmental activities taken up by the state government by providing a national platform and recognition. The APIC runs a media centre for the benefit of media representatives with internet, TV and telephone facilities.

FIELD UNITS

The Department's 4 Regional Offices located at Visakhapatnam, Vijayawada, Ongole and Kadapa are functioning under the control of respective Regional Joint Directors with assisting staff. The Regional Joint Directors control and supervise the functions of 13 District Offices, 6 State Information Centres located at Visakhapatnam, Vijayawada, Rajahmundry, Tirupati, Tirumala and Kurnool and 4 Special Publicity Cells.

The field units of Engineering Wing of the Department have 2 Regional Offices, each headed by a Regional Information Engineer,

located at Visakhapatnam and Ongole to control and supervise the functions of (14) Deputy Executive Information Engineers in their respective jurisdictions.

SPECIAL PUBLICITY CELLS

Out of 4 Special Publicity Cells under the control of Assistant Project Officers, 2 are functioning in tribal areas at the headquarters of Integrated Tribal Development Agencies (ITDA) at Paderu (Visakhapatnam district), Rampachodavaram (East Godavari) and 2 Special Publicity cells are functioning at Anantapur and Chittoor.

MEDIA RELATIONS

In a democracy, media plays a significant role and acts as a facilitator to bridge the gap between the Government and people in the aspects of communication of Government policies and programmes. Media Relations wing of I&PR Department maintains cordial relations with the fourth estate and utilizes the media to highlight the developmental and welfare activities of the Government and also for effective coverage of the Government programmes. It also elicits feedback from people, conveys it to government so as to enable the government to take up ameliorate steps in tone with the feelings of people.

The State Government has been making relentless efforts and forging ahead in various spheres with other States in the Country.

To obtain mileage to the Government Programmes and Policies, Press Conferences, Press tours have been conducted and Press releases, backgrounders Communiqués were released. The Publicity Cell of I&PR Department is functioning from Secretariat throughout the year to cater to the needs of the Media personnel.

i) MAIN OBJECTIVES

- a) The main objective of the media wing is basically two fold viz., informing the public of the policies and programmes of the Government on one hand and on the other hand to inform the Government about the peoples reaction towards its policies and programmes.
- b) To see that the publicity messages of the Government are percolated down to the grass root level, so as to bring positive change in the mindset of the people.

Press Tours/Press Parties/Press Releases :- The media relations wing's main job is to liaise with media during VVIPs, foreign dignitaries, H.E. President of India, Hon'ble Vice-President of India, Hon'ble Prime Minister, Hon'ble Governor visits besides the programmes of Hon'ble Chief Minister and other special campaigns. It also ensures effective coverage to the visits of Ministers, besides wide coverage on socio-economic uplift campaigns.

ii) SUBSCRIPTION TO NEWS AGENCIES

The Department subscribes to certain News Agencies (namely the Press Trust of India, the United News of India) in order to promote dissemination and transmission of information. The Tele-printer services are also provided by the Department in the State Information Centres, functioning at Visakhapatnam, Vijayawada, Eluru, Kurnool, Nellore, Rajahmundry, Guntur, Tirupati and New Delhi. Small and medium newspapers and local channels are utilizing the services of these agencies in their places.

FAX and Internet facilities are also provided in the Publicity Cell for timely transmission of important press matter and photos to the media and also to field offices and vice-versa.

iii) FACILITIES TO MEDIA

a) Accreditations: - Accreditations will be issued to the media persons for the purpose of access to sources of information. The journalists working in both Print and Electronic Media will be provided accreditations to facilitate and utilize the opportunities provided by the Government thus playing the role of facilitator to the Fourth Estate.

b) Welfare Fund :- With a view to extend relief to the journalists who are in dire need and distress, Government have created Welfare Fund for journalists with a corpus fund of Rs. 65.64 lakhs. The fund is being administered by a State Committee chaired by Hon'ble Minister (I&PR). The interest accrued on the corpus fund will be distributed among the needy journalists as financial assistance and pension to the dependents of deceased journalists.

c) Matching grants for Press Clubs:-The Government extends financial assistance towards grant-in-aid on matching basis for the construction/repairs of the press clubs at State and District level.

d) Health cards to Journalists:- Proposals are under consideration for giving health cards to journalists on the lines of government employees.

e) The Tripartite Committee to oversee implementation of Wage Awards:-

Tripartite Committee shall oversee implementations of recommendations of Wage Board with Commissioner of Labour as Chairman.

f) ***High Power Committee to look into the cases of Attacks & Assaults on***

Journalists :- High Power committee shall look into the cases of attacks and assaults on journalists and to recommend remedial measures. The Hon'ble Minister for Home is Chairman, Minister (I&PR) is Vice-Chairman and Commissioner, I&PR is Member-Convenor of the Committee. There are district level committees headed by the District Collector as Chairman and DPRO as Member-Convenor. The term of the committee is two years at State level. The Committee examines cases of attacks and assaults on journalists as and when such reports appear in the newspaper or on receipt of specific complaints from journalists associations or aggrieved journalist.

g) **Awards to Journalists**:- In appreciation of the talents of the working journalists, Government have constituted annual awards. V.R. Narla Life Time Achievement Award carries a cash prize of Rs.3.00 lakhs. State Best Journalist, one State Best Press Photographer award carry cash prize of Rs.2.00 lakh each. Three Best Rural Journalists Awards carry cash awards of Rs. 2.00 lakh, 1.00 lakh and Rs.50,000 respectively. An award in memory of Sri Madduri Annapoornaiah was instituted with a cash award of Rs.1.00 lakh. One State Best Woman Journalist Award carries cash prize of Rs. 1.00 lakh. The Government have constituted the Best Cartoonist Award, Best Urdu Journalist award Best Electronic Media Journalist Award, Best Videographer Award at a cash prize of Rs.1.00 lakh each. These awards will not only inspires the journalists fraternity to improve their professional skills but also deserving journalists are identified, appreciated and honored in right approach to set trends in journalism.

h) Health scheme to Journalists on the lines of Aarogyasri:

The Government have introduced the health scheme to the working /retired journalists possessing pink ration card in the state, on the lines of Aarogyasri Health scheme.

PHOTO SERVICES

The Photography medium is an important tool of visual communication through which the developmental programmes and welfare schemes of the State Government are communicated. Photographs remain as eternal document of proof.

The photo services of the department organize day-to-day photo coverages of H.E.Governor, Hon'ble Chief Minister, VIP visits, official functions and meetings of the State Government departments. The coverage photos of news value and human interest are released to the media on the same day.

During the visits of VIPs like President of India, Vice-President, Prime Minister or any other foreign dignitaries apart from central teams on natural calamities etc, the photo coverages will be arranged.

Enlarged latest photos are displayed at Secretariat every week and supplied to field offices for organizing photo exhibitions on various occasions. The photos of various schemes/programs were made available for publications, preparation of posters, advertisements and exhibitions.

MEDIA INFORMATION MONITORING SYSTEM (MIMS)

In a democratic set up, newspapers play a pivotal role and act as a communication bridge between people and the government. Daily newspapers communicate government policies and programmes and reflect

the public opinion also. The reports appeared in newspapers pave the way to formulate opinions on the policies, programmes and functioning of the government. In true spirit, every government considers newspaper reports as a feedback and reviews its performance.

The Media Information Monitoring System (MIMS) wing prepares Daily News Digest/Special News Digest/District News Digest for perusal of Hon'ble Chief Minister, Hon'ble Ministers, Chief Secretary and Secretaries to Government. In order to work effectively, the news items that appear in news papers of state editions and district tabloids are classified into Clarification, Action, Information, Political, Editorials and Articles department-wise. The MIMS Section also prepares Special News Digests on important occasions, schemes/programmes, Legislative Assembly/Council Sessions, during VIP visits etc.

The MIMS section also analyses various issues in respect of all departments, guides the departments in issuing clarifications/rejoinders to adverse items. It identifies adverse items published in newspapers on various issues and refers them to respective departments and co-ordinates with them for issue of rejoinders wherever necessary.

ADVERTISING AND VISUAL PUBLICITY

Advertisements plays a key role in carrying the message and in creating awareness among people about developmental activities implemented for the welfare of poor and underprivileged.

The development activities are mainly publicized through print media advertisements under classified & display category, outdoor and electronic media on need basis. Release of Display advertisements on launching of

new schemes and during important events like A.P. Formation Day, Independence Day and Republic Day etc.

The government have issued orders vide G.O.Ms.No.37, General Administration (I&PR) Department, dated 22.1.1994 centralizing the release of advertisements of government departments, government undertakings/ corporations etc through Information and Public Relations department only, w.e.f. 1.4.1994.

EXHIBITIONS

Exhibitions are effective media of visual publicity and easily accessible to common man. The government has nominated the department to liaise and coordinate with state and central government departments and public sector undertakings in presenting colorful tableaux on the occasion of Independence Day and Republic Day celebrations.

The department is also organizing various photo exhibitions at fairs and festivals to educate the people about welfare and developmental activities of the state government.

COMMUNITY VIDEO PUBLICITY PROGRAMME

The Department has a Community Video Publicity Scheme since private channels were not in a position to cover all the developmental programmes. There is a great demand for community video programmes in rural areas. Under this scheme, the video cassettes supplied by this department and other government departments are being screened to a large number of audience through TV and LCD projectors on big screens.

VIDEO SERVICES

All the districts have been provided with the digital video cameras for extensive coverage of VVIP/VIP's Programmes, developmental and welfare activities for giving wide publicity. The Engineering Wing of this department edits various video coverages received from field offices. The edit version of the coverage is sent to Doordarshan and private channels for telecast purpose from the Commissionerate. The same content is also used for producing success stories of various schemes of Government.

PA System arrangements

Whenever VVIP/VIP visits the State and for State functions organized, this department is arranging public address system in a big way for large gatherings in the districts as well as at the State Headquarters.

Maintenance of Community TV Sets

This department is maintaining community TV sets installed in the State in Gram Panchayats, SC & ST colonies and community TV sets installed in other institutions viz., schools, institutes, jails etc.

Video Conferencing System

Technical persons posted in the offices of Deputy Executive Information Engineer have undergone training to operate the video conference system at district level. One technical person on turn basis is attending to the video conference system in their respective districts.

Maintenance of Community Radio Sets

This department is maintaining community radios in the State at Gram Panchayats and community radio sets set up in villages exclusively in SC & ST inhabitations and other institutions viz. schools, institutes, jails etc.

SONG AND DRAMA

The department is utilising the traditional art forms like Harikatha, Burrakatha, Oggukatha, Playlets, Magic, Mimicry, Veedhinatakam, etc., to publicise the welfare and developmental programmes of the government in rural and urban areas throughout the State. During festivals, Song and Drama programs are organized to enlighten the masses with regard to welfare and developmental schemes.

INFORMATION CENTRES

The main objective of Information Centre is to make available authentic information at one place to organizations and individuals interested in policies, programmes and achievements of the government on different subjects. The Information Centre which serves as clearing house of knowledge is equipped with Reading Room, Reference Library and Enquiry Desk.

State Information Centres are functioning at Visakhapatnam, Vijayawada, Rajahmundry, Kurnool, Tirupathi, Tirumala besides AP Information Centre at New Delhi. District Information Centres at district headquarters and Divisional Information Centres at divisional headquarters get newspapers, journals and publicity material for the use of visitors and information is also made available in the form of charts, maps, photographs, etc., to publicize government activities and project image of the State.

PUBLICATIONS

The Printed word with visuals carries a great impact among literates. The department creates awareness among the people through its publications whenever the government launches a new scheme or programme. The department is utilizing the publication medium to a

maximum extent possible by bringing out regular publication “Andhra Pradesh” Journal in Telugu and English apart from adhoc publications, viz posters, pamphlets, folders, booklets, brochures, hand bills etc on various developmental and welfare activities. These publications are circulated to the public libraries, schools, gram Panchayats, government offices, people’s representatives, opinion leaders and research scholars specializing in development, planning and administration. Publications brought out by the department are being distributed in the entire State through the field staff in publicity vehicles.

The field officers are also bringing out publications in consultation with District Collectors reflecting the progress made in the districts especially ameliorative programmes implemented for the welfare of farmers, weaker sections in the society.

ANDHRA PRADESH JOURNAL

“Andhra Pradesh”, a monthly Journal, is being published by the Department of Information and Public Relations in Telugu and English with a circulation of 31,000 and 3,000 copies respectively. The copies are being sold in open market and sent to the VIPs, writers, accredited journalists, subscribers, people’s representatives, all district libraries and grampanchayats.

SPECIAL COMPONENT PLAN FOR SCHEDULED CASTES

The provision is made to meet the expenditure on publicity, exhibitions, adhoc publications and Community television programme to enlighten the Scheduled Caste population and their upliftment through various viable developmental schemes/projects/programmes launched and being implemented by the government.

New Initiatives

STATE INFORMATION UNIT (SIU)

A separate unit is established to focus and coordinate to obtain information from different Departments of Government to disseminate information to general public on the schemes and programmes implemented and important decisions taken. The State Information Unit (SIU) will liaise with Government departments, Chief Minister's office and Press and Electronic media agencies. Department officers were posted as Media Liaison Officers (MLO).

ELECTRONIC MEDIA MONITORING CELL (EMMC)

Electronic Media Monitoring Cell is created to monitor the electronic media for news related to Government and immediately bring the news to the notice of concerned departments to obtain views for issue of rejoinder wherever necessary to the electronic media channel / satellite channel concerned as Government view on the news item telecast. TV scrolls summaries and News summaries are being sent to CMO officials, Ministers and District Collectors at 10.00 a.m, 1.00 p.m, 4.00 p.m and 7.00 p.m daily. All field officers were instructed to inform any important events or untoward incidents for necessary action.

INFORMATION BANK

An information bank is established containing data on the developmental programmes and welfare schemes besides the news items published in daily newspapers, magazines, periodicals.

PREPARATION OF (7) TYPES OF DAILY NEWS DIGEST:

The Media Information Monitoring System (MIMS) established a system to prepare (7) types of Daily News digest, viz., i) Adverse and Positive from

Main Edition, ii) Political in Main Editions, iii) District Papers Adverse and Positive, iv) District Political Items, v) Economic Items, vi) Government of India News, vii) All India political issues for perusal of Hon'ble Chief Minister, Chief Secretary to Government, Special Chief Secretary, Advisor to Chief Minister, Officers of Chief Minister office, Principal Secretaries, Secretaries to Government and other dignitaries through E-mail.
