

## **RIGHT TO INFORMATION ACT - 2005**

- I. Organization Name : Department of Information  
and Public Relations Department.
- II. Contact details : **Commissioner,**  
(A) Address I&PR Department,  
2ndfloor, NTR Adminstrative  
Block, Pandit Nehru Bus Stand  
Vijayawada-520013  
(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. Joint Director:**

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

##### **4. Deputy Director:**

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

##### **5. Regional Information Engineer (HQRS).**

- Monitoring of issue of Advertise Release orders to AIR,. Private Radio channels
- Supervise Public Address system for VVIP/VIP's
- 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 documentaries in connection with APSFTvTDC
- Monitoring of Live Telecast of VVIP/VIP programmes from Districts by coordinating with Dist, Regional Information Engineers.
- Monitoring of Providing of live outputs to all private channels during Assembly Sessions and for VVIP/VIP programmes in the twin cities.
- 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
- In developing Software applications as part computerization.

#### **6. Assistant Director:**

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

#### **7. Dy.Executive Information Engineer (HQ)**

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

#### **8. Editor (Telugu).**

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

#### **9. 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.

#### **10. Script Writer (Telugu):**

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

#### **11. 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 notice. : 3 days prior  
Payment basis. Functions (for Govt. Functions only)

**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, councils, 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:**

<b>SI No.</b>	<b>Name &amp; Designation</b>	<b>Contact No.</b>
1	S.Venketswar, Commissioner, I&PR	9121215222
2	Addl. Director ( Vacant)	9121215220
3	V. Suryanarayana Murthy, Joint Director	9121215221
4	P.Kiran Kumar, Joint Director	9121215223
5	T.Murali Mohan Babu, Deputy Director	9121215224
6	Kasturi Bai Tella, Dy. Director	9121215225
7	I.Suryachandra Rao ,Deputy Director	9121215226
8	Asst. Director (Vacant)	9121215227
9	Y.Ramakrishna, Asst. Director	9121215228
10	K.Sada Rao, Asst. Director	9121215229
11	B.Poornachandra Rao, Asst .Director	9121215230
12	M.A.Ramachandra Murthy, Asst. Director	9121215231
13	I.R. Leelavathi, Asst. Director	9121215232
14	B.V.Satyanarayana, Asst. Director	9121215233
15	G.V.Prasad, Public Relations Officer	9121215234
16	Ch.Eswara Prasad, Public Relations Officer	9121215235
17	K.Ramanjaneyulu, Divl.PRO	9121215236
18	A.S.Veerabhadra Rao, Divl.PRO	9121215237
19	P.Thirupalaiah, Divl.PRO	9121215238
20	O.Madhusudhan, Chief Inf. Engineer	9121215239
21	T.Nagaraja, Regl. Inf. Engineer (TV)	9121215240
22	P.Jaya Rao, Dy.EIE	9121215241
23	P.Sivalakshmi, AEIE	9121215242
24	N.SrinivasaRao, Accounts Officer (FAC)	9121215244
25	K.Bhardwaja,Junior Accounts Officer	9121215245
26	M.SrinivasaRao,Junior Accounts Officer	9121215246
27	K.RameshBabu,Chief Editor AP Magazine	9121215247
28	VJY. Ratnartaju, AIE (Videographer)	9121215248
29	A.Rajendra Prasad, Photographer	9121215249
30	Nageswara Rao, P.A. to CIPR	9121215251

**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**

<b>Sl.No.</b>	<b>Name (sarvasri) Sri/Smt</b>	<b>Gross Salary</b>
1	S.Venkateswar, Commissioner, I&PR	239337
2	Addl. Director ( Vacant)	---
3	V. Suryanarayana Murthy, Joint Director	120171
4	P. Kiran Kumar, Joint Director	120171
5	Kasturi Bai Tella, Dy. Director	101676
6	T. Murali Mohan Babu, Deputy Director	117808
7	I. Suryachandra Rao, Deputy Director	106617
8	O.Madhusudhan, Chief Inf. Engineer	138859
9	T.Nagaraja, Regl. Inf. Engineer (TV)	130631
10	K. Ramesh Babu, Chief Editor AP Magazine	150000
11	Asst. Director (Vacant)	---
12	Y. Ramakrishna, Asst. Director	80753
13	K. Sada Rao, Asst. Director	108749
14	B. Poornachandra Rao, Asst .Director	95014
15	I.R. Leelavathi, Asst. Director	99850
16	B.V. Satyanarayana, Asst. Director	84926
17	M.A. Ramachandra Murthy, Asst. Director	104365
18	G.V. Prasad, Public Relations Officer	84987
19	Ch. Eswara Prasad, Public Relations Officer	82900
20	V. Ramanjaneyulu, Addl.PRO	84987
21	A.S.Veerabhadr Rao, Addl.PRO	85077
22	P.Thirupalaiah, Addl .PRO	64331
23	P.Jaya Rao, Dy.EIE	104260
24	P.Sivalakshmi, AEIE	90889
25	B. Babaiah, AIE	65419
26	D.V. Narasimha Rao, AIE	115464
27	VJY. Ratnartaju, AIE (Videographer)	115446
28	N. Sarala Kumari, Supdt.	80783
29	M. Rupavani, Supdt.	80783
30	N. Jyothi, Supdt.	99241

31	G. Bhaskara Rao, Supdt.	80007
32	B. Govinda Naik, Supdt.	63138
33	B. Sekhara Babu, Supdt.	65499
34	G. Madhu, Art Demonstrator	99091
35	G. Sreerama Chandra Murthy, Script Writer	87260
36	A.Rajendra Prasad, Photographer	45653

Head of Accounts	Budget Estimates 2018-19		
	Revenue	Capital	Total
Films	500.00	--	500.00
Direction & Administration	64,91.05	--	64,91.05
Research and Training in Mass Communications	15,71.94	--	15,71.94
Advertising and Visual Publicity	130,87.20	--	130,87.20
Press Information Services	1,36.00	--	1,36.00
Other Expenditure	10.00	--	10.00
Special Component Plan for Scheduled Castes	--	--	--
Machinery & Equipment	--	300.00	300.00
<b>GRAND TOTAL</b>	<b>21,796.19</b>	<b>3,00.00</b>	<b>22,096.19</b>

(Rupees in Lakhs)

**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 Commissionerate as per requirement.

**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 Suryarao Pet, Vijayawada 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 P. Kiran Kumar, Joint Director	1 <sup>st</sup> Appellate Authority
2. Sri B. Purnachandrara Rao , Asst. Director	Public Information Officer.
3. Sri A.S. Veerabhadra Rao, Divl. PRO	Asst. Public Information Officer.
4. Smt. N. Sarala Kumari, Suptd	Asst. Public Information Officer.
5. Smt. M. Rupavani, Suptd.	Asst. Public Information Officer
6. Smt. N. Jyothi, Suptd.	Asst. Public Information Officer
7. Sri B. BhaskaraRao Suptd	Asst. Public Information Officer
8. Sri B. Govinda Naik, Suptd	Asst. Public Information Officer
9. Sri B. Sekhar Babu, Suptd.	Asst. Public Information Officer

**RTI Act – 2005 Section.**

1. Sri P. Kiran Kumar, Joint Director	Cell No. 9121215223
2. Sri B. Purnachandrara Rao , Asst. Director	Cell No. 9121215230
3. Sri A.S. Veerabhadra Rao, Divl. PRO	Cell No. 9121215237

**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**