



Government of Odisha



**ACTIVITIES REPORT OF THE  
INFORMATION & PUBLIC RELATIONS DEPARTMENT  
FOR THE YEAR - 2011-12**

Department of Information & Public Relations

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THE INFORMATION & PUBLIC RELATIONS  
DEPARTMENT FOR THE YEAR 2011-12**

The Information & Public Relations Department serves as a link between people and the Government. This Department not only informs the public on the plans, policies and programmes of the Government, but also works to ensure people's participation in the successful implementation of different developmental programmes and schemes. To implement these programmes and to make those people-oriented, the Department also functions at District and Sub-divisional levels.

**THE ORGANISATIONAL SET-UP**

The Department was created originally as a part of the Home Department and was named as Home (Public Relations) Department. Subsequently it was separated from the Home Department on the 8th July 1978 and started functioning as an independent Department of the State Govt. in the name of Information & Public Relations Department. At present 32 Publicity Districts (Including Bhubaneswar & Rourkela) each headed by District Information & Public Relations Officer are functioning under the administrative control of this Department. There are 3 Deputy Directors to supervise the work of DIPROs at 3 Revenue Divisional Headquarters i.e. Cuttack, Sambalpur & Berhampur respectively.

The total staff strength of the Department is 754 out of which Group-A Officers are 18, Group-B Officers are 77, Group-C personnel are 344 and Group-D personnel are 315. A sum of TRs 427326 has been estimated under State Plan and Non-Plan Schemes for the financial year 2012-13.

**PUBLICATIONS WING**

In order to create public awareness, this Department brings out two monthly Journals i.e. Utkal Prasang in Odia and Odisha Review in English. In these two monthly Journals, articles and features based on Art, Culture and Traditions, Trade and Commerce, Science and Technology and

activities of the Govt. are published. In addition to this, special issues on the occasion of Car Festival and Utkal Divas are being published every year. Besides, on the occasion of Birth & Death Anniversaries of eminent persons and other functions, folders, booklets etc. are being published both in English & Odia languages and features are also translated and compiled. Besides, leaflets on different sanitation and safety measures are also prepared and distributed in the area concerned. A detailed list of publication is given below

1. Swatantra Utkal Divas (Odia Folder)
2. Nua Rajadhani Bhubaneswar (Odia Booklet)
3. Saheed Raghu Dibakar (Odia Folder)
4. Dr. B.R. Ambedkar (Odia Folder)
5. Prabada Purusha Biju Patnaik (Odia Folder)
6. Sadasiv Tripathy (Odia Folder)
7. Maharaja Krushna Chandra Gajapati (Odia Folder)
8. Utkal Gourab Madhusudan Das (Odia Folder)
9. Biplabi Dharanidhar Bhuyan (Odia Folder)
10. Activities Report of I & P.R. Deptt. (Booklet, both Odia & English)
11. Sri Jaydev, Alyoukika Jayadev-Alyoukika Gitagovinda (Odia Booklet)
12. Guide Book on Car Festival, Puri - 2011 (Both English & Odia)
13. A Devotional Song Collections (Jagannath Janana)
14. Car Festival-2011 What to do what not to do (both English and Odia leaflet)
15. Sri Sri Baladev Jew Rath Yatra - 2011 - Kendrapara (Odia Booklet)
16. Utkalamani Pandit Gopabandhu Das (Odia Folder)
17. Saheed Baji Rout (Odia Folder)
18. Jayaprakash Narayan (Odia Folder)
19. Jayee Rajguru (Odia Folder)
20. IITF-2011, New Delhi (English Folder)
21. Utkal Keshari Dr. Harekrushna Mahatab (Odia Folder)
22. Saheed Laxman Naik (Odia Folder)
23. Mahan Jananayak Nabakrushna Choudhury (Odia Folder)
24. Maharaja Sriramachandra Bhanja Deo (Odia Folder)

25. Biplabi Chandan Hazuri (Odia Folder)
26. Veer Surendra Sai (Odia Folder)
27. Netaji Subhas Chandra Bose (Odia Folder)
28. Buxi Jagabandhu (Odia Folder)
29. Utkal Gouraba Madhusudan Das (Odia Folder)

**PRESS INFORMATION SERVICE:**

A Press Information Unit is functioning under this Department at State Headquarters. Seven Information Officers and 10 other Departmental Officers of O.I.S Cadre are working in this unit to collect press notes, handouts, background materials, features and other information on developmental activities from various Departments of the Govt. and release those to different Media Organisations, both Print & Electronics. Dy. Director (Press) -cum-Dy. Secy. has been kept in charge of this unit to supervise the work. During this year, 493 Press Handouts and 28 Press Notes have been released. Besides, the Information Officers submit Press Clippings daily to Ministers and Principal Secretaries, Commissioner-cum-Secretaries and Secretaries of the respective Department. In this regard 17007 nos. of Press Clipping have been submitted during the financial year 2011-12. Moreover Public Relations Officers have been posted in the Office of His Excellency the Governor of Odisha, Hon'ble Chief Minister of Odisha and Hon'ble Speaker, Odisha Legislative Assembly.

During the year 2011-12 accreditation has been granted to 9 Correspondents at the State level and one freelance level Correspondent. The accredited Correspondents are being provided with various facilities including concessional travel in railways. This Department also organizes conducted tours for the Journalists on important occasions like Car Festival, Konark Festival, Beach Festival and to the spot during natural calamities.

During natural calamities, control rooms are also opened to cater information to the Information Cell which works round the clock.

For the working journalists, a Working Journalists Welfare Fund Rule is being implemented and distressed journalists are being given financial assistance.

A sum of TRs 201 has been estimated for the financial year 2012-13 for the above purpose.

### **ELECTRONIC DIGITAL DISPLAY BOARD**

Providing news through Electronic Display Boards (EDB) is a novel initiative by this Department to augment its broad mission of information dissemination. Started on April 1, 2005, it aims at providing instant information on Government's plans, policies and actions, important events, public service guidelines and issues of public interest. At present, three EDBs have been installed one at Bhubaneswar Capital Police Station, one at OMC premises and one at State Information Centre (Jayadev Bhawan). One more EDB has been installed at Odisha Bhawan, New Delhi, which has become a centre of attraction for Delhites.

For Electronic Display Board a sum of TRs 3000 has been estimated for the financial year 2012-13.

### **T.V. NEWS PRODUCTION**

The T.V. Unit of this Department has been producing news items of day-to-day programmes of VIPs and VVIPs. News capsules of important events, tele-documentaries on various developmental activities of the Govt. are being telecasted on various electronic media channels including Doordarshan. During the year 2011-12, this unit has covered 1101 news items on various developmental activities and programmes of Govt., out of which 921 news items were telecasted on the regional news bulletin from DDK, Bhubaneswar and also 900 news items were telecasted in the States Scan from National Network.

A sum of TRs 6354 has been estimated for T.V. Unit during the financial year 2012-13.

### **TELECAST OF DEVELOPMENTAL SCHEMES (AMA KATHA ODISHA KATHA AND BIKASHARA NABADIGANTA)**

Audio-visual magazines on various success stories relating to different people-oriented development programmes of the Govt. are telecasted under this scheme.

For the first time, Information & Public Relations Department has been producing an audio-visual magazine titled "Ama Katha Odisha Katha" on various success stories of the Government for wide publicity and awareness of the common people. Various Departments of the Govt. are getting an opportunity for publicity of their plans and programmes. Till now, more than 175 episodes have gone for telecast with a commendable viewership of more than 35 lakhs in urban and rural Odisha. It has achieved a reputation as one of the most popular programmes in Doordarshan. Gradually people all over the state, particularly from the rural areas are evincing positive response to this programme. In order to include general public in the developmental process through extensive publicity of various welfare programmes of the State Government, another weekly developmental publicity programme "Bikashara Nabadiganta" is being telecast from May, 2012. For the first time a documentary Film on Mahatma Gandhi's visit to Odisha and Salt Satyagraha in Odisha has been taken up and production work is under progress. From time to time this unit has taken up documentary work for other various Government Department like Election Commission, Health & Family Welfare etc.

During this financial year a new scheme has been introduced as "Gandhi Visit to Odisha" with a sum of TRs.300.

For this purpose a sum of TRs 1500 has been estimated during the financial year 2012-13.

### **PHOTO SERVICES**

The Photo Unit of this Department provides vital support for publicity of the programmes. It helps in keeping visual records of important events. It also releases photographs to different print media daily on various day-to-day programmes of the VIPs, VVIPs and other important Government programmes. It provides photographs for publications of Booklets, Folders, Posters etc and for preparation of exhibits for exhibitions of the Department.

This unit has been modernized with Digital Set-up having Internet facilities. Now photographs are being released to different media

organizations through Internet. Besides, action has been initiated to have a multipurpose studio. During this period the Unit has covered 4200 numbers of programmes through manual and digital systems and produced 27085 numbers of photographs and supplied for above mentioned purposes. Besides, this unit has also released 4070 nos. of photographs to different media organisations for publication.

For Photo Unit a sum of TRs 500 has been estimated for the financial year 2012-13.

### **FILM UNIT**

Film is one of the powerful media of Mass Communication, through which message of the Government and achievements made on different developmental programmes are carried out and conveyed to the mass living in the rural as well as urban areas.

One documentary video film on life of Binode Kanungo has been produced by the Department. Two nos. of Advertisement films have been prepared for C.T. Department to create awareness among the general public. Eleven nos. of films screening-cum-workshop has been held at the State headquarters Preview Hall and many VVIPs have attended the workshop. Apart from this 8 nos. of feature films has been previewed for selection of State award. Special steps have already been taken for screening of documentary films through digitalization. Moreover, measures have been undertaken to produce 10 nos. of Advertisement films and 2 nos. of documentary films on RTI.

A sum of TRs 2257 has been estimated during the financial year 2012-13 for this purpose.

### **COMMUNITY VIEWING UNIT**

A Community Viewing Unit has been functioning in this Deptt. Radio Inspectors are attending the work relating to installation and repair of TVs

provided to different establishments. The Unit also attend the recording of the proceedings of the important events including Assembly sessions. The Government under C.V. Scheme have provided 972 T.V. sets to different Educational Institutions and Information Centres of the State free of cost, 857 T.V. sets to different Gram Panchayats on cost sharing basis i.e. 75 percent borne by the State Government and 25 percent by the Gram Panchayats concerned. Steps have already been taken for installation of colour TV sets instead of black and white at all Information Centre-cum-Reading Rooms in a phased manner as around 30 centres have been completed.

For this purpose a sum of TRs 80 has been estimated for the financial year 2012-13.

#### **AUDIO VISUAL PUBLICITY UNIT**

An Audio Visual Publicity Unit is functioning in the Department. Apart from organizing film shows at the field level, this unit provides Public Address System at the Govt. meetings. This unit has also attended publicity work at Rath Yatra (Puri), Bali Yatra (Cuttack) and Maghasaptami (Chandrabhaga). LCD Projectors have been provided to Zonal Deputy Directors including State Headquarters.

For this purpose a sum of TRs 1000 has been estimated for the financial year 2012-13.

#### **DIGITISATION OF IMMORTAL VOICE**

Government have decided to preserve the speech/ immortal voices of eminent Leaders and Freedom Fighters of the State. Speech/ immortal voices of 32 eminent state leaders and freedom fighters have been collected and preserved and steps are being taken to contact more leaders and Freedom Fighters to record their speech/ immortal voice.

For this purpose a sum of TRs 50 has been estimated for the financial year 2012-13.



## **ADVERTISEMENT**

All Government advertisements released by this Department in different Newspapers and Periodicals have become effective. Besides, Classified Advertisements such as Tender Notices, Quotation Call Notices, Advertisements for recruitments and Notices for admission to the Educational Institutions etc. are published in newspapers through this Department for general information. Tender notices and quotation call notice of different Corporations and State Government Undertakings are also routed through this Deptt. for publication. During the reported year i.e. 2011-12, 5483 Classified Advertisements, 1483 Land Acquisition Advertisements and 352 Display Advertisements have been issued.

A sum of TRs 82000 has been estimated towards the cost of advertisement during the financial year 2012-13.

## **RESEARCH, REFERENCE AND TRAINING**

The Research and Reference unit of this department collects background materials, up-to-date facts and figures from various departments of the Government and keeps those intact for reference purposes. This unit also collects and preserves newspaper clippings, articles from standard research Journals and informative literatures published by Government and make information available to the research scholars, writers and intellectuals as and when required. The Department also maintains a reference library which preserves of 5,000 books, including informative books, maps, publicity booklets and features etc. About 30 Odia & English newspapers are available for readers, students and research scholars etc in the library. During the reported period 500 nos of readers and 300 research scholars have visited this unit for reading news papers and obtaining various reference materials. During the year information has been disseminated to 450 departmental officers / staff according to their requirements.

A sum of TRs 200 has been estimated under State Plan and Non-Plan Schemes for the financial year 2012-13.

## **ODIA TRANSLATOR'S UNIT**

In accordance with utmost significance to public perception, the State Government has constantly been endeavouring to strengthen its feedback gathering mechanism. Public reactions as reflected in the Print & Electronic Media are closely being scanned by the Odia Translator's Unit in the form of "Daily Press Round-Up" to enable respective Executive Heads of different Departments to effect suitable changes in the process of planning and execution of developmental programmes. As a part of micro-analysis approach, Odia Translator's Unit of the State Information set-up has gathered 1489 nos. of Press Round-Ups during this year.

## **INFORMATION CENTRE-CUM-READING ROOM**

Information Centre-cum-Reading Rooms have been functioning in urban and rural areas of the State, which play a significant role in disseminating information and enriching the intellectual growth of the society through books, magazines, newspapers and other informative literatures. Besides, TVs and Radios have been supplied to the Information Centers to disseminate instant and current news etc. At present 85 Information Centre-cum-Reading Rooms are functioning through out the State including one at the State Capital (Jayadev Bhawan) and one each at New Delhi and Kolkata.

For smooth functioning of Information Centre-cum-Reading Rooms a sum of TRs 24269 has been estimated for the financial year 2012-13.

## **EXHIBITION**

Exhibitions on plans, programmes, policies and achievements of the Govt. are organised in rural and urban areas of the State in order to create awareness among the people. The



Odisha Mandap at I.I.T.F, New Delhi

exhibition also includes show casing of Odishan art, culture, tradition, tourism, handlooms, handicrafts, agriculture, industries, infrastructure development of other major development in steel, power, port sectors etc. This unit participates in I.I.T.F, New Delhi every year. During the financial year 2011-12 Twelve exhibitions have been organised by this Department.

For this purpose a sum of TRs 4000 has been estimated for the financial year 2012-13.

### **SPECIAL CELEBRATION**

The Department organizes Special Celebrations like Independence Day, the Republic Day, the Odisha Day, Gandhi Jayanti, Birth & Death Anniversaries of eminent persons, National Press Day in the State, District and Sub-divisional Headquarters. During this year, 36 such Special Celebrations have been organised. Information Centres were opened during Ratha Yatra at Puri and at other 15 places of different districts.

During the financial year 2012-13 a sum of TRs 10220 has been estimated for this purpose.

### **SONG AND DRAMA**

This is an effective medium of publicity. The traditional folk performance like Palla, Daskathia, Ghodanacha, Street play and Musical programmes highlighting plans, programmes and policies of the Government are organised by this Department in rural and urban areas of the State. During the year, 1520 numbers of programme have been organized by this Department for the purpose.

A sum of TRs 3100 has been estimated for the financial year 2012-13.

### **COMPUTERISATION SCHEME**

To make media coverage more effective and purposeful with regard to dissemination of up-to-date information, this Department has taken

initiative to computerize all District Information & Public Relations Offices. Besides, there is a computerized system operating at the State Headquarters with LAN facility. One KIOSK has been installed at State Headquarters to provide up-to-date information to public. New computer system has been installed to send Advertisement text and tender document to State Govt. website through portal group of I.T. Department. Apart from this, 3 nos of computers have been installed in the Information Centre at State Secretariat, where Group of Information Officers are working for collection and dissemination of information of different Departments. BSNL Broad Band connection facility were provided to State Headquarters, and all DIPROs offices including 3 Deputy Directors' Offices and Jayadev Bhawan, Bhubaneswar. E-Despatch System has been made in Issue Branch of this Department to despatch the letters in E-mail address. Training programme is being conducted by Department in a phased manner for all ASOs, SOs, DOs and all Branch Officers. Computers have been purchased for Sanjog Helpline, 3 Deputy Directors, DIPRO Office, Bhubaneswar, all Senior Officers of the Headquarters and Research Library Section for day-to-day official work. E-Advertisement system has been introduced through the National Informatic Centre, Government of India for transparent release of advertisements given to the newspaper every day and the same is hosted online in the independent website of I & P.R. Department as well as in the State Portal Government of Odisha.

e-samachar both in Odia and English have been hosted in the State Portal for regular updating of online news items in the form of Samachar Odisha through Information Officers and Assistant Information Officers of this Department.

Proposal has been initiated to upgrade the existing IT facility of this Department. Laptop will be provided to all Information Officers, Assistant Information Officers of this Department for instant communication of news and photo items to different print and electronic media.

For this purpose a sum of TRs 4500 has been estimated for the financial year 2012-13.

## **RIGHT TO INFORMATION**

The Information & Public Relations Department has shouldered onerous responsibilities of implementing Right to Information Act, 2005 in Odisha as the Nodal department. The implementation has been geared up through the formation of a State Right to Information Implementation Cell in the department. The process of implementation has witnessed a record success of formulating Odisha Right to Information Rules, 2005, drafting of Operational Guidelines, formation of a Central Cell at Reception Counter of the Secretariat, training of PIOs and Appellate Authorities, constitution of Odisha Information Commission and facilitation of proactive disclosure through the RTI Portal of Govt. of Odisha. The IT application in the form of RTI Central Monitoring Mechanism has been termed as truly impressive by the World Bank. It has also brought crowing glory to the State bagging best website Award of e Gov 2.0 as the most user friendly interface in the whole country. Prior to this distinction, this IT application has also been awarded in the international e-India 2010 conclave held at Hyderabad.

Recently, the RTI Portal has received the prestigious National Awards on e-governance for the year 2011-12 in the best Govt. portal category instituted by Government of India.

For this purpose a sum of TRs 325 has been estimated for the financial year 2012-13.

## **CAPITAL OUTLAY ON PUBLIC WORKS**

From the year 2012-13 construction of building of Information & Public Relations Department amounting to TRs.36500 has been introduced in the budget of this Department.

Construction of I.B. at Puri and renovation of administrative building, conference hall of Information & Public Relations Department has been estimated during this year.