



Government of Orissa



**ACTIVITIES REPORT OF THE  
INFORMATION & PUBLIC RELATIONS DEPARTMENT  
FOR THE YEAR - 2010-11**

Department of Information & Public Relations

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THE INFORMATION & PUBLIC RELATIONS  
DEPARTMENT FOR THE YEAR 2010-11**

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 776 out of which Group-A Officers are 19, Group-B Officers are 80, Group-C personnel are 354 and Group-D personnel are 323. A sum of TRS 331105 has been estimated under State Plan and Non-Plan Schemes for the financial year 2011-12.

**PUBLICATIONS WING**

In order to create public awareness, this Department brings out two monthly Journals i.e. Utkal Prasang in Oriya and Orissa 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, leaflets, booklets etc. are being published both in English & Oriya languages and features are also translated and compiled. A detailed list of publication is given below

1. Swatantra Utkal Divas (Oriya Folder)
2. Nua Rajadhani Bhubaneswar (Oriya Booklet)
3. Saheed Raghu Dibakar (Oriya Folder)
4. Dr. B.R. Ambedkar (Oriya Folder)
5. Maharaja Krushna Chandra Gajapati (Oriya Folder)
6. Utkal Gourab Madhusudan Das (Oriya Folder)
7. Biplabi Dharanidhar Bhuyan (Oriya Folder)
8. Activities Report of I & P.R. Deptt. (Booklet, both Oriya & English)
9. Sri Jaydev, Alyoukika Jayadev-Alyoukika Gitagovinda (Oriya Booklet)
10. Guide Book on Car Festival, Puri - 2010 (Both English & Oriya)
11. A Devotional Song Collections (Jagannath Janana)
12. Sri Sri Baladev Jew Rath Yatra - 2010 - Kendrapara (Oriya Booklet)
13. Utkalamani Pandit Gopabandhu Das (Oriya Folder)
14. Saheed Baji Rout (Oriya Folder)
15. Jayaprakash Narayan (Oriya Folder)
16. Orissa : Land of Vast Opportunities & Potentials (English Folder for IITF, New Delhi)
17. Utkal Keshari Dr. Harekrushna Mahatab (Oriya Folder)
18. Mahan Jananayak Nabakrushna Choudhuri (Oriya Folder)
19. Biplabi Chandan Hajuri (Oriya Folder)
20. Veer Surendra Sai (Oriya Folder)
21. Netaji Subhas Chandra Bose (Oriya Folder)

22. Buxi Jagabandhu (Oriya Folder)
23. Utkal Gouraba Madhusudan Das (Oriya Folder)

A sum of TRS 924 has been estimated under Non-Plan for publication work during the financial year 2011-12.

**PRESS INFORMATION SERVICE:**

A Press Information Unit is functioning under this Department at State Headquarters. 7 Information Officers and 8 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, 219 Press Handouts and 6 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. 26,814 nos. of Press Clipping have been submitted during the financial year 2010-11. Moreover Public Relations Officers have been posted in the Office of His Excellency the Governor of Orissa and Hon'ble Chief Minister of Orissa.

The Accreditation Committee, constituted in the year 1994 for grant of Accreditation to the working Journalists has been reconstituted vide Govt. Resolution No. 22697 dated 23.08.03 after certain amendments in the Rule. During the year 2010-11 accreditation has been granted to 17 Correspondents at the State level and freelance level. The accredited Correspondents are being provided with various facilities including travel in railways. This Department also organizes conducted tours for the Journalists on important occasions like Car Festival, Konark Festival, Sea 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 new welfare fund has been constituted during financial year 2009-10. For Press Information Service a sum of TRs 2002 has been estimated under State Plan and TRs 677 under Non-Plan for the financial year 2011-12.

### **ELECTRONIC DISPLAY BOARD**

Providing news through Electronic Display Boards (EDB) is a novel initiative by this Department to augment its broad mission of information dissemination. Starting on April 1, 2005, it aims at providing instant information on Government's plans, policies and actions, important events, public service guidelines and issues in 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 Orissa Bhawan, New Delhi, which has become a centre of attraction for Delhites. A sum of TRs 400 has been estimated under State Plan for the financial year 2011-12.

### **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 2010-11, this unit has covered 741 news items on various developmental activities and programmes of Govt., out of which 690 news items were telecasted on the regional news bulletin from DDK, Bhubaneswar and 51 news items were telecasted in the States Scan from National Network. A sum of TRs 5063 has been estimated for the financial year 2011-12.

### **TELECAST OF DEVELOPMENTAL SCHEMES (AMA KATHA ODISHA KATHA)**

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 137 episodes have gone for telecast with a viewership of more than 35 lakhs in urban and rural Orissa. It has achieved a reputation of 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 by post. In order to include general public in the developmental process through extensive publicity of various welfare programmes of the State Government, decision has already been taken to telecast another weekly developmental publicity programme "Bikashara Nabadiganta" which will go for telecast shortly. For the first time a documentary Film on Mahatma Gandhi's visit to Orissa and Salt Satyagraha in Orissa has been taken up and 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 Orissa" with a sum of TRs.300. A sum of TRs.1000 has been estimated for this unit during the financial year 2011-12.

### **PHOTO SERVICES**

The Photo Unit of this Department provides vital support to publicity of the programmes. This helps in keeping visual records of important events. Besides, it 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 2665 numbers of programmes through manual and digital systems and produced 23860 numbers of photographs and supplied for above mentioned purposes. Besides, this unit has also released 2235 nos. of photographs to different media organisations for publication.

A sum of TRs 918 has been estimated for photo unit during the financial year 2011-12.

### **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 Film on Samanta Chandrasekhar has been produced by the Department. Two films and documentaries have been circulated in the film library for publicity purpose. 12 nos of films screening-cum-workshop has been held at the State Headquarter Preview Hall and VVIPs have attended the workshop. Apart from this, 19 nos of feature films has been previewed for selection of State award. Special measures have already been undertaken for screening of documentary films through digitalisation.

A sum of TRs 436 has been estimated for Film unit during the financial year 2011-12.

### **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. Unit also attend the recording of the proceedings of the important events including Assembly sessions. Government under C.V. Scheme have provided 972 T.V. sets to different Educational Institutions and Information Centres of the State on 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.

A sum of TRs 959 has been estimated for C.V unit during the financial year 2011-12.

#### **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.

A sum of TRs 1300 under State Plan and TRs 248 under Non-Plan has been estimated for this unit during the financial year 2011-12.

#### **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. A sum of TRs 50 has been estimated for the purpose during the financial year 2011-12.

#### **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. 2010-11, 5113 Classified Advertisements, 1169 Land Acquisition Advertisements and 296 Display Advertisements have been issued.

A sum of TRs 55000 has been estimated during the financial year 2011-12 towards the cost of Advertisements.

### **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. Daily around 30 Oriya & 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 to 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. Important news articles were given to Utkal Prasanga for publication in different issues for general awareness. 9 SDIPROs and 3 other officers have been imparted training in IIMC, Dhenkanal during this year.

A sum of TRS 428 has been estimated for this unit during the financial year 2011-12.

### **ORIYA 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 Oriya 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, Oriya 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 opened in urban and rural areas that 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 gather 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.

A sum of TRs 20297 under Non-Plan and TRs 863 under State Plan has been estimated for this unit during the financial year 2011-12.

### **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 exhibition also includes show casing of Orissan 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



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

2010-11, eleven exhibitions including IITF-2010 at New Delhi have been organised by this Department.

A sum of TRs 10200 has been estimated for this unit during the financial year 2011-12.

### **SPECIAL CELEBRATION**

The Department organizes Special Celebrations like Independence Day, Republic Day, Orissa Day, Gandhi Jayanti, Birth & Death Anniversaries of eminent persons, National Press Day in the State, District and Sub-divisional Headquarters. During this year, 33 such Special



State Tableau at Republic Day Parade-2011, New Delhi

Celebrations have been organised. Information Centres were opened during Ratha Yatra at Puri and at other 15 places of different districts. Besides, the State Tableau was exhibited at Republic Day Parade-2011, New Delhi by this Department.

A sum of TRs.4720 has been estimated for Special Celebration during the financial year 2011-12.

### **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 nos. of Programmes have been organized by this Department. Besides, Inter-State cultural exchange programmes are also being organised in different parts of the country every year.

A sum of TRs.2800 has been estimated for Song & Drama during the financial year 2011-12.

## **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 to State Headquarters, all DIPROs offices, 3 Deputy Directors' Offices and Jayadev Bhawan, Bhubaneswar have been provided. 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 Director, DIPRO Office, Bhubaneswar, all Senior Officers of the Headquarters and Research Library Section for day-to-day work. Requirement of Library Software has been initiated. E-Advertisementsystem 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 will be hosted on line in the independent website of I & P.R. Department as well as in State Portal.

A sum of TRs.1500 has been estimated for Computer Unit during the financial year 2011-12.

## **RIGHT TO INFORMATION**

The Information & Public Relations Department has shouldered onerous responsibility of implementing Right to Information Act, 2005 in Orissa 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 Orissa 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 Orissa Information Commission and facilitation of proactive disclosure through Govt. of Orissa website. The IT application in the form of RTI Central Monitoring Mechanisim has been termed as truely impressive by the World Bank.

To expedite this programme and for successful implementation of Right to Information Act, training has been imparted to PIOs and 1<sup>st</sup> Appellate Authorities of various Departments during the year 2009-10 and 2010-11. The RTI Portal of Government of Orissa has bagged the best "**e-gov.Web 2.0**" Award in the Country for the year 2010 as the most user-friendly website.

A sum of TRs.30000 has been estimated for this unit during the financial year 2011-12.