

**ACTIVITIES REPORT OF  
THE INFORMATION & PUBLIC RELATIONS  
DEPARTMENT FOR THE YEAR 2008-09**

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 965 out of which Group-A Officers are 29, Group-B Officers are 92, Group-C personnel are 480 and Group-D personnel are 364. A sum of TRs.228818 has been estimated under Non-Plan and TRs.80000 under State-plan Schemes for the Financial Year 2009-10.

**CENTRALLY SPONSORED PLAN SCHEME**

For imparting training and generating awareness among the people towards Right to Information Act, a new CSP Scheme has been introduced and TRs.500 has been estimated for the financial year 2009-10.

## **PUBLICATIONS**

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 and Culture, 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 translated and compiled. A detailed list is given at 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. Sri Jaydev (Oriya Booklet)
9. Guide Book on Car Festival, Puri - 2008 (Both English & Oriya)
10. A Devotional Song Collections
11. Car Festival, Puri - 2008 - What to Do and What Not to Do (English & Oriya Leaflets)
12. Sri Sri Baladev Jew Rath Yatra - 2008 - Kendrapara (Oriya Booklet)
13. Utkalamani Pandit Gopabandhu Das (Oriya Folder)
14. Saheed Baji Rout (Oriya Folder)
15. Biplabi Jayee Rajguru (Oriya Folder)
16. Saheed Birsa Munda (Oriya Folder)
17. Orissa : A Land of Many Splendours (English Folder for IITF, New Delhi)

18. Saheed Laxman Naik Jayanti (Oriya Folder)
19. Utkal Keshari Dr. Harekrushna Mahatab (Oriya Folder)
20. Mahan Jananayak Nabakrushna Choudhuri (Oriya Folder)
21. Maharaja Sri Ram Chandra Bhanja Deo (Oriya Folder)
22. Biplabi Chandan Hajuri (Oriya Folder)
23. Veer Surendra Sai (Oriya Folder)
24. Netajee Subhash Chandra Bose (Oriya Folder)
25. Buxi Jagabandhu (Oriya Folder)
26. Biju Patnaik (Oriya Folder)
27. Jayaprakash Narayan (Oriya Folder)
28. Activities Report of the Inf. & P.R. Deptt. (Eng. & Oriya Booklet)

Besides, steps were taken for compilation of Election Backgrounders for 2009 General and Assembly Elections.

A sum of TRs. 1189 has been estimated for publication work during the Financial Year 2009-10.

#### **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, 647 Press Handouts and 14 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. 19,257 nos. of Press Clipping have been submitted during the financial year 2008-09. Moreover Public Relations Officers have been posted in the Office of His Excellency the Governor of Orissa and Hon'ble Chief Minister of Orissa.

During the year 2003-04, 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 2008-09 accreditation has been granted to 142 Correspondents at the State level and 102 at the District, Sub-division and Block levels. The accredited Correspondents are being provided with various facilities including railway travel concession. This Department also organizes conducted tours for the Journalists on different 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 this financial year 2009-10 and a sum of TRs.500 has been estimated for working Journalist Welfare Fund, 2009.

For Press Information Service, a sum of TRs.736 has been estimated for the Financial year 2009-10 under Non Plan scheme and TRs.501 has been proposed under State Plan scheme.

#### **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 at Bhubaneswar i.e. one at Capital Police Station, one at OMC premises and another at State Information Centre (Jayadev Bhawan). Another EDB has been installed at Orissa Bhawan, New Delhi also, which has become a centre of attraction for Delhites. A sum of TRs.400 has been estimated for the year 2009-10.

#### **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 2008-09, this unit has covered 972 news items on various developmental activities and programmes of Govt., out of which 925 news items were telecasted on the regional news bulletin from DDK, Bhubaneswar and 23 news items were telecasted in the States Scan from National Network.

A sum of TRs.5632 has been estimated for T.V.Unit during the Financial Year 2009-10.

#### **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 man. Various Departments of the Govt. are getting an opportunity for publicity of their plans and programmes. Till now, 103 episodes have gone for telecast with a viewership of more than 31 lakhs in urban and rural Orissa. The programme started from January 2006. This programme goes for telecast every Saturday at 7.15 p.m. through DD-I. 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 their positive response to the programme by mail. 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". A sum of TRs.1500 has been estimated for this unit during the financial year 2009-10.

During the financial year 2009-10, grant-in-aid has been provided to Orissa Remote Sensing Application Centre (ORSAC) for telecast of

Government developmental programmes. An amount of Rs.30000 has been estimated for the financial year 2009-10.

### **PHOTO SERVICES**

The Photo Unit of this Department provides essential support to publicity programmes. This helps in keeping records of important events. Besides, it releases photographs to different print media organizations daily on various day-to-day programmes of the VIPs, VVIPs and other important Government programmes. It provides support for publications of Booklets, Folders, Posters etc and for preparation of exhibits for exhibitions by the Information & Public Relations 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 separate studio. During this period the Unit has covered 1415 numbers of programmes through manual and digital systems and produced 12365 numbers of photographs and supplied for above mentioned purposes. Besides, this unit has also released 1380 nos. of photographs to different media organisations for publication. For Photo Unit, a sum of TRs.681 has been estimated for the Financial year 2009-10.

### **FILM UNIT**

Film is one of the powerful media of Mass Communication through which message of Government and achievements made on different developmental programmes in the State can be carried out and conveyed to the illiterate mass living in the rural areas.

A full-length feature film on Utkalmani Gopabandhu Das is under production. 2 nos of films and documentaries have been circulated in the film library for publicity purpose. 6 feature films have been previewed in the State Headquarter Preview Hall for selection of state award. Special measures have already been undertaken for screening documentary films through digitalisation.

A sum of TRs.2070 has been estimated for Film Unit during the Financial year 2009-10 both under Non-Plan & State Plan.

### **C.V. 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. They also attend the recording of the important proceedings of the programmes including Assembly proceedings. 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 cost borne by the State Government and the rest 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. A sum of TRs. 890 has been estimated for C.V Unit during the Financial year 2009-10.

### **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 makes arrangements of Public Address System at the meeting places. A sum of TRs. 1539 has been estimated for A.V.P. Unit during the Financial year 2009-10 both under Non-Plan & State Plan.

### **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 some eminent state leaders and freedom fighters have been collected and steps are being taken to contact other leaders and Freedom Fighters to record their speech / immortal voice for preservation. A sum of TRs. 49 has been estimated for the purpose during the financial year 2009-10.

### **ADVERTISEMENT**

All Government advertisements released by this Department through 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 other quotations of different Corporations and State Government Undertakings are also routed through this Deptt. for publication. During the reported year i.e. 2008-09, 5063 Classified Advertisements, 1342 Land Acquisition Advertisements and 278 Display Advertisements have been issued. A total sum of TRs.39500 has been estimated towards cost of Advertisements for the financial year 2009-10 both under Non-Plan & State Plan.

#### **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 basic information through 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 informative books, maps, publicity booklets and features etc. During the year 2008-09, 350 nos of readers and 250 researchers have visited to this unit for reading news papers and obtaining various reference materials. During the year information has been disseminated to 200 departmental officers / staff according to their requirements. Important news articles were given to Utkal Prasanga for publication in its different issues for general awareness. 4 DIPROs and Senior Officers and 6 SDIPROs have been imparted with IIMC training at Dhenkanal during this year.

A sum of TRs.388 has been estimated for Research & Reference Unit during the Financial year 2009-10 for the above purpose.



### **ORIYA TRANSLATOR'S UNIT**

In according 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 of Information & Public Relations Department in the form of "Daily Press Round-Up" and "Internet News Brief" 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 a record no. of 2857 Press Round-Ups during this year.

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

Information Centre-cum-Reading Rooms have been 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. At present 85 Information Centre-cum-Reading Rooms are functioning through out the State including one at the State Capital and one each at New Delhi and Kolkata. New books worth of TRs 400 have been purchased and distributed to different Information Centre-cum-Reading Rooms during last financial year. A sum of TRs.19318 has been estimated for Information Centre-cum-Reading Rooms during the Financial year 2009-10.

### **EXHIBITION**

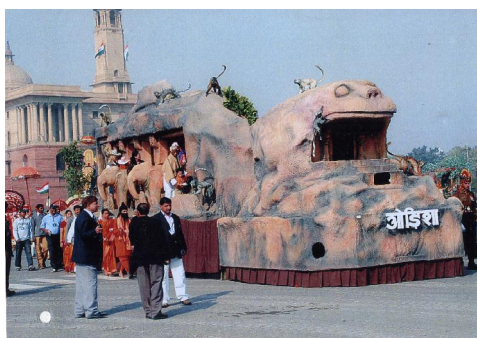
Exhibitions on plans, programmes, policies and achievements of the Govt. are organised in rural and urban areas of the State in order to create awareness among the people. The exhibition also includes show casing of materials on Orissan art, culture, tradition, handlooms, handicrafts, agriculture, industries, 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 current financial year, 9 nos of

exhibitions including IITF-2008 at New Delhi have been organised by this Department. A sum of TRs.9100 has been estimated for Exhibition Unit during the Financial year 2009-10.



### **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 at the State, District and Sub-divisional Headquarters. During the year, 31 such Special Celebrations have been organised. The State Tableau was presented at Republic Day Parade-2009, New Delhi by this Department.



Besides, Information Centres were opened during Ratha Yatra at Puri. A sum of TRs.5220 has been estimated for Special Celebration during the Financial year 2009-10 both under Non-Plan & State Plan.

### **SONG AND DRAMA**

This is an effective medium of publicity. The traditional folk dances 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, 1490 nos. of Programmes have been organized by this Department. Besides, the Department has organised Oriya Film and Cultural Festival at Kolkata under Inter-State Cultural Exchange Programme. A sum of

TRs.2100 has been estimated for Song & Drama during the Financial year 2009-10.

### **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. A sum of TRs.1851 has been estimated for Computer Unit during the Financial year 2009-10.

### **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 Secretariat, training of PIOs and Appellate Authorities, constitution of Orissa Information Commission and facilitation of proactive disclosure through Govt. of Orissa website.



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 2008-09. During the year 2009-10, an additional budget has been made for implementation of these programmes. Proper steps are being taken on a war-footing basis to successfully implement the Right to Information Act.

A sum of TRs.20500 has been estimated for this unit during the financial year 2009-10.





Government of Orissa



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