

## **DIRECTORATE OF INFORMATION & PUBLICITY**

The main function of the Directorate of Information & Publicity (DIP) is to disseminate information about the Government policies, programmes, schemes and measures being taken by the Government for the welfare of people of Delhi, particularly for the weaker sections of the society. In a democratic set up, it is essential that people know about the programmes of the Government and participate in them, which is possible only, if they are adequately educated and informed about them.

This work is being accomplished through the activities of various publicity units of the DIP office, for which funds are provided. For the purpose of better performance of various units, it is proposed to further augment the activities of these units and strengthen them. Brief details of various schemes included under this sector are given below:-

### **1. Strengthening of Dte. of Information and Publicity (Rs.8.00 lakh)**

For smooth functioning of the Directorate and strengthening of its set up, it is proposed that office set-up be strengthened further by computerization, purchase of software for clippings and other reference material, software for Accounts and renovation of Office etc. As per instructions issued by the I.T. Department, Govt. of NCT of Delhi, one Computer Consultant out of the approved agencies of the I.T. Department, is to be hired. In the context of present functioning of the Government of Delhi the role of the Directorate of Information & Publicity has become very much prominent as the whole publicity work of the government in regard to its achievements through audio/video sources and press media, is to be handled and monitored by this department. For strengthening of the establishment, following staff is proposed to be added:-

Sl.	Name of the Post	Nos. of Post	Pay-scale(Rs.)
1.	Up gradation of the post of Director (I&P) to the level of DPR in Central Information Service.	01	Rs.14300-18300
2.	Joint Director	01	Rs.12,000-16500

An amount of Rs.8.00 lakh is approved for this scheme for Annual Plan 2005-06. One computer is proposed to be purchased for this purpose.

## 2. **Research & Reference Cell (Rs.4.00 lakhs)**

Research & Reference Unit is an integral part of any publicity set up to provide ready reference material to the Information Officers, Field Publicity Officers, Exhibition Officers and others and also to maintain record of day-to-day developments for compiling an authoritative reference material.

For this purpose a Library is being maintained, wherein latest periodicals and daily papers are purchased. Clippings are taken out of these papers and periodicals with regard to important news items and relevant reference material.

It is felt that the activities of this cell should be further strengthened. For proper functioning of this cell, continuous screening of newspapers, magazines and other periodicals, purchased or received on exchange basis, is required to be done, so that relevant material is marked and properly indexed. Information thus compiled is to be supplied to the Deptts. as feed back as and when required. It can also be used for writing special features/articles for departmental magazine and other publications.

The purchase of computer and software is proposed for R&R cell for maintaining proper record of reference material. Supporting staff is also required to cope up with increasing reference work. Therefore, it is proposed to create the following additional posts :-

<b>Sl. No.</b>	<b>Name of Post</b>	<b>No.of post</b>	<b>Pay scale (Rs.)</b>
1.	Research Assistant	1	4500-7000
2.	Daftry	1	2610-3540

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 An amount of Rs.4.00 lakh is approved for this scheme for Annual Plan 2005-06.

**3. Advertisement Cell (Rs.194.00 lakhs)**

The basic objective and function of this unit is to publicize the schemes of various departments of Delhi Government through the medium of advertisement in the newspapers, periodicals and other media with a view to apprise the public of the activities of various departments of Delhi Government and to inform people about the plans and the projects of the departments, so that they could benefit from them. The objective of the cell is to be achieved through launching of various advertisement/campaigns for various Deptts. of Delhi Government, which involves preparation of advertisement material, designs and lay-outs of supplements, release of display advertisements, as also the classified advertisements to the newspapers/ periodicals. Computer with software package is required/proposed be purchased.

For accomplishing this work in an effective manner, it is proposed to utilize the services of Advertising Agencies for designing/layout and releasing of advts. without entailing any extra expenditure or financial loss to the Government. An amount of Rs.194.00 lakh is approved for this scheme for Annual Plan 2005-06.

#### **4. Publication Cell (Rs.20.00 lakh)**

Publication unit of this Directorate has to bring out pamphlets, posters, brochures, invitation cards and telephone directory of Delhi Government. It also publishes a monthly magazine "Dilli" in Hindi, Punjabi & Urdu languages.

Publication Unit may also be required to buy calenders and diaries for DIP. A computer is required for this unit for composition and designing/layout work.

It is proposed to create one post of Sub-Editor-cum-Translator (Hindi) and to change the designation of the existing posts of Translator (Urdu) and Translator (Punjabi) to Sub-Editor-Cum-Translator. These posts should be at par with the Asstt. Information Officer, in the pay scale of Rs.5000-8000. As work of photo-copying of documents is undertaken by this unit.

An amount of Rs.20.00 lakh is approved for this scheme for Annual Plan 2005-06.

#### **5. Photo Cell (Rs.6.00 lakh)**

Photographs are important tools of publicity. They help in communicating significant visual things in realistic, faithful and expressive manner, which serve as lasting records. Hence, photo publicity is a very essential part of any publicity set up. To make it effective, it requires a well equipped sophisticated and modern photographic unit.

There is a small photo unit under the Directorate with facilities for preparing black and white photographs, with staff of Lab. Asstt., Dark Room Attendant and Photographers. This unit is responsible for photo coverage of various functions and activities of Delhi Government, maintaining its record (photo negatives) and preparing and issuing photographs for Press, TV and Exhibitions. The photo cell has to furnish photos for "Dilli" magazine also.

To further strengthen the working of this unit, it is proposed to create a post of Photo Asstt., who will not only supervise the functioning of the photo unit, but will

also work as the senior-most Photographer. Besides it, the post of UDC-cum-Photo Librarian is also proposed to be created for smooth functioning of the unit.

<b>Sl. No.</b>	<b>Name of Post</b>	<b>No. of post</b>	<b>Pay scale (Rs.)</b>
1.	Photo Asstt.	1	4500-7500
2.	UDC-cum-Photo Librarian	1	4000-6000

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An amount of Rs.6.00 lakh is approved for this scheme for Annual Plan 2005-06.

**6. Press Cell (Rs.4.00 lakh)**

This unit has to perform very delicate and important work of keeping liaison with the press and electronic media, which are the most powerful medium of the mass communication today. The main function of the unit is publicity and press relation. The work of the press accreditation is also being done by this unit. Delhi being the national capital has a very large number of national dailies and a large number of periodicals are also published from here. Press relations require maintenance of continuous, sustained and close rapport with all sections of press, especially, the daily press, news agencies. All India Radio and Doordarshan, their news reporters and editors. Besides, maintaining personal contacts with them, they have also to be invited to various functions, seminars and workshops of Delhi Govt. and to the press conferences, press briefings and press tours, which are to be organized by the press cell. All this important work is being done with the help of the existing general publicity staff.

The Press unit is also maintaining a press room for the facility of the press reporters, where facilities of telephone, fax, computer etc. are provided for the reporters and media persons.

To further strengthen the publicity work, it is proposed that there should be a separate publicity unit for C.M.s publicity programmes. For overall coordination and liaison with press and media, it is proposed to create two posts of Asstt. Information Officer in the pay scale of Rs.5000-8000.

An amount of Rs.4.00 lakh is approved for this scheme for Annual Plan 2005-06.

**7. Hospitality Cell (Rs.15.00 lakhs)**

Under this unit, the expenditure is incurred on entertaining journalists and media persons at the lunch/dinner/evening tea etc. in the interest of publicity promotion. Regular press briefings, press tours and press conferences are held on various occasions by the Hon'ble Speaker, Dy. Speaker, Chief Minister, Ministers, Chief Secretary and Secretary (PR), at which hospitality is extended to reporters/ media persons. For this purpose, the officer's have to undertake journeys in various parts of Delhi in odd hours, it is proposed to hire private vehicles, as it will be more economical than buying government vehicle and subsequently bearing financial liabilities.

An amount of Rs.15.00 lakh is approved for this scheme for Annual Plan 2005-06.

**8. Publicity through Video & T.V. (Rs. 100.00 lakh)**

Various schemes of development and welfare of citizens are implemented by Delhi Government, MCD, NDMC, DVB and their allied agencies/autonomous bodies. The success of every scheme depends upon the awareness of the citizens and their participation in full capacity. As per decision taken at high level, this work/schemes previously handled and funded by the Urban Development Department be executed by the Directorate of Information & Publicity which has the required professional staff to examine and execute the programme in right perspective.

With the latest technological advancement, the electronic media has become more popular and effective. TV has played an important role in disseminating information to the viewers and is a very powerful means of publicity. Production of U-matic films, purchase of cassettes and preparation of quickies, spots, short films etc. are the main function of this cell.

Delhi Government has also been allotted a 15 minutes slot on Doordarshan on weekly basis, during which a programme "Delhi Round-up", based on week's activities is telecast every Friday evening.

This unit also proposes to undertake the publicity work through short circuit TV system at the main inter-sections of Delhi and also through cable network.

An amount of Rs.100.00 lakh is approved for this scheme for Annual Plan 2005-06.

**9. Exhibition Cell (Rs.15.00 Lakhs)**

Exhibition is the important medium through which publicity can be done in an effective manner. Visual exhibits have lasting effect on the viewer's mind. As such, the organization of exhibitions had been a regular feature of DIP office. This work has been carried out with the help of the general staff in previous years.

To make exhibitions more impressive, it is proposed to further strengthen the cell by creating the following posts:-

<b>Sl. No.</b>	<b>Name of post</b>	<b>No. of Post</b>	<b>Pay scale (Rs.)</b>
1.	Field Publicity Assistant	01	4500-7000

An amount of Rs.,.15.00 lakh is approved for this scheme for Annual Plan 2005-06.

**10. Celebration of National Festival (Rs.11.00 lakhs)**

Besides Independence Day and Republic Day functions, a number of other functions are being organized by this Directorate. In connection with the organization of these functions, the printing and distribution of invitation cards, seating arrangement, ushering and publicity work is normally assigned to DIP

office. An amount of Rs.11.00 lakh is approved for this scheme for Annual Plan 2005-06.

#### **11. Outdoor Publicity (Rs.15.00 lakhs)**

The outdoor publicity i.e. publicity through hoardings, wall paintings, bus panels, kiosks etc. has played a vital role in disseminating the information about the important programmes and achievements of the Government to the masses. The Directorate proposes to display the achievements of Delhi Government by putting up hoardings at prominent points, besides kiosks on electronic poles and wall paintings in rural areas, slum areas etc. It is also proposed to display electronic boards on the achievements of Delhi government at important inter-sections of Delhi, for publicity and general awareness. The fabrication of tableau for Republic Day Parade held at Rajpath is also assigned to this Directorate. This work is being carried out with the assistance of the staff available in the Exhibition unit and the Outdoor Publicity unit.

To carry on the work of outdoor publicity in an effective manner, services of a Field Publicity Asstt. are required to assist the Information Officer/FPO in the work. An amount of Rs.15 lakh is approved for this scheme for Annual Plan 2005-06

#### **12. Protocol Unit (Rs.3.00 lakhs)**

This unit is a new unit of Delhi Government. This important work has been given to the DIP with no extra staff so far. If this work is to be done efficiently and at par with other State Governments, the following facilities are required:-

- a. Staff
- b. Transport
- c. Accommodation
- d. Hospitality & Misc. expenditure

All the above facilities are not available with the Department nor the Government of Delhi has any infrastructure for this purpose. We have to procure these facilities from the open market, or we create our own infrastructure.

Hospitality will have to be extended to the VIPs, dignitaries and those who are given the status of State Guests are to be stayed at suitable Government approved ITDC hotels or reputed private hotels, keeping in view their status. Miscellaneous office expenditure, expenditure on the purchase of gifts, momentos, on the sport arrangement for the hiring taxies, etc. when needed and other sundry expenditure will have to be incurred as per the exigency of the situation.

**13. Free DTC Passes for Accredited Journalists (Rs.5.00 lakh)**

There are about 250 reporters accredited with Delhi Government. Free DTC passes are being provided to these reporters for travelling in local DTC buses. An amount of Rs.5.00 lakh is approved for this scheme for Annual Plan 2005-06.

**DIRECTORATE OF PROHIBITION: (Rs. 100.00 lakh)**

**INTRODUCTION:**

The objective of Prohibition is well stated in Article 47 of the Constitution of India. Mahatma Gandhi the father of the Nation was the Chief propounder of this Policy and it has been accepted as a National Policy of the Country.

Intoxicants lead to physical, mental, intellectual and economic degeneration of the addict. In the recent past drinking and drug addiction is on alarming increase and it has crossed all the barriers and reached into the homes of all section of society i.e. economically weaker section and elite class and especially in youth community. Alcoholism in the society has ominous implication and has weakened the entire social structure by disrupting the family and the country and also distorts the priority of development process.

The Directorate of Prohibition, Govt. of Delhi has been educating the people of Delhi about the ill-effects of vices like drinking and drug abuse. The focus of activities of the Deptt. is Prohibition and the message for Prohibition has been conveyed through various modes of publicity.

### **A Prohibition, Propaganda, Publicity, Scheme (Rs. 93.00 lakh)**

The Deptt. has arranged production of six short films on the theme of prohibition and their telecast on siti channel for 21 days . 176 advertisements were brought out on the occasions of National Holidays during 2003-04 and 125 advertisements are anticipated to be brought out during 2004-2005. During 2003-04 the Deptt. had arranged the display of advertisements on 400 D.T.C. Bus Back Panels for 3 months being the most popular way of transportation of Delhities, 790 kiosks, for 4 months in MCD zone and 480 Kiosks for 2 ½ months ,5 Hoardings & 50 Kiosks were utilized for 7 months at Railway Stations for prohibition publicity purpose. The Deptt. also carried out its outdoor publicity displaying advertisements on the theme of Prohibition on 50 D.T.C. Bus Queue Shelters for 7 months and such a similar campaign on 100 shelters for three months are being arranged during the current financial year 2004-2005.

During the year 2003-04, the Deptt. has installed 10 big exhibition in J.J. Colonies, Resettlement Colonies & Govt. Hospitals and also participated in the Perfect Health Mela organized by Heart Care Foundation of India at DDA Ground, Laxmi Nagar, Delhi. During the course of Exhibition the Deptt. also arranged Nukkar Programmes and displayed Banners also. The Directorate of Prohibition through its Film Unit had arranged 96 film shows in the year 2003-04 and has a target of 100 film shows during the year 2004-05.

The following programmes have been proposed to be undertaken during 2005-2006 under the Annual Plan 2005-2006 by the Directorate of Prohibition, Govt. of NCT of Delhi.

1. Publicity through Cinema Halls and Doordarshan: Cinema Halls and Doordarshan being the most powerful media of the day, the deptt. Produces

telefilms/quickies and song based spots and arranges their screening/telecast in cinema Halls and on Doordarshan. The Deptt. Proposes to screen 110 seconds short films in 50 cinema halls of Delhi and telecast of the same through siti channel on the theme of prohibition and a sum of Rs. 15.00 lacs have been kept under the Annual Plan 2005-06.

2. Publicity through D.T.C. Bus Back Panels: Under Visual Publicity, the deptt. displays advertisements on the back of D.T.C. Buses. To bring out 200 advertisements on Bus Back Panels for 5 months a sum of Rs. 10.00 lacs have been kept under the Annual Plan 2005-06. This is a movable & very impactive media as per evaluation report.
3. Publicity through Kiosks: To propagate the cause of prohibition, the deptt. has proposed to display advertisements with slogans and designs on 700 kiosks for 5 months in MCD and Pwd roads. For the purpose a sum of Rs. 10.00 lacs have been kept in the Annual Plan 2005-06.
4. Publicity through D.T.C. Bus Queue Shelters:- For its outdoor publicity the deptt. arranges display of advertisements on theme of prohibition through the media of Bus Queue Shelters. It is proposed to display advertisements on 150 Bus Queue Shelters for 3 months against propose a sum of Rs. 10.00 lacs, under the Annual Plan 2005-06.
5. Exhibitions: Installation of exhibition has its own impact in bringing the awareness among the masses and for the same the Deptt. Successfully installs exhibitions on prohibition. The Deptt. Proposes to install 10 big exhibition during the year 2005-06 and proposes a sum of Rs. 10.00 lacs.
6. Publicity through Railway Station Publicity: Under this media the Deptt. Proposes to display 10 Hoardings (300sq.ft.each) & 100 kiosks for 8 months at the Railway Stations of Delhi and a sum of Rs. 10.00 lacs have been kept for this media under the Annual Plan 2005-06.
7. Publicity through Hoarding: -Under this media the Deptt,. Proposes to display 125 Hoarding for 3 months. And a sum of Rs. 4.00 lacs have been kept.
8. Publicity through Computer Animation Display System: These systems have been installed at important crossings where thousands of vehicles pass every

hour and while waiting at light signals people glance through these illuminated messages being run on these boards from evening to midnight. Keeping in view, the importance and impact of these systems this Directorate has a target of displaying these four messages at three sites for a period of 12 months. An amount of Rs. 10 lakhs has been proposed.

9. Publicity through Delhi Metro Rail Media: Delhi Metro Rail in Delhi is emerging as a popular mode of traveling for Delhiites. Lacs of people move through this mode of transportation and is expanding very fastly. They have offered certain very attractive mode of publicity through their corporation. This Directorate intends to utilize this popular media by displaying 20 Hoarding & 100 panels for 4 months in the next financial year and hence an amount of Rs. 5 lakh is kept under this media.
10. Film Shows: The Directorate of prohibition through its Film unit arranges daily film shows in the locality of J.J.Colonies/ clusters and during the course of exhibitions with the help and assistance of voluntary organizations working in the field of prohibition and prevention of drug abuse. The deptt. Proposes to organize such 100 film shows during 2005-06. An amount of Rs. 3.00 Lakh has been kept for this programme.
11. Back lit/bridge panel : Under this media this Directorate intends to display 30 panels for 6 months. (Rs. 3.00 lakh)
12. Nukkar Programme in Educational Institution : To educate our younger generation it is proposed to carry out 100 programmes in various institution of Delhi. (Rs. 3.00 lakh)

#### **B. STRENGTHENING OF PROHIBITION DEPARTMENT (Rs. 7.00 lakh)**

The Finance Deptt., Govt. of NCT of Delhi has sanctioned the following posts to strengthen the Directorate of Prohibition under Plan Scheme-Strengthening of Prohibition Deptt.:-

S.N.	Designation	Pay scale (In Rs.)	No. of posts	Whether filled/ vacant
1.	Programme Officer	5500-9000	1	1 Vacant
2.	Projectionist	4500-7000	1	1 filled
3.	Stenographer	4000-6000	1	1 filled
4.	UDC	4000-6000	1	1 filled
5.	LDC	3050-4590	1	1 filled
6.	Driver	3050-4590	2	2 filled
7.	Peon (Class IV)	2550-3200	2	2 filled

The Directorate has submitted a proposal for the creation of 2 posts of Dy. Directors & Up-gradation of 2 posts of Programme Organizer/Social Worker to the post of Assistant Prohibition Propaganda Officer & abolition of one post of Programme Officer under matching and savings as per detail below:-

### **Creation of Posts**

1. Dy. Director (Counseling) 1 Rs.8000-13500
2. Dy. Director (Media) 1 Rs.8000-13500

### **Upgradation of Posts :-**

1. APPOs (From the post of PO/SW) 2 Rs. 5500-9000

Surrender: Programme Officer 1 Rs. 5500-9000

A.R. Study for this purpose is being carried out by the A.R. Department.

### **Budget**

A sum of Rs. 100.00 lakh has been approved for the of Prohibition Department for the Annual Plan 2005-06