

**ACTIVITIES REPORT OF
THE INFORMATION & PUBLIC RELATIONS DEPARTMENT FOR THE
YEAR 2007-08**

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 them 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 975 out of which Group-A officers are 21, Group-B officers are 95, Group-C personnel are 495 and Group-D personnel are 364.

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. Besides, on the occasion of Birth & Death Anniversary of eminent persons and other functions, 29 types of folders, leaflets, booklets etc. have been published both in English & Oriya languages and features have been translated and compiled. A detailed list 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. Car Festival, Puri - 2007 Guide Book (Both English & Oriya)
10. A Devotional Song collections

11. Car Festival, Puri - 2007 - What to Do and What Not to Do (English & Oriya leaflets)
12. Sri Sri Baladev Jew Rath Yatra - 2007 - 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 : Heralding a New Era of Prosperity (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. Netaji Subash 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)
29. "Orissa on the track of Fast Development" in English and "Druta Pragatipathe Odisha" in Oriya (booklet in the achievement of Government.)

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 them to different Media Organisation, both Print & Electronic. A Dy. Director (Press) -cum-Dy. Secy. has been kept in charge of this unit to supervise the work. During this year 871 Press handouts and 10 press notes have been released. Besides, the Information Officers submit press clippings daily to Ministers and Principal Secretaries, Commissioner-cum-Secretary and Secretaries of the respective Department. 30238 nos. of press clipping submitted during the financial year 2007-08. Moreover two Public Relations Officers and two A.P.R.Os have been posted in the office of His Excellency the Governor and the Hon'ble Chief Minister.

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 making certain amendments in the Rule. So far, accreditation has been granted to 140 Correspondents at the State level and 85 at the District, Sub-division and Block level. The accredited Correspondents are being provided with various facilities including railway travel concession. This Department also organize conducted tours for the Journalists on different important occasions like Car Festival, Konark Festival, Sea Beach Festival and to the spot during natural calamities.

An inter-media publicity co-ordination committee has been formed under the Chairmanship of the Minister, I & P.R in the year 2003.

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

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 one at Capital Police Station, one at OMC premises and another at State Information Centre (Jayadev Bhawan), three busy public places of Bhubaneswar. During November 2006 another EDB has been installed at Orissa Bhawan, New Delhi, which has become a centre of attraction for delhities.

T.V. NEWS PRODUCTION

The T.V. Unit of this Department has been producing news items of day to day programmes of VIPs, VVIPs, news capsules of important events, tele-documentaries on various developmental activities of the Govt. and ensuring their telecast on various electronic media channels including Doordarshan. During the year 2007-08 this unit has covered 1167 news items on various developmental activities and programmes of Govt. Out of which 1104 news items were telecast on the regional news bulletin from DDK, Bhubaneswar and 27 were telecast in the States scan from National Network.

TELECAST OF DEVELOPMENTAL SCHEMES (AMA KATHA ODISHA KATHA)

Audio-visual magazine on various success stories relating to the different people-oriented development programmes of the Govt.

For the first time, Information & Public Relations Department has been producing an audio-visual magazine on the 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 74 episodes with a viewership of more than 31 lakhs in urban and rural Orissa has been gone for telecast. The programme started from January 2006. The programme goes for telecast every Saturday at 7.15 p.m. on DD-I. The programme has achieved a reputation of one of the most popular programmes in Doordarshan. Further, gradually people all over the state particularly from the rural areas are showing their positive response to the programme by regular mail.

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 Govt. programmes pertaining to

Government. It provides support for publications of Booklets, Folders, Posters etc and preparation of 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. This year photo unit is planning to release photographs by mobile laptop service from programming spot. During this period this Unit has covered 1265 numbers of programmes through manual & digital systems and produced 8272 numbers of photographs and supplied to above mentioned purpose. Besides, this unit also released 819 nos. of photographs to different media organisation for publication.

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.

The repair work of preview theater has been completed. Besides, a full-length feature film on Utkalmani Gopabandhu Das is under production. 2 nos of films & documentaries has been circulated in the film library for publicity purpose. 6 feature films has been previewed in the state headquarter Preview hall for selection of state award.

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 Grama Panchayats concerned.

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.

DIGITISATION OF IMMORTAL VOICE

Government have decided to preserve the speech / immortal voices of Eminent State Leader 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.

ADVERTISEMENT

All Govt. 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 of the public. 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. till January, 2008, 4402 Classified Advertisements, 1174 Land Acquisition Advertisements and 202 Display Advertisements have been issued.

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 them 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. This section have published the Orissa Reference Annual-2006 as per last year. Important news articles were given to Utkal Prasanga for publication in its different issues for general awareness. 48 nos. of DIPROs, Senior Officers and 36 nos of SDIPROs have been imparted with IIMC training at Dhenkanal and computer training respectively during this year.

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 2820 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. During last year the State Information Centre (Jaydev Bhawan) has been renovated and a separate counter for sale of Government of India publication has been operated during current financial year. Steps are being taken for purchase of new books worth of TRs 400 for Information Centre-cum-Reading Room during current financial year. Steps are being taken for augmentation of funds for modernisation of Information Centre-cum-Reading Rooms during the financial year 2008-09.

EXHIBITION

Exhibitions on plans, programmes, policies and achievements of the Govt. are organised in rural & 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, ports sector etc. This unit participates in I.I.T.F, New Delhi every year. During the current financial year 13 nos exhibitions including IITF-2007 at New Delhi have been organised by this Department.

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, 33 such Special Celebrations have been organised. The tableau was exhibited at Republic day parade-2008, New Delhi by this Department. Besides, Information Centres are opened during Ratha Yatra at Puri.

SONG AND DRAMA

This is an effective medium of publicity. The traditional folk dance 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 1505 nos. of Programmes have been organized by this Department. Besides, the Department organised Oriya Film and Cultural Festival at Chennai under Inter-State Cultural Exchange Programme.

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 the District Public Relations Offices. Fifteen district offices at Angul, Sundargarh, Cuttack, Dhenkanal, Berhampur (Chatrapur), Jagatsinghpur, Kendrapara, Koraput, Sambalpur, Puri, Rourkela, Mayurbhanj, Balasore, Nabarangpur and Keonjhar have been provided with computer facilities. Besides, there is a computerized system operating at the State Head quarters. One KIOSK has been installed to provide upto 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.

DIPRO Kalahandi, Bolangir and Jayadev Bhawan, type, issue and despatch section of the Department has been computerised and each section were also been provided with computer facility. 3 nos of computers have been installed in the Information Centre at Secretariat, where Group of IOs are working, for collection and dissemination of information of different Department.

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, 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.